



CHIEF EXECUTIVE OFFICER ATTACHMENTS
Wednesday, 19 December 2012

REPORT NUMBER	REPORT TITLE AND ATTACHMENTS	PAGE NUMBER(S)
9.4.1	Proposed Chittering Trails Network Master Plan 1. Chittering Trails Master Plan 2013-23 (draft, 34 pages) Trail Inventory (8 pages) Maps (7 pages) Cost Estimates (10 pages) Photographs (3 pages) Signage Examples (3 pages) Visitor Risk Management (2 pages)	1
9.4.2	Proposed Shire of Chittering Communication Plan 1. Shire of Chittering Communication Plan (draft, 8 pages) 2. Shire of Chittering Style Guide (11 pages) 3. Communication Examples (6 pages)	67
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Chittering
Trails
Network
Master Plan
2013-2023

The original draft "Chittering Trails Master Plan March 2008"* was prepared in line with a Council brief by;

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*Referred to in this document as "original draft", with quotes in italic.

This "Chittering Trails Network Master Plan 2013-2023" is an audit of the original draft, reviewed with the permission of Mike Maher (Transplan) by;

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*Referred to in this document as "this Plan".

The original draft "Chittering Trails Master Plan March 2008" should be referred to when considering this "Chittering Trails Network Master Plan 2013-2023".

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Purpose of the Plan

Our Vision

"A trails network which will cater for the community and visitors, with quality trails that are well promoted and linked. Use of the network will be an enriching natural and historical Shire experience"

Objectives

The objectives of this Plan remain much the same as outlined in the original draft;

- Access – where practical and appropriate, trails will enable access by people in wheelchairs, people with disabilities, family groups and the elderly.
- Coverage – the network will include, or link to, locations that provide opportunities for the community and visitors to discover the unique natural features and history of the Shire.
- History – the many physical reminders of past land uses and activities will form a major component of interpretive information available on the network.
- Information – the network will have consistent on-trail information as well as widely available trail brochures and maps.
- Interpretive Material – each trail will have either on-trail interpretive material or it will be included within trail brochures, providing trail users with a greater appreciation of the more interesting features to be found along the trail.
- Maintenance – the Shire will partner with the Community to care for the network under the direction of a regular maintenance plan.
- Environment – trails will enable greater opportunities to access the diverse range of physical features within the Shire whilst protecting the surrounding environs.
- Promotion – the Shire of Chittering will facilitate the promotion of the network.
- Quantity – the emphasis will be on the development of a range of quality trails, even if that means fewer trails being developed, thereby giving trail users a high order experience.
- Recreation – the network will be promoted as an additional component to the range of low cost recreational opportunities within the Shire.
- Signage – all signage will maintain a consistent theme across the Shire.
- Standards – trail construction, signage / trail markers and trail classification will comply with recognised Australian Standards, to ensure a quality trail experience throughout the Shire, state and nation.

Background

Location

Chittering is located on the outskirts of the Perth metropolitan region, just a one-hour drive north-east, so it is within easy reach of Perth's population. The Shire of Chittering is well-positioned to take advantage of the growing popularity of bushwalking, mountain biking and horse riding. The locality is suited for both day-trippers and short break visitors.

Chittering boasts a varied range of landscapes with diverse wildlife and vegetation. The undulating hills offer amazing views over the beautiful Shire valleys filled with vineyards, lakes, river valleys, orchards, forest and remnant bushland areas.

Bindoon, located on the Great Northern Highway, is the central town within the Shire where the majority of services are found. It is well-placed to 'capture' the multitude of visitors who pass

through on their way from Perth to surrounding attractions such as New Norcia (monastic town), Dalwallinu (wildflowers) and beyond.

During his consultation Mike Maher (Transplan) ascertained that *"the community appears aware of the benefits of being located within one hour's drive of Perth and the potential for attracting visitors to the area for recreation"*.

What Is A Trail?

The accepted definition of 'trail' for the purposes of this Strategy is *"...any corridor, route or pathway which has as its primary land usage any one of - or combination of - recreational walking, mountain biking or horse riding - and which passes through or has a strong connection to the natural environment."* As such 'drive' trails' will be considered network links.

The Role of Trails

As highlighted in the original draft, it is recognised by a range of agencies including tourism operators, local government authorities and health organisations that recreation trails perform a number of highly beneficial roles in the broader community:

- Provision of low-cost unstructured passive recreation for residents and visitors;
- Enablement of users to gain fitness, in turn fostering general well-being;
- Attraction of visitors when marketed well;
- Instillation of a positive conservation ethic; and
- A means of education, especially when good interpretation is a feature of the trail.

Existing Trail Supply

As per the original draft *"A number of walk trails exist within the Avon Valley National Park and informal walking can be undertaken in the Nature Reserves of the Shire. The existing trails need enhancement to make them more appealing than they currently are. In addition to the walk trails there are several 'drive trails' which either focus attention on the more widespread attributes of the area or link to surrounding areas."*

The updated "Existing Trails Inventory" (see Attachment 1) and consultation undertaken (see pages 13 to 19) with various local parties reaffirms the following core characteristics of 'existing trail supply' that were identified in the original draft:

- There are a number of short walk trails, and walking opportunities, scattered throughout the Shire of Chittering. There are two long walk trails in the Avon Valley National Park / Peace Be Still, plus a portion of the 145km / 6-day Camino Salvado Pilgrim Trail passes through the Shire;
- There are no formally recognised mountain bike (off road cycle) trails within the Shire, although anecdotally there appears to be a demand for these;
- Trails in the Shire of Chittering are currently not well packaged and promoted, with existing trails brochures having no consistent design and variance in the quality of presentation / information; and
- Apart from some interpretation installed along the trails emanating from Peace Be Still, little or no interpretation is provided on the trails, with signage in general appearing to be lacking.
- Horse riding opportunities appear to be available in several areas, although they are not well known or promoted.

Proposed Projects

From The Original Draft

The original draft Plan proposed ten specific projects offering the potential to deliver solid and real benefits to the community; it recognised the needs and demands of local residents and visitors whilst taking advantage of the diverse range of attractive landscapes and vistas on offer. The 2008 five-year plan value of these projects was \$946,850.

In This Plan

This Plan proposes specific projects with the potential to fulfil the above – however in order to present a more achievable Action Plan the number of projects has been decreased to six (noting that project four is to be treated as a standalone project due to the major cost impact) and the Plan timeframe has been increased to ten years. With regards to the decrease in projects, in addition to cost considerations there are works that have been carried out during the past four years or have now been proposed to be undertaken by other parties.

The following list is arranged alphabetically, rather than in order of priority;

Project 1 Bindoon Townsite Heritage Trail

(Design, Development and Link Project): a proposed new trail within the Bindoon townsite emanating from Clune Park, utilising existing footpaths where available with the addition of historical interpretive signage. With Clune Park as the trail head it will link with the existing Lake Needonga and Stonehouse Trails.

Project 2 Blackboy Ridge Walk Trail

(Enhancement Project, with the capacity to Design and Develop): addition of signage and interpretive materials at the trail head, maintenance of the existing walk trail, enhancement of the existing northern lookout with the possibility of developing a new trail looping back to the trail head. There would also be an opportunity to create an additional trail from the trail head to an existing southern lookout (currently partially in place as a walking opportunity along a fire access track).

Project 3 Carty Reserve Walk Trail

(Completion Partnership Project): assistance with the completion of a project currently underway; parking, signage and trail construction is required to build upon the existing planning and interpretation work.

Project 4 Lake Needonga Project

(Completion and Link Project, as per existing Development Plan): linking the existing Lake Needonga Trail to the existing Stonehouse Trail by way of a Boardwalk across the lake, including interpretive signage for all three trails. The development plan also highlights the opportunity to extend the trail along the Brockman River, north from Clune Park along both sides of the river and south to the Brockman Centre. Additionally a Bird Hide could be constructed on a Boardwalk Spur.

Project 5 Marketing and Promotion

(Audit and Plan Development Project): the collation, design, production and dissemination of clear, concise, coordinated information regarding the range of walk trails and / or walking opportunities available within the Shire of Chittering. This project would need to include a signage audit, especially in light of the introduction of a new Shire logo. Marketing should be designed to take advantage of the existing Drive Trails, which recognise the widespread nature of the Shire's attractions and the need to link the walk trails. Consultation would need to be undertaken with the 'owners' of existing publications, such as Wendy Gellard (Peace Be Still), the Wannamal Community, the Chittering Tourist Association, Landcare, Northern Valleys News and the Northern Valleys Directory. Consideration should be given to a dedicated web-page along with mobile phone 'apps'.

Project 6 Mountain Bike Trail

(Feasibility Project): consideration of the construction of a long distance mountain bike trail, possibly passing through the Shire of Toodyay and City of Swan. This project would entail an investigation of land tenures, stakeholder views and other practical issues.

Project 7 Wannamal Heritage Trail

(Enhancement Partnership Project): enhancement of the existing heritage trail in partnership with the local community, by designing, producing and installing interpretive panels along with 'standard' trail directional markers.

Other Projects

These projects could be considered by third parties (DEC, Peace Be Still, community group/s) with the support of Council, or revisited once the current Plan is complete if not already undertaken;

- Country Club Estate (Enhancement Project): signage update, naming and mapping of the series of 15 walking opportunities throughout the Country Club Estate area for the purposes of local user safety.
- Udamung Reserve (Design and Development Project): formalisation of a walk trail within the Reserve, encompassing the rehabilitated areas, the 'historic well' and 'original kerb-stoned road remnants', with interpretive material for the wide range of interesting vegetation. It might be preferable to DEC for a designated walk trail to be developed (utilising the existing tracks), enabling the existing vehicle tracks to be closed to motor vehicles. The establishment of a formalised walk trail would confine and direct reserve users to appropriate places and routes, with the capability of informing and educating users through messages on appropriately placed signs.
- Yozzi Road "Kyotmunga" Walk Trail (Enhancement and Development Project): enhancements to the Lower Chittering located trail which traverses the most westerly section of the National Park affording stunning views. This trail forms part of the "Peace Be Still" suite of trails.

Program of Delivery

The original draft presented a five-year program of activity with a 2008 value of approximately \$946,850 and an average annual budget of \$189,370 (today's value with an average 2.7% inflation rate would be \$204,519) per year. As a relatively small local government area the Shire of Chittering has limited financial capacity therefore a ten-year initial implementation program may be preferable.

For this Plan costing estimates (see Attachment 3) suggest a total cost of approximately \$200,000 if Project 4, the Lake Needonga Project, is treated as a stand-alone project that will require considerable funding and sponsorship. This equates to the requirement for an average annual budget consideration of \$20,000. This amount does not take into account any funding that may be successfully sought. Trail maintenance will also need to be considered as a separate item within the annual budget.

Summary

The summary contained in the original draft still stands.

In summary, the Shire of Chittering has an enviable array of physical and geographical attributes – including the Chittering Valley, the Brockman River, the Chittering Lakes and the Avon Valley National Park. It is only one hour's drive from Perth.

In addition, the quiet scenic back roads, orchards, vineyards and historic locations offer much to those visiting and touring the area by car. Together, these factors create the unique opportunity for a carefully targeted, well coordinated and achievable trail development program.

The Chittering Trails Network Master Plan sets out a simple project-focussed program of activity designed to deliver the maximum benefits to the widest cross-section of the community. It does not focus on developing new trails, but recognises the existence of a number of trails and walking opportunities. It supports the enhancement of what already exists along with the requirement for a carefully targeted, high-quality and ongoing marketing and promotion campaign.

Recommendations

It is recommended that [Shire of Chittering] Council:

- Resolve to endorse the Chittering Trails Network Master Plan.
- Refer the endorsed Chittering Trails Network Master Plan to the Department of Environment and Conservation (DEC) in order to seek the continued support of DEC with respect to the development of trails within the Avon Valley National Park; as well as the potential for a trail in the Udamung Nature Reserve.
- Consider the inclusion of an annual budget allocation of \$50,000 cash plus in-kind contributions from 2013/2014 to 2022/2023 for the implementation of the projects contained within the Chittering Trails Network Master Plan.
- Research and seek funds from other sources and funding programs for the projects contained within the Chittering Trails Network Master Plan.
- Establish a local Trails Network Working Group, to oversee the implementation of this Trails Master Plan, with the Shire's Economic Development Officer to be the Shire Representative on the Committee along with one Councillor.
- Ensure that this Chittering Trails Network Master Plan becomes an integral part of the proposed Chittering Tourism Action Plan.

SECTION 1: PROJECT OBJECTIVES AND METHODOLOGY

1.1 Background

The preparation of a Chittering Trails Master Plan was commissioned by the Shire of Chittering with the objective being to produce a conceptual plan to identify existing trails and assist in forward planning for the provision of new trails throughout the Shire of Chittering. The draft document was presented to Council at their Ordinary Meeting held on 16 April 2008, with the resulting Resolution of Council;

240408

Moved Cr Douglas / Seconded Cr Mackie

"That

- (a) The draft Trails Master Plan be put out for Public Comment;*
- (b) A public meeting be held on the matter before the end of June 2008;*
- (c) Detailed investigations be carried out on various sources of funding, with the construction proposals to be varied in accordance with the most advantageous positions over the next 2 years;*
- (d) Provision be included in Council's "Financial Plan for the Future" over the next 6 years for a Council contribution towards Trail upgrading and constructions."*

CARRIED [6-1]

The draft Chittering Trails Master Plan was advertised for Public Comment in the Gingin-Bindoon-Bullsbrook Advocate on 14th May 2008. There is then no further reference to the draft Chittering Trails Master Plan in the Shire's records. It was not endorsed by Council meaning that the recommendations contained within the Plan were not formally acknowledged.

1.2 Need for a Trails Master Plan

Trails link with a range of other planning processes, including but not limited to, tourism, open space planning, regional planning, economic development and natural resource management planning. In the original draft Mike Maher states that *"experience elsewhere indicates that recreational trails can indeed be a focal point for quality tourism with the right infrastructure and the right packaging, recreational trails can be a significant component of a sustainable tourism industry capitalising on significant natural assets"*.

1.3 Scope of the Chittering Trails Network Master Plan

As per the original brief;

- Develop a vision statement that sets out Council's and the community's desire for the orderly and progressive establishment of a trails network within the Shire.
- Provide an inventory of existing trails including their purpose, general condition and use.
- Identify potential trails while having due regard for other land owners such as adjoining local governments and land managed by DEC and the DPI.
- Map trails within the Shire of Chittering.
- Undertake a trail 'gap analysis'.
- Provide preliminary cost estimates and priorities for the upgrading of existing trails and development of proposed new trails.
- Identify funding opportunities to be researched for trail development.
- Undertake community / stakeholder consultation.
- Identify management and maintenance issues associated with existing trails and the development of new trails including linking known or new walk trails with drive trails.
- Make recommendations and provide advice on marketing and promotion of the Shire's trails network

- Make recommendations on matters that could be interpreted along each of the existing and proposed trails.
- Provide guidance on trail signage, including directional markers, promotional signage, warning and advisory signage.
- Develop guidelines for the development of interpretative information and signage styles on existing and future trails, as well as recommendation in this regard.
- Provide guidance on ways to link the existing and proposed trails, including the option of drive trails and through promotional materials.
- Identify tourism opportunities including the potential of trail themes and tourism opportunities for marketing and cross promotion, for example; recreation and leisure, cultural and heritage, flora, rare flora, fauna and bird life, agricultural experiences.
- Identify environmental issues to be considered and developed in consultation with the community and key stakeholders.

1.4 Trails Planning

There are two basic elements to trails planning and development prior to construction:

- Trails Master Plan (across a Local Government, sub-region or region); and
- Trail Development Plan (for individual trails) to prepare construction ready material.

WA Trails Strategy	Local Government Trails Strategy	Individual Trail Feasibility Study	Trail Development Plan	Trail Construction	Trail Maintenance
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The Trails Master Plan is at an early stage in the trail planning and development spectrum. Further detailed trail planning will be required for trail projects to proceed successfully.

