



# TRAIL STRATEGY

## THE RURAL CITY OF MURRAY BRIDGE

FEBRUARY 2017



The Rural City of  
**MURRAY  
BRIDGE**

*Bridge to Opportunity*



## Acknowledgements

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## Introduction

The Rural City of Murray Bridge (RCMB) engaged Tredwell Management Services to develop a Trail Strategy to investigate, audit and provide a framework for the future strategic direction of trails across the council area.

The principle objective of this project was to prepare a Strategy that focused on identification, provision, development and management of trails. The project consisted of background research, on-ground trail auditing, mapping, stakeholder consultation, strategic planning and the development of a comprehensive strategy and action plan.

## Murray Bridge Region

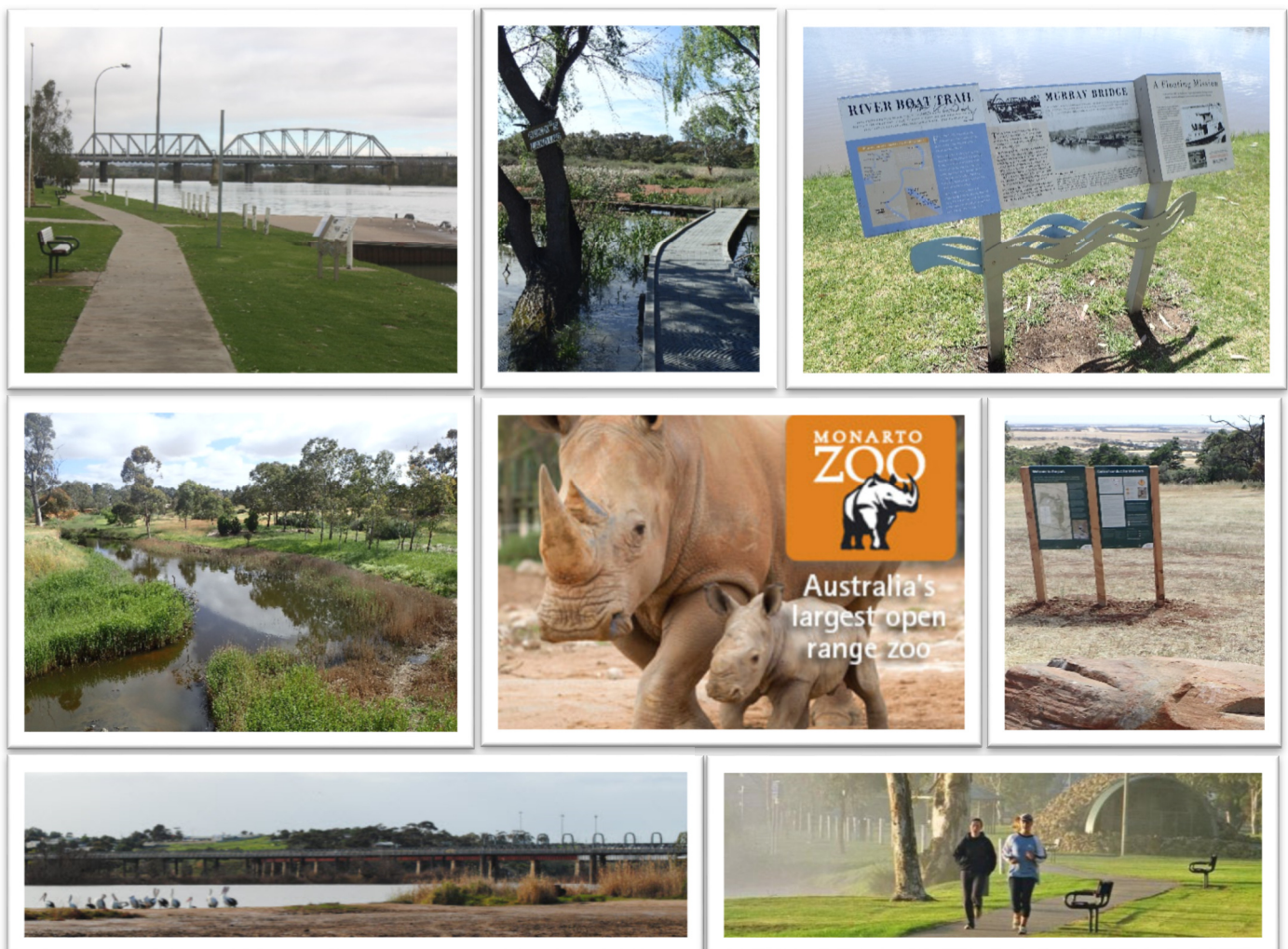
Located approximately 75km (45minute drive) to the south east of Adelaide, Murray Bridge is a major centre based on the Murray River and is often referred to as the “crown” of the Murray Region. The region’s population is estimated to be 20,971<sup>1</sup> with an area covering 1,832 sq./km (including the Murray River and Lake Alexandrina).



**Figure 1: The Rural City of Murray Bridge**



The region offers a range of unique natural assets and rich cultural heritage allowing for distinct trail experiences. There are several state-owned Conservation Parks and wetlands of national significance, as well as a wetland of international significance which encompasses Lake Alexandrina. The Murray River is the key landscape feature, holding significant value to the community with strong connections to the Ngarrindjeri people and unique European heritage such as the first bridge to span the Murray River which opened in 1879. The region is also home to the world's largest open range zoo at Monarto.



**Figure 2: Landscapes and attractions of the Rural City of Murray Bridge**

## Strategic Context

### Strategic Documents

The strategic direction for trails is guided by state, regional and local policies and plans. The following strategic documents have been reviewed to inform the Strategy, with details of relevant visions, guiding principles, legislation and management plans included in *Appendix 1: Strategic Document Review*.

#### State Strategic Documents

- *30-Year Plan for Greater Adelaide, 2010 & Draft Update, 2016*
- *Development Act 1993*
- *South Australian Recreational Trails 10-year Master Plan & Guidelines 2015 – 2025*
- *Wetlands Strategy for South Australia, 2003*
- *South Australian Tourism Plan 2014 – 2020*

#### Regional; Strategic Documents

- *Murraylands River Trail Feasibility Study, 2015*
- *SA Murray-Darling Basin (MDB) Natural Resources Management (NRM) Plan, 2015*
- *Murray and Mallee LGA Regional Public Health Plan 2013-2018*
- *Coorong and Lakes Alexandrina and Albert Ramsar Management Plan, 2000*
- *Establishing the Adelaide Mount Lofty Ranges (AMLR) Region as an International Mountain Bike Destination, 2015*
- *Murray River, Lakes and Coorong Regional Profile, 2015*
- *Murray River, Lakes & Coorong Tourism Strategy & Action Plan, 2012*

#### Local Strategic Documents

- *RCMB Strategic Plan 2016 – 2020*
- *RCMB Economic Development Strategy 2015 – 2030*
- *RCMB Sport Recreation and Open Space Strategy, 2013*
- *RCMB Recreational Facilities Asset Management Plan 2016 – 2020*
- *RCMB Riverfront Strategy, 2016*
- *RCMB Environmental Management Plan 2013 – 2018*
- *RCMB Biodiversity Strategy 2015 – 2020*
- *Ngarrindjeri Murrundi Management Plan No. 1, 2009*
- *RCMB Tourism Development Plan 2016 – 2020*



## Peak Trail Bodies

In addition to the state, regional and local strategic directions, peak trail bodies play an important role in determining the priorities and direction for the state's trails.



### **Recreation SA: Recreational Trails 10-year Master Plan (2015 – 2025)**

Recreation SA commissioned the State's Recreational Trails 10-year Master Plan. This document is summarised with other state strategic documents in Appendix 1: Strategic Document Review.

### **Walking SA: Strategic Plan 2014 – 2016<sup>2</sup>, March 2014**

Walking SA's vision is: *more people walking more often*. Goals and strategies include:



- Recognise and engage with relevant sectors of government and local government that impact on walking
- Work strategically with likeminded partners including government, local government and other peak groups
- Participate in strategic opportunities for consultation on government and non-government plans and strategies that do, or should, promote walking.

### **Horse SA: Strategic Plan 2016 – 2018<sup>3</sup>, 2016**

Horse SA's priority service areas over a three-year period are outlined in this plan.



2017 priority service areas:

- Prepare State Horse Trails Plan
- Update the Kidman Trail Business and Marketing Plans
- Priority project: Kidman Trail
- Prepare info sheet for Councils on roadside design that supports horse riding use

### **Mountain Bike Australia: Strategic Plan 2016 – 2021<sup>4</sup>, 2016.**

Mountain Bike Australia's mission is: *to develop and promote mountain biking in Australia for the benefit of all*.

Strategic initiatives:



- Ensure Mountain Bike Australia activities are delivered to a consistent standard
- Provide relevant and quality pathways for people to participate in mountain biking

### **Canoe South Australia: Draft Strategic Plan 2014 – 2017<sup>5</sup>, May 2014.**

Canoe SA's vision is: *to continually increase the quality and number of involvements of people in paddle sport and recreation, so that South Australians can safely participate in a wide range of paddling activities*.



Strategic actions:






- Develop recreational and paddle sport facilities
  - Lead the development in SA of recreational paddling materials including trails, canoe guides, information including on-line infrastructure
  - Provide suitable venues and craft for underpinning competition programmes (sprint, marathon, ocean racing & canoe polo)

## Benefits and Trends

### Community Benefits

Recreational trails offer a diverse range of benefits to our communities and the environment. These trail benefits are clearly apparent when aligned to the existing trail network. The table below highlights each benefit, the examples associated with the trail network and ultimately how it delivers on the benefit.

**Table 1: Benefits of trails – local examples**

Benefit		Trail Details	Delivers
<b>Health</b> 	Positive health outcomes	Rocky Gully Wetland offers trails of varying distances and difficulty levels for walkers, cyclists, trail runners & nature enthusiasts.	Facilitates health outcomes, such as the recommended 10,000 steps a day (equating to about 8 kilometres or 100 minutes walking).
<b>Transportation</b> 	Practical transportation corridors	Adelaide Road Linear Corridor offers a green linear corridor from the top of Adelaide Rd (White Hill) to Thomas St.	Walkers, runners & cyclists can choose to take a trail off busy town roads.
<b>Conservation</b> 	Preservation of natural areas	Murray Park is a pocket park consisting of remnant vegetation and is Murray Bridge's original cemetery.	Defined and linking trails reduce the likelihood of people deviating into bushland or sensitive areas which assists with the conservation of the area.
<b>Economy</b> 	Local economic development	Sturt Reserve is the premier riverside tourist destination in the Murray Bridge region and is also the start of The Lavender Federation Trail.	The café/restaurant and associated businesses rely on the trade generated by the visitors and trail users.
<b>Cultural identity</b> 	Access to historical and cultural sites	Sites such as Hume Reserve and Swanport Wetlands, are significant to the local Ngarrindjeri people.	Opportunities to embrace the local Ngarrindjeri culture as a place of cultural learning and understanding.



## Participation

Australasian Leisure Management Journal<sup>8</sup> has reported that the proportion of Australians who go hiking and bushwalking has skyrocketed over the last five years. This is in line with a report titled *The Future of Australian Sport*. This report identifies six sporting megatrends that may redefine the Australian sport sector over the next 30 years. The following two megatrends relate most to trail planning and provision:

- **A perfect fit:** the rise of individualised sport
- **From extreme to mainstream:** increasing popularity of *Adventure, Lifestyle, Extreme* and *Alternative* sports

The AusPlay Participation Data (October 2015 – September 2016 data<sup>6</sup>) outlines that walking (recreational), athletics (including jogging/running), cycling and bushwalking are among the 10 most popular activities at national and state levels, as shown below with corresponding participation rates:

### 10 most popular sport and recreation activities for Australian adults

1. <b>Walking (recreational)</b>	<b>42.6%</b>
2. Fitness/gym	32.1%
3. <b>Athletics*</b>	<b>15.8%</b>
4. Swimming	14.5%
5. <b>Cycling</b>	<b>11.7%</b>
6. Football	5.8%
7. <b>Bush walking</b>	<b>5.4%</b>
8. Golf	5.2%
9. Tennis	4.8%
10. Yoga	4.4%

\*including jogging/running

### 10 most popular sport and recreation activities for South Australian adults

1. <b>Walking (recreational)</b>	<b>45.8%</b>
2. Fitness/gym	31.1%
3. <b>Athletics*</b>	<b>13.5%</b>
4. <b>Cycling</b>	<b>12.2%</b>
5. Swimming	10.3%
6. <b>Bush walking</b>	<b>6.3%</b>
7. Australian football	5.3%
8. Golf	5.2%
9. Yoga	4.4%
10. Basketball	4.2%

\*including jogging/running

Further detail relating to trends and participation rates is included in *Appendix 2: Participation Rates*.

## Trail Network Planning Principles

### Sustainable Recreation Trails Guidelines

The publication *Sustainable Recreation Trails Guidelines*<sup>7</sup> provides guidelines for the planning, design, construction and maintenance of recreational trails. These guidelines represent industry best practice in Australia, with information derived from various national and international publications, including documents published by the International Mountain Bike Association (IMBA).

The guidelines are available at:

<http://www.southaustraliantrails.com/pdf/trailmanual/TrailManualsml1.pdf>

Appendix 3: *Trail Network Planning Principles* provides detail on the following principles:

- Sustainable trails.
- Accessible trails
- Environmental & cultural heritage considerations
- Design
- Construction
- Management & maintenance
- Naming conventions
- Signage consideration and classification
- Marketing and promotion

### Trail Planning Principles

The following trail planning principles have been developed and will broadly guide the Strategy and Action Plan:

- Ensure socially, economically and environmentally sustainable trail development and management;
- Provide trails which are readily accessible and provide links between communities and landscapes;
- Provide a diverse range of trail opportunities relevant to the needs and demands of the community;
- Maximise use of existing trails where they are appropriately located and have the capacity to sustain additional use;
- Manage trails professionally, effectively and equitably;
- Provide safe trails through adherence to relevant legislative and activity safety requirements;
- Encourage community involvement in the planning and design of trails.
- Trails that have identified Aboriginal heritage values should involve local indigenous people in their planning, design and interpretation;
- Support, promote and advocate for trail users in relation to relevant issues within the region; and
- Partnerships with the private sector, the community, local businesses, tourism providers and other tiers of government to provide trails and associated facilities will be pursued where possible.



## South Australia's Trail hierarchy

A key component of the *Guidelines for the Planning, Design, Construction and Maintenance of Recreational Trails in South Australia, 2016* is to establish the types of trails. The two broad categories of trails noted in the *SA Recreational Trails 10-year Master Plan* establishes two broad categories of trails:

### 1. Prescribed Route Systems

Trails based on marked or signed trail routes that are clearly defined, with trailheads where trails start or finish or both. They are trail marked or signed and promoted in a way indicating status and responsibility to the trail provider.

### 2. Social Trail Networks

Trail networks which are used by a variety of recreation users, accessed from a variety of locations with little or no signs or direction, which are not necessarily approved or sanctioned by the land owner or manager.

Further details of these trail types are available at:

South Australian trails are also categorised based on their significance as Local, Regional or National trails, utilising a series of key indicators to determine a trail's standing in the overall hierarchy of the State Trails Network. The table below provides an overview of the key indicators associated with each trail category (an expanded table detailing all key indicators is provided in the *SA Recreational Trails Guidelines*).

**Table 2: Trail categorisation key indicators**

Characteristics	Local Trails	Regional Trails	National Trails
Overview	<p>Mainly attract local users</p> <p>Generate economic benefits to the local area</p> <p>Good quality experiential values</p> <p>Make a significant contribution to the lifestyle, health and social well being of the local community</p>	<p>Attract interstate and intrastate visitors</p> <p>Generate significant economic benefits to the region</p> <p>Excellent quality experiential values</p> <p>Make a significant contribution to the lifestyle, health and social well being of South Australians</p>	<p>Attract international and interstate tourists</p> <p>Generate significant economic benefits to SA</p> <p>Outstanding quality of experiential values</p> <p>Make a significant contribution to the lifestyle, health and social well being of Australians</p>







Further details of South Australia's trails hierarchy are available at:

<http://www.southaustraliantrails.com/pdf/trailmanual/TrailManualsml1.pdf>

## Trail Types/Classifications

Trail classifications allow land managers to develop trails that are appropriately designed for the anticipated trail users and to provide suitable levels of facilities and management. A number of attempts have been made to classify different types of trails for different user groups. There is no single grading system that is applicable to all types of trail. Trails for walking are classified on a difficulty scale from grades one to five, while the mountain biking trail classification ranges from very easy to *extreme*, horse riding trail classification ranges from *easy* to *advanced* and canoeing/kayaking is classified from *easy* to *extreme*.

**Table 3: Trail classification systems**

Trail usage	Classification System Used	Easiest classification		Most difficult classification	
<b>Walking</b>	Australian Standards (AS2156.1-2001): Walking tracks. Classification and signage.	Class 1		Class 5	 [Class 6: informal trail]
<b>Mountain Bike Riding</b>	International Mountain Bicycling Association (IMBA): Trail Classification	Very Easy		Extreme	
<b>Horse Riding</b>	Horse SA: Trail Difficulty Rating System – Horse	Easiest		Advanced	
<b>Canoeing/Kayaking</b>	International River Grading System	Easy	<b>Grade 1</b>	Difficult	<b>Grade 3</b>

Further details of the trail classification systems for the various user groups is included in *Appendix 4: Trail Types/Classifications*.

## Existing Trail Audit

### Existing Trail Audit Methodology

While there are many social/informal trails in the region, the on-ground trail audit was conducted for all prescribed trails on land which is managed by the RCMB. This included trails at the following locations:

- Casuarina Walk Reserve/Parkview Reserve
- Murray Park
- Swanport Wetlands
- Murrundi Reserve
- Rocky Gully Wetland

This process involved walking/cycling each of the trails and capturing data using a handheld Global Positioning System (GPS) device. The audit develops geographically referenced files and a photograph of specific features along a trail. The information collected allows for review and assessment of the existing prescribed trails with consideration of key issues.

The data collected during the audit relates to the following trail characteristics:

- Location
- Length
- Width
- Classification
- General condition
- Related infrastructure



**Figure 3: GPS trail auditing device**

*Appendix 5: Trail Audit Details* provides details of the information captured through the trail auditing process.

### Existing Trail Provision Overview

The table below groups the prescribed route systems by trail hierarchy (i.e. region, local) and land manager (i.e. RCMB, state government, other management). It also outlines the location of the trail, important details (such as its main attraction, primary user type and approximate length) and the marketing material associated with the trail.

