



Department of
Local Government, Sport
and Cultural Industries



GSCORE

Great Southern Centre for
Outdoor Recreation Excellence

Great Southern Outdoor Recreation Strategy

2018 – 2021



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Stirling Range National Park
Photo courtesy of City of Albany

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Acknowledgment

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Great Southern Outdoor Recreation Strategy

2018 – 2021

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Front cover image: Stirling Range National Park by David Bomba.

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Acronyms

ACCI	Albany Chamber of Commerce and Industry
ASC	Amazing South Coast Destination Marketing Organisation & Brand
ASW	Australia's South West
DBCA	Department of Biodiversity, Conservation and Attractions
DCC	Denmark Chamber of Commerce
DLGSC	Department of Local Government, Sport and Cultural Industries
GSCORE	Great Southern Centre for Outdoor Recreation Excellence
GSDC	Great Southern Development Commission
RDA	Regional Development Australia
SCNRM	South Coast Natural Resource Management

Other key terms

Trail Town	<p>A population centre which has been assessed and accredited as a destination for its trails offering through the provision of high quality:</p> <ul style="list-style-type: none"> • Trails (single or mixed use) • Outdoor experiences that encourage extended visitation • Trail-user related facilities and services (including accommodation) • Trail-related businesses • Trail branding and signage.
Trail Centre	<p>A managed multiple trail facility with dedicated visitor services supported by high quality:</p> <ul style="list-style-type: none"> • Trails (single or mixed use) • Outdoor experiences that encourage single day visitation • Trail-user related services • Trail branding and signage. <p>A Trail Centre can stand-alone in an individual location or may be positioned within a Trail Town.</p>
Trail Network	<p>A multiple trail facility with limited or no visitor services, supported by high quality:</p> <ul style="list-style-type: none"> • Trails (single or mixed use) • Outdoor experiences that encourage single or part day visitation • Trail branding and signage. <p>A Trail Network may be a stand-alone facility or form part of a Trail Town or Trail Centre.</p>

Introduction

The Great Southern's stunning landscapes and waterscapes offer a range of exciting outdoor recreation experiences such as bushwalking, cycling, surfing, paddling, sailing, rock climbing and horse riding. For residents the opportunity to enjoy and engage in the outdoors makes the Great Southern an attractive place to live and work. The region is home to the Bibbulmun Track and the Munda Biddi Trail, two of Australia's iconic trails, and numerous other hiking and cycling trails that traverse mountains, forests and stunning coastlines. Areas of outstanding national beauty and conservation value, such as the Walpole Wilderness, the Stirling Range and the Fitzgerald Biosphere, attract 735,00 visitors annually.

Participation in outdoor recreation activities is growing internationally. Time-poor urban-based populations are engaging with the natural environment in diverse ways that include unstructured activities such as walking, through to adrenalin-filled adventure pursuits such as downhill mountain-biking. The benefits of active leisure are well documented. Participation in outdoor activities improves mental and physical health, increases social interaction and builds stronger communities. It also improves education outcomes, environmental stewardship and economic development through stimulation of regional tourism.

There is significant potential for outdoor education, recreation and tourism to become a cornerstone of the Great Southern economy. However, the outdoor recreation sector in the Great Southern faces a range of organisational and workforce challenges that need to be addressed to ensure the sustainability of the sector into the future. In some locations, our love of the great outdoors is putting pressure on natural locations, leading to competition and sometimes conflict between different users and the need to manage incompatible pursuits for reasons of public safety.

The unstructured nature of outdoor recreation also makes it difficult for residents and visitors to find information about local activities. There is currently no whole of region approach to marketing and promoting the Great Southern's outdoor recreation offerings. Recreational fragmentation – more people doing more activities independently, rather than through clubs – requires better public access to information and direction about activities to supplement the traditional role of clubs.

This Strategy provides a coordinated approach that will ensure better planning for the development of future services and infrastructure and lead to more efficient long-term management of existing outdoor recreation activities, programs, events and infrastructure.



Bluff Knoll. Photo courtesy of Government of Western Australia.

The Great Southern Region

Located on the south coast of Western Australia, the Great Southern region has a total land area of 39,007km². It extends 250km along the Southern Ocean from Nornalup (west) to Bremer Bay (east) and north along the Wheatbelt to the regional hub of Katanning. The region is home to approximately 60,000 people spread across the 11 local government areas of Albany, Broomehill-Tambellup, Cranbrook, Denmark, Gnowangerup, Jerramungup, Katanning, Kent, Kojonup, Plantagenet and Woodanilling.



Map courtesy of Great Southern Development Commission

Purpose of this strategy

The purpose of the Great Southern Outdoor Recreation Strategy is to revolutionise the provision of outdoor recreation opportunities in the Great Southern over the next three years. It provides an integrated, whole-of-region approach to planning, developing, managing and promoting outdoor recreation in the Great Southern. It aims to:

- Establish strong partnerships that will guide infrastructure development and management.
- Build and manage world-class trails and facilities.
- Promote the Great Southern as an adventure tourism destination.
- Build capacity and capability amongst outdoor recreation providers.
- Ensure all people have more opportunities to participate in outdoor recreation.

For outdoor recreation to be part of the daily lives of residents and visitors, spaces and places for outdoor recreation need to be accessible, appropriate, diverse, sufficient, and sustainable. Our vision is that the Great Southern will be a welcoming place, providing quality facilities that can be accessed by all residents and visitors.

- More people will have better information, a greater choice of activities and more sustainable ways of enjoying them.
- There will be a network of trails and outdoor recreation spaces that are easily accessible and any conflicts between recreation, residents and the management of the environment will be addressed.
- Public appreciation and understanding of the value of the region's national parks and reserves will grow as more people are able to enjoy outdoor recreation activities within the natural environment.
- Outdoor recreation will be a significant driver of the regional economy. We aim to host world-class events, leading to innovative business opportunities that drive jobs creation, skills enhancement and the attraction and retention of skilled workers.

What are we trying to achieve?

Vision

The Great Southern will be an inspirational example of the sustainable development of outdoor recreation.

The goal of the Strategy is the creation of a sustainable and inclusive outdoor recreation sector that delivers significant social, economic, educational, environmental and health benefits to the region's residents.

The region will have a strong, connected and accessible outdoor recreation system that helps make residents healthier, stimulates economic growth and jobs, encourages environmental stewardship and contributes to all residents and visitors enjoying lives enriched through their participation in high-quality, diverse and safe outdoor recreational pursuits.

What are the benefits of a Regional Strategy?

Acting together on a comprehensive regional strategy gives strength and scale to outdoor recreation planning and development, thereby enabling increased participation in the outdoors by residents, encouraging greater attraction of visitors and increasing the potential for new development and funding opportunities.