This process ensures a focussed approach, with maximum return on investment. This approach has been recognised by the Department of Sport and Recreation through its trail funding in partnership with Lotterywest as it ensures that trails are well designed and supportive of relevant trails master plans.

1.5 Methodology

Mike Maher stated that his initial discussions with the Shire of Chittering "established their desired outcomes and clarified the requirements of the brief, revealing their intentions, the prevailing attitudes towards trails development, the role of trails within the local community and importantly some local insight into the availability of, and scope for, trails within the Shire".

1.5.1 Research

In the preparation of the original draft Mike reviewed background material influencing the supply of, or demand for, trails within the Shire of Chittering with particular attention to any information pertaining to existing trails, or proposed trail projects, digital mapping data was obtained in preparation for his fieldwork. During the preparation of this Plan the Shire of Chittering ensured that any out-of-date information was updated.

1.5.2 Consultation

Input was sought (both during original and subsequent consultation) from interested local people. Inclusion is crucial to the successful preparation and implementation of any Plan.

1.5.3 Fieldwork

There is no substitute for physically walking existing trails, therefore the trails were traversed during both the original drafting and the subsequent update.

1.5.4 Reports

Following background research, consultation and in-the-field assessment, Mike compiled a report which dealt with all matters set out in the Brief. This Plan is a review of the original draft.

1.5.5 Public Review of Draft Report

Once this Plan has been reviewed by Council, the community will have three weeks to make comment on the proposed Plan. Any community feedback received will be taken into consideration during the finalisation of the Chittering Trails Network Master Plan.

1.5.6 Chittering Trails Network Master Plan

A final draft of this Plan will be submitted to Council for their consideration, endorsement and adoption. Action will be able to commence soon after in line with budget considerations and available funding.

SECTION 2: CONSULTATION

2.1 Chittering Shire Staff

2.1.1 Brendan Jeans, Senior Planning Officer

Brendan advised that the Shire owns a relatively small amount of land – 162 hectares which represents 0.135%. This land is allocated to various uses including, but not limited to, recreation, housing, public buildings, water tanks, drainage and cemetery.

2.1.2 Azhar Awang, Executive Manager Development Services

Provided the following input:

- The current copy of the Municipal Heritage Inventory can be located in my office.
- According to recent data, the Shire of Chittering is experiencing an increase of approximately 6% growth rate. In order to accommodate the future needs of the community, the existing recreational facilities in Muchea and Bindoon are not adequate to accommodate the increased use of these facilities. Furthermore the facilities are not designed to accommodate future expansion. An area for recreational facility has been earmarked in Maryville at the corner of Muchea East Road and Santa Gertrudis (approx 10 ha). However the site is subject to a subdivision condition by the developer who is currently in negotiation with Council in the future release of this land.
- Part of the standard subdivision consideration where there is an existing water course is that the area be set aside as a water course / drainage reserve or for recreation / conservation purposes in accordance with Council's Local Planning Strategy. The area allocated for use as a recreation / conservation reserve has the potential to be used for walk trails, however they need to be managed given the conservation sensitivity of the area. I understand that there was a proposal to use this area as a horse trail which could be an issue in terms of the nutrient management.
- In reference to the realignment of the Lake Needonga trail, the proposal will require approval from DEC and that the proposed trails must be contained within the reserve. I don't have any problems in realigning the trail however this must be taken into consideration regarding the Bindoon Townsite development in terms of future road linkages.

2.1.3 Jim Garrett, Executive Manager Technical Services, Shire of Chittering

Provided the following input:

- A budget of \$700 per 100 metres would need to be applied to trails requiring initial high level maintenance / upgrade.

Note: it is estimated that there will be approximately 4,000 metres of Shire managed trails throughout the Shire, if the amount per 100 metres decreased by 50% for maintenance, a figure of \$14,000 would need to be allocated in each annual budget.

2.2 Department of Environment and Conservation

2.2.1 Terry Goodlich, Acting Trails Coordinator (State)

Advised that DEC have a Visitor Risk Management Policy. Local Government are encouraged to adopt something similar, it covers;

- Signage
- Limiting accident risk with use of an electronic risk calculator (which can also aid maintenance program)
- Regular checks (3 monthly on long trails / 12 monthly on short) and a maintenance program
- If there are 'issues' (dangers on a trail due to hazards, including fire) the options are to close the trail, re-route the trail, repair the trail and / or put warnings in place
- Use trail classifications 1 to 6, noting that there would probably not be any Class 6 trails within Chittering.

2.2.2 Michael Phillips, Visitor Risk Management Coordinator (State)

Advised that a three-day accredited workshop was run in Perth in September 2012 (will be 6 – 12 months before it is run locally again);

- LEARNING OUTCOME 1: Demonstrate a sound understanding of the Departments Visitor Risk Management Policy, including the objectives and strategies.
- LEARNING OUTCOME 2: Identify the responsibilities of the Department to meet requirements of statutory legislation, "duty of care" and moral obligations relating to Visitor Risk Management, including demonstrating through the analysis of a case study the principles of relevant legislation, common law, and negligence and discharge of duty of care.
- Reference should be made to AS 2156.1 (can be purchased through SAI Global for \$74.36).

2.2.3 Gil Field, Interpretation Section (State)

Advised that our signage requirements would be as follows;

- Directional signage to trailhead: approximately \$500 each.
- Site identification signage: 800x600 vertical or inclined panel, full colour print onto vinyl with 2 part epoxy graffiti protection, approximately \$1,500 each (aluminium, including posts and graphic design).
- Trail markers: 100mm square with arrow within, approximately \$25 each (including post).
- Trailside signage (400x300 inclined) for interpreting natural and cultural values approximately \$750 each.

Gil also offered to have the DEC organise the required signage for us.

2.2.4 Jamie Ridley, Parks and Visitor Services Coordinator (Perth Hills)

Provided the following input at a meeting held at the Shire office on 26 September 2012;

- Experience shows that for the average visitor the ideal trail length is 800m, when a trail is over 1000m it can become restrictive.
- Longer trails are aimed more for dedicated walkers rather than visitors. Longer walks require facilities, would suggest promoting the "Peace Be Still" trails as the longer trails rather than looking into creating new long trails.
- It appears that the requirement for walk trails has peaked meaning that the need for new trails is declining. Mountain-bike trails are coming to the fore as a requirement (see Goat

Farm, Mundaring and Langford Park, Serpentine-Jarrahdale as examples, usage of Langford Park has doubled in 12 months to 48,000).

- For the Shire to create a trail on DEC land the demand and prospective usage needs to be proven along with a maintenance / sustainability plan.
- Visitors to a townsite tend to want a trail that takes 1 to 2 hours to complete, that showcases the place and its history. New trails should link what already exists.
- Recommend looking at Serpentine-Jarrahdale DVD / Booklet.
- Recommend "Park Note" style information (will supply template) as each 'note' can be individually updated where required without costly reproduction of a brochure.
- Suggest liaising with Kalamunda, Mundaring and Serpentine-Jarrahdale for cross-marketing of trails / attractions.
- Once a trail has been named / signposted it is considered as 'managed'.
- Assistance with trail classification by DEC staff.
- For local needs, surveys need to be trail specific (can't use results from other surveys), traffic counters can be used for incoming traffic, there are pedestrian counters available but not as efficient.
- "making money" through trails, look at events / sponsorship. DEC have recently 'got into' issuing permits for rave-style parties that are commercial ventures. These permits attract a bond and a fee, and allow DEC to apply conditions to the use of the land.
- Might be best to maintain / enhance / link existing trails rather than plan new trails, noting that the Boardwalk Project could be cost prohibitive.

2.2.5 Paul Udinga, Senior Ranger (Perth Hills)

To date no input has been provided following two phone calls and two emails in early / mid September 2012.

2.3 Wendy Gellard – Peace Be Still

Wendy still has her passion for trails and love of 'the outdoors' along with the various trails that she has developed on her Peace Be Still property and the adjoining Avon Valley National Park:

- Garden of Gethsemane
- Harry Butler Trail
- Mill Walk
- Out and Back Trail
- Over The Hill
- Ridge Top Circle
- River Camp
- Special Valley Walk
- Stations of the Cross
- To The Park
- Valley Views Walk Trail
- Valley Views 2 (also known) as Yozzi Road and "Kyotmunga" Walk Trail

All of the trails have directional markers, and some have interpretive signage. The directional markers are treated pine posts that have the top painted and an indication as to which trail it is, ie VV is Valley Views. Wendy leads guided walks on a monthly basis during the cooler months and actively promotes the trails of the Shire of Chittering through an information shelter that is set up opposite Peace Be Still at 1299 Chittering Road.

Wendy strongly supports the idea of improved / matching signposting and marketing material across the trails of Chittering. The Shire of Chittering has recently supported Wendy with meeting the cost of reprinting her "WALKING IN THE BUSH AT CHITTERING WITH HISTORY AS YOUR GUIDE" booklet.

2.4 Chittering Landcare Centre

2.4.1 Sue Metcalf and Sue Pedrick

Provided the following input at a meeting held on 4 September 2012:

- The Lake Needonga trail (boardwalk) was reviewed by the Conservation Commission some years ago, and approved, but the proposal lapsed as it seemed likely that it would require a Section 18 Notice of Application under the Aboriginal Heritage Act 1972, and review by the Aboriginal Cultural Material Committee and an opinion as to whether there is any Aboriginal site on the land subject to the section 18 Notice.
- Recommend the extension of the Lake Needonga trail north (and south if this is DEC land) along the Brockman River from Clune Park. Future subdivisions may enable a trail to be located along both sides of the river, with a short bridge or boardwalk being required.
- Consider establishing a wildflower garden nature walk in the disused section of Clune Park east of the river with local plants, this would connect the picnic area with existing trails and be a point of interest for tourists.
- Agree that a boardwalk and bird hide at Chittering Lakes Nature Reserve (DEC managed reserve on eastern side of Great Northern Hwy) would enable observation of many different birds.
- Agree that the existing trail in the Blackboy Ridge Reserve could be upgraded, including repairs to the steps along with interpretive panels along the trail. Suggest creating a return loop from the lookout so that trail users do not have to retrace steps back to parking area. Provided a "Blackboy Ridge Lookout Trail Proposal dated 1 April 2003;
 - Trail Head sign: \$600 in 2003, with Shire to install **note, Landcare are currently working on this with existing funding that they have available*
 - Trail Markers: \$200 in 2003, with Shire / volunteers to install
 - Return Loop: (add 0.5km), pruning and step construction, \$60 in 2003, with Shire / volunteers to supply labour
 - Log Seating: \$200 each in 2003 (at lookout and points of interest along trail, two to six recommended)
 - Lookout sign: \$1,200 in 2003
 - Trailside signs: \$500 in 2003 (suggest two)
 - *Note: a funding application was submitted to Lotterywest Trails Funding which was not supported at that time*
- Recommend the extension of the Blackboy Ridge southern firebreak 'walk trail' to the lookout in the southern sector of the reserve.
- Not keen for horses or mountain bikes to be allowed within the reserve, even on the firebreaks, due to the potential for erosion and the spread of weeds / dieback. Suggested that the reserve have "conservation of flora and fauna" added to its vesting purpose.
- Suggest need for walk trail at the DEC managed Udamung Nature Reserve, as a tourist attraction the old well is still there along with remnants of an old road (with kerb stones). The wildflowers and vegetation are very interesting.
- Ideas for the Carty Reserve area, stage one of a revegetation and associated interpretive area (focussed on Carnaby's Black Cockatoo's) is already underway.

2.4.2 Rosanna Hindmarsh

Provided the following input at a meeting held on 20 September 2012:

- Supportive of extension of Sculpture Trail into trail heads (such as Blackboy Ridge, Clune Park), mentioned that the original plan had looked at putting a boat sculpture in the water at Clune Park but that had proved too difficult 'red tape' wise.
- Suggested addition of a walk bridge near the main bridge to form a walking loop.
- Advised that with regards to the Boardwalk and Hide (note, Hide should be place over deepest part of water) an application for a Section 18 approval needs to be submitted by the Shire to the Department of Indigenous Affairs (14 week process, includes consultation with relevant Aboriginal people).
- Explained that Spoonbill Lake trail is / can be a loop trail as the lake (was a series of dams) can be crossed near the Fire Station. Firebreak on other side would need to be checked.
- Carty Reserve 'trailhead' to Hart Drive is 1.5km one way, could become a 3km loop, could link into Spoonbill for a longer walk.
- Julimar Lookout, would possibly be better closed, not the best view, no facilities (picnic table could be relocated).

2.5 Jenifer Collins – Department of Sport and Recreation

Provided the following input at a meeting held on 27 August 2012:

- Jen was fully supportive of the marketing and improvement of existing trails within the Chittering area.
- She felt that a 10-year plan rather than a 5-year plan (as per the original draft Trails Master Plan) would be more achievable and well-received by Council / potential funders.
- With regards to funding, Jen highlighted that \$15,000 projects require no matched funding [through the Lotterywest – DSR Trails Program] which presented a good opportunity for inclusion in the first year of the Action Plan due to not having an allocation within the current budget.
- She suggested that the first projects be very visible ones.

2.6 Colleen Osborn, Tourism Promotion Officer – Chittering Tourist Association (Inc)

Colleen has observed that a large number of visitors passing through Bindoon via the Information Centre ask about local trail / walking opportunities. Currently the handouts are a range of black and white photocopied A4 sheets which does not present well.

2.7 Jo Buegge, Avon Be Active Coordinator – Shire of Toodyay

Jo advised that the Shire of Toodyay is in the process of looking at developing new walk trails and finding hidden existing tracks and would be interested in looking at 'linking' paths with the Shire of Chittering as it would be a great way to encourage walks in the bush. She suggested that "maybe we can create our own Bibbulman Track one day". She requested "Please keep me in the loop with your projects, they sound exciting!".

2.8 City of Swan

To date no input has been provided following emails on 20/09/12 (DWS Doc No 2415804) and 09/10/12. Confirmation of receipt received and advice that the email had been passed to the relevant department (twice).

2.9 Alex Douglas, Chairperson – Community Planning Advisory Committee

Awaiting compilation of comments, as per return email dated 21/09/12.

2.10 Maryke Beveridge, Member – Australian Trailhorse Association and WA Horse Trackers

Maryke contacted the Shire offices by telephone on 12 September 2012 after being made aware of the proposed Master Plan through local advertising, she advised as follows;

- There are no formal horse trails in the Chittering area;

- She is currently riding within Julimar Forest to locate trails, the purpose of this being to be able to participate in the WA Horse Trackers regular rides where the groups take turns to go to different member locations;
- She feels that maps / signage are required; and
- Trailheads for horse trails would need to have adequate parking / turnaround areas for horse floats.

Maryke was pleased to hear that the Trails Master Plan was being revisited, and that consideration would be given to horses.

2.11 Paul Neve, Owner – Neve [Professional Trail] Construction

As well as being a Professional Trail Constructor, Paul is a Life Member of the Perth Mountain Bike Club and a Recreational Trailbike Riders Association Committee Member. I contacted Paul by phone on 13 September 2012 upon the advice of Cr Norton.

Paul advised as follows;

- There are no formal mountain bike or motorbike trails within the Shire of Chittering
- The Shire is a perfect location for trails of all kinds due to its proximity to Perth, the rural nature of the area, its expansion through land releases and range of perfect terrains
- Trails could / should be included in new developments, even if they are just as part of the road verge
- The development of a State Mountain Bike Strategy is currently underway which will represent a good reference tool
- The Shire itself only has a small percentage of public space available, so there is the need for liaison with the DEC for the use of their land
- The Julimar State Forest would be the perfect location for planned, delineated user trails
- The Avon Valley National Park is also a good ride venue
- Suggested: 150km loop guided 'event', Bullsbrook (needs area for parking) – Julimar – Bindoon – Bullsbrook for registered off-road two-wheeled vehicles
- Suggested: Bindoon as the Trail Head of an Off Road Motor Cycle Trail Network, leaving and returning to Bindoon. Have a number of 100km mapped trails of varying difficulties from Green Circle (easy) to Black Diamond (hard).