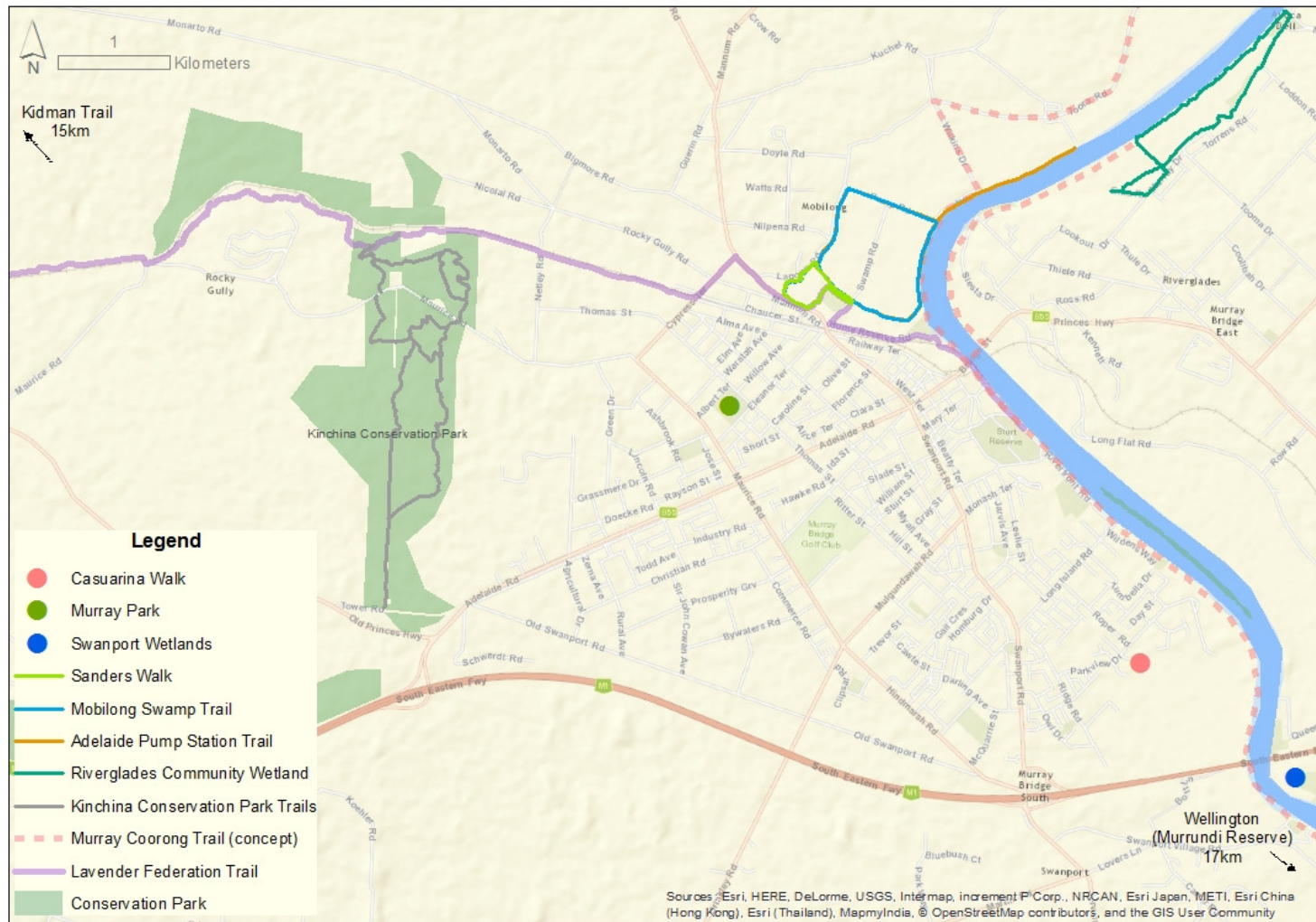


**Table 4: Summary of prescribed route systems**

TRAIL	MANAGEMENT	LOCATION		DETAIL			MARKETING	
Trail Name/Identifier	Primary Owner/Manager	Trailhead/s	Suburb	Main Attraction	Primary User Type	Approximate trail Length (within RCMB boundary)	Council website	Other website/s
<b>Regional Prescribed Route Systems</b>								
The Lavender Federation Trail	Various	Sturt Reserve	Murray Bridge	Varied landscapes	Walk	52km one way	Yes	Yes
The Kidman Trail	Various	Willunga	Willunga (not within RCMB)	Varied landscapes	Horse	15.5km one way	No	Yes
<b>Local Prescribed Route Systems - RCMB Managed</b>								
Casuarina Walk	RCMB	Parkview Reserve	Murray Bridge	Wetland	Walk	1.3km return	Yes	No
Murray Park	RCMB	Thomas Street	Murray Bridge	Heritage and nature	Walk	1.0km loop	Via OPAL brochure	No
Swanport Wetlands	RCMB	Swanport Wetlands	Swanport	Wetland	Walk	1.1km loop	Yes	Yes
Sanders Walk	RCMB	Rocky Gully Wetlands	Murray Bridge	Wetland	Walk	1.9km loop	Yes	Yes
Mobilong Swamp Trail	RCMB	Rocky Gully Wetlands	Murray Bridge	Wetland and River Murray	Walk/Cycle	4.5km loop	Via OPAL brochure	No
Adelaide Pump Station Trail	RCMB (and State Government)	Rocky Gully Wetlands	Murray Bridge	Murray River & Adelaide Pump Sta	Walk	7.5km return	No	No
Murrundi Reserve	RCMB	Murrundi Reserve	Wellington	Wetland	Walk	1..1km loop	No	No
Avoca Dell, Vanderzon & Emu Road Reserves	RCMB	Avoca Dell Reserve	Avoca Dell	Wetland	Walk	2km*	Via OPAL brochure	Yes
<b>Local Prescribed Route Systems - State Government Managed</b>								
Jailbreak Trail	DEWNR (in Kinchina CP)	Maurice Road / Tower Road	Rocky Gully / White Hill	Nature and MTB trail	Walk/MTB	4.2km	No	Yes
Getaway Car Loop	DEWNR (in Kinchina CP)	Maurice Road	Rocky Gully	Nature and MTB trail	Walk/MTB	1.6km	No	Yes
Jailhouse Rocks Loop	DEWNR (in Kinchina CP)	Maurice Road	Rocky Gully	Nature and MTB trail	Walk/MTB	1.5km	No	Yes
Rocky Gully Link	DEWNR (in Kinchina CP)	Maurice Road	Rocky Gully	Nature and MTB trail	Walk/MTB	.7km	No	Yes
Cemetery Trail	DEWNR (in Kinchina CP)	Maurice Road	Rocky Gully	Nature and MTB trail	Walk/MTB	2.0km	No	Yes
Monarto Conservation Park Walking Trail Circuit	DEWNR (in Monarto CP)	Monarto Conservation Park	Monarto South	Nature and MTB trail	Walk/MTB	1.2km	No	Yes
Ferries-McDonald Conservation Park Trail	DEWNR (in Ferries-McDonald CP)	Ferries-McDonald Conservation Park	Monarto South	Nature and MTB trail	Walk/MTB	2.0km	No	Yes
<b>Local Prescribed Route Systems - Other Management</b>								
River Bend Heritage Trail	Coorong District Council	Wellington Old Court House & Tailern Bend	Wellington	Heritage and nature	Walk	12.0km	No	Yes
Riverglades Community Wetlands	Private	Avoca Dell Reserve/Murray Drive	Riverglades	Wetland	Walk	5.5km	Via OPAL brochure	Yes
Paiwalla Wetland	Private	Paiwalla Wetland	Burdett	Wetland	Walk	3.0km	No	Yes

\*Only the trail length on RCMB land is specified, entire Riverglades Community Wetland Trail is a 5.5km loop

The map below illustrates the location of prescribed trails within close proximity to the Murray Bridge CBD.



**Figure 4: Trails near the Murray Bridge CBD**

In addition to prescribed route systems, social/informal trail networks exist on RCMB land at the locations shown in the table below.

**Table 5: Rural City of Murray Bridge social trail networks**

Social Trail Network	Location	Suburb
Tumbella Reserve to Wharf	Tumbella Reserve, Wildens Way Shacks, Long Island Reserve, Marina Park, land leased to shack owners, Sturt Reserve & Wharf Precinct	Murray Bridge
Wharf to Rocky Gully	Wharf Precinct, Hume Reserve & Rocky Gully Wetland	Murray Bridge
Rural Avenue Reserve	Rural Avenue Reserve	Murray Bridge
Callington Hill Grassland	Callington Hill Grassland	Murray Bridge
Bremer River Walk	Bremer riverside	Callington
Adelaide Road Vegetation Corridor	Adelaide Road	Murray Bridge

There is also a social trail network for canoeing which is promoted online<sup>8</sup>. The trails promoted are:

- Beginners Trail (2km): Sturt Reserve, around the Twin Bridges and back to Sturt Reserve
- Intermediate Trail (~6km one way): Sturt Reserve, via Thiele Reserve to Avoca Dell.

It is recognised that informal trail activities also occur at a range of locations including local parcels of open space such as Thiele Reserve and Morphett Reserve. There are also on-road cycle trails (i.e. Old Princes Hwy), unmarked trail experiences on unmade/quieter road reserves (i.e. horse trails), heritage walks and tourist drives within the RCMB region.

### Current Trail Marketing and Promotion

There are a range of websites and brochures providing information on the existing trails in the RCMB. There is no single, comprehensive source that provides a consistent level of information suitable to promote trails. Many of the existing resources would benefit from a review and re-write to ensure that all critical information relating to the trail is captured and that information is reliable, accessible and consistent. The marketing and promotion resources are detailed in *Appendix 6: Current Trail Marketing and Promotion*.





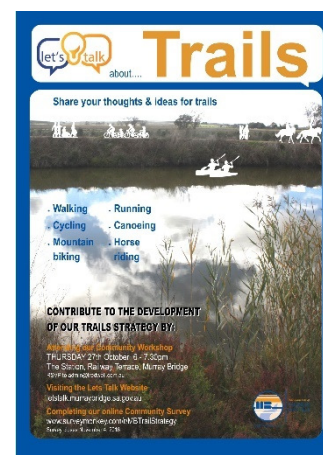
## Consultation

### Consultation Process

The Trail Strategy engagement process was developed in consultation with the project manager and consisted of:

1. Online Community Survey
2. RCMB Staff Workshop
3. State Government Agencies Workshop
4. Community Engagement Workshop
5. Trail Peak Body Telephone Interviews

The key findings from each of these processes are explored below.



### Online Community Survey

140 individuals responded to the online survey which aimed to gain a further understanding of the current trail needs, demands and requirements in the RCMB. 60% of respondents were female and 40% male. The largest age cohort was the 35-50 age group with 43%, followed by the 51-64 (31%) and 65+ (13%). 46% of respondents supplied their postcode and of that 88% resided within the RCMB.

The overall condition of the trails was judged by the respondent numbers in the table below as either *Very Good*, *Good*, *Average*, *Poor* or *Very Poor*. The colour in the table highlights where the largest number of respondents are grouped, for example *Signage* is rated as *Average*, whereas *Amenities* is rated as *Poor*.

**Table 6: Overall trail condition ratings**

Category	Very Good	Good	Average	Poor	Very Poor
Signage (condition, type etc.)	5	25	39	17	4
Information provision (brochures, maps etc.)	1	12	40	22	9
Maintenance of trails	2	36	33	7	8
Number and diversity of trails	2	23	34	20	5
Quality of trails	4	30	39	8	6
Access to trails	4	30	34	11	4
Car parking	3	23	32	20	4
Safety and security	2	28	35	15	5
User conflict	10	21	30	8	3
Amenities (toilets, drinking fountains, shelters etc.)	0	7	20	39	19

The survey results show that the most used trails are the *Lavender Federation Trail*, *Beginners Track* (an informal loop around Sturt Reserve) and *walks at Rocky Gully Wetlands*.

Further details of survey findings including trail usage, facilities & needs and future ideas are provided in *Appendix 7: Online Community Survey Findings*.

### **RCMB Staff Workshop**

Attendees held positions within Council in the areas of environment, community services, contracts, tourism, youth, sport and recreation. Staff highlighted the strengths, opportunities and constraints associated with the current and potential trails network.

### **State Government Agencies Workshop**

Attendees included representatives from the Department of Environment, Water and Natural Resources (DEWNR), Office for Recreation and Sport (ORS), SA Water and Regional Development Australia (Murraylands & Riverland Inc SA). Strategic context was provided to guide and inform the development of the Trail Strategy.

### **Community Engagement Workshop**

This workshop echoed the findings of the online survey with key discussions centering on:

- Activity nodes within the region
- Linking/improving existing trails
- Developing the trail network by focusing on points of interest
  - River, riverside, levee banks
  - Wetlands
  - Railway heritage
  - Cultural heritage
  - Historical sites
  - Conservation Parks
- Signage/interpretative/information improvements
- Catering for all trail users

Attendees were provided with A1 maps to interactively convey their current and proposed trail routes, along with a proforma to note how they would like to enhance the trail network.

### **Trail Peak Body Telephone Interviews**

Peak trail bodies were interviewed to inform the development of this Strategy, including Recreation SA, Walking SA, Horse SA and Canoe SA. Key points raised included:

- Awareness and broad support of the Murray Coorong Trail concept
- Support for the investigation of a Murray Coorong Canoe/Kayak Trail
- Support for the development/formalisation of a bridle trail loop off the Kidman Trail, with further links onto the regional trail network
- Note that Rockleigh campsite on the Kidman Trail is the busiest
- Support for the formalisation and continuing development of canoe trails on the Murray River
- Potential to establish a canoe/kayak club in the region

## Analysis of Trail Provision

The following table provides an overview of the respective strengths, weaknesses, opportunities and areas of concern relating to the provision of trails across the RCMB.

**Table 7: Strengths, weaknesses, opportunities and areas of concern**

Strengths	Opportunities
Varied and diverse landscape setting	Trails offer low cost easily accessible recreation opportunities
Active trail and environmental groups in the local community e.g. SARTI, Monarto Trails Working Group, Friends of the Lavender Federation Trail and Riverglades Community Wetlands Inc.	Increasing participation in individualised sport and fitness activities (walking, running, mountain biking, horse riding); high participation rates of bushwalking/hiking
International (e.g. Lake Alexandrina), and nationally (e.g. Swanport Wetlands) significant wetland sites	Links to tourism businesses
Proximity to State capital & major transport links	Links to adjoining areas (e.g. Adelaide Mount Lofty Ranges, the Lakes and Coorong)
Lavender Federation Trail and Kidman Trail run through the region	Enhanced connectivity between open spaces across the region
Sporting events calendar, including hosting the South Australian Masters Games in 2016	Cross administration boundary cooperation
Proximity to Adelaide, large population base; easy access to trails from residential areas	Riverside activation
Active trail user groups and individual trail users	Development of cycling related facilities (e.g. shared use family recreation path, pump track)
Proximity to Conservation Parks	Health benefits - improving the community's physical and psychological wellbeing
Presence of walking, mountain biking and horse riding opportunities in Kinchina Conservation Park	Develop and encourage environmental, land care and friends of groups
Coordinated planning approach to the provision of open space, outdoor recreation and tourism	More diverse range of themed trail experiences (e.g. wetlands, habitat, bird watching)
River-based recreation	Improved interpretive signage
Distinctive landscape features (e.g. Murray River, wetlands)	Trails offer low cost easily accessible recreation opportunities
Sturt Reserve is the premier open space in the region	Showcasing of the region's landscape and cultural heritage (where appropriate)
Indigenous and European heritage	Enhanced connectivity with the state's network of regional trails

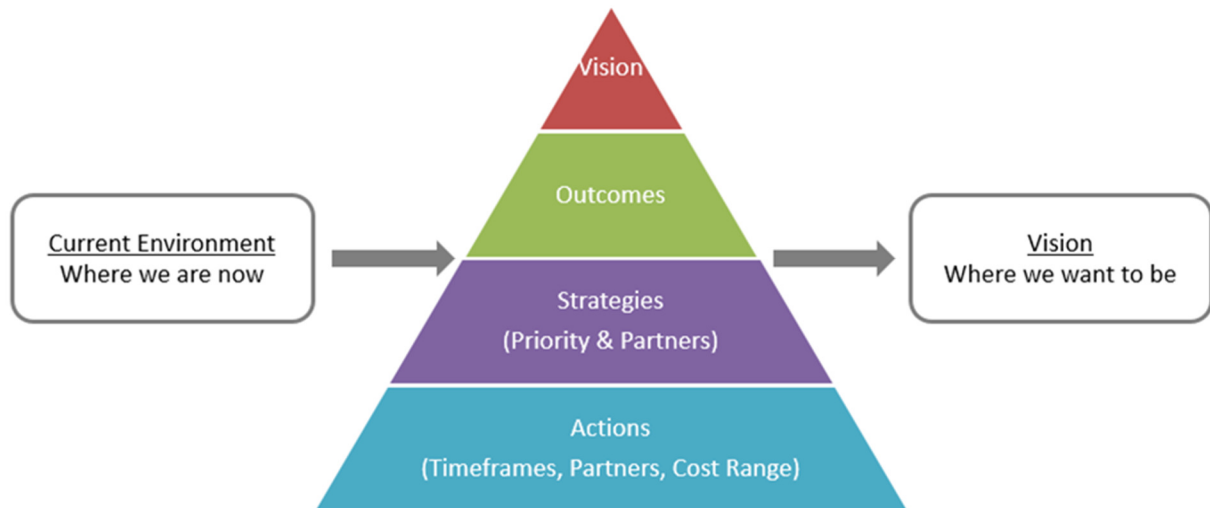




Weaknesses	Areas of Concern
Fragmented trails network	Inconsistent provision and accuracy of key trail attributes on signage
No identified Universal Access trails (Grade 1)	Limited/dispersed availability of trail related information (online or printed brochures/booklets)
Limited (stacked) loop trail systems within existing trail network	Limited availability of trail information at Visitor Information Centre
Limited trail support infrastructure (e.g. car parking, trail signage, toilets)	Limited promotion and marketing of trails
Varied range of signage styles and condition (often relating to the age of the sign)	Potential impacts upon environmental and cultural heritage values
Limited signage and mapping	
No single source providing comprehensive information on trails within the region	
Varied land tenure	
Not all trails are definitively named/identified	

## Future Trail Network

### The Strategic Planning Pyramid



**Figure 5: The Strategic Planning Pyramid**

The establishment of a common Vision for the provision of a regional trails network for the RCMB facilitates the development of associated Strategic Outcomes, which in turn provide the framework for the development of Strategies (specific approaches to achieve the Strategic Outcomes and fulfil the Vision). Individual actions are then identified to deliver on each of the Strategies and address the relevant issues identified during the research and consultation phases.

Utilising this approach will result in a clearly articulated series of actions, with responsibilities assigned and an estimate of likely resources required, resulting in a clear and actionable implementation plan to deliver the overall Vision.

## Vision

The following Vision has been developed, based on the findings of the trail network development process, informed by the issues and opportunities that emerged during the community and key stakeholder consultation process, background research and on-ground assessments:

***“The trails network will provide healthy, active and nature-based recreational opportunities for the local community and offer visitors to the region enhanced trail experiences through capitalising on the region’s distinctive river, land, Indigenous and European cultural heritage”***



**Figure 6: Sturt Reserve**

## Trail Network Vision Diagrams

A diagrammatic trail network vision articulates a future sustainable, accessible and integrated trails network for the Rural City of Murray Bridge, informed by the issues and opportunities that emerged during the background research and on-ground assessment processes undertaken, together with discussions with the project team, community and key stakeholder consultation mechanisms. The following maps visually present the trail network vision in regional and local contexts.