- **Creating a shared vision:** Regional planning provides the opportunity for many stakeholders to be engaged in the development of a definitive, cohesive vision for the region. This shared vision will make it easier to promote the region's unique experiences.
- **Broadening the potential user community:** Regional planning can cater for the needs of a broader range of outdoor recreation users, adding significantly to the attractiveness of

the region and leading to improved economic development outcomes. A region-wide tourism offering is important to encourage visitor dispersal and provide compelling reasons for return visitation. It's also fundamental to guide the development of a consistent range of high-standard trails expected by domestic and international tourists.

- **Improved connectivity:** Regional planning can improve connections between local destinations and close gaps in existing infrastructure leading to increased safety and accessibility for all users and an enhanced quality of life for residents.
- **Economies of scale:** Regional planning can help to identify facilities, uses and organisations that might benefit from co-location and provide opportunities to coordinate activities around clearly defined centres and networks.

Who is the Strategy for?

This strategy is for all residents and visitors to the Great Southern who engage in outdoor recreational pursuits.

Who	What
Residents: The Great Southern is made up of individuals and groups who are passionately involved in outdoor recreation across multiple disciplines, many of whom are keen to engage more formally through new business opportunities or through organised activities with clubs and associations.	The Strategy aims to improve opportunities for all residents to participate in outdoor recreation.
Activity providers and business owners: Outdoor recreation products, services and programs are provided by a diversity of landowners/managers, community organisations and businesses.	This Strategy focuses on coordinating the efforts of these different groups to ensure that high quality outdoor recreation opportunities will be available now and into the future, to meet the needs of residents and visitors to the Great Southern.
Land managers: Outdoor recreation opportunities in the Great Southern exist across a range of landscapes managed by multiple stakeholders including Western Australian Government agencies, local governments and private landholders.	

The number of stakeholders involved makes it challenging to deliver outdoor recreation outcomes in a consistent and integrated manner. Therefore, all levels of government, commercial entities and not-for-profit groups will need to come together to ensure we truly realise the vast array of benefits associated with participation in outdoor recreation.

How will it be delivered?

The Strategy is an agreement to collaborate, rather than a prescription as to what any one individual, organisation, jurisdiction or sphere of government should do. It aims to minimise the duplication of initiatives and maximise efforts to reach common goals by establishing shared priorities across the transport, planning, environment, education, health, sport and recreation and tourism sectors.

The Appendix contains a list of all stakeholder groups involved in delivering the priority initiatives outlined in this Strategy. The Great Southern Centre for Outdoor Recreation Excellence (GSCORE) will lead the implementation of the Strategy by developing an Annual Action Plan in consultation with these stakeholders. The Action Plan won't identify every action for every agency but is designed to influence the delivery plans of each stakeholder organisation. Central to the success of this approach is a commitment to sharing resources and developing a coordinated approach when seeking external funding to support individual initiatives.

This coordinated approach will help to deliver maximum benefits for partners and recreation users while still being flexible enough to accommodate new information and agendas in response to changing recreational activities and demands.



Guiding principles

The following principles will guide decision-making by all stakeholders:

- Outdoor recreation provides numerous health and wellbeing benefits and participants of all ages, social and cultural backgrounds and physical ability should have access to high-quality, diverse, safe and sustainable outdoor recreation opportunities.
- Outdoor recreation is important for young people's positive use of leisure time and the development of physical literacy in children and youth supports a lifelong involvement in an active lifestyle.
- Quality and diversity of products, services and facilities are required to maximise participant experience and benefits. These products, services and facilities need to be financially and environmentally sustainable and adopt best-practice guidelines in relation to risk management.
- Outdoor recreation programs provide numerous pathways to employment and tangible benefits to the local community.
- Outdoor recreation products and services, particularly those linked to tourism, are a significant driver of economic growth and jobs creation.
- Resourcing outdoor recreation across a large and diverse region is a major challenge and any investment needs to ensure maximum benefit and economically sustainable provision while at the same time recognising the unique needs of more remote communities.
- Recreational infrastructure is often provided freely to visitors to enjoy but comes at a significant cost to landowners and managers. Sustaining and improving this in the future requires ongoing investment to unlock the latent economic potential of these assets.
- The Great Southern's wilderness spaces and pristine natural environment are what make it attractive to both residents and visitors. Access to these spaces must be managed to ensure that outdoor recreational pursuits don't damage what makes the region so special.

What is outdoor recreation?

For the purposes of this Strategy, we employ the following definition of outdoor recreation:

Activities undertaken outdoors in natural, rural or urban open spaces where the environment is an important focus of the activity and there is a relationship between the participant and the outdoor environment, involving either interaction or appreciation and which may require modification or enhancement of outdoor settings to enable these activities to occur.¹

The National Outdoor Strategy² identifies six areas that make up the sector:



Non-competitive outdoor recreation activities in a non-competitive context (for example, bushwalking, bicycle touring, camping and trail riding).



Outdoor sports formally organised, competitive events such as orienteering, surfing competitions, fishing competitions, long distance off-road motorcycle racing and endurance horse riding.



Outdoor and environmental education using outdoor activities to help achieve formal and informal educational outcomes.



Health and lifestyle improvement active forms of outdoor activity (walking, riding, canoeing etc.) to improve health and wellbeing or as part of a balanced lifestyle.



Adventure-based counselling using outdoor activities for therapeutic outcomes improved physical, psychological, social and spiritual wellbeing.



Adventure tourism, eco-tourism and nature-based tourism outdoor adventure activities provided by commercial tourism enterprises.

The outdoor recreation sector comprises the following individuals and organisations:

- Individual participants in outdoor recreation activities (e.g. anyone who is a surfer, four-wheel driver, camper, water skier, mountain bike rider, sailor, hang glider etc.).
- Community organisations like youth groups, church groups, activity-based clubs, professional associations, volunteer-based search and rescue organisations, Aboriginal organisations and environmental organisations.
- Public and private schools with outdoor education programs.
- Federal, State and Local Governments, as well as government and community agencies and corporations which manage areas where outdoor adventure activities occur, or which have responsibilities that affect how, where, when and why people participate in outdoor adventure.
- Private enterprise including:
 - o Private landholders offering outdoor adventure opportunities on a commercial basis.
 - o Manufacturers, importers and retailers of outdoor adventure equipment.
 - o Eco-tourism, nature-based tourism or adventure tourism operators.
 - o The accommodation, hospitality and services sector that support the activities of outdoor recreation users.



¹ Queensland Government (nd) Queensland Government Statewide Outdoor Recreation Framework, p.6.

² Outdoor Council of Australia (2010) National Outdoor Strategy 2009 – 2012, p. 17 – 18.

Strategic Priorities

Vision

The Great Southern will be an inspirational example of the sustainable development of outdoor recreation.