It was put to Paul that it seemed that the Julimar State Forest as a trailbike area was currently 'a secret that was now getting out' and that it would be preferable to be proactive by having trails put in place, he agreed with this philosophy.

Paul offered his support for the proposed Plan, along with his assistance where it may be required, including volunteering in an advisory role.

2.12 Anna Jamieson, BeActive Officer (Shire of Chittering)

Anna provided the following report notes;

With limited sport and recreation facilities across the Shire of Chittering, residents have limited opportunities to participate in sport and recreation outside of organised sport. Access to incidental physical activity such as walking, cycling, and running enables low cost participation in regular physical activity. By developing and implementing a master trails plan, the Shire of Chittering is promoting physical activity by local residents and visitors to the region.

The Wheatbelt currently has the highest rate of overweight/obesity of any other region in Western Australia, with one third of the adult population being overweight or obese and more than 50% of

the population being insufficiently active (WA Country Health Service). Statistics such as this relay the importance of promotion and access to physical activity opportunities. Walking and cycling trails, particularly loop trails, are generally well utilised by the public for health and fitness purposes, and also enable greater opportunities for establishment of walking groups, cycling groups, local events, and mountain bike activities. Trails also support sports such as horse riding and trail bike riding where public safety allows. Support for such sports will assist in club or exercise group developments, with possibilities emerging for new clubs such as mountain bike and cycling groups, as well as potential establishment of events such as fun runs, rides, and the like.

Establishment of loop trails and connecting trails enables implementation of staged stretching/exercise stations (see Calico) further promoting health and wellbeing within the community. Additionally, trails provide families with opportunities to be physically active together, particularly where park facilities are located along the trail or at the trail head.

Access to health and medical services is also limited within the Shire of Chittering, placing greater emphasis on the need for health promotion and increased access to and participation in physical activity as a means of preventing lifestyle illnesses such as type two diabetes, heart conditions, overweight/obesity, depression, osteoporosis, and some cancers. Physical activity is imperative to ongoing health and wellbeing and is proven to alleviate the onset and severity of many ailments. By providing access to walking and cycling opportunities through implementation of the master trails plan, the Shire of Chittering is not only promoting health and wellbeing of residents and increasing tourism, but is also acting to alleviate the burden on local health care service providers.

2.13 Janet Cameron – WA Horse Council

Janet advised that she has plenty of contacts in the Chittering area as she used to live at Wannamal and her father is Mal Taylor (former Shire President). She still rides in the area occasionally and is also a walker and cyclist. She sat on the assessment panel for the Lotterywest Trails Grants in 2008 and 2009, and the Top Trails Assessment Panel for the Top Trails Project.

Janet is not currently available to meet due to other commitments but expressed her interest in being involved with the process.

2.14 Chittering Community

A Community Meeting was held in March 2008 and the input provided at that time which is still considered relevant is as follows;

- Community members had been previously involved in the preparation of a Chittering Trails Master Plan.
 - NOTE: This means that this current proposed Plan will be the third that they have been involved in.
- Suggestion that upon upgrade / development each trail should be promoted with a new brochure.
- Suggestion that Chittering be marketed as the “gateway to the Avon Valley”, with a series of trails in conjunction with DEC, the Shire of Toodyay and the City of Swan.
 - NOTE: Gidgegannup has started to use that term, plus Northam uses “heart of the Avon Valley, gateway to the Wheatbelt”.
- Suggestion that a Mountain Bike Trail feasibility study should be undertaken.
- Suggestion that drive trails should link historic sites and that access via private property should not be necessary.
- Representatives of the Chittering Country Club Estate supplied a report and maps outlining the public open space walking opportunities in the Chittering Country Club Estate.

SECTION 3: CHITTERING TRAIL SUPPLY ANALYSIS

3.1 Overview

The Shire of Chittering has an adequate supply of walk trails in natural areas scattered throughout the Shire, with the issue being the standard of the existing trails and the lack of a coordinated promotion. Some of these trails are also sign-posted as being suitable for horse riding, but there are no formally advertised bridle trails. Mountain biking trails appear non-existent.

Local residents do walk and ride horses in bushland areas, and people do come from Perth specifically to walk.

3.2 What Is A Recognised Walk Trail?

'Recognised' means that the trail has some or all of the following characteristics:

- Recognised by the land manager (eg. DEC, Shire Council); and / or
- Signage; and / or
- Mapping (such as a map contained within a trail brochure).

3.3 Trails Inventory

Attachment 1 lists existing trails based on information from a number of sources:

- Various stakeholders;
- Brochures, trail maps and books;
- Members of the community; and
- Shire of Chittering staff.

3.4 Condition of Existing Trails

As observed in 2008 " *the trails vary in condition, depending on the level of maintenance they receive, the amount of use they get, the environment in which they are located and a host of other reasons. All recognised trails will require ongoing maintenance to ensure that they remain appealing.*

Directional signage that conforms to Australian Standards is lacking on the trails and trailhead signage (with mapping of the trail route) would benefit all trail users on trails that are identified as being public trails rather than 'local walking opportunities'. This signage should indicate length of trail, duration (at a moderate pace), difficulty level, points of interest along the trail route, local access points and connections to nearby residential areas, a 'code of conduct' for permitted user groups, safety information, etc. The addition of interpretive signage can encourage use and enrich the users experience.

Attention to trail surfaces, structures (including steps and water bars to prevent erosion) and trailside furniture should be an integral component of an upgrading program. Removal of overhanging and side vegetation (and weeds) should also be regularly undertaken.

Finally, all trails should have information readily available – and a trail brochure is an easy and cheap means of providing information."

3.6 Trail Classifications

In looking at the Classifications, as detailed in the table following, it would be imagined that within the Shire of Chittering the trails would fall between Grade 1 and Grade 3.

Measure	Grade 1	Grade 2	Grade 3	Grade 4	Grade 5
Distance	Distance to complete walk. x m.	Distance to complete walk. x km.	Distance to complete walk. xx km.	Distance to complete walk. xx km.	Distance to complete walk. xx km.
Gradient	Flat.	Slope / gentle hills.	Short steep hills.	Very steep.	Very steep and difficult.

Quality of path	Well formed track.	Formed track.	Formed track, some obstacles.	Rough track, many obstacles.	Rough unformed track.
Quality of markings	Clearly sign posted.	Clearly sign posted.	Sign posted.	Limited signage.	No directional signage.
Experience required	No experience required.	No experience required.	Some bushwalking experience required.	Experienced bushwalkers.	Very experienced bushwalkers.
Time	High and low estimate of completion time (eg 20-30mins).	High and low estimate of completion time (eg 1.5-2hrs).	Time needed to complete track (hours/days).	Time needed to complete track (hours/days).	Time needed to complete track (hours/days).
Steps	No steps.	Occasional steps.	Many steps.	N/A	N/A

3.6 Trails Network Strengths

- beautiful landscapes with undulating topography enabling magnificent views
- part of the magnificent Avon Valley National Park
- a number of bushland reserves
- numerous historic sites with a rich indigenous history and more recent European history
- bushland areas (and road verges) with a wonderful array of wildflowers.

3.7 Trails Network Opportunities

- general lack of information, what is available is basic and some is poor quality
- lack of consistency in information
- varying types / levels of interpretation on the trails

3.8 Mapping

No mapping was located with the original documentation, nor was mapping provided with the electronic version supplied. Appropriate and adequate mapping is essential for trailhead signs and promotional material. Maps provide a quick visual representation of the trail route – indicating primarily the route of the trail, the destination, whether it is out and back, or a loop. Good mapping will contain an array of information, including:

- access roads from nearby towns (and distances)
- north point and scale bar
- trailhead location and facilities (eg. parking, picnic tables, toilets, barbecues, etc)
- difficulty level (easy; moderate; difficult; disabled)
- length and duration (and direction of travel if one-way loop)
- points of interest along the trail, including geographical features
- symbols indicating location of interpretive panels (if any)
- other information if relevant and appropriate, such as crossroads, cross tracks, trailside furniture (seats, shelters, lookouts), viewpoints, emergency (fire) escape routes, etc.

See Attachment 2.

SECTION 4: LINKS BETWEEN TRAILS – DRIVE TRAILS

4.1 Overview

Drive trails can assist with generating increased visitor flows and have an important role to play in managing appropriate access to natural places to reduce environmental impacts.

4.2 Inventory of Drive Trails

The list of existing drive trails (below) is based on information from brochures, trail maps, signage and books;

Artists, Astronomers, & Abbots	Gingin to New Norcia Trail	Was in old Turquoise Coast brochure. We could reinvent this in conjunction with the proposed Artists / Sculpture Trail (see below); <ul style="list-style-type: none"> • Gravity Discovery Centre, Gingin • Brockman Centre, Bindoon & proposed Bindoon Artists Trail, incl. Sculpture Trail (promote overnight stay) • Benedictine - New Norcia 	101km
<i>Art & Sculpture (proposed)</i>	<i>Will depend on final destinations</i>	<i>Julie Stitt, Shelley Higham *see Artists, Astronomers and Abbots above</i>	
Chittering Valley Tourist Way	Wanneroo Rd – Pinjar Rd – Neaves Rd – Great Northern Hwy (Route 259)	Described in Tourist Drives of Western Australia, signage at each end	70km
Chittering Valley Wine Trail	Brand Hwy, Great Northern Hwy, Chittering Rd, Chittering Valley Rd, Bindoon-Moora Rd, Mooliabeenie Rd	Brochure along with website, produced and managed by the Chittering Wine Trail Association	71km
Discover Golden Horizons	2 Day: Perth to Dalwallinu via Moora and return to Perth via Wongan	Comprehensive brochure, marketed in conjunction with other towns (Calingiri, Dalwallinu, Moora, Wongan-Ballidu)	515km
	3 Day: Perth to Wongan via Calingiri, Wongan to Moora via Dalwallinu, return to Perth		519km
Sculpture Trail	Chittering Road, Chittering Valley Road – linking to Great Northern Hwy	Various brochures, including 1 Hour from Perth Chittering Valley. Needs reinstatement of Interpretive Signage (liaise Carolyn Coleman). Currently in the process of being expanded through Chittering Community Planning Advisory Committee input and support.	Not recorded
Turquoise Coast	Ten x 1 to 5 day tours, which include Chittering	Brochure produced by “Turquoise Coast Tourism”	Various
Wannamal Heritage Tour	Bindoon-Moora Rd, Great Northern Hwy	Brochure produced by local community	Not recorded

SECTION 5: TOURISM OPPORTUNITIES

5.1 Heritage Tourism

As quoted in the original draft, *"a paper titled "State Highway 43 – A Case Study of a New Zealand Heritage Trail" Julie Harris of Massey University (NZ) describes a heritage trail as follows: 'A heritage trail enables a visitor to link the historical, natural and cultural heritage within the region by either walking, cycling or driving. ... the essence of the heritage trails product is to provide visitors with an opportunity to learn more about the local or regional area they are visiting and an opportunity to provide an economic and social base for regional tourism development.'"*

Also quoted was Phil Young, the Managing Director of the Tourism Council of Australia, with reference to "Heritage Tourism – Bringing People to the Bush": *"Heritage and tourism well-mixed can be a potent stimulant for regional communities. There are abundant tourism opportunities for regional and rural Australia and we need to capitalise on these."*

Themed drive trails can generate significantly increased visitor flows (with consequent economic and business stimulation outcomes) and serve a strong role in managing appropriate access to natural places, thereby reducing environmental impacts accruing from increased visitor numbers.

5.2 Sculpture Trail

Remains as stated in the original draft, noting that currently an expansion of the trail is underway through a call for donations to the Community from local businesses and residents.

Mike Maher stated *"Several impressive sculptures have been installed along Chittering Road and Chittering Valley Road. Unfortunately, these installations are very difficult to find, as signage indicating their presence is virtually non-existent. In addition, at least one of these installations is located in an extremely dangerous location (near a crest) with no lay-by for visitors to stop safely at. Although outside of the scope of this Trails Master Plan brief, the works tables provide an allowance for improved 'site signage' for the Sculpture Trail and an allowance for the development of formal lay-bys. Relocation of at least one of the installations (to a safer location) is recommended."*

It is suggested that a main Drive Trail is marketed that links the Chittering Valley Tourist Way, with the Chittering Valley Wine Trail, the 'expanded' Sculpture Trail as well as linking with Flora Roads – Maddern, Spillman and Reserve – and other attractions.

5.3 Mountain Bike Trail - Park

With the increase in the popularity of Mountain Biking there could be merit in the addition of a trail and / or park within the Shire of Chittering as a means of attracting visitors to the area.

SECTION 6: PROJECT COSTS

Cost Calculation Summary

Project costs (divided into direct costs and in-kind costs) have been calculated (excluding gst) based on the following;

- Boardwalk construction (1.5 metre wide) estimated at \$1,085 per metre
- Community Group research / writing estimated at \$225 per day
- Consultant estimated at \$1,100 per day
- Directional signage budgeted at \$500 per sign
- Drive trail markers budgeted at \$250 each (estimate 1 per 1000m)
- Interpretive signage budgeted at \$750 per point
- Landcare research / writing estimated at \$550 per day
- Level 1 Community Engagement (advertising) budgeted at \$250

- Level 2 Community Engagement (Level 1 plus online survey) budgeted at \$750
- Level 3 Community Engagement (Level 2 plus workshop) budgeted at \$2,000
- Shire Staff (EDO) hours calculated at \$65 per hour / \$520 per day
- Shire Staff (Executive) hours calculated at \$100 per hour / \$800 per day
- Shire Staff (Outside Crew) hours calculated at \$55 per hour / \$440 per day
- Shire Staff (Plan) hours calculated at \$75 per hour / \$600 per day
- Site identification “trailhead” signage budgeted at \$1,500 each
- Trail (1 metre wide) construction (clear and compact) estimated at \$15 per metre
- Trail (1 metre wide) design and construction estimated at \$25 per metre
- Trail (1 metre wide) enhancement (tidying and erosion control) estimated at \$7 per metre
- Volunteer hours calculated at \$25 per hour / \$200 per day
- Walk trail markers, including post, (recommend 1 per 100m) budgeted at \$25 each

The projects are currently listed alphabetically; following public consultation a prioritised list will be established. See Attachment 3 – Cost Estimates for a breakdown of each project’s estimated costs.

6.1 Bindoon Townsite Heritage Trail – Design, Develop and Link

A proposed new trail, with a length of up to 2km (possibly in two parts in order to appeal to the short-walk visitor), within the Bindoon townsite utilising existing footpaths with the addition of historical interpretive signage, emanating from Clune Park so as to link into the existing Lake Needonga and Stonehouse Trails.

6.2 Blackboy Ridge Walk Trail – Enhance

Addition of signage and interpretive materials at the trail head, maintenance of the existing walk trail, enhancement of the existing northern lookout with the possibility of developing a new trail looping this trail back to the trail head. There would also be an opportunity to create an additional trail from the trail head to an existing southern lookout (currently partially in place as a walking opportunity along a fire access track).

Note the following associated projects would have these estimated costs;

Item	Cost
500m northern lookout return loop, design and construct	\$12,500
Small bridge for return loop	\$3,000
Northern lookout return walk trail markers	\$125
Northern lookout upgrade (timber viewing platform, shelter, seating)	\$40,000
1,000m trail to southern lookout, design and construct	\$25,000
Southern lookout walk trail markers	\$250
Southern lookout trail signage	\$5,000
Southern lookout basic upgrade	\$20,000
Total	\$105,875

6.3 Carty Reserve Walk Trail – Partner and Complete

Carty Reserve Walk Trail (*Completion Partnership Project*): assistance with the completion of a project currently underway, parking and signage is required to build upon the trail construction and interpretation work.

Note the following associated projects would have these estimated costs;

Tasks	Costs
Loop trail construction, as per design (320m)	\$4,800
Walk trail markers (allow for 32 posts with markers)	\$800
Car park construction (0.24ha) estimate only	\$2,500
Total	

6.4 Lake Needonga Project – Complete and Link

Linking the existing Lake Needonga Trail to the existing Stonehouse Trail by way of a Boardwalk across the lake, including interpretive signage for all three trails.