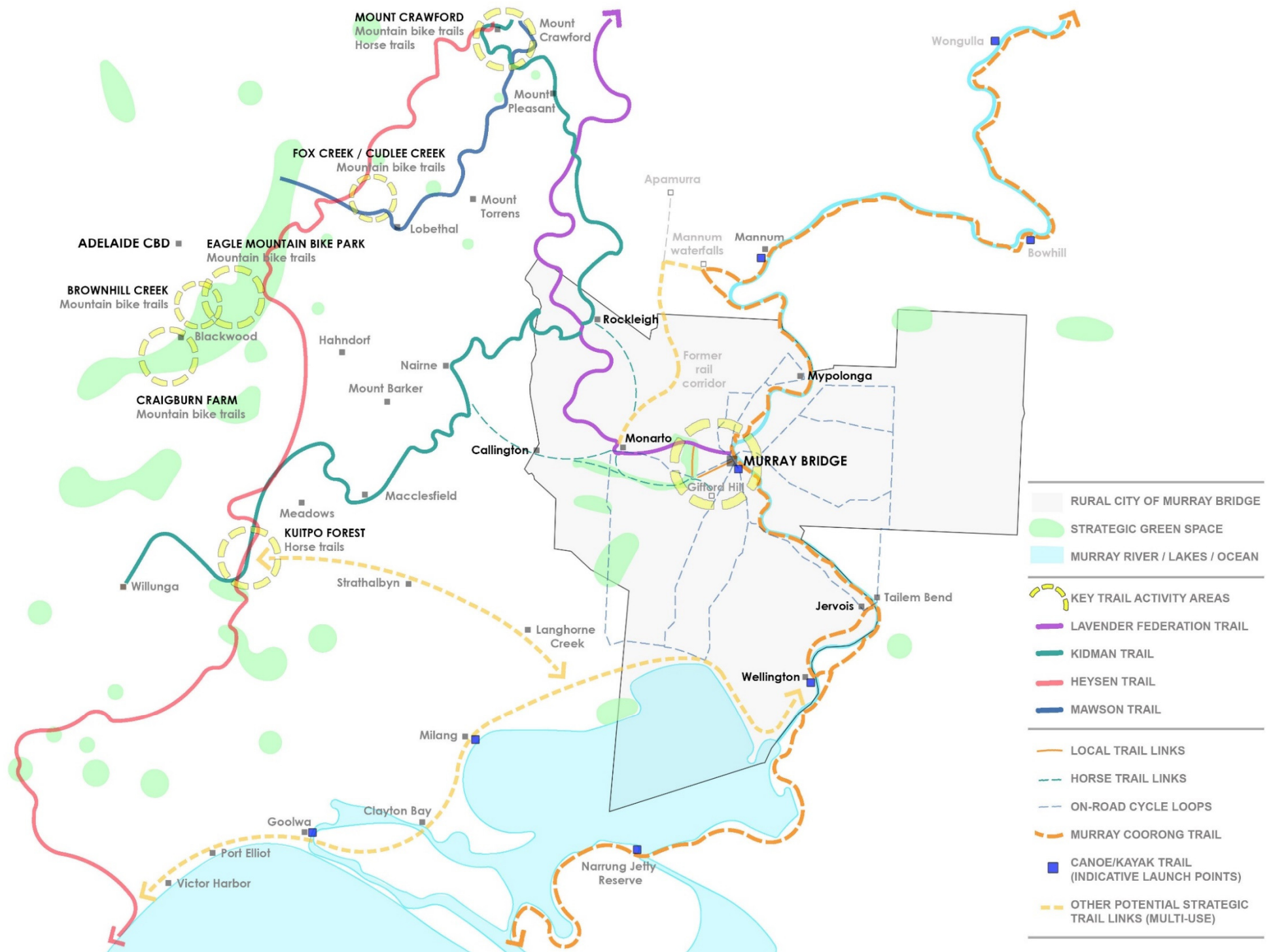


Figure 7: Trail network vision diagram - regional context

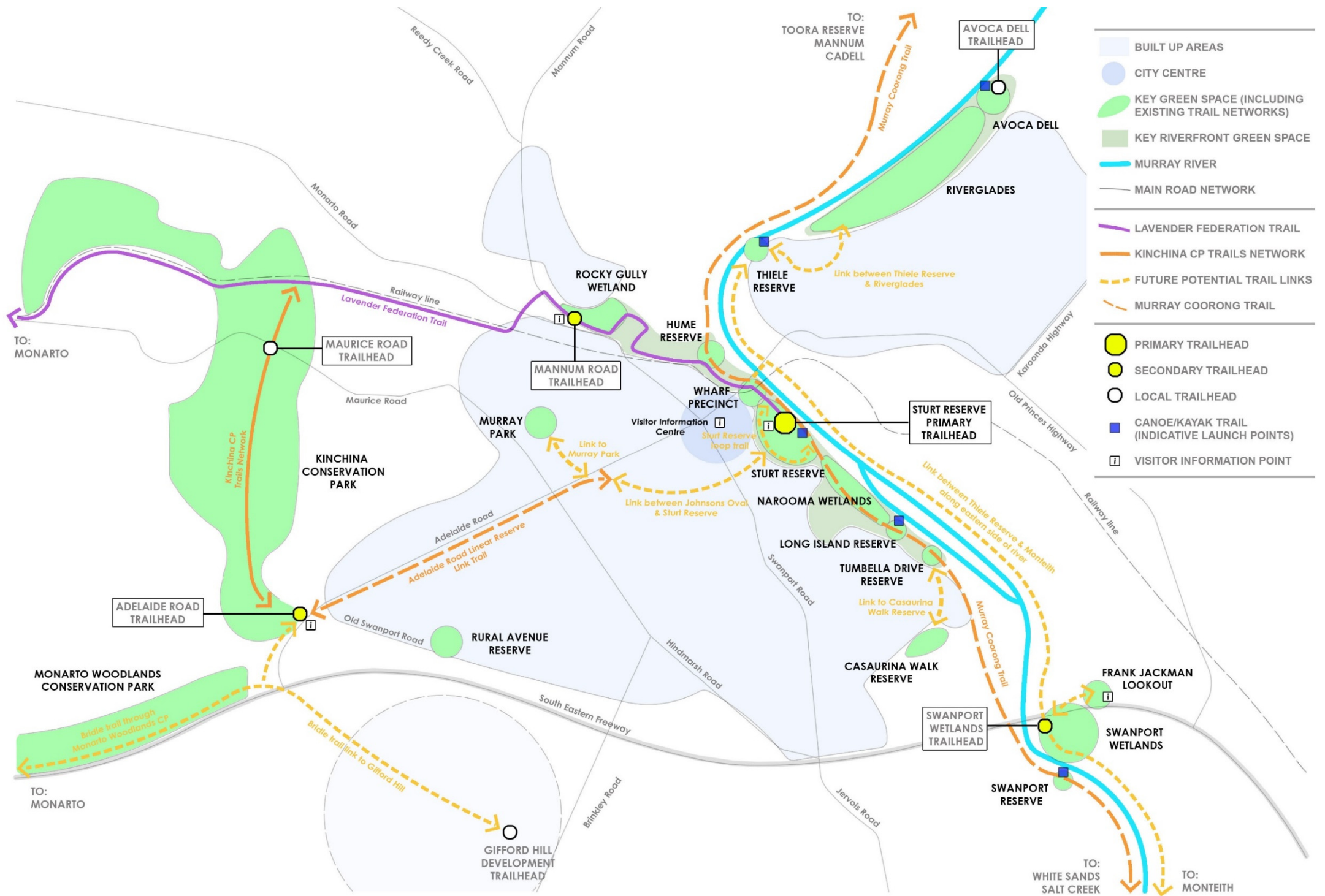


Figure 8: Trail network vision diagram - Murray Bridge

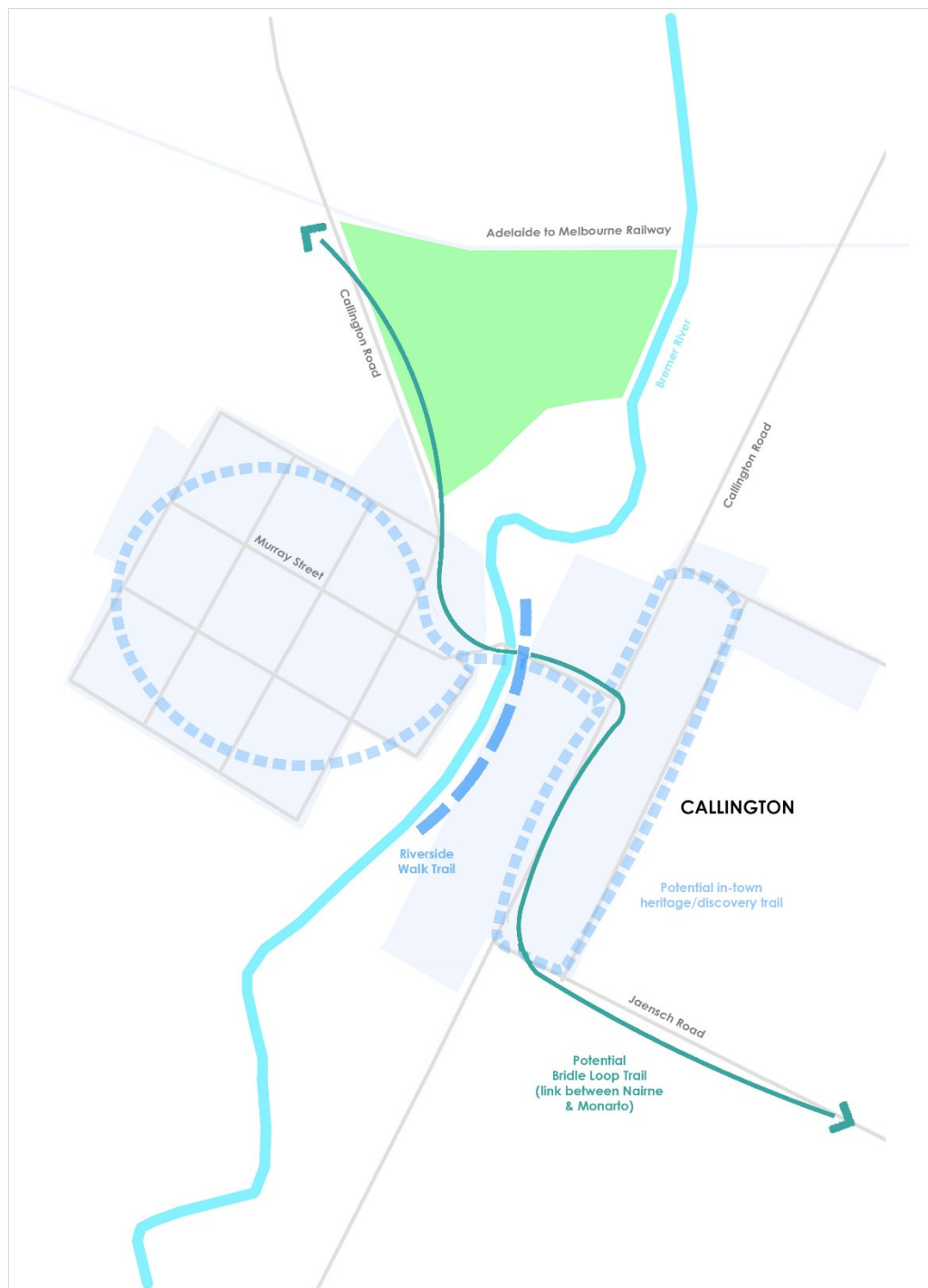


Figure 9: Trail network vision diagram - Callington

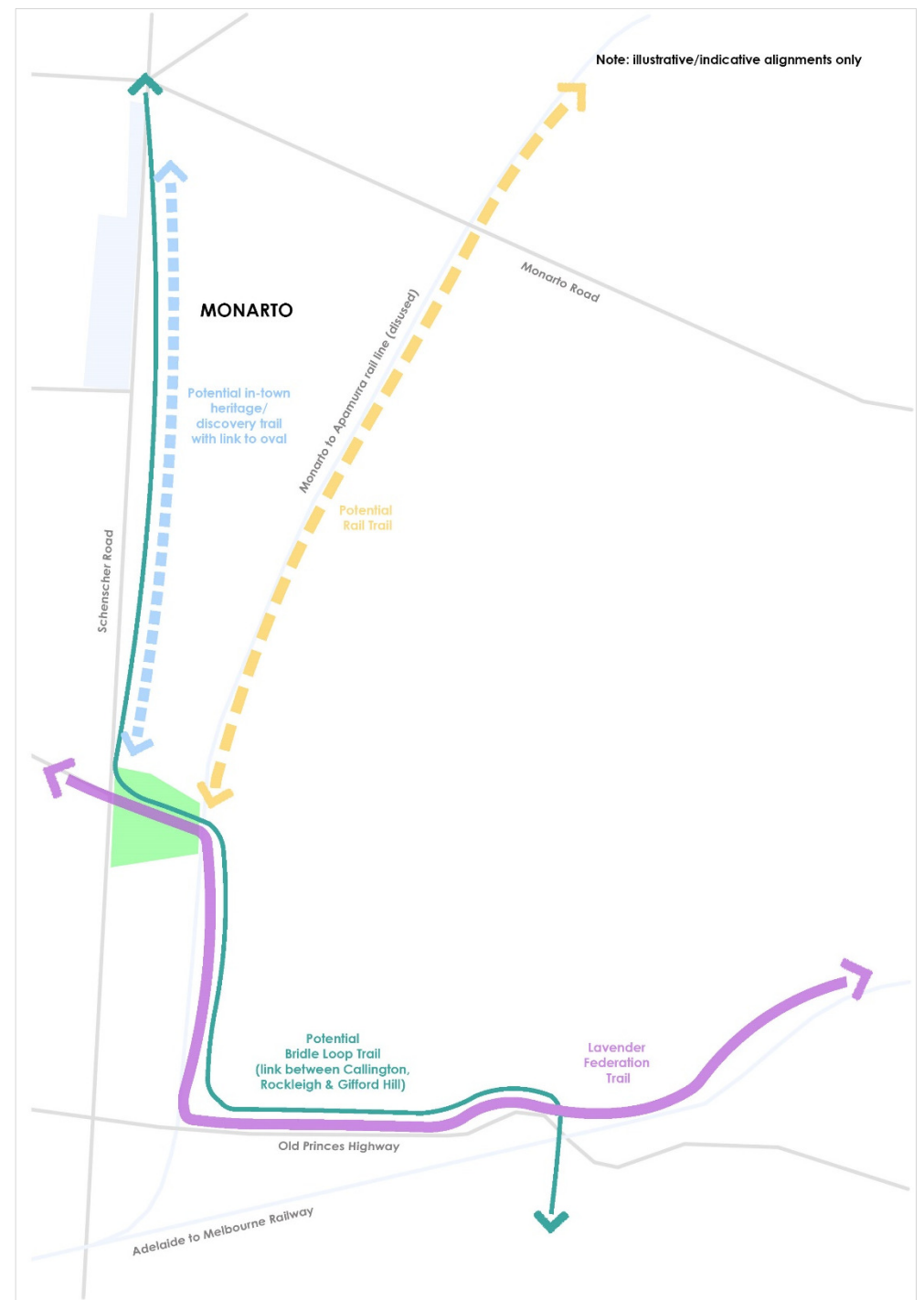


Figure 10: Trail network vision diagram - Monarto





Figure 11: Trail network vision diagram - Wellington & Jerois



Figure 12: Trail network vision diagram - Mypolonga and Woodlane



## **Strategic Outcomes**

In order to deliver the Vision the following Strategic Outcomes have been developed:

### **Strategic Outcome A: Integrated Planning & Management**

*Underpinning a sustainable, integrated and accessible trails network is a strategic and coordinated approach to trail planning through key stakeholder collaboration and prioritised and targeted investment*

### **Strategic Outcome B: Sustainable & Accessible Trail Network**

*Initial focus on upgrading the existing trails network to deliver sustainable and accessible trails within identified existing trail activity areas. Build upon the improved existing trail network to provide additional recreation trail opportunities, maximising the potential of the region to cater for a wide range of recreational trail users and aiming to deliver outstanding trail experiences*

### **Strategic Outcome C: Promotion, Marketing and Participation**

*Encourage local community and visitor participation in recreation trail activities through effective promotion and marketing of the region's trails*

### **Strategic Outcome D: Development, Management and Maintenance**

*Underpinning a sustainable, integrated and accessible trails network is a strategic and coordinated approach to trail development, ongoing management and maintenance*

### **Strategic Outcome E: Community, Tourism and Economic Development Opportunities**

*Capitalise on the opportunities presented by a well-designed trails network for health, environmental, cultural, economic and transportation/liveability benefits*

## Strategy & Action Plan

A series of aligned Strategies and specific Actions detail the recommended approach to address each of the identified Strategic Outcomes and fulfil the Vision.

### Trail Project Prioritisation

In order to effectively focus available funding (private, local, state, federal) to deliver a network of trails a phasing and prioritisation strategy is required.

Potential trail projects have been identified and broadly prioritised based on:

- **Need/Demand:** field observation, professional judgement and input from Council staff
- **Feasibility:** project size, corresponding broad resource estimates and those projects offering best opportunities for implementation

The following evaluation criteria were also broadly utilised to refine the prioritisation process:

- Proximity to existing trails networks
- Gaps in the current trail network
- Connectivity between key destinations
- Proximity to significant visitor/tourist attractions
- Relative ease of project implementation (resources required, environmental issues, land tenure, complexity)
- Overall benefit to the region and community (social, environmental, economic)

The Strategy & Action Plan recommends that the next steps for each of the identified projects include some level of community consultation. Levels of interest in a project shown from the community should inform the prioritisation process. A potential project that generates a high level of public interest and is considered to be relatively easy to implement at reasonable cost should be prioritised above a project requiring substantial funding, and the address of multiple significant constraints, whilst generating limited public interest.

### Timeframes

The timeframe identified for completion of each action is an indicative timeframe only, and should be reviewed periodically. Key projects requiring initial feasibility studies, design development and requiring cross agency collaboration will likely take multiple years before the project is delivered on the ground. Some identified projects are reliant on the successful completion of other trail projects, securing of land or other major infrastructure projects. It needs to be recognised that it is not feasible to deliver all the identified projects at the same time.

**Table 8: Timeframes**

Term	Year Range
Ongoing	2017 onwards
Short	2017 – 2019
Medium	2019 – 2021
Longer	2021+

## Estimated Resources

An estimate of the resources required to implement each action has been identified to inform Council with its budget processes. These are broad indicative estimates and should be reviewed prior to implementation or as part of annual business and budget planning. Costings are identified in broad value ranges

**Table 9: Estimated Resources**

Level	Resource Range
<b>Lower (LW)</b>	0 - \$5,000
<b>Low (L)</b>	\$5,000 - \$10,000
<b>Low - Medium (L/M)</b>	\$10,000 - \$20,000
<b>Medium (M)</b>	\$20,000 - \$50,000
<b>Medium-High (M/H)</b>	\$50,000 - \$100,000
<b>High (H)</b>	\$100,000 - \$200,000
<b>Very High (VH)</b>	\$200,000 - \$500,000
<b>Major Project (MP)</b>	\$500,000 +

## Partners

There are various complexities surrounding trail planning and development, including multiple land tenure, cross government boundary/regional projects involving multiple government departments, and the diverse, and sometimes conflicting, aspirations of community stakeholders (e.g. environmental groups, trail user groups). Recognising this, Council will need to identify and work with a variety of partners, noting that some of the identified actions may not be deliverable without the support of these partners.