The following section outlines the strategic priorities needed to achieve this vision. These priorities support the objectives outlined in the Framework for Outdoor Recreation in WA 2018 and are organised under key themes ranked in order of priority:

State Objectives	Regional Theme	Strategic Priorities
Valuing = Realising Benefits	Strong partnerships	A. Improve planning
Enabling = Meeting Demand	World-class infrastructure	B. Trails development C. Experience development
Developing = Creating Opportunities	A flourishing outdoor recreation sector	D. Capacity building
Encouraging = Promoting Participation	Promoting outdoor recreation	E. Adventure tourism strategy
	Making the outdoors more accessible	F. Maximise community participation

Theme: Strong partnerships

Partnerships within and across the sector, between government and non-government organisations and private businesses are crucial to the successful implementation of this vision for outdoor recreation. Leadership is required to develop these partnerships and networks to promote the benefits and value of outdoor recreation to regional communities.

Strategic Priority A: Improve Planning

Objective	Develop a regional strategic planning framework specifically for outdoor recreation.
Rationale	Outdoor recreation doesn't have the consistent organisational structure that sporting associations provide and this presents challenges in achieving a coordinated effort among stakeholders.
Expected Outcome	Outdoor recreation for all levels of participation in the Great Southern is supported by a long-term strategic infrastructure and resources plan.

Why is this important?

A flourishing outdoor recreation sector doesn't happen overnight, nor does it happen in isolation. It involves a range of sectors, stakeholder groups and delivery partners, such as government agencies, communities and business groups, working collaboratively to deliver their part of the overall picture. A holistic approach that includes planning, implementation, regular reviews and assessments is needed to fund and deliver a world-class outdoor recreation environment.

A comprehensive planning framework will consider and manage the region's unique natural environments, cultural attributes and communities. It will identify appropriate land and infrastructure, including built facilities, required to support different outdoor recreation activities and develop a coordinated approach to the delivery and funding of this infrastructure. It will also assist in identifying and resolving issues in outdoor recreation planning and improve communication across the region. It will also help to identify opportunities for resource sharing and, where possible, maximise the efficiency and effectiveness of outdoor recreation initiatives.

Where are we now?

There are a great number of organisations and agencies that have an interest in outdoor recreation and consequently there's a risk of duplication of effort. While there are some very good examples of coordination, there are further opportunities to create stronger mechanisms to help achieve our vision. Outdoor recreation remains a secondary use of land and water and therefore often falls between the cracks in planning schemes, rather than being recognised as a core, contributing feature of healthy, viable and connected communities.

There's a lack of coordinated planning and management across the places and spaces where outdoor recreation takes place. There's no long-term regional planning, including urban design, transport corridors, or support infrastructure and information for outdoor recreation. There is also no informed authority consulting with all interested groups managing conflicts, over-use issues or identifying resources for in-demand or hard-to-locate outdoor recreation.

Where do we want to be?

The goal of this strategic priority is to ensure that **planning for outdoor recreation infrastructure is coordinated across the region**. Outdoor recreation infrastructure and facilities will be well-managed and well-resourced. They will deliver a strong return on investment to local communities in the form of economic, tourism, health, social and environmental benefits. The unique environmental values of the region will be recognised and protected, and planning and investment decisions will be based on a strong understanding of community needs and outdoor recreation trends. The Great Southern will be recognised as a national leader in planning for outdoor recreation success.

How do we get there?

The following key strategic initiative will drive efforts to achieve this vision:

Strategic Initiative A1: Establish a Regional Outdoor Recreation Partnership and Strategic Management Group

The management group will enable and support development of sustainable outdoor recreation where practicable and appropriate and will also have a responsibility to ensure that the key actions contained in this Strategy are delivered within anticipated timeframes by the relevant lead body. (Supports: SD6 Strategic Directions for the WA Sport and Recreation Industry 2016 – 2020: Initiative 4 Adventure and Outdoor Recreation.)

Strategic Initiative A2: Establish a Shared Staff Development and Training Program

Establish a program to provide initial and ongoing professional development opportunities for those planning and managing outdoor recreational facilities on public lands.

Strategic Initiative A3: Implement an Investment Decision Framework for Outdoor Recreation

Implement a new policy and decision framework to guide public decision-making on investment in outdoor recreation infrastructure that ensures that regional priorities are central to how decisions are made at a State and local level. This framework needs to be flexible and agile enough to take advantage of new opportunities, as well as maintaining a strong focus on identified regional priorities. (Supports: SD6 Strategic Directions for the WA Sport and Recreation Industry 2016 – 2020: Initiative 7 Financial (Un)Certainty and Initiative 8 Leveraging Facilities Investment.)

Strategic Initiative A4: Establish a Regional Outdoor Recreation Research Program

To improve facility planning and provision, all stakeholders need to understand changing patterns of participation and be adaptive to new and emerging outdoor recreational activities. The research program will monitor trends and provide baseline data on the environmental, social and economic impacts and benefits of outdoor recreation in the Great Southern. (Supports: SD6 Strategic Directions for the WA Sport and Recreation Industry 2016 – 2020: Initiative 10 Monitoring, Evidence and Research; and Tourism Development Strategy for the Lower Great Southern Initiative 2.2 Visitor Economy Performance Monitoring.)

How do we know if we are succeeding?

- Number of collaborative outdoor recreation projects.
- % of regional priority projects initiated.
- % of regional priority projects completed.



Theme: World-class infrastructure

As demand for outdoor recreation continues its rapid growth, the quality of outdoor recreation services and facilities is becoming a key driver in destination selection by both domestic and international visitors. Development of world-class infrastructure will attract international visitors to the Great Southern and will help differentiate the Great Southern as a tourism destination. Such products can only be developed by all outdoor recreation stakeholders working in collaboration with one another.

Strategic Priority B: Trails Development

Objective	Develop trails and supporting infrastructure to position the Great Southern as a world-class trails destination.
Rationale	Trails are a catalyst for the growth and expansion of the outdoor recreation sector.
Expected Outcome	Develop and implement a long-term strategic Regional Trails Master Plan.

Why is this important?

The Western Australian Strategic Trails Blueprint 2017 – 2021¹ recognises the important role that trails play in providing a valuable outlet for exercise, play, challenge, recreation and adventure. Trails also play a role in improving awareness and appreciation of the natural environment, build support for its conservation and protection and contribute to personal and community wellbeing. Significantly, in the context of this Strategy, trails are the single most important building block in the growth and expansion of the outdoor recreation sector and the associated economic benefits that flow from increased business opportunities and jobs creation. Trails play a significant role in attracting and retaining skilled workers and are a major driver of regional visitation.

Numerous examples from trail destinations nationally and internationally demonstrate that effective planning and management of trail networks, associated with strategic investment in trails and related infrastructure, can enhance and protect the environment while at the same time drive economic growth and lead to sustainable long-term economic outcomes for regional communities.²

Where are we now?