Note: The existing development plan also highlights the opportunity to extend the trail along the Brockman River, north from Clune Park along both sides of the river and south to the Brockman Centre. Additionally a Bird Hide could be constructed on a Boardwalk Spur.

As stated by Mike, *“Detailed investigations of land tenure will be required, the northwards and southwards extensions will not be possible until the land is in public ownership. This may occur as/when the adjoining parcels of land are subdivided (or acquired by Council)”*.

Item	Costs
Construction of loop trail northwards from Clune Park (allow for 250 metres each side)	\$7,500
Construct bridge across narrow section of Brockman River (allow for 20 metres)	\$20,000
Construction of trail southwards from Clune Park to Brockman Centre (3,500 metres)	\$87,500
Total	\$115,000

6.5 Marketing and Promotion – Audit and Plan

The collation, design, production and dissemination of clear, concise, coordinated information regarding the range of walk trails and / or walking opportunities available within the Shire of Chittering.

The idea will be to prepare a series of A4 Trail Notes named “Chit Chat”, which are then housed within a presentation folder. This allows for individual updates and additions without the need to reprint an entire brochure. The preparation, using the pre-prepared template, and printing of each individual “Chit-Chat” will be costed within each individual project.

As identified in the original draft *“the Chittering Trails Network ‘experience’ should be consistently promoted to ensure that it becomes well recognised. The ‘experience’ will relate to the Shire’s built heritage (historic sites and other historic buildings), natural heritage (DEC and reserves) and other offerings such as the vineyards, orchards and local businesses.*

In addition, it is desirable that the recreational and natural areas of the Shire be linked by means of designated drive trails. The Chittering Trails Network Master Plan provides ideas for the ways in which existing and future trails, and the heritage and natural areas of the Shire might be linked by means of drive trails and how these could also be linked with regional attractions or adjoining shire attractions.”

With this in mind the following selected walk trails would be those marketed under the Chittering Trails Network banner, each with their own A4 “ChitChat Trail Note” and complementary signage;

- Blackboy Ridge Northern Lookout – 1,500m trail (3,000m return)
- Carty Reserve Walk Trail – 300m trail (600m return)
- Lake Needonga Walk Trail – 620m trail (1,240m return)
- Spoonbill Lake Walk – 800m trail (1,600m return)
- Stonehouse Trail – 1,500m trail (3,000m return)
- Wannamal Heritage Walk Trail – 3,200m loop

Plus

- Peace Be Still Trails – a series of 8 trails emanating from Peace Be Still ranging from 20 minutes return to 3 hours return / 600m return to 13.5km return.

Natural Reserve Walking Opportunities: these could be included within the overall promotion, but would not have “ChitChat Trail notes” as the Shire is not in control of maintenance / signage and currently both require maintenance / design / construction and/or signage.

- Burroloo Well Reserve – 800m loop trail *need to check with DEC, needs maintenance
- Udamung Reserve – nil trail *need to check with DEC, needs signage

Public Open Space Walking Opportunities: this area would not be suitable for promotion to the public.

- Country Club Estate – this series of fifteen open space corridors for use by local walkers could be undertaken as a separate project. The local walking group/s require assistance with the naming and signing of the existing open space corridors currently utilised for walking

It is suggested that a main Drive Trail is marketed that links the Chittering Valley Tourist Way, with the Chittering Valley Wine Trail, the ‘expanded’ Sculpture Trail as well as linking with Flora Roads – Maddern, Spillman and Reserve, and other attractions.

Note: The completion of this project would then lead to the requirement for a budget to update / add / remove signage as required, this amount is not factored into the above but an allowance of \$25,000 has been included into the overall costing. Advertising has also not been factored into the above, this budget would need to be undertaken on a trail / trail event basis in keeping with the Shire of Chittering’s Community Engagement Plan 2012.

6.6 Mountain Bike Trail – Feasibility Study

Consideration of the construction of a long distance mountain bike trail, possibly passing through the Shire of Toodyay and the City of Swan. The Avon Valley National Park is located primarily within Toodyay and Swan meaning it is on the Shire of Chittering’s ‘back doorstep’. The success of the Munda Biddi Trail and other mountain biking trails has prompted a surge in mountain biking activity.

Note: as a ballpark figure Paul Neve has offered the following information;

- to design and construct a metre wide trail would be \$2,500 per 100 metres, this amount could / would vary depending on the conditions of the site.
- A recently constructed Mountain Bike Trail Park with a 4km trail, skills ride area, two dirt jump lines and pump track was costed at \$185,700.

6.7 Wannamal Heritage Trail – Partner and Enhance

Wannamal Heritage Trail (*Enhancement Partnership Project*): enhancement of the existing heritage trail in partnership with the local community, by designing, producing and installing interpretive panels along with ‘standard’ trail directional markers. Consideration could be given to creating a shorter 800m loop trail within the existing trail to offer a more appealing distance to tempt ‘drive-by’ tourists to stop and wander.

6.8 Summary of Project Costs

These figures are estimates only and will be subject to confirmation prior to project commencement. They are provided as indicative costs for the purposes of funding applications and budgeting. With community partnerships the costs may be reduced. The Lake Needonga Project has been removed to be considered as a stand-alone project should suitable funding become available.

Summary of Estimated Project Costs

<u>Details</u>	<u>Amount</u>	<u>Details</u>	<u>Amount</u>
1. Bindoon Townsite Heritage Walk	\$15,090	Project Subtotal	\$100,815
2. Blackboy Ridge Enhancement	\$28,965	Signage	\$25,000
3. Carty Reserve Walk Trail	\$12,620	Marketing	\$25,000
4. Lake Needonga Project	\$238,194	Drive Trails	\$25,000
5. Marketing and Promotion (Plan)	\$940	Total	\$175,815
6. Mountain Bike Trail/Park (Plan)	\$20,900	Rounded up	\$200,000
7. Wannamal Trail Enhancement	\$22,300	Annual allocation	\$20,000

Section 7: Implementation Program

7.1 Timeframe for Implementation

As with the original draft this Chittering Trails Network Master Plan has deliberately been kept simple with a limited number of projects to ensure that it is not too daunting and therefore achievable.

Each project can 'stand-alone' and whilst each would deliver benefits to the Shire of Chittering, the entire set of projects would be more likely to be able to attract new visitors to the Shire.

The implementation program (see below) is designed to be undertaken with an annual Council budget allocation of \$20,000 over a ten year period. Having said that, should outside funding be gained, all of the proposed projects could be completed in a shorter timeframe which would be much more beneficial to the Shire.

The table deals with each project as being undertaken within a single financial year, however, it could be the case that research begins to be undertaken (where finances and resources are available) during the year previous. The marketing of the Chittering Trails Network would begin in earnest during year 5, though caution is needed to ensure that all trails (existing and proposed) are brought to the desired standard before full-on marketing occurs.

7.2 Chittering Trails Master Plan Implementation

Implementation Plan

<u>Year</u>	<u>Budget</u>	<u>Spend</u>	<u>Balance</u>	<u>Project/s</u>
One - 2013/14	\$20,000	\$16,030	\$3,970	1 & 5
Two - 2014/15	\$20,000	\$12,620	\$11,350	3
Three - 2015/16	\$20,000	\$22,300	\$9,050	7
Four - 2016/17	\$20,000	\$28,965	\$85	2
Five - 2017/18	\$20,000	\$20,900	-\$815	6
Six - 2018/19	\$20,000	\$15,000	\$4,185	Undertake Signage, Marketing and Drive Trails
Seven - 2019/20	\$20,000	\$20,000	\$4,185	
Eight - 2020/21	\$20,000	\$20,000	\$4,185	
Nine - 2021/22	\$20,000	\$20,000	\$4,185	
Ten - 2022/23	\$20,000		\$24,185	

SECTION 8: ENVIRONMENTAL AND CULTURAL ISSUES

8.1 Trail Construction and Hygiene

As stated in the original draft "It should be noted that standard hygiene measures should be used during construction and maintenance of the trail network to ensure that dieback (*Phytophthora*

cinnamomi) is not inadvertently spread. Dieback is a colourless microbe known to science as *Phytophthora cinnamomi*. It is infamous worldwide for its capacity to invade and destroy the function of the root systems of an extraordinary range of plants. The impact of this now widespread pathogen, believed by many to have been first introduced to Western Australia at or soon after European settlement in 1828, varies greatly across the landscape. The presence of dieback in native vegetation may lead to near complete elimination of complex communities. The destruction caused in centres of great plant diversity such as the Stirling Range National Park in Western Australia is so severe that the epidemic has been described as a biological tragedy of global significance.

In warm and wet weather P. cinnamomi has the ability to produce large numbers of infective motile spores that move autonomously in saturated soil from one host plant to another. In addition, the pathogen may be carried by waterflow and with soil moved by a variety of factors including vehicles and earth moving machinery, animals and bushwalkers. Thus its distribution is strongly related to watercourses, tracks and roads, and infestation is most common where there is frequent traffic. Consequently, great care will need to be taken to ensure that any contractors, and volunteers, working on trail construction or other projects are well acquainted with appropriate preventative techniques."

8.2 Rare Flora

As stated in the original draft "The Shire of Chittering is renowned for its diversity of flora, as set out in the Wildflowers of Chittering booklet. Care will be needed when selecting an alignment for walk trails to ensure wildflowers are not destroyed. Similarly, when new lay-bys are being developed for the drive trails, care must be taken to ensure that rare flora does not occur in the vicinity of the construction activity. DEC and botanists should be included on the team responsible for selecting walk trail routes (or re-aligned trail routes) through such areas as the Avon Valley National Park and Blackboy Ridge to ensure that the trail is aligned well away from any sensitive areas."

8.3 Aboriginal Heritage Act

As stated in the original draft "Section 18 of the Aboriginal Heritage Act provides the mechanism to seek the consent of the Minister for Indigenous Affairs to use, for a purpose, the land upon which an Aboriginal site exists or might exist. The Aboriginal Heritage Act also establishes the Aboriginal Cultural Material Committee. Its functions include considering applications under section 18 of the Act by owners of land to use land on which Aboriginal sites or objects are located and recommending to the Minister for Indigenous Affairs whether consent should be given to the use of the land for the purpose sought. Consultation during the preparation of this Trails Master Plan has indicated that the proposal for a boardwalk across Lake Needonga stalled as it was thought likely that an application under s18 of the Act might be required, to seek consent for its development. It would be prudent when developing any new trails, as recommended in this Plan, to refer proposals to the ACMC."

SECTION 9: INTERPRETATION

9.1 Interpretation Signage on Trails

As stated in the original draft "Interpretation is the key to the success or failure of many trails. Trails can be regarded as merely the vehicle for telling stories - for educating and entertaining people. For the business of delivering 'edu-tainment'. On-trail interpretation is becoming more and more of a feature of trails built in recent times. When well done, interpretive signage can add significantly to the richness and depth of the user's experience. It can also generate a sizeable cost, and can be subject to ongoing vandalism in rural and remote areas. Care will need to be taken in a base-line decision about what on-trail interpretation is provided, and in choosing a style of signage with a reputation for withstanding both graffiti and vandalism. Anodised aluminium may be a good option, as it is sturdy and enables easy graffiti removal."

The unique and varied flora, fauna and landscape of the Shire of Chittering, its history of exploration and settlement, historic and contemporary agricultural enterprises, and characters of the area (past and present) are just a few of the themes that could be developed along the trails. The quality of interpretation is often the key to the success - or failure - of trail projects. While some trails can rely upon the natural beauty for attracting visitors, most trails rely heavily on good quality interpretation to be successful and well used."

As stated in the original draft "The definition provided by Freeman Tilden in his classic book, *Interpreting Our Heritage*, is regarded by most interpreters as the definition of the art:

*"Interpretation forges emotional and intellectual connections between the interests of the audience and the inherent meanings in the resource." (Freeman Tilden, *Interpreting Our Heritage*, 1957)*

Interpretation reveals the meanings and relationships of our cultural and natural heritage to visitors, through first hand experiences with objects, artefacts, landscapes, and sites. Every aspect of our heritage has a story to be told. Heritage interpretation tells the tales of the land, past activities and land uses, its people, animals and plants, and in the telling, helps people form connections with our heritage. The history of exploration, settlement and farming of the Chittering Valley, and the successive waves of people who have lived and/or worked in the area, have a vast multitude of stories waiting to be told.

Visitors want to learn, see, and do! They travel to heritage sites and tourist areas for a mix of memorable educational experiences that are at the same time fun or entertaining - in short, they want "edu-tainment". For most moderate to small heritage sites and trails, providing outstanding interpretive programs and services, and having a good interpretive plan will be required for their long-term success. It is in the interpretation of the sites' stories to visitors where the "heritage" of a site is brought to light. Interpretation makes the site come to life for the visitors, giving the site relevance and importance. It reveals to visitors, in powerful and memorable ways, the differences between "old" and historic.

What will make the trails of Shire of Chittering popular attractions will be the quality of the interpretive material, and the manner in which that interpretive material is presented and delivered. The trail interpretive material will encourage interaction and immersion, thus providing a far more rewarding learning experience.

9.1.1 Bindoon Townsite Heritage Trail

- The history of Bindoon – past and present
- The surrounding land uses, and changes over the years
- The history and role of local government
- Soldier settlement
- Trade, commerce and industry
- Recreation
- Schools of the district
- Transport and communications

9.1.2 Blackboy Ridge Walk Trail

- Trees of the reserve
- Wildflowers of the reserve
- Birds of the reserve
- Flora of the reserve
- Fauna of the reserve
- Indigenous history of the area

- Exploration and settlement of the Chittering Valley
- The impacts of fire
- The changing landscape (changing agricultural practices: orchards, vineyards – could be at the lookout)

9.1.3 Lake Needonga Project

- Wetland vegetation
- Birds of the lake
- Fish and other creatures of the water
- Aboriginal significance of the wetlands
- Mechanics of maintaining water levels in the Chittering Lakes
- Impacts on the lakes of encroaching urban development
- Fringing vegetation.
- Maintenance of the water level.

9.1.4 Wannamal Heritage Trail

Interpretive panels for 20 of the 26 sites featured in the “Wannamal Walk Trail” brochure, with the panels to include historic photos and/or sketches, anecdotes, quotes and factual information pertaining to each site.

9.1.5 Drive Trail

- Explorers / settlers / pioneers of the region/district
- First farms / first harvests
- Sheep numbers and trends
- Yields; area under cultivation
- Changes in farming practices over the years
- Salinity; landcare; bushcare
- Changes in social structure: loss of small schools; decline in towns; population shift (to bigger towns); amalgamation of farms; farmers sons don't return to farm after school, etc)
- Changes in transport practices (road and rail); storage trends
- Pests: rabbits; foxes, etc.
- Importance of remnant vegetation: roadside vegetation; Nature/Flora Reserves
- Sculptures along trail – existing and planned
- Parking for taking photographs and reading interpretive signage needs to be considered.

SECTION 10: TRAIL DEVELOPMENT CONSIDERATIONS

10.1 General Considerations

The following information is provided as a backdrop for the trails construction and upgrading program described elsewhere in this Plan. In consideration of the expertise of Mike Maher the following is as per the original draft with edits noted in red:

10.1.1 One-Way System

*To maximise enjoyment of the trails and enhance safety and trail user's experience without the fear of continual conflict with other users, it is recommended that **where possible and appropriate all of the trails be one-way.** This will require on-trail signage and trail marking to be appropriately located - **visible from only one direction.** The trail maps and brochures will also need to be annotated to encourage one-way use of the trails.*

10.1.2 Trail Width and Height

Walk trails in the locations proposed should have a maximum trail width of 1.5 metres on those sections where a purpose-built trail is required. In some sections however, the surface will be wider, as it will follow existing vehicle tracks. ~~On some sections of new purpose built walk trail, there is an opportunity to provide a more intimate experience by reducing the trail width to around 1.0 to 1.2 metres. The expected lower usage levels will mean fewer opportunities for conflicts to occur between users. In addition, as the trails are recommended to be one way, conflicts will again be minimised.~~ On trails only to be used only for walking (where horse riding and mountain biking are to be excluded) height clearance should be around 2.5 metres. Pruning of overhanging branches should occur where necessary to enable safe passage without the need for stooping under branches.