The lead partner(s) is identified in **bold** e.g. **RCMB**.

Partners include:

- Rural City of Murray Bridge (**RCMB**)
- Adelaide Hills Council (AHC)
- Alexandrina District Council (ADC)
- Canoe SA (CSA)
- City of Victor Harbor Council (CVHC)
- Community groups / Local community (Community)
- Coorong District Council (CDC)
- Department of Environment, Water and Natural Resources (DEWNR)
- Department of Planning, Transport and Infrastructure (DPTI)
- Horse SA (HSA)
- Mid Murray Council (MMC)
- Monarto Trails Working Group (MTWG)
- Natural Resource Management board (NRM)
- Ngarrindjeri Regional Authority Inc. (NRA)
- Recreation SA (RSA)
- Regional Development Australia (RDA)
- Rural City of Murray Bridge Trails Reference Group (RCMB TRG)
- South Australian Recreational Trails Inc. (SARTI)
- SA Water (SAW)
- Visitor Information Centre staff (VIC)
- Walking SA (WSA)

## Strategic Outcome A: Integrated Planning & Management

**Table 10: Strategy A1 Existing trail/recreational activity areas**

Existing Trail/Recreational Activity Areas			
<b>Strategy A1:</b> Focus trail development and enhancement within existing trail and recreational activity areas throughout the Rural City of Murray Bridge			
<p><b>Rationale:</b> The Rural City of Murray Bridge region and surrounds offers a diverse range of trail activities catering to a wide range of trail user groups. Within Murray Bridge itself, there exists a network of prescribed and social trails, which tend to be strongly associated with the riverfront area, wetlands and individual Council reserves. Further trail networks are located within the region's Conservation Parks. In addition, there exists several strategically important long distance trails that run through the Rural City of Murray Bridge and adjoining Local Government Areas, Lavender Federation Trail, Kidman Trail, Heysen Trail, Mawson Trail). Council is currently developing detailed proposals for priority sections of a new long distance trail linking Cadell (Riverlands) and Salt Creek (Coorong), known as the Murray Coorong Trail.</p> <p>It is recommended that future trail development initially focuses on enhancing the existing prescribed and social trail network, and subsequently seeks to progressively develop strategic linkages with the trail network across the wider region. By further developing the trail network there are opportunities to attract new and enhance existing businesses and community organisations that service specific trail user groups and contribute to the overall development of the community they are located within.</p>			
Actions	Timeframe	Partners	Cost Range
<b>A1.1</b> Rationalise, clarify and clearly articulate the range of existing trail experiences available within the region, particularly along the riverfront at Murray Bridge	Ongoing	<b>RCMB</b> Various groups	M
<b>A1.2</b> Promote walk and cycle activities along the riverfront (between Rocky Gully Wetland in the north and Tumbella Drive Reserve in the south)	Ongoing	<b>RCMB, WSA, RSA</b> Various groups	LW
<b>A1.3</b> Promote multi-disciplinary trail activities (walk, cycle/mountain bike, horse riding) within Kinchina Conservation Park	Ongoing	<b>RCMB, DEWNR,</b> RSA, Various groups	LW
<b>A1.4</b> Deliver local trail development projects for communities in the region's townships	Ongoing	<b>RCMB</b> Various groups	LW
<b>A1.5</b> Formalise, develop and enhance strategic linkages between existing key trail activity areas and regionally important longer distance trails	Ongoing	<b>RCMB</b> Various groups	MP



**Table 11: Strategy A2 Integrated trail planning framework**

Integrated Trail Planning Framework			
<b>Strategy A2:</b> Develop an integrated trail planning framework for the Rural City of Murray Bridge.			
<b>Rationale:</b> It is important that an integrated approach to planning for trails is undertaken, coordinating efforts between various government agencies, community groups and individual trail users. Trails have recreation, transport, environmental, cultural and heritage elements and there is a need to ensure that effective and coordinated trail planning and management approaches are considered and incorporated. Regular communication and collaboration will need to be maintained, and trail planning and implementation adequately resourced.			
Actions	Timeframe	Partners	Cost Range
<b>A2.1</b> Ensure trail planning initiatives are incorporated and recognised in broader community planning such as Local Government (strategic plans, development plans and recreation planning documents), DEWNR management and regional recreation plans for national and conservation parks and other relevant government agency planning	Ongoing	<b>RCMB, DEWNR, NRM</b>	LW
<b>A2.2</b> Establish a Trails Reference Group (potentially comprising representatives from Council, and community/trail groups with other stakeholder groups invited to attend as and when relevant e.g. Recreation SA, DEWNR/NRM, peak trail bodies). Incorporate and engage representatives from the community, State and Local Government agencies and the private sector through invitation and attendance at meetings	Short	<b>RCMB, RSA, DEWNR, NRM, Community, SARTI, MTWG, WSA, HSA, CSA</b>	L – L/M
<b>A2.3</b> Formalise mechanisms for inter-Council collaboration to implement mutually beneficial trail development projects for the wider region	Short	<b>RCMB, MMC, CDC, ADC, CVHC, AHC</b>	LW
<b>A2.4</b> Continue to collaborate with Mid Murray Council and Coorong District Council to implement the Murray Coorong Trail development proposals	Ongoing	<b>RCMB, MMC, CDC</b>	LW
<b>A2.5</b> When enhancing and creating new trails or sections of trails incorporate indigenous, cultural, educational and heritage interests where relevant and feasible	Ongoing	All groups	M
<b>A2.6</b> Design new trails/sections of trails to ensure they cater for transport demands and requirements where practical	Ongoing	<b>RCMB</b>	H

**Table 12: Strategy A3 Trail corridor protection policy**

Trail Corridor Protection Policy			
<p><b>Strategy A3:</b> Ensure public access to Council owned and managed land is maintained and seek to secure public access to additional land where the land in question forms a strategic and integral component of a future trail alignment.</p>			
<p><b>Rationale:</b> Several of the more ambitious trail development projects will require significant and continuous tracts of land to either remain publicly accessible, or potentially to become publicly accessible in the future where currently they are not. Future major infrastructure development projects (e.g. residential development) and any requests to Council to restrict/close public access to parcels of land (e.g. ungazetted/unmade road reserves) that could have the potential to constrain such accessibility should also be considered in the context of delivering these trail projects. The establishment of broad 'corridors' associated with these trail development projects would assist in ensuring that consideration is given to facilitating (where possible) future trail development proposals.</p>			
Actions	Timeframe	Partners	Cost Range
<b>A3.1</b> Major infrastructure projects should be considered in the context of any future trail projects where the deliverability of a trail project may potentially be compromised	Ongoing	RCMB, DPTI, DEWNR, SAW	L
<b>A3.2</b> Requests made to Council for the closure of Council-controlled land should be considered in the context of future trail projects where the deliverability of a trail project may potentially be compromised	Ongoing	RCMB, DPTI, SAW	L
<b>A3.3</b> Support the acquisition of land for the purposes of trail establishment and enhancement	Ongoing	RCMB, DPTI, SAW, DEWNR	L



## Strategic Outcome B: Sustainable & Accessible Trail Network

**Table 13: Strategy B1 Trail-related infrastructure hierarchy**

Trail-related Infrastructure Hierarchy
<p><b>Strategy B1:</b> Establish a clearly defined hierarchy structure for the provision of trail-related infrastructure on the ground</p>
<p><b>Rationale:</b> The Trail Network Vision identifies several strategic locations considered suitable to function as trailheads (key access points onto the trail network), broadly based on proximity to the existing (and future) trails networks, and the availability of existing support infrastructure, such as car parking, toilet amenities, seating/shelter, shops/cafes, and other facilities supporting complementary recreational activities.</p> <p>Several of these trailheads are also sited at strategically important locations from a broader tourism perspective, with opportunities to provide information on all the region's visitor attractions, including recreational trails (identified as Visitor Information Points). Visitor Information Points already exist at main entry points into Murray Bridge, including locations on Adelaide Road and at Rocky Gully Wetland (Mannum Road), supporting the main Visitor Information Centre located centrally on South Terrace.</p> <p>It is recommended that Sturt Reserve (as the region's premier open space, community and visitor resource) serves as the primary trailhead for the region's trail network, providing signage information on all the trails commencing from that location (e.g. Lavender Federation Trail, network of riverfront trails, Discovery Heritage Trails) as well as all the other trail activity opportunities available across the region. Identified by this Strategy as a potential Visitor Information Point, signage could also provide an overview of all the region's visitor attractions, with directional signage to promote the location of the Visitor Information Centre.</p> <p>Rocky Gully Wetland is identified as a secondary trailhead, due to the number of existing trails at that location, it's position along the Lavender Federation Trail, and the fact that it already functions as a visitor gateway/information point. A new trailhead on Adelaide Road would provide access onto the network of trails at Kinchina CP, function as a visitor gateway/information point and would serve a similar function (i.e. secondary trailhead). Swanport Wetland is a wetland of national importance and Frank Jackman Lookout provides panoramic views over the city and the wider region. Both are positioned at strategically important locations, easily accessible from the SE Freeway (along which most intra and interstate visitors would travel) and should function as a visitor gateway/information point and provide access onto the region's future trail network (potentially via the proposed trail along the eastern banks of the Murray river).</p> <p>Maurice Road and Avoca Dell trailheads would provide local access points onto the trail network. In the future, an additional local trailhead might be considered as part of the Gifford Hill development.</p> <p>Individual reserves tend to provide a discrete trail experience (not necessarily linked onto the wider trail network); signage should provide information relating to that specific reserve and trail.</p>

## Trail-related Infrastructure Hierarchy

Actions	Timeframe	Partners	Cost Range
<b>B1.1 Primary trailhead</b> – Sturt Reserve: new signage should provide a comprehensive overview of all recreational facilities/amenities/attractions for the region (Visitor Information Point), including Sturt Reserve, to incorporate mapping and interpretation, plus essential details relevant to all trails (trail length, classification, authorised users/code of conduct) in and around Murray Bridge and across the region	Ongoing	<b>RCMB</b> , NRA, SARTI, Community, VIC	M
<b>B1.2 Secondary trailheads</b> – Rocky Gully Wetland, Adelaide Road (new) & Swanport Wetland/Frank Jackman Lookout: new signage should provide an overview of recreational facilities/amenities/attractions for the region (Visitor Information Point), to incorporate mapping and interpretation, plus essential details relevant to trails (trail length, classification, authorised users/code of conduct) in and around Murray Bridge	Ongoing	<b>RCMB</b> , NRA, SARTI, Community, VIC	M
<b>B1.3 Local trailheads</b> – Maurice Road/Kinchina CP, Avoca Dell (new): signage should provide a map and overview of the local network of trails (including interpretation), essential details relating to the relevant trails at that location (trail length, classification, authorised users/code of conduct) plus local connectivity onto the wider trail network	Ongoing	<b>RCMB</b> , SARTI, MTWG, Community, VIC, DEWNR	L
<b>B1.4 Individual reserves</b> – Murray Park, Casuarina Walk Reserve etc.: signage should provide a map and overview of the individual reserve (possibly including interpretation), plus essential details relating to the relevant trail at that reserve (trail length, classification, authorised users/code of conduct)	Ongoing	<b>RCMB</b> , SARTI, Community, VIC	L/M



**Table 14: Strategy B2 Casuarina Walk Reserve**

Casuarina Walk Reserve			
<b>Strategy B2:</b> Enhance and progressively develop existing popular and sustainable prescribed (formally recognised and promoted) trails on Council owned/managed land at Casuarina Walk Reserve and Parkview Reserve			
<b>Rationale:</b> The Casuarina Walk is a local trail linking Parkview Reserve with wetlands on Casuarina Walk Reserve. There is significant potential to improve trail information, interpretation signage and infrastructure. There are also opportunities to promote this as a short loop trail at a wetland destination (potentially forming part of a themed trail experience, linking multiple wetland-based trails).			
Actions	Timeframe	Partners	Cost Range
<b>B2.1</b> Install reserve information signage at Parkview Reserve which includes reserve trail information (map, trail classification and interpretation)	Short	RCMB, Community	L/M
<b>B2.2</b> Review access points into the reserves with consideration of car parking opportunities and consider options to control unauthorised access	Medium	RCMB, Community	M/H
<b>B2.3</b> Install signage at entry points to the trail at Casuarina Walk, Carex Ct and Sedge Ct with consistent naming convention	Short	RCMB	L
<b>B2.4</b> Install interpretation signage around the reserves focussing on environmental values	Short	RCMB, Community	LW
<b>B2.5</b> Consider formalising the loop trail commencing at the footbridge near Carex Ct onto the vehicle access track leading into Parkview Reserve and incorporating wayfinding signage	Short	RCMB, Community	L/M
<b>B2.6</b> Continue to maintain the trail infrastructure (e.g. bridges, seating, viewing platform)	Ongoing	RCMB,	LW
<b>B2.7</b> Continue environmental enhancements/re-vegetation	Ongoing	RCMB, Community, NRM	LW

**Table 15: Strategy B3 Murray Park**

Murray Park			
<b>Strategy B3:</b> Enhance and progressively develop existing popular and sustainable prescribed (formally recognised and promoted) trails on Council owned/managed land at Murray Park			
<b>Rationale:</b> Murray Park is a bushland reserve which has a network of short trails. The park is an important site for many native species of animals, birds and insects. It also has Murray Bridge's first cemetery which was used between 1885 and 1886. The park is isolated from other trail networks in the region and is on flat land offering potential to establish a trail with universal access. The site's significance offers opportunity for further promotion.			
Actions	Timeframe	Partners	Cost Range
<b>B3.1</b> Update existing reserve information signage to incorporate trail classification and specifications (e.g. length, type)	Short	<b>RCMB</b> , Community	LW/L
<b>B3.2</b> Continue to maintain the interpretation signage around the park to convey the environmental values and historical significance.	Ongoing	<b>RCMB</b> , Community	LW
<b>B3.3</b> Continue program of informal / unauthorised / unsustainable track closures through re-vegetation and brushing (laying of cut branches / vegetation across trails to deter/block use)	Ongoing	<b>RCMB</b> , Community	LW
<b>B3.4</b> Continue environmental enhancements/re-vegetation	Ongoing	<b>RCMB</b> , Community	LW
<b>B3.5</b> Investigate the feasibility of upgrading the trail to a grade 1 universal access trail (implementation cost range estimated to be H (High))	Longer	<b>RCMB</b>	L

**Table 16: Strategy B4 Swanport Wetlands/Frank Jackman Lookout**

Swanport Wetlands/Frank Jackman Lookout			
<b>Strategy B4:</b> Enhance and progressively develop existing popular and sustainable prescribed (formally recognised and promoted) trails on Council owned/managed land at Swanport Wetlands			
<b>Rationale:</b> Swanport Wetland is a recognised wetland of national significance, located adjacent to Frank Jackman Lookout and the Swanport Bridge. The site is promoted through signage on the highway directing travellers to the site. Upgrade to the trail signage and infrastructure and the installation of a secondary trailhead will enhance the trail experience and encourage trail users to explore the region.			
Actions	Timeframe	Partners	Cost Range
<b>B4.1.</b> Implement current plans to install visitor information and directional signage to reinforce link between the wetlands and Frank Jackman Lookout	Short	RCMB	L – L/M
<b>B4.2</b> Install trailhead signage (secondary trailhead) at reserve entrance which includes trail information (map, trail classification and interpretation) and a reference to the other wetland trails in the region (i.e. Rocky Gully Wetlands, Riverglades Community Wetlands)	Short	RCMB	L/M
<b>B4.3</b> Continue to upgrade trail surface and infrastructure (e.g. boardwalks, bird hide, trail tread)	Ongoing	RCMB	M – M/H
<b>B4.4</b> Implement current plans to remove discarded materials (e.g. metal steps, sleepers, rubble) to ensure safety of trail users	Short	RCMB	L
<b>B4.5</b> Install interpretation signage focussing on environmental values and management/warning signage where required (e.g. snake warnings)	Short	RCMB	LW
<b>B4.6</b> Consider current car parking arrangements and if appropriate redesign to ensure optimal use of space and improved public safety	Medium	RCMB	L
<b>B4.7</b> Decommission informal / unauthorised / unsustainable track that currently exists from the amenities to the north east with no defined end through re-vegetation and brushing (laying of cut branches / vegetation across trails to deter/block use)	Short	RCMB	L

**Table 17: Strategy B5 Rocky Gully Wetland**

Rocky Gully Wetland			
<b>Strategy B5:</b> Enhance and progressively develop existing popular and sustainable prescribed (formally recognised and promoted) trails on Council owned/managed land at Rocky Gully Wetlands			
<b>Rationale:</b> Rocky Gully Wetland consists of three local trails; Sanders Walk, Mobilong Swamp Trail and Adelaide Pump Station Trail. The Lavender Federation Trail shares alignment with parts of Sanders Walk and Mobilong Swamp Trail. The proposed Murray Coorong Trail is planned to utilise part of the Mobilong Swamp Trail. Upgrading the visitor information point will service the region as a secondary trailhead providing information about the region's trails. Upgrading of the current information will assist in clarifying the trail alignment and permitted use.			
Actions	Timeframe	Partners	Cost Range
<b>B5.1</b> Utilise the existing visitor information point as a secondary trailhead which includes information about other trails in the region (i.e. promoting trails commencing from Sturt Reserve Primary Trailhead, Swanport Wetlands and Adelaide Road Secondary Trailheads)	Short	RCMB, VIC, SARTI, Community	M
<b>B5.2</b> Review the Adelaide Pump Station Trail in the context of the ongoing detailed design considerations for the Murray Coorong Trail (due to ongoing negotiations with SA Water, cease to promote this trail the short term)	Short	RCMB, SA Water, NRA, NRM	LW
<b>B5.3</b> Update existing reserve information signage to accurately reflect current trails and incorporate trail classification and specifications (e.g. type, permitted use). Ensure that the walking map clearly identifies each individual trail alignment (multiple trail alignments exist in some sections)	Short	RCMB, SARTI, Community	L/M
<b>B5.4</b> Align wayfinding markers to the colours identified on walking map to distinguish between trails	Short	RCMB, SARTI, Community	L
<b>B5.5</b> Continue to work with and support the local community group to maintain and upgrade trail infrastructure (e.g. trail tread, bridges, bird hide, wayfinding)	Ongoing	RCMB, SARTI, Community	M/H
<b>B5.6</b> Consider the requirement for public amenities at Rocky Gully Wetlands	Medium	RCMB	M/H