The Great Southern has a significant but unbalanced offering of trails. There are many walking trails of varying quality, but very few equestrian trails, mountain biking trails, aquatic trails (snorkelling, diving, kayaking/canoeing, kite surfing) or aerial trails (paragliding). Two nationally significant trails, the Bibbulmun Track and Munda Biddi Trail, pass through the region and there are several regionally important trails, many of which are in national parks and are linked to iconic landscapes and attractions.

There's an insufficient supply of trails to meet the growing demand for some activities (e.g. mountain biking, horse riding), poor connectivity between different trail heads and an inadequate program of trail construction and maintenance leading to significant degradation of existing trails and the construction of unsanctioned trails in some areas. Despite the region's reputation for outstanding coastal scenery and inland waterways, there are almost no formalised aquatic trails and very little infrastructure to support water-based recreational activities.

Where do we want to be?

The goal of this Strategy is to position the Great Southern as a world-class trails destination. Trail construction will be of high quality and will be rated as highly significant and attractive to the adventure tourism market and to international adventure tourism event organisers and promoters. There will be a diversity of trails and facilities for walking, cycling, mountain biking, horse riding and kayaking and an interconnected network of Trail Towns with clearly identified trail gateways at key entry points to the region. Existing trails and trail networks will be upgraded and enhanced, leading to a decrease in the negative environmental impact of unsanctioned or poor-quality trails and improved experiences for trail users.

An extensive trail network will link forests, rivers, lakes, coastline, national parks and nature reserves across the entire region, creating a unique economic stimulus for rural and regional development, while simultaneously, providing major public good benefits in terms of health, wellbeing, environment, heritage and conservation. The outlay in infrastructure will be compensated for by creating a healthy active community which reduces the health burden and increases visitor spend and employment.



Middleton Beach boardwalk.
Photo courtesy of Tourism Western Australia.

¹ Department of Sport and Recreation (2017) Western Australian Strategic Trails Blueprint 2017 – 2021, p.6.

² e Western Australian Strategic Trails Blueprint 2017 – 2021.

How do we get there?

The following key strategic initiatives will drive efforts to achieve this vision:

Strategic Initiative B1: Develop Regional Trails Master Plan

A Great Southern Regional Trails Master Plan will be developed to provide a guiding framework and priorities for trails development and management. This high-level plan will establish trail development priorities and set out objectives and strategies to manage trail development over time. (Supports: WA Strategic Trails Blueprint 2017 – 2021 Strategy B2; Great Southern Regional Investment Blueprint 2015 Transformational Project 6: Destination of Natural Choice; Tourism Development Strategy for the Lower Great Southern Initiative 4.4.)

Strategic Initiative B2: Develop Trail Management Plans for all regionally significant trails

Local trail management plans will ensure trail managers have the capacity and capability to provide and maintain safe and enjoyable trails that protect the region's unique environmental and conservation values.

Strategic Initiative B3: Establish a Trail Building Network

A Trail Building Network of individuals and organisations involved in trail planning, construction and maintenance within the Great Southern will facilitate the dissemination of best practice information and training. It will assist trail managers and other groups to build their capacity to plan and maintain trails. Such support will create longevity and sustainability in trail organisations, encourage community stewardship of trails and facilitate better resourcing of trail management activities. (Supports: WA Strategic Trails Blueprint 2017 – 2021 Strategy C1 & E1.)

Strategic Initiative B4: Monitor trail use trends

Data on trail use is important to inform ongoing trail management, understand trail users and to evaluate the need for new trails. Trail-related data and research will be used in trail funding, planning, development and management. (Supports: WA Strategic Trails Blueprint 2017 – 2021 Strategy D2.)

How do we know if we are succeeding?

- Kilometres of new nationally and regionally-significant trails constructed.
- Trail maintenance programs in place.

Theme: World-class infrastructure

Well-managed destinations attract fresh investment, develop value-added jobs, and boost innovation. The development of outdoor recreation products and services is a crucial way of diversifying and strengthening the economic base of regional areas.

Strategic Priority C: Experience Development

Objective	Provide outdoor recreation experiences that accommodate the needs of residents and visitors.
Rationale	Experiences enhance the basic products and services to add value and create higher yield opportunities.
Expected Outcome	A wide range of recreation experiences based on quality facilities and services, appropriate to the identity of the region and which minimise potential impacts on landscape, land management and wildlife.

Why is this important?

Tourism forms part of the experience economy, a sector dominated by the desire to be engaged at an emotional, physical, intellectual and spiritual level. For this reason, product development in the tourism industry needs to focus on delivering compelling experiences that trigger a full-range of emotions and responses. Consumers want unique experiences that are not shared with large numbers of other users. This means that spaces and places for outdoor recreation need to be tailored to different user groups to manage a spectrum of expectations and needs.

An Experience Development Strategy is a planning tool to facilitate focused destination development. It aims to improve the stock of world-class outdoor recreation experiences to the global experience seeker market and provide pathways to increase outdoor recreation's contribution to economic growth and conservation. The demonstrated benefits of adopting an experience development strategy are manifold and include: increase in word-of-mouth business, repeat visitation, additional media publicity and coverage and an opportunity to innovate without a large expense. Successful experience-based tourism products also provide regional, state and national tourism bodies with a reason to talk about a tourism product and region, thereby leveraging small marketing budgets for greater exposure.



Where are we now?

Research commissioned by Tourism WA on the Albany region in 2015 revealed that a “perceived lack of uniqueness, distinctiveness and travel time/cost are the strongest predictors of interstate avoidance” of the region.¹ Twenty percent of those surveyed claimed that the region “has nothing to offer that I can’t get closer to home” and an additional 16 percent stated that “there is nothing particularly unique about the Albany region”. Amongst intrastate respondents, 25 percent stated that “there aren’t enough different things to see and do”.

If outdoor recreation experiences are to be a key driver of regional visitation, these perceptions need to be addressed. The Lower Great Southern Economic Alliance (the Alliance) is working to address this issue through its Amazing South Coast (ASC) Tourism Development Strategy (TDS).² The Amazing South Coast region stretches from Bremer Bay to Walpole and north to the Stirling Range, including Albany, Mount Barker and Denmark. The Alliance has yet to implement an experience or product development strategy for the ASC region, and there’s no such strategy in place for the central and upper parts of the Great Southern (currently marketed under the Hidden Treasures brand). However, marketing without experience development is risky because if the correct product for a market segment is not in place, and strategies to manage potential user conflict (e.g. residents vs visitors, walkers vs cyclists) have not been addressed, no amount of promotion will produce the desired long-term result. There needs to be a stronger focus on product development and marketing campaigns built around user experiences of unique product offerings.

Where do we want to be?

The goal of this Strategy is to position the Great Southern as a premier destination for adventure-based activities that capitalises on our exceptional natural landscape. The region will become a year-round destination for soft and hard adventure seekers who visit from interstate and internationally. By leveraging our natural assets and investing in key outdoor recreation projects, the region’s tourism capacity and visitation levels will rise during shoulder and off-peak periods. As visitation levels rise, private investment in tourism and other businesses will grow, providing a rich and attractive proposition to a range of visitor markets. Adventure tourism will become a key economic driver in regional communities, providing sustainable income streams to local businesses and opening opportunities for jobs creation and workforce retention.