10.1.3 Trail Surface Material

A smooth natural earth surface is most appropriate for the proposed trails in the Shire of Chittering. The existing earth surface should be firm enough in most locations to provide pleasant walking conditions, and should be pleasing to the eye of walkers. Some short sections of existing trails require additional fill material, especially where the trail alignment is steep and is subject to erosion. These areas are not extensive.

10.1.4 Erosion Control and Water Crossings

Proper drainage is of considerable importance in constructing a lasting, maintenance-free facility. Water should be removed from trail surfaces as fast as possible, wherever possible. The steepness of some of the trails and the type of soil dictate individual site requirements for the frequency of draining water from the trail. In this case, given the relative steepness of some of the terrain (particularly on the Blackboy Ridge and Avon Valley National Park trails), erosion control should receive some attention. Steps and/or water bars and side drains are recommended.

10.1.5 Trail Furniture

Several of the proposed trails, being in an area with extremely scenic viewpoints and interesting outlooks, have a number of locations well suited to the placement of trailside furniture which benefit all trail users. The proposed furniture comprises, seats in appropriate and attractive locations; trailhead infrastructure, including seats and/or picnic table, signage and other facilities; timber seats and tables are aesthetically more pleasing and blend in natural areas, such as Blackboy Ridge and the Avon Valley National Park.

10.2 Safety Considerations

The most significant safety issue is that which relates to possible conflicts between different types of trail users – legal and illegal - for example, walkers and trail bikes or 4WD's, or cyclists and walkers. Effective signage will greatly limit this potential problem. The incidence of conflict with mountain bikers and horse riders is likely to be low, given their low usage levels. Greatest conflict will occur with motorised users, such as trail bikes.

SECTION 11: SIGNAGE

11.1 The Importance of Signage

As noted in the original draft "Signage is another important facet of the Chittering Shire trails network where improvements could occur. During fieldwork it was noted that few directional markers exist along trails, and trail-head signage was basic – if present at all (except for trails emanating from the Peace Be Still property). Few, if any, 'promotional' signs exist. Those that did were not as prominent as they should be". During the trail walks and drives undertaken for the audit of the original draft it was observed that much of the signage is outdated.

The proposed signage audit (as part of the Marketing and Promotion project) will address this issue.

11.2 Directional Signage

Will be as per DEC specifications, as per Gil Field's advice, with signs costed at approximately \$500 each. This signage will include, where possible and appropriate, notation of available facilities.

11.3 Trailhead Signage

Will be as per DEC specifications, as per Gil Field's advice, with signs costed at approximately \$1,500 each. This signage will include mapping and other site information.

11.4 Interpretive Panels

Will be as per DEC specifications, as per Gil Field's advice, with signs costed at approximately \$750 each. This signage will highlight natural and historical items along the trail.

11.5 Trail Markers

Will be as per DEC specifications, as per Gil Field's advice, with signs costed at approximately \$750 each.

SECTION 12: TRAIL MANAGEMENT AND MAINTENANCE

12.1 Trails Working Group

The establishment of a Trails Working Group to oversee the implementation of this Plan will help to ensure that it comes to fruition.

As per the original draft, *"the skill sets that would be useful for the group members to have as a whole include:*

- *Administrative skills – expertise and knowledge of government grants, and how to apply for them. General administration skills are also critical.*
- *Business skills – skills to understand and tap into locally based businesses – the capacity to communicate to businesses in ways that garner their support.*
- *Community skills – the skills to motivate community and volunteer efforts.*
- *Engineering skills – the capacity to understand design and construction of all manner of trail infrastructure.*
- *Entrepreneurial skills – a business-like approach to running a trail is critical. Unfortunately, the trail world is full of well-meaning people with little idea of how to run a business.*
- *Environmental/scientific skills – understanding of native flora and fauna and wider environmental issues. The ability to communicate these to a wider audience is desirable.*
- *Governmental skills – the ability to liaise with and understand Government departments and politicians.*
- *Leadership skills – critical to hold the committee/s together, to inspire and motivate, to advocate to a wider audience and to maintain focus on a long term vision.*
- *Users – it is essential that the committee/s understand the needs and requirements of various targeted user groups."*

The original draft states that *"The group should ideally comprise a representative from each of the following:*

- *Chittering Chamber of Commerce*
- *Chittering Landcare Group*
- *Community*
- *Council*
- *Department of Environment and Conservation.*
- *Shire of Chittering staff"*

The original draft suggests that *“roles of the group would include the following tasks overseeing the implementation of this Trails Master Plan.*

- *Actively managing the trails network;*
- *Clarification of management roles and responsibilities for the various trail sections;*
- *Clarification of responsibilities for complaints and communication;*
- *Co-ordinating community involvement in the development of the trails, trails usage and events on the trails;*
- *Co-ordinating regular maintenance of the trails;*
- *Fire management and emergency evacuation procedures;*
- *Group and commercial usage policy and guidelines;*
- *Hazard inspection timetable;*
- *Identification of any outstanding access /egress works for the trail, including disability works;*
- *Long-term control of weeds;*
- *Mapping and brochures – guiding principles;*
- *Marketing and promotion of the Chittering Trails Network (through such activities as developing maps, newsletters and other publications);*
- *Marketing policies;*
- *Monitoring programs;*
- *Ongoing enhancements;*
- *Preparation of a promotional and interpretation management sub-plans, including specifications for signage and suggestions for interpretation along the trail between the townsites;*
- *Preparation of funding applications to external funding sources;*
- *Preparing trail management plans;*
- *Provision of essential services for trail users, such as water points, toilets, rubbish bin, lighting and other desirable trail furniture;*
- *Revegetation policies;*
- *Risk management policy;*
- *Target user groups and user experiences;*
- *Timetable for reviewing and updating the Management Plan;*
- *Trail construction standards;*
- *Trail maintenance plan;*
- *Vermin and feral animal control; and*
- *Water catchment areas guidelines (if appropriate).”*

12.2 Trail Maintenance

As stated in the original draft *“Ongoing trail maintenance is a crucial component of an effective management program – yet it is often neglected until too late. Countless quality trails have literally disappeared because no one planned a maintenance program and no one wanted to fund even essential ongoing repairs. It is therefore essential that funds be set aside in yearly budgets for maintenance of these trails - to ensure user safety and enjoyment, and to minimise liability risks for land managers. Depending on a swathe of conditions – weather, soil types, construction standards, usage patterns and more – trail maintenance can cost up to 10% of total construction costs – or more - every year. This can be a daunting prospect, particularly for cash-strapped Government Departments, Local Governments and not-for-profit community organisations.*

Erosion (caused by weather and unauthorised users), regrowth of vegetation, fallen trees and branches and damage to signage are likely to be the greatest maintenance activities on the trails. The plan needs to include not only the replacement of damaged facilities but also preventative maintenance and the replacement of worn out facilities. Providing these effects are attended to

early, they are largely labour intensive rather than capital expensive. Calamitous events such as fire or flood will naturally generate significant rebuilding activity and consequent costs. These events are generally unmanageable, and should simply be accepted as part of the longer-term reality of a trails program."

12.2.1 Goals of a Trail Maintenance Plan

- Ensure that trail users continue to experience safe and enjoyable conditions;
- Guard against the deterioration of trail infrastructure, thereby maintaining the investment made on behalf of the community;
- Minimise the trail manager's exposure to potential public liability claims arising from incidents which may occur along the trails; and
- Set in place a management process to cover most foreseeable risks.

12.2.2 Trail Maintenance Activities Table

Activity	Frequency
Undertake full inspection of all trails – including signage	Bi-annually, prior to Spring visitor influx and 6 months later
Check and cut-back overhanging or intruding vegetation (not trail surface)	Annually, prior to Spring visitor influx
Sweep or rake debris from trail surfaces, especially at road crossing points	Annually, prior to Spring visitor influx
Check condition of trail surface for erosion or other damage and arrange repairs if necessary; trim off regrowth vegetation	Check for erosion at each inspection. Arrange repairs immediately if acute, or schedule maintenance for six monthly work sessions if not; rake-hoe regrowth vegetation each inspection
Check structural stability of built structures such as bird hides, viewing platforms, boardwalks, interpretive signage, interpretive shelters	Bi-annually
Prepare Hazard Inspection Report for Council	Annually, prior to Spring visitor influx

SECTION 13: RESOURCES AND FUNDING OPPORTUNITIES

13.1 Introduction

As stated in the original draft "Resourcing trail construction and promotion programs can be challenging, as can resourcing ongoing maintenance requirements. It must be recognised that a Trails Master Plan such as this, and the individual projects it contains, are an investment in the future. Well planned and built, well interpreted and appropriately promoted, the trail projects will bring tourists and money into the Shire of Chittering. They will stimulate the creation of jobs, and will significantly assist in the conservation and preservation of heritage (natural and cultural) throughout this area. The trail projects outlined will also benefit local communities in a range of ways already elucidated."

Following is a list of potential current funding sources, it would be imagined that other sources would come to light once investigations progress in earnest.

13.2 Funding Programs

Funding Body / Program Name	\$\$\$ Available	\$\$\$ Required	Closing Date for Next Round
Country ARTS WA -Regional Arts Fund	Up to \$20,000	Not stated.	Closed September 2012 for 2013 projects.
Country Pathways Grants Scheme	No details on site		Closed for 2012.
Indigenous Heritage Programme	\$100,000	\$0	2012-13 closed, watch site for 2013-14.
Lotterywest - Interpretation Grants	Not specified.		Closed July 2012, watch site for 2013.
Regional Development Scheme (RDS) – Wheatbelt Development Commission	No details on site		Closed 2010-2011.
Tourism Quality Projects – TQUAL	\$15,000 to \$100,000	50%	Closed April 2012, watch site for 2013.
Trailswest (Department of Sport and Recreation) – Lotterywest Funding	<\$15,000 >\$15,000- \$100,000	\$0 50%	\$15,000 or less open all year \$15,000 + 15 March 2013

13.3 Other Possible Funding Sources

13.3.1 Chittering Shire Council Contributions

Where matching contributions are required the Shire's annual budget allocation would be utilised along with in-kind contributions.

13.3.2 Corporate Sponsors

As stated in the original draft *"Many large companies have formalised sponsorship programs if benefits can be proven. Essentially any company with an operation within the region could be considered as a potential sponsor."*

13.3.3 Green Corps

As stated in the original draft *"Federally funded "Young Australians for the Environment" program. A 'major project' provides a host partner agency with 10 'trainees' and a supervisor for 14 weeks within a 26 week program. All materials, tools and technical supervision to be provided, as is accommodation and some other basic requirements."*

13.3.4 Work-for-the-Dole

As stated in the original draft *"Schemes to provide meaningful work experience and some training for long-term unemployed. Program generally only supplies 'labour' – host agency responsible for tools, materials, technical supervision etc."*

13.3.5 Volunteers

As stated in the original draft *"Many trails are only built – and then kept alive – by volunteer input. Either establish a specific local 'Trail Volunteers' or 'Friends of...' group, or tap into existing community organisations such as service clubs, progress associations, schools, scouts etc."*

The local Men's Shed has already expressed an interest in assisting with projects related with the trails, for example making and installing brochure boxes.

13.3.6 Conservation Volunteers Australia (CVA)

As stated in the original draft "The Trust provides small crews of volunteers, with a supervisor, to undertake environmental activities. Teams of between five and eight people work for one to two weeks. An administration fee is imposed by CVA. Materials, tools and technical supervision need to be provided by the host agency. CVA have been involved in trails project elsewhere in Australia."

13.3.7 Prison Crews

As stated in the original draft "Crews of minimum security inmates have worked extensively in trail construction in Western Australia in the last ten years. This has proven a hugely beneficial program - to host agencies, to the Ministry of Justice and to the inmates themselves. A prison officer and transport is usually provided, but materials, tools, and technical supervision are required. In addition the Ministry may require host agencies to cover the Ministry's costs (staff etc)."

13.3.8 Department of Environment and Conservation

As previously mentioned the DEC have offered assistance in the following areas;

- trail classification by offering to train Shire staff
- signage by supplying specifications
- promotion by supplying trail note layouts

SECTION 14: WHERE NEXT?

14.1 Presentation to Council

The draft of this Plan to be presented to Council in December 2012, with the recommendation that;

- the Chittering Trails Network Master Plan 2013-2023 be endorsed by Council;
- available sources of matched funding be researched, with the view that the proposed implementation plan be varied in accordance with the most advantageous positions;
- budget consideration be given over the next 10 years for the proposed Council contribution to this Plan.

SECTION 15: ATTACHMENTS

15.1 Trail Inventory

15.2 Maps

15.3 Cost Estimates

15.4 Photographs

15.5 Signage Examples



Chittering Trails Network Master Plan

2013-2023

Trail Inventory

Chittering Trails Network Trail Inventory

Trail Name	Location	User <u>W</u> alk <u>H</u> orse <u>B</u> ike	Land tenure	Trail Manager	1. Brochures / Web 2. Facilities 3. Interpretive Signage 4. Links 5. Road Signage	Condition	Length	Difficulty
Existing Walk, Horse and Bike Trails								
1 Blackboy Ridge Walk Trail	Blackboy Ridge Reserve, Chittering Road	W	Shire Res	Shire	<p>1. Various, including 2 great specific handouts from Landcare, needs a weatherproof brochure box</p> <p>2. Parking / picnic / toilets / lookout (needs upgrade) / views, possible opportunity for a wheelchair friendly trail.</p> <p>3. Nil. Trail markers and interpretive signage required, signage at lookout concerning other tourism destinations in the Shire would be good</p> <p>4. Part of Chittering Valley Tourist Way / near Julimar Strip</p> <p>5. Yes, "toilets" needs to be added and additional signage at Great Northern Highway and Julimar Road intersections</p>	<p>Fair – there are also walking opportunities on fire access breaks, these need to be signed accordingly</p>	1.5km - 45 min return	Narrow; steep in places; 120 steps (more required);

Trail Name	Location	User <u>W</u> <u>H</u> <u>B</u> <u>I</u> <u>K</u> <u>E</u>	Land tenure	Trail Manager	1. Brochures / Web 2. Facilities 3. Interpretive Signage 4. Links 5. Road Signage	Condition	Length	Difficulty
2 Burroloo Well Reserve Trail	Burroloo Well Nature Reserve, Great Northern Highway	W	Nat Res	DEC	<ol style="list-style-type: none"> 1. Various 2. Parking, is an old well on the Reserve that could be 'featured' 3. Nil 4. On main road 5. Nil, currently not in a condition that would warrant advertising 	Trail follows fire break around Reserve, fallen trees make it impassable about halfway around.	800m	Easy
3 Carty Reserve Walk Trail	Great Northern Highway, 8km south of Bindoon	W	Pub Rec	Shire	<ol style="list-style-type: none"> 1. Various, if formalised this could be a good location for a brochure box 2. Has a picnic table, Shire could assist with parking area and "no camping" signs 3. Underway (Landcare), existing Tourism Sign board, needs updating 4. On main road, good for passing travellers 5. Nil – would be good 	There is currently no formal trail at this location	302m (604m return)	Will be easy, flat area
4 Country Club Estate	Fifteen open space corridors throughout the subdivision	W,H	Reserve	Shire	The fifteen 'tracks' each need to be re-assessed. These are more 'local walking opportunities' than trails to be marketed to the general public.	Advice from current walkers is that the 'tracks' are in fairly good condition	Varies	Varies