**Table 18: Strategy B6 Murrundi Reserve**

Murrundi Reserve			
<b>Strategy B6:</b> Enhance and progressively develop existing popular and sustainable prescribed (formally recognised and promoted) trails on Council owned/managed land at Murrundi Reserve			
<b>Rationale:</b> Murrundi Reserve is a significant environmental resource and provides an important recreational amenity for the local community and visitors to this part of the region. As infrastructure ages, signage and seating should be replaced, and conform with the region's signage style guidelines. Future potential to form part of a themed trail experience (refer Strategy B9).			
Actions	Timeframe	Partners	Cost Range
<b>B6.1</b> Progressively replace existing trail infrastructure (mapping, interpretation, seating)	Medium/ Longer	<b>RCMB,</b> Community	L/M

**Table 19: Strategy B7 Existing social (informal) trails – Sturt Reserve**

Existing social (informal) trails – Sturt Reserve			
<b>Strategy B7:</b> Clearly define, enhance and formalise existing informal trail experiences (non-prescribed) at Sturt Reserve and actively promote to raise local community and visitor awareness of these trails			
<b>Rationale:</b> With the notable exception of the Lavender Federation Trail there are currently no prescribed trails that commence from Sturt Reserve. There is however a clearly defined path/trail network that runs along the riverfront and links Tumbella Drive Reserve in the south and Rocky Gully Wetland in the north. This broad alignment is recognised in Opal's Trails and Shared Use Tracks brochure as 'Wharf to Rocky Gully' and 'Tumbella Drive Reserve to Wharf', although no signposting on the ground exists to identify the alignment, trail distance, classification etc. The Opal brochure also identifies a 'Sturt Reserve Loop' (similar to the on-road cycling 'Beginners' loop; again, no signposting identifies this trail. A coordinated and holistic approach to defining trails associated with Sturt Reserve is proposed (refer Strategy B1).			
Actions	Timeframe	Partners	Cost Range
<b>B7.1</b> Re-define and clearly identify (through appropriate signage) a range of trail experiences available from Sturt Reserve, in line with the establishment of Sturt Reserve as the region's primary trailhead	Short	RCMB, Community	L

**Table 20: Strategy B8 Existing social (informal) trail experiences**

Existing social (informal) trails – other trails			
<p><b>Strategy B8:</b> Clarify and formalise existing informal trail experiences (non-prescribed) and actively promote to raise local community and visitor awareness of these trails</p>			
<p><b>Rationale:</b> There exists a number of other social trails around the region that are known and used by the local community and would benefit from formalisation and increased promotion to both the local community and visitors to the region. Local community members at Callington have been working on proposals to improve and formalise a trail along the eastern bank of the Bremer River. Although beyond the scope of this Strategy there also exist a network of social on-road cycle loops that are well known and utilised by the local community and bike enthusiasts, including the 'Beginner', 'Intermediate' and 'Out of Africa' (currently promoted by the Murraylands Regional Tourist Association). There is a potential opportunity to expand on these concepts, formalise appropriate routes together with promotion and marketing, subject to investigations to ensure that each route is appropriate and safe to actively promote to the local community and visitors to the region. Similarly, there exists a network of unmarked horse trails utilising unmade/quieter road reserves within the region, potentially suitable for wider promotion.</p>			
Actions	Timeframe	Partners	Cost Range
<b>B8.1 Casuarina Walk Reserve to Tumbella Drive Reserve</b> – utilise wayfinding signage to link the two reserves along the existing footpath/road network	Medium	RCMB	L
<b>B8.2 Rural Avenue Reserve</b> – install individual reserve signage and formalise the trail alignment, particularly at water crossings	Short	RCMB, Community	L
<b>B8.3 Bremer River Riverside Walk, Callington</b> - continue to work with the community to formalise and develop a walk trail adjacent to the Bremer River	Ongoing	RCMB, Community	L/M - M
<b>B8.4 Callington Hill Grassland Reserve</b> - formalise a walk trail at this reserve, through installation of additional/enhanced trailhead and wayfinding signage	Medium	RCMB, Community	L/M
<b>B8.5 Other Council Reserves</b> – Consider formalising existing social trail networks at other Council reserves where these would complement the trail network vision (e.g. Woods Point, Morphet Reserve, Homburg Park, Dorsett Reserve)	Longer	RCMB, Community	L-M/H
<b>B8.6 On-road cycle loops</b> – work with key stakeholders to expand on existing on-road cycle loop concepts and promote where appropriate and safe to do so	Short	RCMB, DPTI, Community	L
<b>B8.7 Other unmarked trail experiences</b> – work with key stakeholders (e.g. peak trail bodies, local trail groups) to identify existing unmarked/social trail experiences that might be promoted, where it is appropriate and safe to do so (e.g. horse riding on unmade/quieter road reserve network)	Short - Medium	RCMB, DPTI, RSA, HSA, WSA	L


**Table 21: Strategy B9 Themed trail experiences**

Themed Trail Experiences			
<b>Strategy B9:</b> Develop a series of themed trail experiences linking multiple locations, based around a specific interest area			
<p><b>Rationale:</b> The development of themed trail experiences will target visitors to the region with specific areas of interest and ensure that the visitor is aware of all the potential opportunities available to them. A themed trail may link multiple locations that are based around specific interest areas which offer a diverse range of connected but distinct experiences, such as:</p> <ul style="list-style-type: none"> <li>• Wetlands</li> <li>• Bird watching</li> <li>• Rare/endangered habitats</li> <li>• Flora/fauna</li> <li>• Indigenous heritage</li> <li>• Native food trails</li> <li>• European heritage</li> <li>• In-town heritage trails/discovery trails</li> <li>• Arts trail</li> </ul> <p>This simply might involve identifying and promoting a series of locations (that already benefit from existing support infrastructure) which showcase all that the region has to offer in relation to each respective interest area through a trail brochure available at the Visitor Information Centre and downloadable online. A regional vehicle touring/drive trail might be identified to connect each of the individual locations and guide the user around the region.</p>			
Actions	Timeframe	Partners	Cost Range
<b>B9.1</b> Develop a series of themed trail experiences, based around each specific interest area; priorities might include promotion of the wetlands, bird watching and rare/endangered habitat.	Short - Medium	RCMB	L/M - M



**Table 22: Strategy B10 New trails - Council owned/managed**

New Trails - Council Owned/Managed			
<p><b>Strategy B10:</b> Develop new trails, linkages and networks within the region to meet current and future demand (including the development of facilities for complementary recreational activities)</p>			
<p><b>Rationale:</b> There are a number of clear opportunities to build upon the existing trail network, where a new trail would complement, enhance or diversify the current trail offer, would deliver a key link connecting trail activity areas and/or visitor attraction. Local trails at smaller settlements of the region should also be considered to promote those locations to visitors, where there is demonstrated community support. Similarly, other trails projects identified during the consultation process might also be pursued, with further investigations into their viability (and levels of local community support) to be driven by local/specific interest groups (e.g. local discovery/heritage trails, horse trails in vicinity of Murray River).</p> <p>The successful implementation of the identified trail developments would result in an integrated, cohesive, sustainable and accessible trail network that capitalises on the strengths of the existing network and capitalises on identified opportunities.</p>			
Actions	Timeframe	Partners	Cost Range
<b>B10.1 Murray Bridge Discovery Trails</b> – continue to progress and implement the refreshed in-town heritage trail experiences	Current	RCMB, RDA	L – L/M
<b>B10.2 Sturt Reserve</b> – create a new recreational shared-use loop trail (off-road, 1.5km, grade 1 walk classification), suitable for walking, recreational cycling (particularly for families), and running, potentially incorporating links with the youth precinct facilities and exercise stations, and pump track	Medium	RCMB, Community	H - VH
<b>B10.3 Canoe/kayak</b> – Murray Bridge Canoe Trail - Sturt Reserve to Bridges and Sturt Reserve to Thiele Reserve – expand on and further develop this concept to link Sturt Reserve with Thiele Reserve, Avoca Dell, Long Island, Swanport Reserve)	Short	RCMB, CanoeSA, Community	L – L/M
<b>B10.4 Rural Avenue Reserve</b> – investigate potential expansion of existing trail onto land to the south of Old Swanport Rd	Longer	RCMB Community	L/M - M
<b>B10.5 Adelaide Rd Reserve</b> – formalise/clearly define an off-road trail alignment utilising the green linear corridor, connecting a new trailhead at Kinchina CP with Sturt Reserve (via quieter footpaths/cycle lanes for links east of Thomas Street/Johnsons Oval)	Medium	RCMB, DPTI Community	VH - MP
<b>B10.6 Thiele Reserve to Swanport Wetlands (and Monteith)</b> – investigate feasibility of enabling access along eastern side of river through a shared-use (walking, cycling, horse riding) recreational trail	Longer	RCMB Community	VH - MP



New Trails - Council Owned/Managed			
<b>B10.7 Thiele Reserve link to Riverglades/Avoca Dell</b> - utilise wayfinding signage to link the two reserves along the existing footpath/road network	Longer	<b>RCMB</b> Community	LW
<b>B10.8 Discovery/Heritage trails for local communities</b> - where there is demonstrated support, work with local communities to develop heritage trails for the region's smaller settlements	Ongoing	<b>RCMB</b> Community	M/H
<b>B10.9 Gifford Hill</b> – consider an integrated shared-use (walking, cycling, horse riding) trails network as part of the future development of this area (with links into Murray Bridge and onto the local and regional horse trail network)	Medium - Longer	<b>RCMB, HSA,</b> Developers, Community	VH - MP
<b>B10.10 Murray Coorong Trail</b> (priority section: Hume Reserve to Toora Reserve) – Progress detail design, key stakeholder negotiations and refined costings	Short	<b>RCMB, NRA</b>	MP
<b>B10.11 Murray Coorong Trail</b> (other sections) – incorporate future costs associated with detail feasibility and design processes into future business and capital works plans	Medium - Longer	<b>RCMB</b>	MP
<b>B10.12 Callington Hill Grassland Reserve</b> -investigate the potential to extend the newly formalised trail on this reserve into adjacent forest areas (local/state government land)	Longer	<b>RCMB,</b> Community	MH - H
<b>B10.13 Horse trails in vicinity of Murray River</b> – investigate the potential to establish/formalise horse trails along/adjacent to the Murray River, including overnight camp facilities, with consideration given to nearby quieter/unmade road reserves, where access immediately adjacent to the river (e.g. levee banks, environmentally sensitive open space reserves) is not considered appropriate	Medium - Longer	<b>RCMB, HSA,</b> Community	M - H

**Table 23: Strategy B11 New trails - Non-Council owned/managed**

New Trails - Non-Council Owned/Managed			
<p><b>Strategy B11:</b> Continue to engage with other key stakeholders such as State government departments (DEWNR/NRM, DPTI), peak trail bodies, private landowners, local groups and individual community members to support the development of a sustainable and integrated network of multi-disciplinary trails on non-Council owned/managed land across the region.</p>			
<p><b>Rationale:</b> Several existing prescribed trails/trail networks are located on land that is not owned or managed by Council but provide excellent opportunities for recreational trail activities for the local community and visitors to the region, and form an important component of the region's trail network. Wherever possible, and where resources are available, Council should work with other key stakeholders and support and advocate for trail development proposals that would contribute towards the delivery of this Strategy's Vision.</p> <p>As part of concerted and ongoing efforts to establish the Adelaide Hills as an international destination for mountain bike tourism, Council should work with all key stakeholders to optimise the potential benefits of the mountain bike trails network at Kinchina Conservation Park, attracting new visitors to the area, focusing on the promotion of the area as a year-round destination for the activity (not as susceptible to wet weather as other locations in the hills).</p>			
Actions	Timeframe	Partners	Cost Range
<b>B11.1 Riverglades Wetland Circuit</b> – continue to support projects led by the local community owners and consider how best to integrate into the wider trail network (Avoca Dell Reserve, Vanderzon Reserve, Thiele Reserve, and beyond)	Ongoing	<b>Community,</b> RCMB	LW - L
<b>B11.2 Riverbend Trail (Wellington, Jervois, Tailem Bend)</b> – consider how best this trail might be incorporated and promoted within the context of the Murray Coorong trail development	Short	<b>CDC,</b> Community, RCMB	LW
<b>B11.3 Lavender Federation Trail</b> – requirement for localised trail diversion (due to emerging access restrictions) and consideration of potential future loop trail in vicinity of Frahn's Farm	Short	<b>DEWNR, NRM,</b> <b>SARTI,</b> MTWG, RCMB	M - H
<b>B11.4 Kinchina CP</b> – investigate development of a new trailhead at Adelaide Rd/Tower Rd	Short - Medium	<b>RCMB, DEWNR,</b> <b>NRM, SARTI,</b> MTWG, Community	MH - H

### New Trails - Non-Council Owned/Managed

<b>B11.5 Kinchina CP</b> – work with all key stakeholders to market and promote the existing network of mountain bike trails, as an alternative destination to the Adelaide Mount Lofty Ranges network	Ongoing	<b>DEWNR, NRM, RCMB, SARTI, MTWG, Community</b>	LW
<b>B11.6 Kinchina CP</b> - investigate the viability/acceptability of extending the existing network of trails within the park to the north of the railway line	Longer	<b>DEWNR, NRM, SARTI, MTWG, Community, RCMB</b>	LM – M/H
<b>B11.7 Monarto Woodlands CP</b> – investigate potential to formalise & promote existing network of trails for walking and horse riding, delivering strategic links between Murray Bridge, Gifford Hill, Monarto and Callington	Short - Medium	<b>DEWNR, NRM, HSA, Community, RCMB</b>	LW
<b>B11.8 Other Conservation Parks</b> – establish appropriate/acceptable levels of promotion for existing trails within Ferries McDonald CP and Monarto CP	Medium	<b>DEWNR, NRM, RCMB, Community</b>	LW
<b>B11.9 Monarto Zoo environs</b> – investigate the potential to establish a horse and carriage loop, with links back to Monarto Oval area (home of Southern Carriage Club)	Medium	<b>RCMB, DPTI, Community, Private land owner</b>	M
<b>B11.10 Paiwalla Wetland</b> – work with private landowners to agree appropriate and acceptable levels of marketing and promotion of existing trail and consider links to Sunnyside Water Front Reserve and Cliff Reserves	Short	<b>Private land owner, RCMB</b>	LW



**Table 24: Strategy B12 New strategic link trails / trail networks**

New Strategic Link Trails / Trail Networks			
<p><b>Strategy B12:</b> Support the investigation, detail design and implementation of new long distance trails, strategic linkages and networks with adjacent regions to meet current and future demand</p>			
<p><b>Rationale:</b> The trail network for the Rural City of Murray Bridge needs to be considered within the context of the wider region. The Lavender Federation Trail and Kidman Trail run through the area, both providing links to the north with the two other significant long distance trails in the State; the Heysen Trail and the Mawson Trail. The development of the Murray Coorong Trail will provide further connectivity, linking the area to the Riverlands in the north (Morgan/Cadell) and the Coorong in the south (Salt Creek). In the short to medium term resources should be focused on delivering the Murray Coorong Trail, as well as pursuing a similar concept for a canoe/kayak trail linking similar destinations.</p> <p>There are opportunities to develop/formalise/enhance links with the Kidman Trail, and form multi-day loop trail experiences with links to Monarto, Callington, Gifford Hill, Rockleigh and Nairne (including potential for new campsites at Monarto, Callington and Gifford Hill) potentially utilising Monarto Woodlands Conservation Park and a network of ungazetted/unmade/quieter road reserves.</p> <p>Longer term, Council might consider investigating the development of a shared-use rail trail (walking, cycling, horse riding) using the former Monarto to Apamurra railway corridor, with potential future links towards Mannum Waterfalls and the Murray Coorong Trail. Council might also consider working with Alexandrina Council and the City of Victor Harbor Council to deliver a strategic trail link connecting the Murray Coorong Trail (at Wellington) with the Heysen Trail, around Lake Alexandrina, with a second potential spur via Langhorne Creek and Strathalbyn.</p>			
Actions	Timeframe	Partners	Cost Range
<b>B12.1 Murray Coorong Trail</b> – continue to engage, collaborate with and support Mid Murray Council and Coorong District Council to deliver the Murray Coorong Trail in its entirety	Ongoing	RCMB, MMC, CDC	LW
<b>B12.2 Murray Coorong Trail</b> – investigate the feasibility of a canoe/kayak trail that broadly mirrors the on-land shared-use trail, between Cadell, Goolwa and Salt Creek	Short	RCMB, MMC, CDC	L/M
<b>B12.3 Kidman Trail linkages</b> – work with the local horse riding community and Horse SA to investigate the feasibility/desirability of enhancing links between the Rural City of Murray Bridge and the Kidman Trail	Medium	RCMB, HSA, DPTI, Community	LM - M
<b>B12.4 Monarto to Apamurra railway corridor</b> – undertake a feasibility study to investigate the potential for shared-use (walking, cycling, horse riding) trail utilising the old rail corridor (including link to Mannum Waterfall, and the Murray Coorong Trail)	Longer	RCMB, MMC, DPTI, WSA, HAS, Community, DEWNR,	MP

### New Strategic Link Trails / Trail Networks

<b>B12.5 Long distance shared-use (walking, cycling, horse riding) trail</b> – River Murray (Wellington) – Lake Alexandrina – Goolwa – Victor Harbor - Heysen Trail	Longer	<b>ADC, RCMB, HSA, CVHC, DPTI, WSA, Community, DEWNR</b>	MP
<b>B12.6 Long distance shared-use (walking, cycling, horse riding) trail</b> – River Murray (Wellington) – Lake Alexandrina – Langhorne Creek – Strathalbyn - Heysen Trail (Kuitpo Forest)	Longer	<b>ADC, RCMB, HSA, DPTI, WSA, Community, DEWNR</b>	MP
<b>B12.7 Murray River Eastern bank link</b> – consider future delivery of a trail link along the eastern bank of the Murray River between Murray Bridge and Mannum, via Paiwalla Wetland, Sunnyside Water Front Reserve and other riverside settlements	Longer	<b>RCMB, MMC, Community</b>	MP

## Strategic Outcome C: Promotion, Marketing and Participation

**Table 25: Strategy C1 Mapping & information**

Mapping & Information			
<b>Strategy C1:</b> Improved mapping and identification of trails throughout the region.			
<b>Rationale:</b> The availability and quality of trails related information is highly variable across the region, and the information that is available is not always complete/current, nor does it always reflect existing conditions on the ground. There is no single, comprehensive source that provides a consistent level of information suitable to promote the existing trails network to local community members or visitors to the region. As part of the Strategy existing trails were audited, including GPS mapping of trail alignments. This information can now be used to reliably develop trail maps.			
Actions	Timeframe	Partners	Cost Range
<b>C1.1</b> Develop a series of trail user maps/ brochures that are consistent in terms of design and levels of information provided – available as hard copy at the Visitor Information Centre and available online for download	Ongoing - Short	<b>RCMB</b> , VIC	L/M
<b>C1.2</b> Develop a website (or webpage hosted by Council) that provides comprehensive details of all trail opportunities within the region, to include interactive mapping and downloadable resources with links to the DEWNR website	Short	<b>RCMB</b> , VIC, DEWNR, RSA	L/M
<b>C1.3</b> Develop a booklet of trails, detailing the best trails from around the region	Medium	<b>RCMB</b> , VIC	L/M - M
<b>C1.4</b> Develop new trailheads at Sturt Reserve (primary trailhead) and Tower Rd / Adelaide Rd, Kinchina CP, plus progressive upgrade of existing trailheads at Rocky Gully Wetland, Avoca Dell and Swanport Wetlands	Ongoing	<b>RCMB</b> Community, DEWNR	M
<b>C1.5</b> Upgrade trailhead signage/information (in line with the actions contained within this Strategy and Action Plan) to improve the availability/accessibility of information 'on the ground'	Ongoing	<b>RCMB</b> Community	VH
<b>C1.6</b> Investigate the use of interpretive and wayfinding technology for the enhancement of visitor and trail user experiences. For example, specialist applications for mobile devices.	Ongoing	<b>RCMB</b> , DEWNR, VIC	LW