¹ TNS Consultants (2015) Understanding the Albany Region’s Identity & Appeal. p.41-43.

² Churchill Consulting (2016) Tourism Development Strategy for the Lower Great Southern, Part Two: The Strategy. p. 6

How do we get there?

The following key strategic initiative will drive efforts to achieve this vision:

Strategic Initiative C1: Prepare an Experience Development Strategy (EDS)

Prepare a strategy that identifies how the region can innovate, improve and renew its outdoor recreation experiences. The EDS will include a set of agreed investment priorities to develop the region’s outdoor recreation offering. The EDS will provide a pipeline of infrastructure investment priorities that will be integral in establishing the Great Southern as a leading year-round adventure destination. The EDS will also identify underlying supporting physical infrastructure (such as roads, water, electricity, jetties, toilets/showers, bridges etc) and soft infrastructure (such as human capital and health, cultural and social institutions) to meet these priorities. (Supports: Great Southern Regional Investment Blueprint 2015 Transformational Project 6: Destination of Natural Choice and Tourism Development Strategy for the Lower Great Southern Initiative 4.3 New Products.)

Strategic Initiative C2: Develop an Adventure Events Strategy

Events can play a significant role in the development and marketing of outdoor recreation offerings in the Great Southern. Events can also provide a strong brand position where there is limited tourism product. An events strategy would also support better coordination of event offerings, including sharing and training of volunteers and enhanced marketing. (Supports: Great Southern Regional Investment Blueprint 2015 Transformational Project 6: Destination of Natural Choice and Tourism Development Strategy for the Lower Great Southern Initiative 4.1 Event Strategy.)

How do we know if we are succeeding?

- Increased number of outdoor recreation events, program, products and/or services.



Hiking at Albany Windfarm.
Photo courtesy of City of Albany.

Theme: A flourishing outdoor recreation sector

It's important that the professionals and organisations – public and private, commercial and non-commercial, professional and voluntary – that lead outdoor activities have the support they need to do the job well.

Strategic Priority D: Capacity building

Objective	Increase the capacity of outdoor recreation businesses and organisations to deliver quality products, services, events and programs.
Rationale	The full potential of commercial and not-for-profit organisations can be realised through skills development, smarter regulation and research.
Expected Outcome	<ul style="list-style-type: none"> Outdoor recreation organisations express a high degree of confidence that they have the skills they need to succeed and the ability to safely provide a quality experience. Visitors and residents express high levels of customer satisfaction with outdoor recreation products, services and events.

Why is this important?

While much outdoor activity has an informal character (e.g. camping, swimming at the beach, going for a walk or bike ride), many people also seek out more organised forms of engagement. These can be provided by clubs and associations, schools, tour operators and experience and activity providers. For the outdoor sector to engage people's desire for adventurous experiences, the sector needs better training, business development and a highly skilled workforce.

Capacity building programs enable business owners and managers as well as community-based outdoor recreation organisations to develop competencies and skills that can make them more effective and sustainable. Skills development training and other programs can help organisations that deliver outdoor recreation activities (both for profit and not-for-profit) to understand opportunities, build market share, promote services, support staff, grow outdoor leaders and manage budgets so they are planning and acting for growth and development, not survival and compliance.

Where are we now?

Organisations and individuals working in the outdoor recreation sector require diverse knowledge and skills sets. Specialised business and marketing skills plus experience and product development skills, are essential to enable small to medium-sized enterprises (SMEs) to access higher-value markets and invest for growth. Despite this need, there are few specialised business support services available in the region. Except for Albany, Denmark and Plantagenet, businesses located in the other eight local government areas that make up the region have no local tourism organisation or chamber of commerce that can assist with gaining these skills. Where business support services do exist, they typically

focus on business planning, financial management and marketing, rather than experience creation. Furthermore, training programs run by regional or state-wide tourism or business organisations rarely deliver face-to-face training outside Albany and have no online training facilities to deliver content remotely.

Organisations involved in destination marketing also require support to build capacity amongst their staff, including those involved in frontline visitor servicing, as well as those responsible for marketing and promotional activities. Social media has fundamentally transformed destination marketing activities and SMEs and destination marketing organisations (DMOs) lack the specialised knowledge required to undertake successful e-marketing campaigns. They also lack the capacity to work with trade and inbound operators.

For the sector to grow, it needs highly qualified and skilled adventure activity instructors and tour guides. School leavers or those entering the sector from other industries lack the opportunity to obtain appropriate vocational training and skills. Employment pathways are often unclear and there are few traineeships or employment-based training opportunities. For guides and instructors (including coaches, teachers and program coordinators) there are few professional development programs, particularly in specialised codes such as bushwalking or mountain biking. Many find it difficult to gain recognition of their existing competencies locally or elsewhere in the state, potentially threatening their ongoing employment and jeopardising the delivery of outdoor education and outdoor recreation programs that comply with the Australian Adventure Activity Standards (AAAS).

Unlike traditional sports, most clubs and associations in the outdoor recreation sector lack the structured support associated with competitive and elite fixtures as well as the planning and capacity building programs delivered by state sporting associations. Many remain unincorporated or lack the capacity to develop more robust governance models. Many outdoor recreation activities lack a formalised club home and are pursued by interested groups of individuals using social media. It is likely that these groups will continue to grow making clubs and associations less relevant. Some of these groups lack an understanding of risk management practices or have had few opportunities to undertake professional skills development.

Where do we want to be?

The goal of this Strategy is to **support the establishment of a flourishing outdoor recreation sector** that delivers high-quality products, services, programs and events to residents and visitors. Outdoor recreation and tour and activity businesses in the Great Southern will deliver high-quality active leisure experiences, that maximise customer enjoyment and mitigate known risks. These businesses will be sustainable and profitable, delivering benefit to local communities through jobs creation and enhanced services and amenities. Similarly, community-based outdoor recreation organisations and informal user groups in the Great Southern will provide quality sustainable recreation opportunities to a diverse range of communities.

Destination marketing organisations will deliver high quality, value-for-money marketing campaigns that attract high-yield visitors to the region. Visitor servicing organisations will deliver high levels of customer service, encourage regional dispersal and assist businesses through the sale or promotion of their products and services. Individuals involved in the provision of outdoor recreation activities as guides, instructors, teachers or coaches, will have access to accredited vocational training and professional development opportunities.

How do we get there?

The following key strategic initiatives will drive efforts to achieve this vision:

Strategic Initiative D1. Strengthen the capacity of industry

Develop a range of targeted programs that assist business owners to be sustainable, profitable, and manage risk. (Supports: SD6 Strategic Directions for the WA Sport and Recreation Industry 2016 – 2020: Initiative 5 Commercialisation and RDA Great Southern Regional Plan 2013 – 2018 Strategic Direction 1: Regional Infrastructure.)