Trail Name	Location	User <u>W</u> alk <u>H</u> orse <u>B</u> ike	Land tenure	Trail Manager	1. Brochures / Web 2. Facilities 3. Interpretive Signage 4. Links 5. Road Signage	Condition	Length	Difficulty
5 Lake Needonga Walk Trail	Edmonds Place – opposite Clune Park, Bindoon	W, H, B	Nat Res	DEC	<ol style="list-style-type: none"> 1. Various 2. Nil required 3. Both trail ends 4. Links shops to park, close to beginning of Stonehouse Trail 5. Nil – would be good 	Well maintained	620m	Flat, wide; easy
6 Spoonbill Lake Walk	Chittering Heights	W, H	POS	Shire	<ol style="list-style-type: none"> 1. Various 2. Parking, turnaround area, bin, picnic table 3. Nil – would be good 4. Close to Aquila Reserve which has play equipment 5. Shire signage, additional on Highway would be good 	No formal trail; picnic table, lake views; revegetation. Could incorporate firebreak on other side of lake	1,600m return	Easy
7 Stonehouse Trail	Clune Road to Pioneer Road, Bindoon	W, H	Nat Res	DEC	<ol style="list-style-type: none"> 1. Various 2. Nil required due to Clune Park being at the trail head 3. Additional interpretive signage would be good 4. End = Pioneer Rd (no paths), also a link to the Lake Needonga Trail across the lake with a boardwalk to form a loop would be good, could also be extended through to Brockman Centre 5. Nil – would be good 	Excellent	45 min return / wide /	Easy, slight incline to Pioneer Road, steeper if returning via road

Trail Name	Location	User <u>W</u> alk <u>H</u> orse <u>B</u> ike	Land tenure	Trail Manager	1. Brochures / Web 2. Facilities 3. Interpretive Signage 4. Links 5. Road Signage	Condition	Length	Difficulty
8 Udamung Reserve	AKA Hay Flat Reserve	W	Nat Res	DEC	<ol style="list-style-type: none"> 1. Various 2. Nil 3. Interesting vegetation could have signage 4. Close to Great Northern Highway at one end, would be good 'pull-off' area 5. Nil – would be good 	Needs maintenance, no defined trail	To be determined	Easy, slight upward slope
9 Wannamal Heritage Walk Trail	Wannamal townsite	W	Road res; Shire res	Locals	<ol style="list-style-type: none"> 1. Fantastic brochure created by local community 2. Trailhead parking 3. Has trailhead signage and site numbers, but additional posts with directional markers and interpretive signage onsite would enliven the current experience. 4. Is on the route between Bindoon and Moora 5. Nil – would be good 	Excellent, combination of road / tracks	3.2km	Easy, but requires road walking

‘Private’ Trails Open to the Public									
Camino Salvado Pilgrim Trail	Subiaco to New Norcia	W	Various	Various	www.caminosalvado.com/	The Peace Be Still walk trails are maintained by the property owner with cooperation from the DEC. They are all in fairly good to good condition.	145km 6 days	The walks are mainly ‘Moderate’, with some steep hills	
Garden of Gethsemane	Avon Valley National Park Trail and Peace Be Still	W	Private; Nat Park	DEC; Peace Be Still	Peace Be Still handout/map Trailhead parking – yes Directional Markers – yes Interpretive panels – minimal Trailhead signage – yes		20 mins return		
Harry Butler Trail	Avon Valley National Park Trail and Peace Be Still	W	Private; Nat Park	DEC; Peace Be Still	Peace Be Still handout/map Trailhead parking – yes Directional Markers – yes Interpretive panels – minimal Trailhead signage – yes		20 mins return		
Mill Walk	Peace Be Still	W	Private	Peace Be Still	Peace Be Still handout/map Trailhead parking – yes Directional Markers – yes Interpretive panels – minimal Trailhead signage – yes		13.5km		
Out and Back Trail	Avon Valley National Park Trail and Peace Be Still	W	Private; Nat Park	DEC; Peace Be Still	Peace Be Still handout Trailhead parking – yes Directional Markers – yes Interpretive panels – yes Trailhead signage – yes		6.5 km		
Over The Hill	Avon Valley National Park Trail and Peace Be Still	W	Private; Nat Park	DEC; Peace Be Still	Peace Be Still handout/map Trailhead parking – yes Directional Markers – yes Interpretive panels – minimal Trailhead signage – yes		1 hour return		

Ridge Top Circle	Avon Valley National Park Trail and Peace Be Still	W	Private; Nat Park	DEC; Peace Be Still	Peace Be Still handout/map Trailhead parking – yes Directional Markers – yes Interpretive panels – minimal Trailhead signage – yes	3 hours return
River Camp	Avon Valley National Park Trail and Peace Be Still	W	Private; Nat Park	DEC; Peace Be Still	Peace Be Still handout/map Trailhead parking – yes Directional Markers – yes Interpretive panels – minimal Trailhead signage – yes	3 hours return
Special Valley Walk	Peace Be Still	W	Private	Peace Be Still	Peace Be Still handout/map Trailhead parking – yes Directional Markers – yes Interpretive panels – yes Trailhead signage – yes	1 km 20 mins return
Stations of the Cross	Avon Valley National Park Trail and Peace Be Still	W	Private; Nat Park	DEC; Peace Be Still	Peace Be Still handout/map Trailhead parking – yes Directional Markers – yes Interpretive panels – minimal Trailhead signage – yes	1 hour return
To The Park	Avon Valley National Park Trail and Peace Be Still	W	Private; Nat Park	DEC; Peace Be Still	Peace Be Still handout/map Trailhead parking – yes Directional Markers – yes Interpretive panels – minimal Trailhead signage – yes	2 hours return
Valley Views Walk Trail	Avon Valley National Park Peace Be Still	W	Private; Nat Park	DEC; Peace Be Still	Peace Be Still handout/map Trailhead parking – yes Directional Markers – yes Interpretive panels – minimal Trailhead signage – yes	9.8km

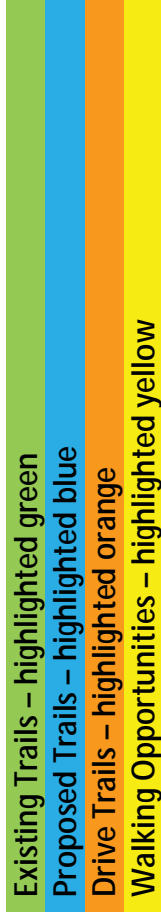
Valley Views 2, also known as Yozzi Road and Kyotmunga Walk Trail	Avon Valley National Park (between Chittering Rd / Chittering Valley Rd – off Yozzi Road) and Peace Be Still	W	Private; Nat Park	DEC; Peace Be Still	Peace Be Still handout Trailhead parking – yes Directional Markers –yes Interpretive panels – yes Trailhead signage – yes *Culvert and bridge installed.	7.1km
Proposed Trails						
'Stonehouse' Boardwalk and Bird Hide	Stonehouse Trail to Lake Needonga Trail. As per Lake Needonga Trail Development Plan				To create a loop walk trail to encourage usage of townsite. Possibly approach WDC / Nationals to assist with funding	
'Brockman' Trail	From Stonehouse Trail to Brockman Centre. As per Lake Needonga Trail Development Plan				To create a link between the Brockman Centre, the townsite and the Country Club Estate. Approximately 10km return.	