**Table 26: Strategy C2 Promotion & marketing**

Promotion & Marketing			
<b>Strategy C2:</b> Increased promotion and marketing of trail opportunities within the region			
<b>Rationale:</b> The development of a co-ordinated approach to the marketing of the region's trail network would greatly assist the promotion of the region's trail network, clearly conveying information to the local community and visitors to the region. The development and implementation of a consistent branding strategy across the trails network is recommended, with consideration given to the development of a trail logo that could be included on promotional material and signage and provide a consistent image that is recognisable across the region.			
Actions	Timeframe	Partners	Cost Range
<b>C2.1</b> Develop a coordinated approach to marketing the trails network through the development of a Trails Marketing Strategy / or integrate into a region-wide tourism strategy	Medium	<b>RCMB, RDA</b>	L/M
<b>C2.2</b> Develop a style guide for trail signage, facilities and infrastructure in line with similar projects already being developed by Council, such as public realm guide, branding guide and other sign style guides	Short	<b>RCMB</b>	L
<b>C2.3</b> Develop a Trail Network logo for inclusion on all future trail signage	Short	<b>RCMB</b>	L
<b>C2.4</b> Remove dysfunctional, damaged and illegible trail signage and replace with contemporary and appropriate signage	Ongoing	<b>RCMB</b>	L/M



## Strategic Outcome D: Development, Management and Maintenance

**Table 27: Strategy D1 Management structure**

Management Structures			
<b>Strategy D1:</b> Ensure the management structures for all current and future regional trails are clearly defined.			
<b>Rationale:</b> To ensure that all trails are managed appropriately, management responsibilities must be clearly identified, alongside the development of maintenance schedules. Where trails cross multiple land tenures it is essential that trail management and maintenance responsibilities are assigned to a designated body, which may be a government agency (local or state) or an established community group with the necessary resources and expertise.			
Actions	Timeframe	Partners	Cost Range
<b>D1.1</b> Ensure all trail manager roles are clearly defined	Short	<b>RCMB, DEWNR,</b> Community, Private land owners	LW
<b>D1.2</b> Ensure adequate trail maintenance schedules and procedures are defined and adhered to for all trails	Short	<b>RCMB, DEWNR</b>	LW
<b>D1.3</b> Develop a management and maintenance manual as a guide for all trail managers, community and volunteer groups	Short	<b>RCMB, DEWNR,</b> Community	L



## Strategic Outcome E: Community, Tourism and Economic Development Opportunities

**Table 28: Strategy E1 Economic & community development**

Economic & Community Development			
<b>Strategy E1:</b> Use trail development and provision as an economic and community development tool			
<p><b>Rationale:</b> Established trail networks and their associated activities are able to provide significant benefits to the communities they traverse, particularly from an economic and tourism perspective. The development of special events in the region that use the trail networks as their principle facility should be supported to assist in raising the profile of the existing and future trails network and provide economic spinoffs to the communities that host the events. There is an opportunity to create vibrant recreational trail precincts for each of the major trail disciplines, which over the long term should provide significant economic and tourism benefits to the region.</p>			
Actions	Timeframe	Partners	Cost Range
<b>E1.1</b> Support and develop trail related special events such as mountain bike racing, trail rides, walks, orienteering, rogaining and other appropriate activities	Ongoing	Event organisers RCMB, DEWNR, NRM	LW
<b>E1.2</b> Encourage communities along the existing/future trails network to become 'walker, bicycle and horse rider friendly'	Ongoing	RCMB, DEWNR, NRM, Community	LW
<b>E1.3</b> Encourage businesses (e.g. tour operators, associated retail outlets, hospitality venues, accommodation providers) to promote, utilise and enhance trails and associated visitor experiences	Ongoing	RCMB, Community, RDA, VIC	LW
<b>E1.4</b> Encourage trail managers and interest groups to share trail information, such as GPS data, trail and asset management resources	Ongoing	RCMB, Community, DEWNR, NRM	LW

## Project Benchmarks

The City of Murray Bridge possesses distinctive attributes that can be harnessed to develop the trails network, such as the river, wetlands, fauna, flora, heritage, history and cultural sites. Throughout Australia there are prime examples of trails that have been well designed to promote, attract, protect and offer people an opportunity to pursue outdoor recreation activities. The table below summarises why the trail examples have been chosen and the relevance or similarity to the Murray Bridge Region

**Table 29: Project benchmarks**

Name	Reason it was chosen as a benchmark example	Relevance to RCMB
<b>Five Mile Mountain Bike Trail, NSW</b>	Adjacent to the Murray River in NSW, it offers 7km of purpose built mountain bike trails within the Murray Valley National Park	Kinchina Conservation Park offers mountain bike trails (as well as walking and horse riding opportunities)
<b>Winton Wetlands, VIC</b>	The wetland area offers a wide variety of activities including canoeing, walking, cycling, bird watching and boating with a good online presence	RCMB has abundant wetlands in the region; Swanport Wetlands, Rocky Gully Wetlands, Casuarina Walk, Paiwalla Wetland, Riverglades Community Wetlands etc. These have the potential to offer a wide variety of outdoor recreation opportunities.
<b>Waikerie Bird Watcher's Trail, SA</b>	A self-guided tour promoting the birdwatching locations, wetlands and scenic locations in and around Waikerie.	RCMB has similar attributes with Murray Bridge and small outlying townships offering scenic drives, historical trails, wetlands trails and birdwatching prospects.
<b>Massive Murray Paddle, VIC/ NSW</b>	A 5-day canoe/kayak flatwater race on the Murray River	The proposed Murray Coorong Trail offers the potential to incorporate a canoe/kayak component
<b>Mudlangga to Yertabulti track, SA</b>	The track is based around Port Adelaide Enfield and LeFevre Peninsula and shares the stories/ experience of 15 much respected members of the Aboriginal community	Th Ngarrindjeri of the Lower Murray River, Lakes and Coorong shared their stories with the SA Museum and an exhibition describes the culture, their environment, social structure and religious life. There is potential to develop a cultural trail.
<b>Bushwalking in the Flinders Ranges, SA</b>	The Flinders Ranges has a selection of hikes/walks for all types of individuals and promotes this in a succinct manner.	RCMB has a selection of sceneries/ landscapes that can be showcased through an improved trail network

Further details relating to these project benchmarks are contained within *Appendix 8: Project Benchmarks*.

## Implementation

This Strategy will need to be adequately resourced and the establishment of a Trail Reference Group would significantly improve the successful implementation of the identified strategies and actions, ultimately delivering the overall vision for the region.

Progress of the Strategy & Action Plan will be continually monitored and reported annually to Council and the community. The Strategies and stated actions will be periodically reassessed and updated to respond to the changing circumstances and requirements of the area. Actions may be amended, removed or re-prioritised to address the key issues identified at any given time.

Community engagement will be encouraged to ensure that the evolving needs and aspirations of the community are identified and reflected in the targeted actions of the Strategy.

An ongoing commitment of funds and resources will be required to achieve the objectives of the Strategy. A range of funding options will need to be considered, together with the sourcing of potential grant schemes. Opportunities to form partnerships with other potential stakeholders will need to be sought where this would deliver successful outcomes and assist in the completion of the Action Plan.

A Trail Management Plan has been prepared as a working document to support the Trail Strategy. The *South Australian Recreational Trails Master Plan* recommends that Trail Management Plans are reviewed annually and updated every three years.



**Figure 13: Sanders Walk at Rocky Gully Wetlands**

## Potential Funding Opportunities

Potential external funding sources are available through federal and state government programs which could support the development of trail projects. In addition to government funding programs, private and commercial sector opportunities may also be available. Government funding programs continually change so it is recommended that the relevant websites are frequently reviewed.

### Australian Government Funding Initiatives

- Department of Infrastructure and Regional Development  
<http://investment.infrastructure.gov.au/funding/>
- Department of the Environment and Energy  
<http://www.environment.gov.au/about-us/grants-funding>
- Business  
<https://www.business.gov.au/Assistance>
- Australian Sports Commission  
<http://www.ausport.gov.au/supporting/funding/about>

A current example of a funding program through the Department of Infrastructure and Regional Development is the Community Development Grants Programme. This is an initiative to support the construction and upgrade of facilities to provide long term improvements in social and economic viability of local communities. \$936.8 million has been committed by the Australian Government to fund projects ranging from \$2,000 to \$35 million over six years to 2019-20. Details are available at <http://investment.infrastructure.gov.au/funding/communitydevelopment/>.

### State Government Funding Initiatives

#### Office for Recreation and Sport

- Community Recreation and Sports Facilities Program (CRSFP)  
This program allocates funds to eligible community-based organisations, Local Government, Schools and State sporting and active recreation associations to ensure the provision of sustainable facilities that meet community needs. The program offers 3 categories of funding:
  1. facility planning
  2. facility development (requests \$25,000 - \$200,000)
  3. facility development (requests \$200,001 - \$1,000,000)
- Sport and Recreation Development and Inclusion Program  
This program allocates funds to provide assistance to eligible organisations to develop and implement projects that will grow the sport or activity, improve services and/or address barriers to inclusion. The annual budget for 2017/18 is \$3,233,000; applicants can be funded up to \$100,000 each year for up to 3 years.

Further details are available at <http://www.ors.sa.gov.au/funding>

## Department of Planning, Transport and Infrastructure

- Planning and Development Fund

The Planning and Development Fund provides investment into the planning and improvement of open space and public realm in South Australia, through annual grants to Local Government. The fund provides strategic investment towards State Government projects and supports two grant programs:

- Open Space: to assist the conservation and enhancement of natural and cultural open spaces
- Places for People: to create or revitalise public spaces that are important to the social, cultural and economic life of their communities

Further details are available at <https://www.sa.gov.au/topics/planning-and-property/land-and-property-development/planning-professionals/grants-for-open-space-and-urban-design>

## Commercial and Private Sector Funding

Commercial and private sector funding is often to assist with project developments and ongoing operations. Opportunities such as naming rights and in-kind donations of labour and materials are a potential resource for new facility developments and upgrades.

## Trusts and Foundations

There are numerous trusts and foundations established in Australia and a number provide funding for projects such as this. Often, they are established by large corporations. Details are available at [www.philanthropy.org.au](http://www.philanthropy.org.au).

## Other trails resourcing mechanisms

There are other not for profit organisations that provide on the ground support in relation to trail maintenance and development, such as:

- Green Corps
- Conservation Volunteers Australia
- "Friends of" Groups



## Potential Trail Opportunities

The RCMB currently has a range of prescribed trails, social/informal trail opportunities and is underway with the Murray Coorong Trail. There are also a range of future trail experiences identified as concepts within this Trail Strategy.

These trails have been classified according to their trail status (i.e. existing prescribed routes, existing social/informal trails, trail concept – underway and Trail concept) and the anticipated broad implementation requirements, as shown in the table below.

**Table 30: Trail status**

Colour	Status	Broad Implementation Requirements (anticipated)
	Existing prescribed routes	<ul style="list-style-type: none"> <li>Continue upgrades and maintenance</li> <li>Enhance trail signage, marketing and promotion</li> </ul>
	Existing social/informal trails	<ul style="list-style-type: none"> <li>Formalise alignment with additional trail infrastructure, trail marketing and promotion</li> </ul>
	Trail concept - underway	<ul style="list-style-type: none"> <li>Continue with trail design and construction stages</li> </ul>
	Trail concept	<ul style="list-style-type: none"> <li>Gauge community support</li> <li>Evaluate feasibility of trail concept</li> <li>Detail design &amp; construction</li> </ul>

It is understood that there will be specific challenges associated with developing each trail concept. Challenges may include:

- Land ownership and tenure
- Environmental, cultural and heritage sensitivities
- Management and maintenance requirements
- Trail user safety (such as trail user conflict, snakes or extreme heat)
- Costs of development and funding opportunities

Not all challenges will be evident at the trail concept stage. For example, a key challenge associated with delivering the canoe trail concept along the Murray River will include considerations of providing appropriate access to and from the river (land tenure), navigation around weirs (environmental sensitivities), and addressing safety issues relating to other activities on the river, such as jet skis and houseboats (trail user conflict).

The potential trail opportunities table on the following pages groups each trail to a trailhead hierarchy (i.e. primary, secondary, local or individual reserve). It summarises the potential trail opportunities at each of these sites which could be achieved through implementation of the Strategy and Action Plan.

Table 31: Potential trail opportunities – Primary trailhead: Sturt Reserve

Potential Trail Opportunities									
Trailhead Hierarchy	Trailhead	Trail Name/Identifier	Status	Primary Use	Classification	Approx. Distance	Approx. time		
							Walk (4-5km/hr)	Cycle (15 -20km/hr)	Canoe (5 6km/hr)
Primary Trailhead	Sturt Reserve	Lavender Federation Trail (Murray Bridge – Webb Gap)	Prescribed	Walk	Grade 2 / Grade 3	245km one way	10 – 15 days	-	-
		Sturt Reserve to Rocky Gully Wetland	Prescribed	Walk/Cycle	Grade 2	6km return	1 h 30 m	20 mins	-
		Sturt Reserve to Monarto Zoo	Prescribed	Walk	Grade 2 / Grade 3	15km one way	3 h 30 m	-	-
		Murray Bridge Discovery Trails (Heritage Trails)	Prescribed	Walk	-	-	-	-	-
		Sturt Reserve to Hume Reserve	Social/informal	Walk/Cycle	Grade 2	2km return	30 mins	6 mins	-
		Sturt Reserve to Long Island Reserve	Social/informal	Walk/Cycle	Grade 1 / Grade 2	4km return	1 hour	12 mins	-
		Sturt Reserve to Tumbella Drive Reserve (via Long Island Reserve)	Social/informal	Walk/Cycle	Grade 1	5km return	1 hour	15 mins	-
		Sturt Reserve to Casuarina Walk	Social/informal	Walk/Cycle	Grade 2	7km return	1 h 30 m	25 mins	-
		Murray Bridge Canoe Trail (Beginners Trail & Intermediate Trail)	Social/informal	Canoe/Kayak	Easy (Grade 1)	8km return	-	-	1 h 30 m
		Murray Bridge Canoe Trail Network (Toora Reserve to Swanport Reserve)	Social/informal	Canoe/Kayak	Easy (Grade 1)	20km return	-	-	4 hours
		Murray Coorong Trail (Priority stage: Sturt Reserve to Toora Reserve)	Design stage	Walk/Cycle	Grade 2	9km one way	2 hours	30 mins	-
		Murray Coorong Trail (Cadell to Salt Creek))	Feasibility complete	Walk/Cycle	Grade 2 / Grade 3	450km one way	20+ days	5+ days	-
		Murray Coorong Canoe/Kayak Trail (Cadell – Goolwa – Salt Creek)	Concept	Canoe/Kayak	Easy/Medium	450km one way		-	15+ days
		Sturt Reserve Shared-use Recreation Loop	Concept	Walk/Cycle	Grade 1	1.5km loop	20 mins	5 mins	-
		Sturt Reserve to Kinchina CP Loop Trail (via Rocky Gully & Adelaide Rd)	Concept	Walk/Cycle	Grade 2	16km loop	2 h 30 m	1 hour	-
		Sturt Reserve to Thiele Reserve	Concept	Walk	Grade 2 / Grade 3	5km return	1 hour	-	-
		Sturt Reserve to Avoca Dell Reserve	Concept	Walk	Grade 2 / Grade 3	12km return	1 h 30 m	-	-
		Sturt Reserve to Swanport Wetlands	Concept	Walk/Cycle	Grade 2 / Grade 3	12km return	2 h 30 m.	45 mins	-

Table 32: Potential trail opportunities -Secondary trailheads, local trailheads & individual reserves

Trailhead Hierarchy	Trailhead	Trail Name/Identifier	Status	Primary Use	Classification	Approx. Distance	Approx. time	
							Walk (4-5km/h)	Cycle (15-20km/hr)
Secondary Trailheads	Rocky Gully Wetlands	Sanders Walk	Prescribed	Walk	Grade 2	2km loop	30 mins	-
		Mobilong Swamp Trail	Prescribed	Walk/Cycle	Grade 2	4.5km loop	1 hour	15 mins
		Rocky Gully Wetlands to Casuarina Walk (via Sturt Reserve)	Social/informal	Walk/Cycle	Grade 2	13km return	3 hours	45 mins
	Swanport Wetland	Swanport Wetlands Trail	Prescribed	Walk	Grade 3	1km loop	15 mins	-
		Swanport Wetlands to Monteith	Concept	Walk/Cycle	Grade 3	7km return	1h 30 m	25 mins
		Swanport Wetlands to Thiele Reserve	Concept	Walk/Cycle	Grade 3	15km return	3 h 30 m	1 hour
		Swanport Wetlands to Avoca Dell Reserve	Concept	Walk/Cycle	Grade 3	22km return	5 hours	1 h 15 m
	Adelaide Road	Trailhead for Kinchina CP Trail Network. Refer to Maurice Road Trailhead.						
Local Trailheads	Maurice Road	Rocky Gully Link	Prescribed	Walk/MTB	Approximately 10km of shared use trails (Walk/Mountain bike/Horse)			
		Cemetery Trail	Prescribed	Walk/MTB				
		Getaway Car Loop	Prescribed	Walk/MTB				
		Jailhouse Rocks Loop	Prescribed	Walk/MTB				
		Jailbreak Trail	Prescribed	Walk/MTB				
	Avoca Dell Reserve	Riverglades Wetland Circuit	Prescribed	Walk	Grade 2	4km loop	1 hour	-
		Avoca Dell Reserve to Thiele Reserve	Concept	Walk	Grade 3	7km return	1h 30 m	-
	Individual reserves	Murray Park Trail	Prescribed	Walk	Grade 2	1km loop	15 mins	-
		Casuarina Walk	Prescribed	Walk	Grade 2	1.5km loop	20 mins	-
		Murrundi Reserve	Prescribed	Walk	Grade 2	1.5km return	20 mins	-
		Callington Hill Grassland	Social/informal	Walk	Grade 2	500m return	10 mins	-
		Rural Avenue Reserve	Social/informal	Walk	Grade 2	550m loop	10 mins	-
		Callington Riverside Walk	Social/informal	Walk	Unknown	Unknown	Unknown	-