Strategic Initiative D2: Establish a workforce development plan

Enhance the technical capacity of guides and instructors by developing vocational training and employment pathways for individuals working in the outdoor recreation sector. (Supports: Great Southern Workforce Development Plan 2013 – 2016.)

Strategic Initiative D3. Strengthen the capability of clubs and organisations delivering recreation

Assist community-based outdoor recreation organisations to build their capacity through governance training, organisational planning and education of administrators, and skills development of instructors and program leaders. (Supports: SD6 Strategic Directions for the WA Sport and Recreation Industry 2016 – 2020: Initiative 1 Governance; Great Southern Regional Investment Blueprint 2015 Transformational Project 7: Strong Communities.)

Strategic Initiative D4. Adoption of Australian Adventure Activity Standards (AAAS)

Advocate and promote the AAAS so commercial businesses and community groups understand activity standards and integrate these into their risk management planning.

How do we know if we are succeeding?

- Increase in number of new outdoor recreation businesses.
- Increase in number of qualified guides and instructors.
- Few adverse risk events reported.

Theme: Promoting outdoor recreation

Adopting a holistic destination management approach to outdoor recreation will ensure that tourism objectives are planned and managed to meet the needs and aspirations of target markets. Importantly, one of the key outcomes of holistic destination management is a strong resilient tourism industry with dynamic and adaptive product and experience offerings that adapt to the needs of the visitor and the community as the destination evolves and matures.

Strategic Priority E: Adventure Tourism Strategy

Objective	Raise awareness of the outdoor recreation offering in the Great Southern, promoting it as a welcoming destination with diverse recreational opportunities for visitors and residents.
Rationale	Regional adventure marketing will drive visitation by raising the profile of existing opportunities for participation in outdoor pursuits, places and experiences.
Expected Outcome	The Great Southern is a destination of choice for outdoor recreation events and activities.

Why is this important?

An effective Destination Management Strategy (DMS) is essential for developing, managing and promoting a destination. It helps to identify the roles and responsibilities of different stakeholders, setting clear plans of action and allocating resources. To be effective, planning, development and marketing activity must be based on research and the needs of the consumer. The Destination Management Process integrates both demand (the visitor or consumer needs) and supply (the product or experience).

Where are we now?

Until recently, destination marketing within the Great Southern has been managed at a local level with individual towns/areas responsible for promoting their tourism offerings. Stakeholders are fragmented, impacting negatively upon marketing planning and activity and leading to inefficiencies, duplication of marketing activities and market confusion.

Attempts at regional marketing have had mixed success, with the Hidden Treasures initiative (focused on the central and northern shires of the Great Southern region) the most notable exception. In 2016, the Lower Great Southern Economic Alliance commissioned a DMS to develop a collaborative campaign involving four local governments - Albany, Denmark, Plantagenet and Jerramungup. The brand campaign was launched in January 2018 and uses the tagline “Add ... to your adventure” to promote the Amazing South Coast to the family and active singles market in the Perth metropolitan area.¹ The ASC brand features a range of active and passive outdoor recreation pursuits.

¹ Marketforce (2016) The Lower Great Southern Region Destination Marketing Strategy.





Muttonbird Beach.
Photo by Elements Photography

How do we get there?

The following key strategic initiatives will drive efforts to achieve this vision:

Strategic Initiative E1. Prepare a Destination Management Strategy

Develop a regional outdoor recreation destination management strategy that will drive visitation and enable the region to remain competitive. This strategy needs to reference and be integrated into existing destination management strategies developed by local governments and tourism marketing bodies in the region. (Supports: Great Southern Regional Investment Blueprint 2015 Transformational Project 6: Destination of Natural Choice and Tourism Development Strategy for the Lower Great Southern Initiative 3.0 Optimising Demand.)

Strategic Initiative E2. Develop a Destination Marketing Plan focused on outdoor recreation

Develop an adventure brand for the region and a comprehensive destination marketing and communication plan to reach target markets. This strategy needs to reference and be integrated into the destination marketing strategies of tourism marketing bodies in the region and be supported by a dedicated budget. (Supports: Great Southern Regional Investment Blueprint 2015 Transformational Project 6: Destination of Natural Choice and Tourism Development Strategy for the Lower Great Southern Initiative 3.0 Optimising Demand.)

How do we know if we are succeeding?

- Increase in number of visitors engaging in outdoor recreation.

This campaign, if well executed and backed up by quality tourism product offerings, promises to raise the profile of outdoor recreation in the region, but it needs to be supported by new and improved high-quality products that meet user demands.

The region's outdoor recreation offerings don't feature strongly in interstate and international marketing campaigns. The Great Southern doesn't feature prominently on the Tourism WA consumer website and adventure tourism is not an experience category in Tourism WA's marketing activities.² Great Southern content is more prominently positioned in the marketing activities of Australia's South West (ASW) through conspicuous use of imagery and suggested travel itineraries. Unlike Tourism WA, ASW promotes an Adventure Outdoors experience category on its website, however, the adventure tourism content on the current ASW website is incomplete and lacks a focus on iconic experiences.

Where do we want to be?

The goal of this Strategy is for the Great Southern to be recognised as the Adventure Capital of Western Australia. We want the Great Southern to be the destination of choice for intrastate visitors looking for a diversity of outdoor recreation experiences in an incredible array of natural environments. As the region establishes a national and international reputation for the quality of its outdoor recreation offerings, there will be a commensurate increase in visitation and length of stay outside of peak periods.

² Some adventure activities appear in other experience categories (e.g. windsurfing under Sun and Sea) and there's a generic category called Active Outdoors listed under Culture & Lifestyle.



Mountain Bike Urban Downhill.
Photo by Steve Pontin.



Theme: Making the outdoors more accessible

Whether it's for enjoyment, exercise or health reasons, participating in outdoor recreation is good for us. Making the outdoors more accessible isn't simply having people participate more – it's about more people, participating more often.

Strategic Priority F: Maximise community participation

Objective	Ensure that the Great Southern offers a diverse range of outdoor recreation opportunities that are easily accessed and affordable to all residents and visitors.
Rationale	Outdoor recreation is not for any one group, location or demographic. It can, and should be, the domain of all.
Expected Outcome	Everyone has more opportunities to participate in outdoor recreation.

Why is this important?

The Great Southern has a diverse and multicultural population. The outdoor sector needs to explore and address the barriers preventing wider participation, particularly those from non-English speaking backgrounds, lower socio-economic groups, Indigenous people, those with disability, those who are time poor, as well as those living in rural and remote locations.