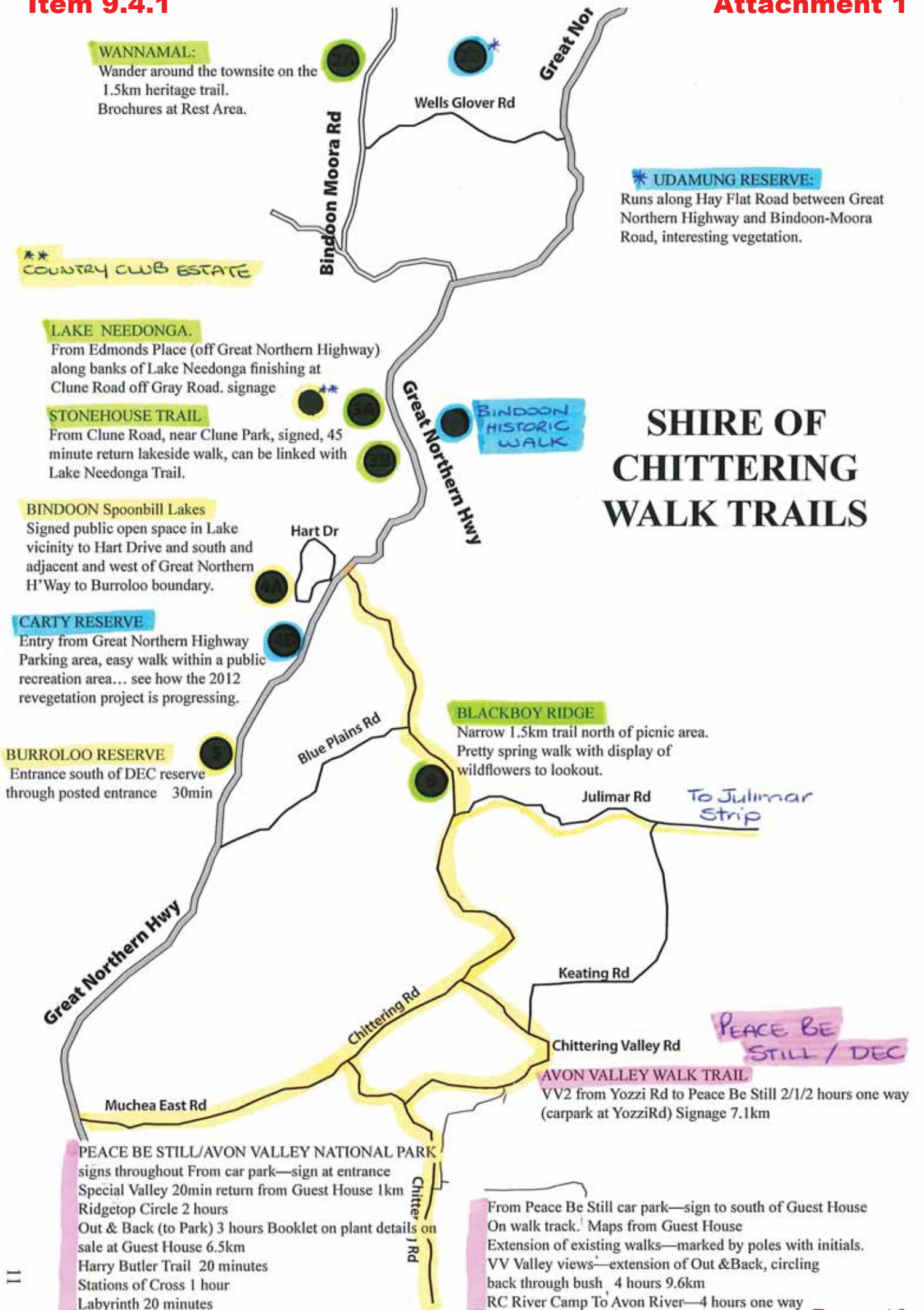


Chittering Trails Network Master Plan

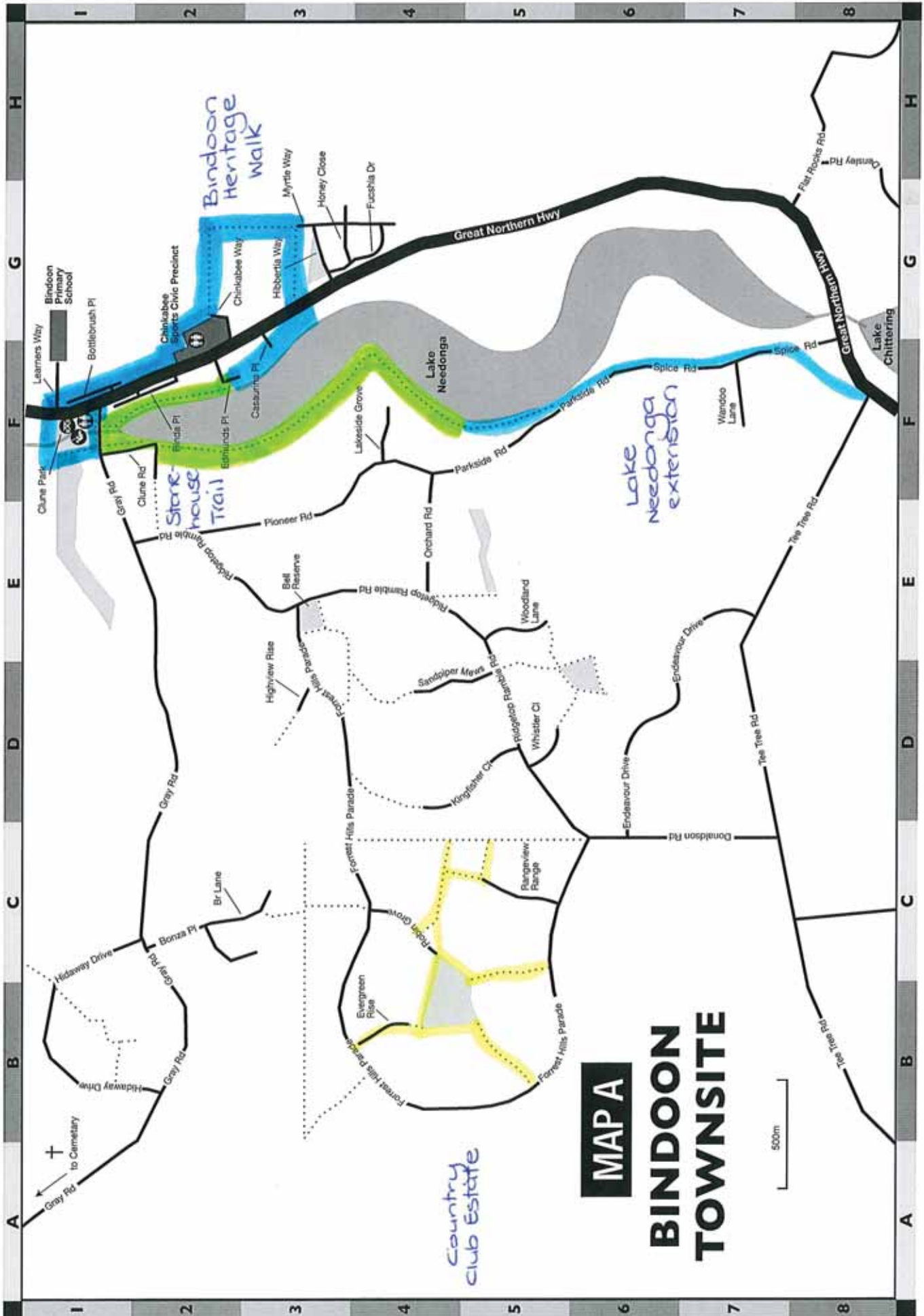
2013-2023

Trail Mapping

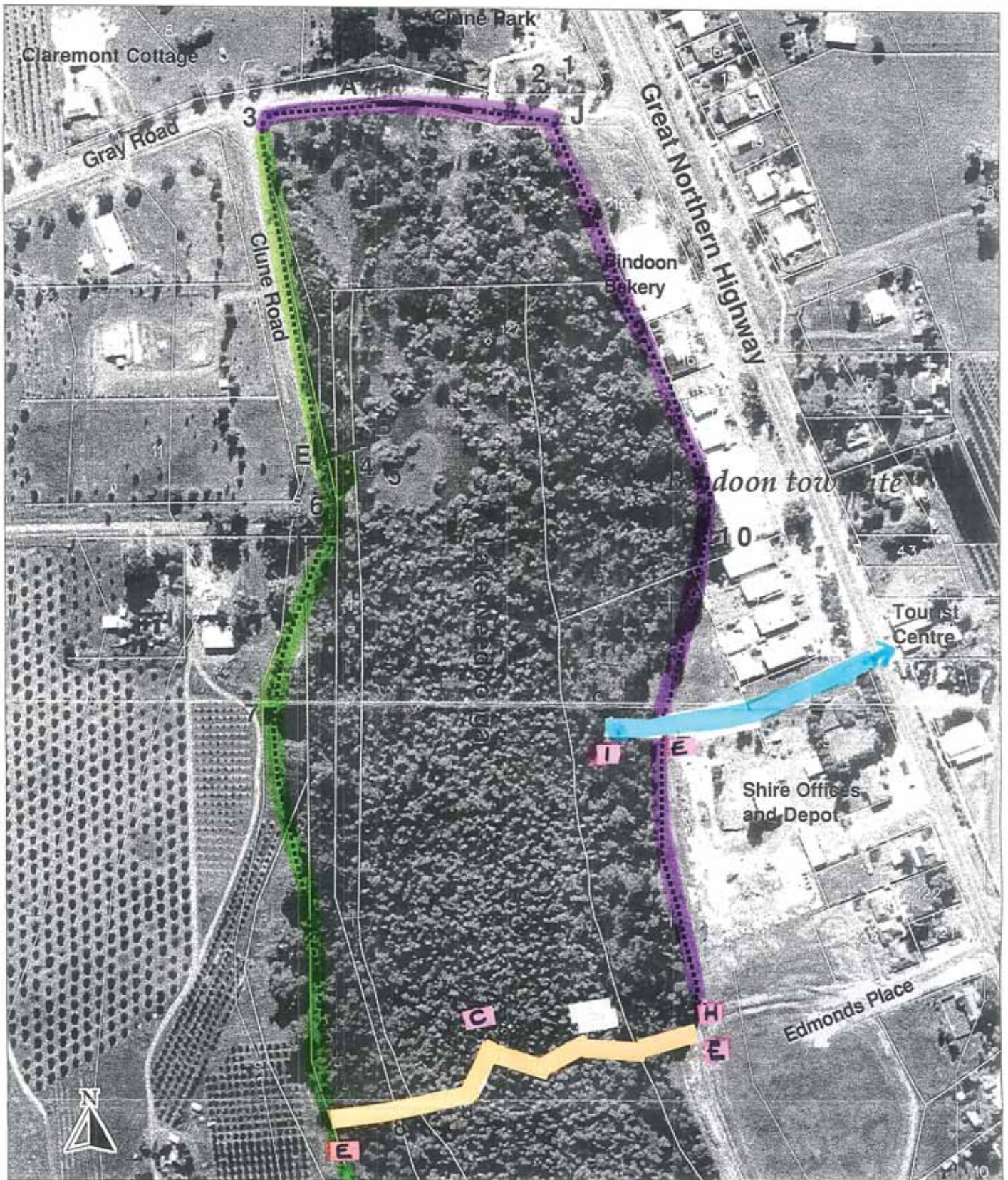




Northern Valleys townsite maps







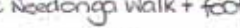

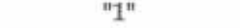

MAP A
BINDOON
TOWNSITE



links to Pioneer Due country Club Estate

← Extend to Brackman Centre
LAKE NEEDOONGA TRAIL DEVELOPMENT PLAN
SHIRE OF CHITTERING

LEGEND

-  Boardwalk - to connect loop
-  3.0 metre trail / firebreak
-  Stonehouse Trail
-  1.8 metre trail
-  Lake Needoonga walk + footpath
-  Linking spur trails
-  "A" Trail infrastructure
-  "1" Interpretive panel



 78 Gardner Street
 Perth WA 6152
 Western Australia

MAHER BRAMPTON ASSOCIATES Recreation Trail Consultants

Providing professional assistance with all aspects of recreation trail planning, construction and management

Tel: (08) 9478 6555
 Fax: (08) 9474 4005
 Email: info@maherbrampton.com.au

 Trail & viewing Platform, link to Townsite / footpath walk

Blackboy Ridge

Legend

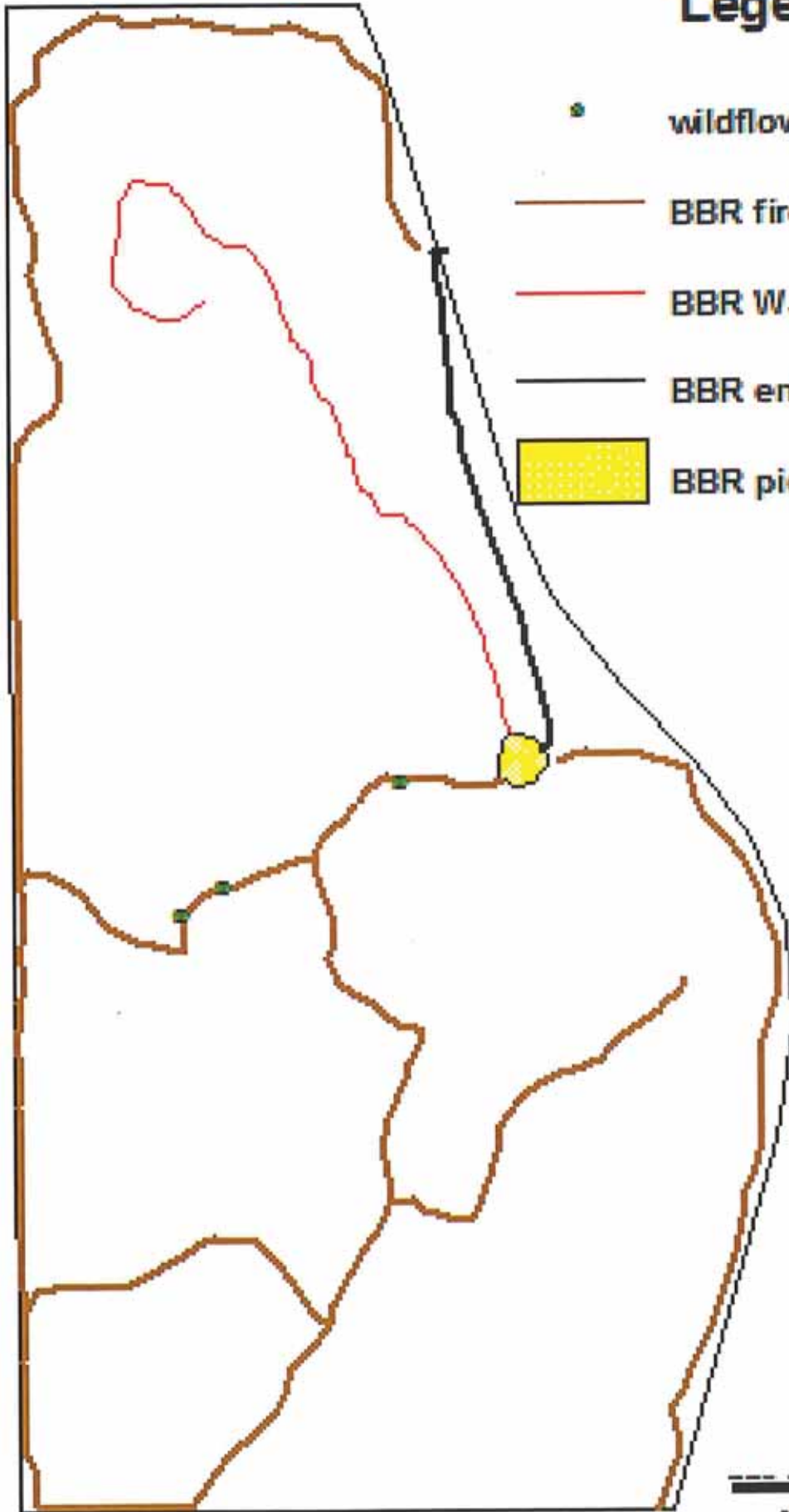
• wildflower stops BBR

— BBR firebreaks

— BBR Walk trail

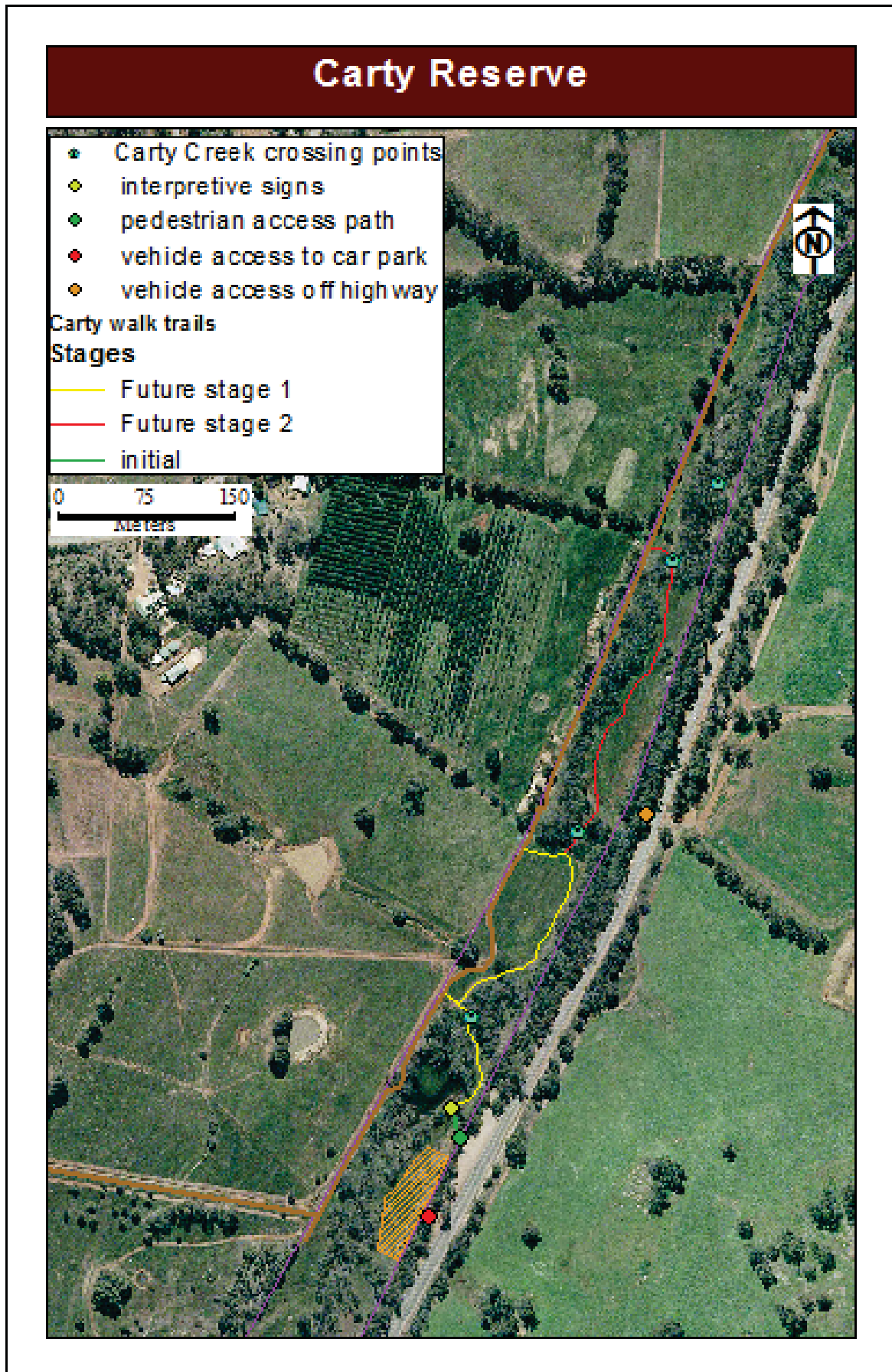
— BBR entry road

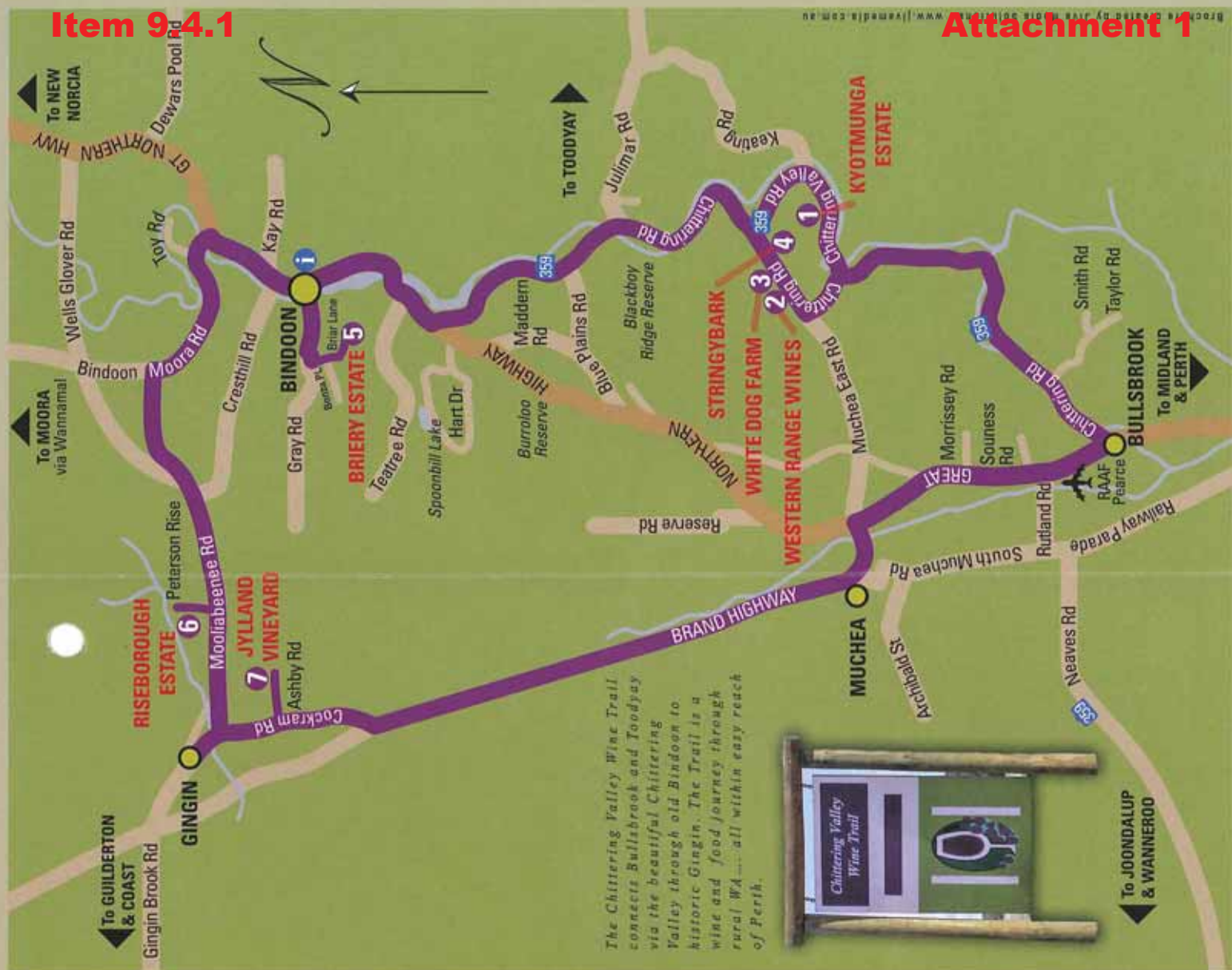
■ BBR picnic area



0 100m

— Distance in meters —





The Chittering Valley Wine Trail connects Bullsbrook and Toodyay via the beautiful Chittering Valley through old Bindoon to historic Gingin. The Trail is a wine and food journey through rural WA... all within easy reach of Perth.