Table 33: Potential trail opportunities - Other trails

	Trail Name/Identifier	Status	Primary Use	Classification	Approx. Distance	Approx. Time		
						Walk (4-5km/h)	Cycle (15-20km/hr)	Horse (~30km/day)
Bridle Trail Concepts	Loop trail off the Kidman Trail (Rockleigh, Monarto, Callington)	Concept	Horse	Undetermined	90km loop	-	-	3 days
	Gifford Hill, Murray Bridge, Monarto Loop	Concept	Horse	Undetermined	90km loop	-	-	3 days
	Gifford Hill Equestrian Precinct Link	Concept	Horse	Undetermined	2km	-	-	-
Theme Trails	Wetland Trail	Concept	Drive/Walk	-	-	-	-	-
	Rare/Endangered Habitats Trail	Concept	Drive/Walk	-	-	-	-	-
	Birdwatching Trail	Concept	Drive/Walk	-	-	-	-	-
	Indigenous Heritage/Native Food Trail	Concept	Drive/Walk	-	-	-	-	-
	Flora/Fauna Trail	Concept	Drive/Walk	-	-	-	-	-
	Heritage/Discovery Trails	Concept	Drive/Walk	-	-	-	-	-
	Arts/Sculpture Trail	Concept	Drive/Walk	-	-	-	-	-
Future Strategic Regional Link Trails	Murray Coorong – Heysen Trail East-West Link Trails	Concept	Walk/Cycle/Horse	Undetermined	100km	4+ Days	5 hours	3+ Days
	Lavender Federation Trail – Rail Corridor – Murray Coorong Link Trail	Concept	Walk/Cycle/Horse	Undetermined	90km	4+ Days	4 h 30 m	3 Days
On-Road Cycle Loops	Out of Africa	Prescribed	Cycle	-	14km	-	45 mins	-
	Beginner's Loop	Prescribed	Cycle	-	2km	-	6 mins	-
	Intermediate	Prescribed	Cycle	-	11km	-	45 mins	-
	On-Road Cycle Loop 1 (East via Jervois, Taillem Bend and Burdett)	Social/informal	Cycle	-	75km loop	-	3 h 45 m	-
	On-Road Cycle Loop 2 (East via Karoonda Hwy, Boundary Rd & Orland Rd)	Social/informal	Cycle	-	45km loop	-	2 h 15 m	-
	On-Road Cycle Loop 3 (South via Flagstaff Rd & Brinkley Rd)	Social/informal	Cycle	-	50km loop	-	2 h 30 m	-
	On-Road Cycle Loop 4 (South via Flagstaff Rd & Ferries-McDonald Rd)	Social/informal	Cycle	-	70km loop	-	3 h 30 m	-
	On-Road Cycle Loop 5 (North via Mypolonga)	Social/informal	Cycle	-	35km loop	-	1 h 45 m	-



The Rural City of  
**MURRAY  
BRIDGE**

*Bridge to Opportunity*

## Appendices



## Appendix 1: Strategic Document Review

### State strategic documents

#### **30-Year Plan for Greater Adelaide, 2010 and Draft Update, 2016**

This plan outlines South Australia's vision for growth and development to 2036. Murray Bridge has been designated as a focus for major urban growth, with 13,400 additional people anticipated in the centre and surrounds (representing a 40 per cent increase in population). With increasing urban development, it is important that the Rural City of Murray Bridge sustainably plans for a connected and accessible network of recreational trails which will provide linkages and cater for the growth in population.

#### **Development Act 1993**

Development Regulation 2008, schedule 3 determines planning consent would be required for recreational trail infrastructure such as signage, viewing platforms, boardwalks, shelters and other amenity buildings. The development of such structures would need to be assessed on a case by case basis.

#### **South Australian Recreational Trails 10-year Master Plan, 2015 – 2025<sup>9</sup> and Guidelines, 2016<sup>10</sup>**

The Master Plan has been developed to provide a sustainable framework for the state's trails network and to serve as *the bridge between the trail system and the actual visitor experience*. Opportunities which have been identified for the state's trails network include:

- Formalise the accessibility to the high quality Murray River system
- Enhance existing networks by using the strategic framework
- Increase awareness of local community trail systems

The guidelines outline best practice methods in planning, design, construction and maintenance of trails and the Master Plan outlines the recommended staged approach over the next 10 years. The recommended staged approach encourages the securing of funds, developing the domestic trail user markets and opening the doors to international trail based tourism. Aligning trail development with these strategies will support the Rural City of Murray Bridge to capitalise on opportunities.

#### **Wetlands Strategy for South Australia, 2003<sup>11</sup>**

South Australia's wetlands provide vital environmental value as well as offering opportunities for cultural and recreational activities. It is estimated that 70% of the state's wetlands have been destroyed since European settlement. It is very important that the use of wetlands is ecologically sustainable for the benefit of present and future generations. Recreational activities such as power boating, jet skiing, four-wheel driving, trail bike riding, hunting, camping, fishing or horse riding in sensitive wetland areas can have serious long-term impacts. Even within large, more robust wetlands, such activities, if unregulated, can lead to the loss of the natural asset which was being appreciated by the people involved. This strategy is of relevance to the Rural City of Murray Bridge Trail Strategy as wetlands are a key natural asset which provide opportunities for trail activities and it is necessary to understand the implications that recreational activities can have on sensitive wetland environments.

## Regional strategic documents

### **Murraylands River Trail Feasibility Study, 2015<sup>12</sup>**

This study provides a vision for a 450-kilometre walking and bike riding trail along the Murray River, linking Cadell in the Murraylands to Salt Creek in the Coorong. The trail concept traverses land adjacent to the Murray River through the Mid Murray Council, the Rural City of Murray Bridge and the Coorong District Council areas. The feasibility study recognises that the development of the trail will require approvals from private land owners, Aboriginal owners/corporations and state government departments. Stage one of this project in the Rural City of Murray Bridge area involves consulting with land owners to determine the exact alignment of the 5km section planned between Toora and Hume Reserves<sup>13</sup>.

Guiding principles of the Murraylands River Trail:

- Be in close proximity to water and utilise both sides of the river
- Be in proximity to townships and population centres
- Not disturb areas of significant cultural heritage, Aboriginal or European Australian
- Provide linkages to bordering trails, particularly national and/or regional level trails
- Link to transport infrastructure such as railways and roads providing access to the trail
- Link to existing facilities that may promote and support use of the trail e.g. car parks, toilets, picnic facilities, camping sites, tourist information centres and cafes

### **SA Murray-Darling Basin (MDB) Natural Resources Management (NRM) Plan, 2015<sup>14</sup>**

The entire area of the Rural City of Murray Bridge is within the Ranges to River Natural Resources Management District. The district has seven distinct landscapes over the 8,551km<sup>2</sup> and a growing population of more than 79,000 people. This Plan outlines the policies that will be used to protect the environment and interests of the SA MDB NRM Region over the ten years between 2015 and 2025. It is acknowledged that tourism and recreation can place pressure on natural resources, such as erosion from boat wash and trampling of vegetation. The following three goals are outlined in the plan and underpin the vision for the NRM region.

1. People taking responsibility for natural resources and making informed decisions
2. Sustainable management and productive use of land, water, air and sea
3. Improved condition and resilience of natural systems.

### **Murray and Mallee LGA Regional Public Health Plan<sup>15</sup> 2013-2018**

*This document is a regional initiative prepared by the eight local governments that make up the Murray and Mallee Local Government Association. It is a five-year plan outlining how the region will work to improve the health and wellbeing of the community. The outcomes of the Trail Strategy will contribute to the public health priority: boosting opportunities for physical activity.*

### **Coorong, and Lakes Alexandrina and Albert Ramsar Management Plan<sup>16</sup>, 2000**

This Ramsar listed site encompasses land within the Rural City of Murray Bridge, Alexandrina Council and the Coorong District Council. This management plan has been prepared to facilitate responsible and integrated management for one of Australia's most significant wetlands. The Coorong and Lakes Alexandrina and Albert area was designated a Wetland of International significance under the Ramsar Convention in 1985 because of its waterbird habitats.

### **Establishing the Adelaide Mount Loffy Ranges (AMLR) Region as an International Mountain Bike Destination<sup>17</sup>, 2015**

This document provides direction for the establishment of an international mountain bike destination within the AMLR region, which is slightly to the east of the Rural City of Murray Bridge. With the achievement of this vision, it is expected that there will be a rise in trail-related tourists to South Australia. Murray Bridge may be able to capitalise on this opportunity through its own network of well promoted and managed trails, in close proximity to the international trail destination.

### **Local strategic documents**

#### **RCMB Strategic Plan, 2016 – 2020**

This is a four-year commitment focussing on ensuring a *Valued Environment, Great People and Lifestyle, a Dynamic Economy and Connected Communities*, providing a blueprint for the Rural City of Murray Bridge to 2020. The following needs are identified in the plan and are of relevance to the Trail Strategy:

- A network of accessible, safe and convenient recreational trails,
- Riverside activation and support for river-based tourism opportunities,
- Community space revitalisation,
- Conservation of natural assets and enhanced environmental experiences,
- Protection of Ngarrindjeri and European Heritage, and
- Cross-regional co-operation for regional plans and initiatives

#### **RCMB Economic Development Strategy, 2015 – 2030**

This strategy recognises the contribution that recreational trails can have on economic development through tourism opportunities. The strategy states that trails *need to provide activities for locals as well as tourism attractors* and identifies that the region's Indigenous cultural heritage is valued locally and generates cultural tourism initiatives. The strategy states that the Murray Bridge region is striving to own the brand for active river-based recreation for the entire Murray River.

#### **RCMB Sport Recreation and Open Space Strategy, October 2013**

This Strategy provides a framework to ensure that the current and future population of the RCMB is catered to in terms of sport, recreation and open space opportunities. The strategy identifies the need for the establishment of an *integrated, sustainable and accessible trails network that provides recreational opportunities for walkers, cyclists and horse riders*. Trail-related actions are recommended at Gifford Hill, Adelaide Road Plantation, Carey's Park, Murray Park, Long Island Reserve, Thiele Reserve, Vanderzon Reserve, Monarto Oval, Narooma Wetland and Riverglades Wetland.

#### **RCMB Recreational Facilities Asset Management Plan, 2016 - 2020**

This plan provides a strategic road map and framework towards servicing and maintaining recreational assets at a cost that the community can afford. The Rural City of Murray Bridge Asset Management key principles are:

- Undertake a whole of organisation approach to asset management
- Provide sustainable Recreational Facilities assets
- Engage the community to ensure the most appropriate Recreational Facilities assets are provided to an agreed level of service that they can afford

- Adequately fund the renewal of identified Recreational Facilities assets
- Understand and minimise whole of life costs for Recreational Facilities assets through long term planning
- Continually improve our knowledge of the assets we manage
- Minimise risk through a coordinated approach to asset management.

The Trail Strategy will support the strategic management of recreational trail assets through prioritisation of trail infrastructure needs and the provision of trail audit data.

### **RCMB Riverfront Strategy, May 2016**

This strategy identifies opportunities for rejuvenation along the Murray River Corridor, encompassing the future potential for residential land uses, recreational uses and sustainable environmental management. It is recognised that there is a need to balance recreational and environmental requirements and that environmental impacts from recreational uses of the river can be reduced. The area's significant Indigenous culture and history provides opportunities to work with the Ngarrindjeri Regional Authority towards cultural tourism initiatives.

Riverfront Strategy guiding principles:

- Improve access and build connectivity along the riverfront
- The focal point for the riverfront is Sturt Reserve. It is the hub for community activities, tourism, and promotion of Indigenous and European heritage.
- Activate the Swanport Bridge area to create a gateway to Murray Bridge
- Focus river based recreational facilities, initiatives and investment around broad river "zones".
- Balance recreational and environmental values of Council reserves through defined levels of service.
- Encourage Riverfront investment through review of restrictions around flood zoning, consideration of innovative solutions and exploring the potential of other sites with river views
- Improve contact and consultation with the Ngarrindjeri Regional Authority

Sites specific recommendations are given for the following reserves:

- Toora Reserve
- Rocky Gully Wetland
- Hume Reserve
- Sturt Reserve
- Long Island Reserve
- Swanport Reserve
- Swanport Wetlands
- Thiele Reserve
- Avoca Dell Reserve

### **RCMB Environmental Management Plan, 2013 – 2018**

This plan aims to minimise impacts on the natural environment to ensure that natural assets are sustainably maintained, providing for the population now and into the future. This is relevant to the Trail Strategy as it identifies the Murray River's significant value to the region as an environmental and recreational asset and recognises that appropriate infrastructure is needed to sustainably support the region's projected population growth.

### **RCMB Biodiversity Strategy, 2015 - 2020**

This strategy outlines a planned approach to biodiversity conservation in the Rural City of Murray Bridge. Small, pockets of native vegetation remain in the region after 90% of original vegetation was cleared for agricultural purposes. It is important to reduce habitat fragmentation through conserving and protecting the remaining pockets of native vegetation. Significant areas of remnant vegetation include Murray Park, Rocky Gully, Swanport, Murrundi Reserve Wetlands and Callington Hill Grassland as well as roadside reserves and state owned conservation parks.

### **Ngarrindjeri Murrundi Management Plan No. 1, Ngarrindjeri Regional Authority Inc., June 2009**

This plan was prepared for the Pomberuk Le:wunanangk (Murray Bridge Railway Precinct and Hume Reserve) area to express the significant importance of this land to its original owners. The management plan aims to *guide the future management and development of the land in a spirit of cooperation and partnership with all levels of government*. Zones are outlined which distinguish between preservation, rehabilitation and development. This precinct is strategically located to provide for trail connectivity and provides opportunities to link the region's Indigenous heritage with recreational trails through engagement with the original owners. Development of this area needs to be culturally appropriate and align with the requirements outlined in this management plan.

### **Tourism strategic documents**

#### **South Australian Tourism Plan 2020<sup>18</sup>, 2014**

Tourism is already an important driver of the state's economy and is set to take on an even more important role as the state transitions from its manufacturing base into a range of new industries. This is also happening on a national level, with tourism identified as one of the five super growth industries set to drive the post-mining boom Australian economy.

#### **Murray River, Lakes and Coorong Regional Profile<sup>19</sup>, 2015**

The Murray River Lakes and Coorong Region is one of South Australia's 12 identified tourism destinations and has been ranked overall as the fourth most appealing region in South Australia to international visitors. Peak tourism periods for the region are March/April and September/October. Visitation statistics show that 97 per cent of visitors to the region are domestic visitors (mostly from South Australia), while 3 per cent are international visitors (mostly from Europe).

#### **Murray River, Lakes and Coorong Tourism Strategy and Action Plan 2011-12 to 2015-16<sup>20</sup>, 2012**

The strategies and actions that comprise the regional Plan include:

- Encourage the development of easy and affordable access to and within the region
- Foster strong working relationships with key stakeholders to lead and advocate a sustainable tourism future
- Facilitate new event development (and improved existing) to increase visitation to the region



- Identify new and refreshed tourism developments to meet consumer demands of core target market within the signature areas of Adventure, Eco-Tourism, Food and Wine, River Cruising, and Sport tourism future
- Promote the Murray River, Lakes & Coorong as fun, affordable family destination of choice that embraces the Murray River as a tourism icon for the region

### **RCMB Tourism Development Plan 2016 – 2020<sup>21</sup>, October 2016**

This document provides a planned approach to tourism development in the RCMB to ensure that tourism is contributing to a diverse economy and creating opportunities. The following strategies and actions are particularly important to the development of the region's Trails Strategy.

*Strategy 2: Supporting what we have – We will develop our tourism products, assets and infrastructure by building upon the historic, indigenous and natural assets of the area.*

- Action 2.1 Commencing work on the development and promotion of trails that expand and/or link the region's historic, cultural and natural assets. In particular, during the first half of 2017 we will concentrate on the development of a heritage trail in Murray Bridge, stage one of the Murray Coorong Trail and the Trail Strategy.
- Action 2.5 Continuing work on trails development, in accordance with the Council's Trails Strategy
- Action 2.6 Working with external stakeholders and community groups on the revitalisation of the Frank Jackman Lookout
- Action 2.7 Considering opportunities for other river and wetlands lookouts within the region

*Strategy 3: Informing and engaging our visitors - Providing excellence in visitor servicing*

- Action 3.2. Auditing Council's wayfinding and tourism information infrastructure.
- Action 3.3. Undertaking a comprehensive review of visitor servicing including developing a tourism signage plan including a costed action plan

*Strategy 4: Improving our image – developing a unique and desirable tourism identity for the Rural City of Murray Bridge*

- Action 4.2. Implementing quick win projects that reflect the region's tourism identity.
- Action 4.3. Ensuring visitors are front of mind with regards to Council's delivery of services and presentation of assets.

## Appendix 2: Participation Rates

### National

The December 2016 release of AusPlay Participation Data outlines that walking (recreational) is the most popular sport/physical activity among Australian adults with an estimated 8,397,408 people (42.6% of the population) participating at least once between October 2015 and September 2016<sup>22</sup>. Athletics (including jogging and running), cycling, bush walking and canoeing/kayaking also featured among the 20 most popular sports/physical activities. The table below displays this data with the corresponding participation rates.

**Table 34: Adult participation in sport & physical activity in Australia 2015-16 (AusPlay Data)**

Activity	Population estimate	Participation Rate (%)
<b>Walking (recreational)</b>	8,397,408	42.6
<b>Athletics (including jogging and running)</b>	3,115,027	15.8
<b>Cycling</b>	2,302,614	11.7
<b>Bush walking</b>	1,058,061	5.4
<b>Canoeing/Kayaking</b>	312,664	1.6

Australasian Leisure Management Journal<sup>23</sup> has reported that the proportion of Australians who go hiking and bushwalking has skyrocketed over the last five years. The research shows that between October 2010 and September 2015, the proportion of Australians aged 14 years or over who reported going hiking/bushwalking on a regular basis grew from 2.9% to 5.2%, while those who participated either regularly or occasionally increased from 15.6% to 27.3% (or more than 5.3 million Australians). This study notes that destinations offering scenic wilderness hold greater appeal which is in line with a report titled *The Future of Australian Sport*<sup>24</sup>. This report identifies six sporting megatrends that may redefine the Australian sport sector over the next 30 years.

1. A Perfect Fit
2. From Extreme to Mainstream
3. More than Sport
4. Everybody's Game
5. New Wealth, New Talent
6. Tracksuit to Business Suit

Of particular relevance to the RCMB Trail Strategy:

**A Perfect Fit** refers to the trend of increasing popularity amongst individualised sport and fitness activities (walking, jogging, yoga, gym). People are increasingly becoming involved in individualised activities as they are generally living busier lifestyles and have less time for structured/organised sports. Trail walking, running, horse riding and mountain biking are activities that can occur at any time, individually or in groups.

**From Extreme to Mainstream** refers to the trend of *Adventure, Lifestyle, Extreme* and *Alternative* sports increasing in popularity. These sports are often characterised by a strong lifestyle element and participants often obtain cultural self-identity and self-expression through participation in these sports/activities. For example, mountain biking is becoming an increasingly popular activity.

**More than Sport** refers to the trend of governments (federal, state and local level) and companies increasing their utilisation of sport to achieve their policy objectives. Organisations are increasingly incorporating sport and recreation into various policies to tackle a range of issues from childhood obesity through to social inclusion. For example, some sporting bodies are using their position within communities to advocate against racism and homophobia.