The National Outdoor Strategy¹ found that there were five key barriers to participation in physical activity: the costs of participating in leisure activities, lack of time and/or the pressure of other commitments, inadequate or inaccessible facilities, isolation (including social and geographic isolation) and lack of skills and ability. There's a need to find ways to engage widely with ethnic and socio-demographic groups so more people value and reap the rewards of being active outdoors and connected to their communities and as a result, have the desire, skills and knowledge to be positive stewards for the environment.

Where are we now?

More adult Australians participate in active recreation than in organised sport.² The three most common outdoor activities are walking (42.6%), cycling (11.7%) and bushwalking (5.4%).³ In 2015, 23% of WA cycled weekly.⁴ These figures suggest that increasing participation in active recreation offers the best opportunity to improve the health and wellbeing of Great Southern residents.

¹ National Outdoor Strategy, p.20.

² Australian Sports Commission (2016) AusPlay: Participation data for the sport sector. Summary of key national findings October 2015 to September 2016 data. p.11.

³ AusPlay, p.15.

⁴ WA Trails Blueprint, p. 31

Where do we want to be?

Proximity to local parks, waterways, trails and other outdoor recreation resources is critical to increasing participation rates. We need to provide a range of activities to meet people's immediate and varying recreational needs. The Great Southern will be recognised for the provision of enjoyable, challenging and safe outdoor recreation experiences that cater to the needs of diverse communities.

How do we get there?

The following key strategic initiatives will drive efforts to achieve this vision:

Strategic Initiative F1: Encourage community participation

Outdoor recreation opportunities need to be proximal to populations, easy to access and supported by quality infrastructure. (Supports: SD6 Strategic Directions for the WA Sport and Recreation Industry 2016 – 2020: Initiative 3 Public Open Space and Urban Form and Great Southern Regional Investment Blueprint 2015 Transformational Project 7: Strong Communities.)

Strategic Initiative F2: Develop an outdoor recreation social inclusion programme for under-represented groups

Maximising participation requires us to work with specific communities to develop novel approaches that will remove participation barriers. (Supports: SD6 Strategic Directions for the WA Sport and Recreation Industry 2016 – 2020: Initiative 9 Life Course and Life Stage Participation and 11.0 Participation, Culture and Affordability.)

How do we know if we are succeeding?

- Increase in number of residents who participate in outdoor recreation.
- Increase in participation from under-represented groups.



Photo by Kelly Waterhouse.

Summary of Strategic Priorities and Initiatives

State Objectives	Regional Theme	Strategic Priorities	Strategic Initiatives
Valuing = Realising Benefits	Strong partnerships	A. Improve planning	<ul style="list-style-type: none"> • A1: Establish a Regional Outdoor Recreation Partnership and Strategic Management Group • A2: Establish a Shared Staff Development and Training Program • A3: Implement an Investment Decision Framework for Outdoor Recreation • A4: Establish a Regional Outdoor Recreation Research Program
	World-class infrastructure	B. Trails development	<ul style="list-style-type: none"> • B1: Develop regional trails masterplans • B2: Develop trail management plans for all regionally significant trails • B3: Establish a Trail Building Network • B4: Monitor trail use trends
Enabling = Meeting Demand	A flourishing outdoor recreation sector	C. Experience development	<ul style="list-style-type: none"> • C1: Prepare an Experience Development Strategy (EDS) • C2: Develop an Adventure Events Strategy
		D. Capacity building	<ul style="list-style-type: none"> • D1: Strengthen the capacity of industry • D2: Establish a workforce development plan. • D3: Strengthen the capability of clubs and organisations delivering recreation • D4: Adoption of Australian Adventure Activity Standards (AAAS)
Developing = Creating Opportunities	Promoting outdoor recreation	E. Adventure tourism strategy	<ul style="list-style-type: none"> • E1. Prepare a Destination Management Strategy • E2. Develop a Destination Marketing Plan focused on outdoor recreation
	Making the outdoors more accessible	F. Maximise community participation	<ul style="list-style-type: none"> • F1: Encourage community participation • F2: Develop an outdoor recreation social inclusion program for under-represented groups

Appendix: Planning and policy context

How was the Strategy produced?

The Great Southern Centre for Outdoor Recreation Excellence (GSCORE) led the development of the Strategy by:

- Setting a vision.
- Outlining the objectives.
- Identifying key areas of cooperation and key commitments from outdoor recreation stakeholders across the region.

The Strategy incorporates initiatives outlined in the Community Strategic Plans and Corporate Business Plans of all eleven local government authorities in the Great Southern. It aligns outdoor recreation with local government planning activities that aim to improve health outcomes, enhance environmental sustainability and increase community participation. It also cross-references and supports several planning documents that have been developed at a Great Southern regional level and thereby contributes to the successful implementation and achievement of those plans. Several state-wide strategies and frameworks have also been considered so that any actions agreed to are in line with the overall objective for the State.

Input and feedback on the draft strategy was sought from all local government authorities, state government agencies involved in outdoor recreation, as well as community groups and other industry bodies involved in business, tourism and marketing, education and training, outdoor recreation and trails, environment and conservation. The final document represents the shared vision of these diverse stakeholder groups.

GSCORE will lead the implementation of the Strategy by developing an Annual Action Plan, obtaining baseline data for the agreed measures and producing an annual report documenting achievements and outcomes. Progress will be reported through the Great Southern Recreation Advisory Group (GSRAG).

How does this Strategy relate to the WA planning environment?

The Western Australian government recognises that participation in outdoor recreation contributes significantly to the state's identity, culture and economy. It provides one of the best ways of achieving public health, wellbeing and regional economic development goals. In sum, investment in outdoor recreation leads to:

- Economic stimulation
- Jobs creation and skills development
- Public health and wellbeing
- Conservation and environmental stewardship.

More People, More Active, Outdoors: Framework for Outdoor Recreation in Western Australia 2018 is the State Government's primary planning framework for promoting participation in outdoor recreation. The framework identifies four fundamental objectives – valuing, encouraging, enabling and developing outdoor recreation – that will guide the development of regional outdoor recreation strategies (Figure 1).