**Everybody's Game** refers to the trend of sports/recreational activities becoming more and more geared towards the ageing and more culturally diverse Australian population. This is particularly important for the RCMB with almost a quarter of the population (23.3 %) aged above 60<sup>25</sup>.

### South Australia

Similarly to the national AusPlay findings, a range of trail activities fall within the top 20 physical activities for adults, with the exception of canoeing/kayaking.

Walking (recreational) is the activity with the highest level of participation in South Australia, with a participation rate of 56.6% (higher than the national rate). An estimated 649,300 South Australians aged 15 years and over participated at least once in walking (recreational) between October 2015 and September 2016. Athletics (including jogging and running) and cycling are identified as the 3<sup>rd</sup> and 4<sup>th</sup> most popular activities among the state's population with participation rates of 10.7% and 10.1%, respectively. Bushwalking is ranked as the 6<sup>th</sup> most popular activity, with a participation rate of 5.3%.

**Table 35: Persons participating in sport and recreation in South Australia 2011-12<sup>26</sup> (ABS Data)**

Activity	Population estimate	Participation Rate (%)
<b>Walking (recreational)</b>	649,300	56.6
<b>Athletics (including jogging and running)</b>	191,300	10.7
<b>Cycling</b>	173,100	10.1
<b>Bush walking</b>	89,900	5.3
<b>Canoeing/Kayaking</b>	Not within top 20 activities	

### **Bush walking**

Bushwalking was the eleventh most participated in sport and recreation activity within South Australia over the 2011-12 period with 31,700 participants and a 2.4% participation rate. Walking for exercise is the most popular physical activity with 299,100 people participating.

### **Mountain biking**

Mountain biking participation rates are collected with road cycling and BMX by the Australian Bureau of Statistics, making it difficult to obtain an accurate representation of the sport's participation. However, it is widely accepted that mountain biking is a growing recreation activity that has increased in popularity in recent decades and provides significant tourism potential. The *Adelaide Mount Lofty Ranges Mountain Bike Destination Report* has determined that the national participation rate for mountain biking is estimated to be 3.5%<sup>27</sup>.

The International Mountain Bicycling Association (IMBA) notes the participation statistics from the Outdoor Industry Foundation (OIF) from the United States<sup>28</sup>. The three key components that are highlighted are:

1. Mountain biking is a very popular activity in the United States with nearly 40 million participants annually.
2. Mountain biking participation peaked in 2001 and has remained relatively steady since then.
3. Mountain biking participation is about half of hiking participation, but much larger than other trail activities.

### **Horse riding**

Similarly to mountain biking, horse riding statistics include several disciplines such as equestrian events, trail riding, and polocrosse. Therefore, it is difficult to obtain trends for trail riding which is the most applicable discipline in regards to the Trail Strategy. According to the Australian Sports Commission<sup>29</sup>, South Australia's participation rate for horse riding/equestrian activities/polo is 0.2%, with an estimated 2,800 people participating during the 2011-12 period. Bridle trails present an opportunity to the RCMB community to capitalise on the existing equestrian activity zone around Monarto and the future equestrian developments around Gifford Hill.

### **Canoeing/Kayaking**

According to the Australian Sports Commission<sup>30</sup>, South Australia's participation rate for canoeing/kayaking is 0.4%, with an estimated 5,800 people participating during the 2011-12 period. The Murray River is the key landscape feature in the RCMB and provides opportunities for canoe/kayak trails between destinations in the region.

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<sup>i</sup> Estimate has a relative standard error of 25% to 50% and should be used with caution.

## Appendix 3: Trail Network Planning Principles

### Sustainable Trails

It is fundamentally important that recreational trails are socially, economically and environmentally sustainable. Recreation activities that diminish natural values (biodiversity and landscape amenity) are generally inappropriate and not acceptable to the community or other stakeholders. It is vital, therefore, that high quality recreational trail experiences are developed in landscapes that are capable of supporting such activities.

The enhancement of natural areas through the protection of biodiversity and raising environmental awareness are key to the development of an environmentally sustainable trail network. This can be achieved through appropriate trail design, location selection and ongoing management.

Trails must also be economically and socially sustainable. There is a growing body of evidence which identifies the economic benefits that well developed trails can bring to a local community and/or a region through increased visitation, including tourism. However, the development of recreation trails must also take into account the sensitivities and desires of local communities. While well designed and managed recreation trails can enhance the well-being of local communities by improving access and increasing physical activity, recreation trails development must take into consideration the views of local residents and adjoining property owners.

### Accessible Trails

Intertwined with the objective of sustainability is the need for trails to be accessible. One of the main roles of trails is to link communities to a variety of high quality experiences and interesting natural and rural landscapes. In addition, trails can improve mobility and connectivity within and between urban areas. Trails which are readily accessible and provide links between communities and landscapes can enhance lifestyles through the promotion of physical activity, reducing the reliance on motorised vehicles and improving health and fitness.

Accessibility is determined by:

- proximity to the metropolitan area, population centres or tourist attractions.
- proximity to transportation facilities such as railway lines or road networks providing access to the site.
- existing or proposed linkages to other trails and the wider trails network.
- proximity to natural attractions such as scenic views, native vegetation, waterfalls, lakes and coastline.
- presence of existing facilities that may support or facilitate use of the trail such as car parks, toilets, picnic facilities, camping sites, tourist information centres, cafes and tour operators.
- the nature of the terrain and landform.
- access for emergency vehicles.

Proposals for new trails, or upgrades to existing trails, should clearly demonstrate that they meet at least half of the accessibility determinants expressed above. This will assist in the



promotion of the trail to prospective user groups and ensure that any associated economic and social benefits are shared amongst nearby communities.

### **Environmental & Cultural Heritage Considerations**

Significant environmental and cultural heritage values exist in the RCMB. It is important to consider the relationship between these values, relevant legislation and recreational trails. The following will need to be considered when progressing trail development projects:

- Wetlands of International Significance under the Ramsar Convention 1971. For example, Lake Alexandrina.
- Wetlands of National Significance. For example, Riverglades Wetlands, Swanport Wetlands and Piawalla Wetlands.
- Native Vegetation of Significant Environmental Benefit. For example, Rocky Gully Wetlands and Murray Park<sup>31</sup>.
- Native flora and fauna habitat corridors
- South Australian Aboriginal and European Heritage Places<sup>32</sup>. For example, Pomberuk Le:wunanangk which is also known as the Murray Bridge Railway Precinct and Hume Reserve.

### **Design**

Key guidance includes the following:

- Generally, it is preferable to design a trail system with loops and stacked loops that offer a number of options and a variety of experiences, while preventing the need to back track.
- The planning and design phase should clearly determine whether the trail is intended for single or shared-use; shared-use will encourage greater usage; however, they need to be carefully designed to avoid conflict between users.
- Identification of 'control points' (places of interest) will dictate where the trail should commence and finish, the location of parking areas, structures, road and water crossings.
- The most sustainable trails tend to have a low overall grade (less than 10% change in elevation) thereby minimising the potential for water erosion. They also tend to follow existing contour lines.
- Design should respond to 'trail flow'; mountain bike riders tend to travel faster than walkers and horse riders and require a certain tempo/rhythm. Types of flow might be described as 'open and flowing', 'tight and technical', or a combination of both.
- Once a preferred route alignment is identified consideration will need to be given to items such as trail dimensions (corridor/path width & height clearance), construction timelines, logistics of the build and responsibilities for associated infrastructure (such as signage, parking, stiles, crossings).
- Conservation values of the area need to be considered in terms of protecting habitat and areas of cultural significance through control and management of access.
- There may be a need to clear obstacles from the chosen route. The Native Vegetation Act 1991 and the Native Vegetation Regulations 2003 control the clearance of native vegetation in South Australia. Any clearance of native vegetation requires the permission of the Native Vegetation Council (NVC) unless a specific regulation applies.

## Construction

Key guidance includes the following:

- Trails are usually built on sloping ground therefore some excavation may be required. When tree roots or impenetrable rock make it difficult to establish a full bench a retaining wall can be built to support the downslope side.
- Natural surfaces will be suitable in many circumstances, whilst an artificial trail surface (such as bitumen, crushed rock, sand) may be required if anticipated user numbers are high. Types of surface are also dependent on the type of user.
- Running water will erode the trail so diverting surface water off the trail is a high priority, achieved through the use of cross slopes, grade or drain dips and waterbars.
- Water crossings are sites that may have the greatest impact on water quality and also the greatest potential to damage the trail.
- Where possible, low lying and boggy terrain should be avoided, otherwise a raised boardwalk or reinforced tread may need to be considered.

## Management & Maintenance

The Sustainable Recreational Trails Guidelines (SA) outline the following considerations for the development of a Trail Management Plan and suggests that such a document should be both flexible and responsive to change whilst setting firm guidelines for future directions and priorities. Considerations include:

- philosophical background to trail development
- statement of guiding principles
- trail construction standards
- target user groups and user experiences
- risk management policy
- hazard inspection policy
- promotional and interpretation policy
- group usage policy and guidelines
- annual trail maintenance program
- clarification of management roles and responsibilities
- promotional mapping and brochures
- fire management and emergency evacuation procedures

Trail projects will inevitably involve a range of partners and it is crucial to clearly establish roles and responsibilities for all those involved. Ongoing trail maintenance is also essential and a clear and concise management plan including a regular maintenance program will assist in managing ongoing resource demands.

Maintenance can generally be divided between regular inspections and simple repairs, potentially undertaken by a variety of individuals ranging from land manager's staff and contractors to volunteers under skilled supervision. Maintenance activities are most likely to address issues of regrowth vegetation, damage to signage and accumulation of litter/debris.

## Naming Conventions

Trail names play an important role in facilitating:

- visitors to identify and understand the nature of the trail
- management to promote and maintain the trail
- emergency services to access the trail and identify specific locations



Trail names are to be determined by the land manager with respect to the following considerations:

**Table 36: Considerations for naming trails**

Consideration	Detail	Example
<b>Consistency</b>	Trail naming should be consistently approached throughout the region. A trail's name needs to be clearly determined to prevent confusion for management and users.	Walkers along the riverfront at "Wildens Way" may not be aware that the trail is promoted as "Tumbella to Wharf". Because the name of this trail is not clearly stated, it may be given numerous informal names by users.
<b>Relevancy</b>	A trail's name should reflect the trail's natural and/or cultural features. Interpretive signage may be used to reinforce the relevance of the trail's name whilst educating users.	"Sanders Walk" is named in memory of Fred Sanders and the efforts of the Sanders family at the Rocky Gully Wetland. Interpretation signage on the trail informs users of this relevance.
<b>Representative</b>	Trail names can be used to represent basic information about the trail such as location, key features and characteristics. Non-representative trail names can be misleading.	The name "Riverglades Wetland Circuit" is representative of the trail as it informs users that the trail goes around the wetland and will end in the same location as it begins.

The following definitions will assist in determining names of trails which are representative of trail features and characteristics and in the promotion of trails:

**Table 37: Trail naming descriptors**

Trail detail	Definition
<b>Circuit/loop trail</b>	 A trail which starts and ends at the same location. This can be communicated through the trail name and/or a corresponding symbol
<b>One-way trail</b>	 A trail which starts and ends at different locations. This can be communicated through a corresponding symbol
<b>Walking trail</b>	A trail which permits the use of people walking / running
<b>Bridle/horse trail</b>	A trail which permits the use of horse riders
<b>Mountain bike trail</b>	A trail which permits the use of mountain bike riders
<b>Universal access trail</b>	A trail which is accessible for persons with a disability with assistance. (i.e. Grade One in the Australian Walking Track Grading System)
<b>Single-use trail</b>	A trail which permits one user type (e.g. walk, bike, horse ride, canoe/kayak)
<b>Shared-use trail<sup>33</sup></b>	A trail which permits the use of any combination of trail users (e.g. walk, bike, horse ride)

### Signage Considerations and Classification

Key elements for consideration when developing signage for recreational trails are outlined in the table below.

**Table 38: Trail signage considerations**

Signage consideration	Detail
<b>Adherence to recognised standards</b>	Information conveyed will comply with recognised Australian standards, thereby ensuring a high quality and safe experience for all trail users.
<b>Consistency and uniformity of signage</b>	All signs will conform to accepted standards and will maintain a consistent theme along the entire trail.
<b>Quality information</b>	Quality on-trail information is provided as well as brochures and mapping. It is important that users are confident in the information provided.
<b>Location of signage</b>	Design and placement of signs is determined with consideration to the user's approach speed, impact on the scenic amenity and ability to be seen without obstruction of trees etc.
<b>Visually attractive and simple</b>	Signs are visually attractive, easy to comprehend and suitable to the natural surroundings.
<b>Signage material</b>	Signs are designed to be resistant to factors such as vandalism and extreme weather events.

There are a range of different types of recreational trail signage. These can be classified into the following:

1. Trailhead
2. Waymarking
3. Directional
4. Interpretive
5. Management/warning

### 1. Trailhead signage

A trailhead sign is the primary sign at the location where a user can access a trail and/or a network of trails. A trailhead is an important point of reference and is the appropriate location for associated trail infrastructure such as amenities, car parking and picnic facilities.

Many trail users take digital photographs of the trailhead sign to refer to whilst using the trail or scan a QR code which provides the trail map on a smart phone (appropriate only where mobile network coverage is available). Examples of best practice trailhead signage are shown in the figures below.



**Figure 14: Trailhead for Perth Hills Heritage Trails, Western Australia**



Trail classification system (generic)

Safety/management information, advice, trail user conduct, bushfire safety, land manager/emergency contact details

Environmental sensitivities (e.g. Phytophthora)

Interpretation/photography



Trail network name

Introduction to the area, including interpretation

Navigation mapping including trail alignments, key trail support infrastructure (e.g. toilets, water supply, car park, picnic facilities)

Individual trails & key information (distance, time, classification, permitted user types)

Land manager identification / branding

Figure 15: Trailhead signage requirements

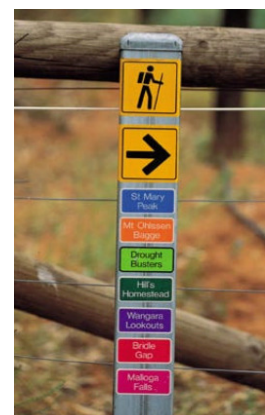
As outlined in the figure above, It is important that all trailhead signs are professionally displayed, simple to comprehend and include all of the following information.

- ✓ Trail network name
- ✓ Information about the area
- ✓ Navigation mapping
  - Trail alignment
  - Key trail features & support infrastructure
  - North arrow (facing upwards)
  - Scale bar
  - Legend
- ✓ Trail classification system (e.g. Australian Walking Track Classification System)
- ✓ Individual trail information
  - Trail name
  - Trail distance and estimated time
  - Trail system type (e.g. loop, return, one way)
  - Permitted trail user/s (e.g. mountain bikers, walkers, horse riders)
  - Trail difficulty classification to relevant system
- ✓ Safety/management information
  - Advice
  - Permitted trail use
  - Trail user conduct
  - Emergency contact details and procedures
- ✓ Website and/or QR code providing further details

In addition, trailhead signs can be used to enhance the trail experience through providing specific historical, cultural, geological and/or environmental features that can be found along a trail as well as to promote other recreational trails in the region.

## 2. Waymarking signage

Waymarking signs provide trail users with reassurance that they are following the correct alignment. The amount of waymarking necessary is dependent on the type of trail and the target user group; difficult trails designed for experienced users often require less waymarking signage although these users tend to rely more on detailed signage at the trailhead. Waymarking signs are required at the beginning of a trail and at regular intervals along the route as well as at trail intersections. Where one section of alignment is used for multiple trails, all trails should be waymarked on the same signpost with corresponding colours or symbols, as shown in the following figure.



**Waymarking sign in the Ikara-Flinders Ranges National Park, South Australia**

### 3. Directional signage

Directional signage is for directing users to or from the trailhead and other features, such as a nearby town, road or car park facility. These signs are particularly relevant at intersections where users are required to choose between a number of routes. It is usually appropriate to indicate the distance to/from the identified feature/s. Directional signage from a trail to a town can have positive economic impacts as users are more likely to impulsively visit the town if they are aware of its close proximity.



**Directional signage on the Brisbane Valley Rail Trail, Queensland**

### 4. Interpretive signage

Interpretive signage conveys educational material about the natural and/or cultural heritage features along a trail. This signage is designed to attract more users to the trail, engage trail users and provide for a well-rounded trail experience. Interpretive information can be provided at a trailhead and at points of interest along a trail.



**Interpretive signage for the River Boat Trail at Sturt Reserve, Murray Bridge**

### 5. Management/warning signage

Management/warning signage is used to advise trail users of dangers, risks or management policies such as trail user conduct, the temporary closure of a trail, bushfire threats or change of land management. The sign should clearly inform users of the risk and advise a precautionary action. These signs play an important role for both users and land managers in the risk and safety management of a recreational trail.



**Management/warning sign at Kinchina Conservation Park, Monarto**

## Marketing & Promotion

Promotional material is often the primary point of contact with trail users and it should provide potential users with motivation to use the trail, confidence to find the trailhead/correct route and encouragement to appreciate the features of the trail. Key elements for consideration when developing marketing and promotional material for recreational trails are outlined below<sup>34</sup>

### Targeted trail user market and relevant promotion methods

It is important to target the correct audience (e.g. locals and/or visitors, experienced trail users/novice trail users) by ensuring that materials are appealing to the target market and by distributing information accordingly (i.e. printed copies and/or online distribution).

### Appropriate trail brochure design

Formal trails should be featured in a professionally developed trail brochure with an associated map and trail information. The brochure should be designed for users to download and print at home, to use on a smartphone and also for professional print to distribute through locations such as Visitor Information Centres. Printed brochures should be produced at either A4 or A3, printed both sides, and folded to DL (standard envelope) size. They should be produced in at least two colours and professionally printed. Per item printing costs reduce dramatically as print runs grow larger but trails do change and brochures need to be updated, so it is important not to print too many.

### Relevant trail brochure information

- A trail brochure should generally have most, if not all, of the following features: clear, concise map/s with distances, trail features, scale bar, north arrow, legend and contours
- trail notes describing key points along the way, relating to distances and directions
- background information about the trail, and the history of the area
- trail code of conduct
- interpretive information about culture, history, geography and environmental values
- information about management and maintenance, including phone numbers for reporting any trail related matters and emergency contact details
- clear indication of routes to and from the trail head and parking areas

### Trail marketing and promotion methods

Trails can be marketed and promoted through a range of methods including the following:

- Printed material at Visitor Information Centres, community centres & retail shops
- Websites featuring promotional trail brochures and, where appropriate, videos
- Traditional media such as featured newspaper/magazine articles (this can be encouraged through the provision of media releases relating to trail updates/events)
- Social media such as Facebook and Instagram
- User-generated sites such as travel/fitness blogs and Mapmyrun.com
- Local community involvement in trails, stimulating word-of-mouth marketing

An example of a best practice trail brochure and associated marketing and promotion is the Riesling Trail in the Clare Valley (see <http://rieslingtrail.com.au/>).