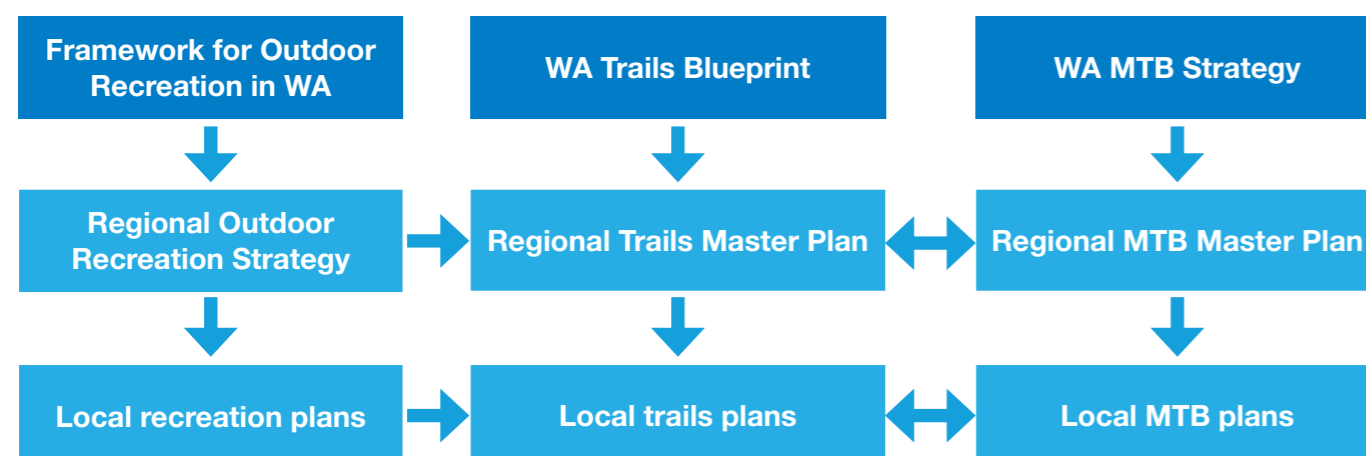


Figure 1: Fundamental Objectives of WA Outdoor Recreation Framework



The Great Southern Outdoor Recreation Strategy forms part of the Western Australian State Government’s tiered planning and investment framework and is embedded in both the Framework for Outdoor Recreation in WA 2018, the WA Strategic Trails Blueprint 2017 – 2021 and other activity-specific strategies (e.g. the WA Mountain Bike Strategy 2015-2020) (see Figure 2)¹.

Figure 2: WA Tiered Planning and Investment Framework



¹ Western Australian Strategic Trails Blueprint 2017 – 2021, page 42.

Who are the stakeholder groups?

The following stakeholders will play a role in the success of the Strategy as key partners or support agents.

Key Partners	Role
<p>Great Southern Centre for Outdoor Recreation Excellence (GSCORE)</p>	<p>GSCORE was established in 2017 to support the growth and development of the outdoor recreation sector in the Great Southern. It provides leadership to the outdoor recreation industry and aims to create a vibrant and sustainable outdoor recreation sector through the provision of innovative training, business support and strategic planning services.</p>
<p>City of Albany Shire of Broomehill-Tambellup Shire of Cranbrook Shire of Denmark Shire of Gnowangerup Shire of Jerramungup Shire of Katanning Shire of Kent Shire of Kojonup Shire of Plantagenet Shire of Woodanilling</p>	<p>Local governments manage and maintain many recreation facilities and trails on behalf of ratepayers and the community by providing the infrastructure necessary for quality recreation and visitor experiences. Some are also involved in destination management and marketing activities.</p>
<p>Department of Biodiversity, Conservation and Attractions (DBCA)</p>	<p>DBCA is responsible for managing the State’s national parks, marine parks, state forests and other reserves and many aspects of protection and use of the State’s wildlife and natural areas. It manages and maintains the State’s largest single portfolio of public trails and plays a major role in recreation planning, development, funding and resourcing. The Department works closely with government and industry partners and volunteer trail support groups.</p>
<p>Department of Local Government, Sport and Cultural Industries (DLGSC)</p>	<p>DLGSC’s mission is to enhance the quality of life of Western Australians through their participation in sport and recreation. This includes goals related to industry development, enabling access and encouraging participation. With active outdoor recreation a growing trend, the Department plays a significant role in trails and recreation planning.</p>
<p>Great Southern Development Commission (GSDC)</p>	<p>The GSDC’s role is to promote the economic and social development of the Great Southern region. The Great Southern Regional Investment Blueprint is the key document that informs strategic investment decisions in the region and is referred to by the GSDC and public, private and not-for-profit entities.</p>

Key Partners	Role
Albany Chamber of Commerce and Industry (ACCI) Denmark Chamber of Commerce and Industry (DCC)	The ACCI and DCC are not-for-profit, member-driven organisations that provide professional services and support for business. They play a role as advocates for business and support outdoor recreation industry strategic planning needs.
Amazing South Coast Tourism Organisation (ASC) Hidden Treasures of the Great Southern Australia's South West (ASW)	<p>The ASC and Hidden Treasures groups are not-for-profit, member-based local tourism organisations responsible for destination marketing and visitor servicing. The ASC focuses on the Lower Great Southern region and the Hidden Treasures on the Great Southern hinterland region.</p> <p>ASW is a regional tourism organisation that markets the entire South West region to intrastate, interstate and international markets.</p>
Outdoors WA	Outdoors WA is the peak body for the outdoor sector in Western Australia, including camping, outdoor recreation and outdoor education. It is responsible for facilitating outdoor activity standards and encouraging outdoor recreational activity participation, including education and professional development of outdoor recreation leaders.
Department of Education Department of Jobs, Tourism, Science and Innovation Department of Transport Department of Water and Environmental Regulation Department of Primary Industries and Regional Development Regional Development Australia	Many government agencies have a degree of involvement with outdoor recreation. There's an increasing relevance and contribution from the Department of Primary Industries and Regional Development that closely links to major regional projects. Both the Department of Transport and the Department of Water play a role in paths and trails planning across the State.
Tourism WA	Tourism WA is responsible for the interstate and international marketing of Western Australia as a travel destination. It features outdoor recreation experiences on its website as potential experiences for visitors to the State and promotes these experiences in conjunction with the regional tourism organisations and through social media.
Trails WA	Trails WA was established to carry out projects to further the development and promotion of trails in Western Australia. It carries out many communications and promotional tasks for trails throughout the State including management of the Trails WA website and associated apps.

Key Partners	Role
Trails Reference Group	The Trails Reference Group is composed of nominees from government agencies, local governments and community members. The Trails Reference Group advises on the implementation of state trail strategies. It also monitors the progress of proposed actions and outcomes and reports to government and industry.
South West TAFE University of Western Australia Albany Centre Registered training organisations	Education institutions play a crucial role in workforce development for the outdoor recreation, tourism and outdoor education sectors.
Small Business Centre Great Southern South Coast Natural Resource Management (SCNRM) Local outdoor recreation clubs and associations Local trails groups Local progress and resident's associations Local conservation and environmental groups	Community organisations may represent a particular outdoor recreation activity such as bushwalking, cycling, trail bike riding and equestrian or have a special interest focus such as Aboriginal heritage, business development, inclusion, management, volunteering, marketing and promotion and/or maintenance of specific trails or reserves.
FutureNow: Creative and Leisure Industries Training Council WA Sports Federation Tourism Council of WA Wirrpanda Foundation Outdoor recreation peak bodies	Industry peak bodies play a key role in representing industry sectors in public decision-making. They represent businesses and/or community groups, promote the value of outdoor recreation, facilitate sustainable development and advocate industry policy.





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