map	REF	winery	description	distance	total
1	6.4 km	Kyotmunga ESTATE	Kyotmunga Estate - Lynette and Trevor Come and enjoy a glass of wine and the beautiful views from our verandah. We also have our own extra virgin olive oil and dukkah for tasting and sale. 287 Chittering Valley Road, Lower Chittering Phone: 08 9571 8001 / 08 9271 4431 Email: info@kyotmunga.com.au Web: www.kyotmunga.com.au	10	71 km
2	0.5 km	WESTERN RANGE WINES LTD	Western Range Wines Premium Western Australian wine producer now exporting globally. Consistent Trophy and Gold Medal winning wines. Free wine tasting and cellar door special offers! 1995 Chittering Rd, Lower Chittering Phone: 08 9571 8800 Email: admin@westernrangewines.com.au Web: www.westernrangewines.com.au	10	
3	0.5 km	white dog farm fine wine	White Dog Farm - Joanne & Peter Cellar Door & Lavory Adult Retreat A boutique vineyard with the signature wine a pale pink sparkling made in traditional champagne style. Producers of estate grown olives and medal winning extra virgin olive oil. 2035 Chittering Road, Lower Chittering Ph: 08 9571 8880 Email: info@white dogfarm.com.au Web: www.white dogfarm.com.au	10	
4	30 km	BRIERY E-S-T-A-T-E	Stringybark Winery & Restaurant - Mary & Bruce Come and enjoy high quality food with medal winning wines in a wonderful setting of vines and native bushland. 2060 Chittering Road, Chittering. Phone: 08 9571 8069 E-Mail: bruce@inet.net.au Web: www.stringybarkwinery.com.au	10	
5	25 km	BRIERY E-S-T-A-T-E	Briery Estate - Christine and Ron This vineyard produces a variety of excellent classic and new style wines. Relax on our lovely old porch verandah, sip your wine & enjoy the view. 37 Briar Lane, Bindoon. Phone: 08 9576 1417 Mobile: 0419 440 540 Email: brwines@inet.net.au Web: www.brieryestatewines.com	10	
6	9 km	RISEBOROUGH	Riseborough Estate Producer of premium West Australian wines. Cellar door in spacious modern winery. Enjoy valley views or picnic under the gum trees. Lot 21 Petersen Rise, Gingin Phone: 08 9575 1211 Email: info@riseborough.com.au Web: www.riseborough.com.au	10	
7	total	Jylland Vineyard	Jylland Vineyard - Ed and Terry Excellent wines, genuine cellar door value, relaxed, casual atmosphere. Epicurean platters. 77 Ashby Rd, Lennard Brook (Gingin) Phone: 08 9575 1442 Email: info@jylland.com.au Web: www.jylland.com.au	10	71 km

Summary of Estimated Project Costs

<u>Details</u>	<u>Amount</u>	<u>Details</u>	<u>Amount</u>
1. Bindoon Townsite Heritage Walk	\$15,090	Project Subtotal	\$100,815
2. Blackboy Ridge Enhancement	\$28,965	Signage	\$25,000
3. Carty Reserve Walk Trail	\$12,620	Marketing	\$25,000
4. <i>Lake Needonga Project</i>	<i>\$238,194</i>	Drive Trails	\$25,000
5. Marketing and Promotion (Plan)	\$940	Total	\$175,815
6. Mountain Bike Trail/Park (Plan)	\$20,900	Rounded up	\$200,000
7. Wannamal Trail Enhancement	\$22,300	Annual allocation	\$20,000

Implementation Plan

<u>Year</u>	<u>Budget</u>	<u>Spend</u>	<u>Balance</u>	<u>Project/s</u>
One - 2013/14	\$20,000	\$16,030	\$3,970	1 & 5
Two - 2014/15	\$20,000	\$12,620	\$11,350	3
Three - 2015/16	\$20,000	\$22,300	\$9,050	7
Four - 2016/17	\$20,000	\$28,965	\$85	2
Five - 2017/18	\$20,000	\$20,900	-\$815	6
Six - 2018/19	\$20,000	\$15,000	\$4,185	Undertake Signage, Marketing and Drive Trails
Seven - 2019/20	\$20,000	\$20,000	\$4,185	
Eight - 2020/21	\$20,000	\$20,000	\$4,185	
Nine - 2021/22	\$20,000	\$20,000	\$4,185	
Ten - 2022/23	\$20,000		\$24,185	



Chittering Trails Network Master Plan 2013-2023

Cost Estimates

1) Design and Develop the Bindoon Townsite Heritage Trail	Costs
Graphics preparation - photos and drawings (estimate only)	\$1,500
Directional signage (allow for 4 signs)	\$2,000
Road crossing warning signage (allow for 4 signs)	\$2,000
Trailhead signage (allow for 1 sign)	\$1,500
Interpretive panels (allow for 10 panels)	\$7,500
Walk trail markers (allow for 10 posts with markers)	\$250
Printing of "Chit-Chat" (estimate 1000)	\$340
Total to Design and Develop the Bindoon Townsite Heritage Trail	\$15,090
<i>Plus in-kind costs</i>	<i>\$8,310</i>
<i>EDO to research possible interpretive site locations using local history books, the Municipal Inventory and State Heritage Register, to prepare suggested trail route</i>	<i>\$1,560</i>
<i>EDO to undertake Level 2 Community Engagement requesting comment / additional information regarding site suggestions (within bounded area).</i>	<i>\$750</i>
<i>EDO to finalise trail route, including consideration of submissions</i>	<i>\$520</i>
<i>EDO and Planning to prepare a Trail Development Plan, including map, sign locations and sign designs / interpretive information</i>	<i>\$2,680</i>
<i>Trail classification (DEC training, Shire staff time)</i>	<i>\$520</i>
<i>EDO in-house preparation of "Chit-Chat #**" (Chittering Trail Note #**)</i>	<i>\$520</i>
<i>Installation of all signage (2 Staff for 2 days)</i>	<i>\$1,760</i>

2) Enhance the Blackboy Ridge Walk Trail	Costs
Graphics preparation - photos and drawings (estimate only)	\$1,000
Directional signage (allow for 4 signs)	\$2,000
Trailhead signage (allow for 1 sign)	\$1,500
Interpretive panels (allow for 5 panels)	\$3,750
Seating (allow for 2 on way up trail)	\$2,000
Walk trail markers (allow for 15 posts with markers)	\$375
Lookout signage (allow for 1 sign)	\$1,500
Trail enhancement @ \$7 per metre (1,500m)	\$10,500
Lookout enhancement, with 2 x seat and new rails, plus trailhead style signage	\$6,000
Printing of "Chit-Chat" (estimate 1000)	\$340
Total to Enhance the Blackboy Ridge Walk Trail	\$28,965
<i>Plus in-kind costs</i>	<i>\$4,590</i>
<i>EDO to prepare suggested Enhancement Plan for comment</i>	<i>\$520</i>
<i>EDO to undertake Level 2 Community Engagement (as per Shire Plan) with the "Friends of" group and Chittering Landcare as the focus</i>	<i>\$750</i>
<i>EDO to finalise Enhancement Plan, including consideration of submissions</i>	<i>\$520</i>
<i>EDO in-house preparation of "Chit-Chat #**" (Chittering Trail Note #**)</i>	<i>\$520</i>
<i>Trail classification (DEC training, Shire staff time)</i>	<i>\$520</i>
<i>Installation of all signage (2 Staff for 2 days)</i>	<i>\$1,760</i>

3) Complete the Carty Reserve Walk Trail	Costs
Car Park and Picnic Ground Plan prepared by Chittering Landcare	\$0
Pathway connecting car park area with interpretive signage area	\$0
Reserve revegetation planting (with grassed area left as requested by residents, allowing for trail and emergency vehicle access)	\$0
Trail construction, as per design, along existing fire break (302m)	\$4,530
Walk trail markers (allow for 30 posts with markers)	\$750
Directional signage (allow for 2 signs)	\$1,000
Trailhead interpretive signage underway by Landcare	\$0
Update to existing Information Board in liaison with Chittering Tourist Association	\$6,000
Printing of "Chit-Chat" (estimate 1000)	\$340
Total to Complete the Carty Reserve Walk Trail	\$12,620
<i>Plus in-kind costs</i>	\$1,920
<i>EDO in-house preparation of "Chit-Chat #**" (Chittering Trail Note #**) in liaison with Chittering Landcare</i>	\$520
<i>Trail classification (DEC training, Shire staff time)</i>	\$520
<i>Installation of all new signage (2 Staff for 1 day)</i>	\$880

4) Link Lake Needonga Trail to Stonehouse Walk with a Boardwalk	Costs
Consultant fieldwork (allow 3 days)	\$3,300
Consultant preparation of detailed trail upgrading report and mapping (allow 3 days)	\$3,300
Consultant liaison and proposal writing (Section 13 application) (allow 3 days)	\$3,300
Construction of 1.5m wide boardwalk (allow 170 metres @ \$1,085 per m)	\$184,450
Construction of viewing platforms (allow for 2)	\$21,654
Landcare research and preparation of interpretive panel wording (allow 2 days)	\$1,100
Graphics preparation - photos and drawings (estimate only)	\$1,500
Directional signage (allow for 2 signs)	\$1,000
Road crossing warning signage (allow for 2 signs)	\$1,000
Trailhead signage (allow for 1 sign)	\$1,500
Interpretive panels (allow for 20 panels, on boardwalk and along existing walks)	\$15,000
Walk trail markers (allow for 30 posts with markers)	\$750
Printing of "Chit-Chat" (estimate 1000)	\$340
Total to Link Lake Needonga Trail to Stonehouse Walk with a Boardwalk	\$238,194
<i>Plus in-kind costs</i>	<i>\$13,840</i>
<i>EDO to prepare suggested Completion Plan for comment</i>	<i>\$1,040</i>
<i>EDO to undertake Level 3 Community Engagement (as per Shire Plan) with the Chittering Landcare, DEC and DIA as the focus</i>	<i>\$2,000</i>
<i>EDO in-house preparation of "Chit-Chat #**" (Chittering Trail Note #**)</i>	<i>\$520</i>
EMTS project management	\$8,000
Trail classification (DEC training, Shire staff time)	\$520
Installation of all signage (2 Staff for 2 days)	\$1,760

5) Undertake Marketing Audit and Prepare Plan (in-house)	Costs
Printing of "Chit-Chat" cover folders (estimate 1000)	\$940
Total to Undertake Marketing Audit and Prepare Plan (in-house)	\$940
<i>Plus in-kind costs</i>	<i>\$6,730</i>
<i>EDO to undertake existing signage audit</i>	<i>\$1,040</i>
<i>EDO to undertake existing publication audit</i>	<i>\$520</i>
<i>EDO to liaise with CCPAC re Sculpture Trail for incorporation within Trails Network Marketing Plan</i>	<i>\$1,040</i>
<i>EDO to prepare report to Discover Golden Horizons Committee re future plans and for incorporation within Trails Network Marketing Plan</i>	<i>\$260</i>
<i>EDO to liaise with Wine Trail Association regarding future plans for Chittering Valley Wine Trail - for incorporation within Trails Network Marketing Plan</i>	<i>\$520</i>
<i>EDO to prepare proposed Trails Network Marketing Plan for discussion and comment</i>	<i>\$1,040</i>
<i>EDO to undertake Level 2 Community Engagement (as per Shire Plan), with a focus on Peace Be Still, the Wannamal Community, the Chittering Tourist Association, Landcare, Northern Valleys News and the Northern Valleys Directory.</i>	<i>\$750</i>
<i>EDO to finalise Trails Network Marketing Plan for presentation to Council</i>	<i>\$1,040</i>
<i>EDO InDesign preparation of "Chit-Chat" (Chittering Trail Note) template</i>	<i>\$520</i>

6) Consultant to Prepare Mountain Bike Trail Feasibility Plan	Costs
Consultant consultation (with Shire and adjoining local government staff, local groups, DEC, other stakeholders; etc) (allow 2 days)	\$2,200
Consultant fieldwork to ascertain possible trail routes; construction and signage requirements (allow 10 days)	\$11,000
Consultant preparation of Trail Feasibility Plan (including mapping) (allow 5 days)	\$7,700
Total for Consultant to Prepare Mountain Bike Trail Feasibility Plan	\$20,900

7) Enhance the Wannamal Heritage Trail	Costs
Graphics preparation - photos and drawings (estimate only)	\$1,040
Directional signage (allow for 4 signs)	\$2,000
Road crossing signage (allow for 4 signs)	\$2,000
Interpretive panels (allow for 20 panels)	\$15,000
Walk trail markers (allow for 30 posts with markers)	\$750
Walk trail markers (allow for 10 markers affixed to trees)	\$150
Printing of "Chit-Chat" (estimate 2000, 2 pages)	\$1,360
Total to Enhance the Wannamal Heritage Trail	\$22,300
<i>Plus in-kind costs</i>	<i>\$5,375</i>
<i>EDO to prepare suggested Enhancement Plan for comment</i>	<i>\$520</i>
<i>EDO to undertake Level 2 Community Engagement (as per Shire Plan) with the Wannamal Community and Chittering Landcare as the focus</i>	<i>\$750</i>
<i>EDO to finalise Enhancement Plan, including consideration of submissions</i>	<i>\$520</i>
<i>EDO in-house preparation of multiple page "Chit-Chat #**" (Chittering Trail Note #**) in liaison with the Wannamal Community based on existing brochure</i>	<i>\$1,040</i>
<i>Trail classification (DEC training, Shire staff time)</i>	<i>\$235</i>
<i>Installation of all signage (2 Staff for 2 days)</i>	<i>\$1,760</i>
<i>Community research and preparation of interpretive panel wording (allow 2 days)</i>	<i>\$550</i>



Chittering Trails Network Master Plan

2013-2023

Trail Photographs



Blackboy Ridge – Trail Head

Blackboy Ridge Walk Trail



Blackboy Ridge – Fire Break

Blackboy Ridge Walk Trail – Southern Track



Lake Needonga

Peace Be Still



Stonehouse Walk

Udumung Reserve



Wannamal Heritage Trail



Chittering Trails Network Master Plan

2013-2023

Trail Signage

Proposed Advisory Walking Signage



Level 1



Level 2



Level 3



Level 4



Level 5



Trail Head Example



Interpretive Example

Existing Signage



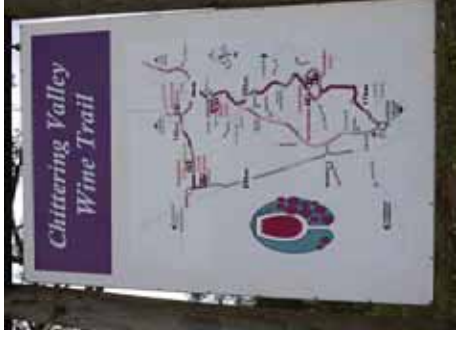
Black Boy Ridge Directional



Visitor Signage, various locations



Chittering Valley Tourist Way 'Drive Trail'



Chittering Valley Wine Trail



**Communication Plan
2012**

DRAFT

Endorsed by Council <date>

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What Is Communication

com-mu-ni-ca-tion (*www.google.com.au*)

1. The imparting or exchanging of information or news.
2. A letter or message containing such information or news.

Background

The need for a Communication Plan was identified in the Shire of Chittering Community Strategic Plan 2012 – 2022 (*Hardcastle, 2012*).

Role of the Plan

To guide internal and external stakeholders (see target audience below) on the style and manner in which the Shire will communicate with them.

Target Audience

Internal

Councillors – seven (7) elected members of Council: to enable informed decision making.

Staff – all employees, volunteers and contractors: to build a competent and confident team.

External

Chittering Community – people living in the Shire of Chittering; to answer enquiries and disseminate information regarding the Shire, including but not limited to, events, issues, plans, projects and services.

Community Organisations – local community groups, sports clubs, churches etc; to build a positive relationship, offer support for activities and access to Shire facilities.

Local Businesses – established businesses including farming and home-based throughout the Shire: to answer enquiries and disseminate information regarding the Shire, especially future plans, business promotion opportunities and events.

Local Media – Advocate Community, Northern Valleys News; to update readers on what is happening in the Shire of Chittering.

Ministers and Politicians – State and Federal politicians and ministers; local State government representatives: to build a positive relationship, so they are aware of the Shire's needs and celebrate the Shire's achievements.

Neighbouring Residents – people living in Gingin, Swan, Toodyay and Victoria Plains; to answer enquiries and disseminate information regarding the Shire as required.

Service Providers (to the Shire) – to create a supportive business relationship.

Visitors – tourists and people who drive through the Shire; to answer enquiries and disseminate information regarding the Shire, especially regarding events, facilities and opportunities. This includes the attraction of visitors to our Shire.

Record Keeping

It is noted that there is a requirement for all Local Government information to be recorded. This aspect of communication is covered through the Shire of Chittering Records Management Plan 2009. This plan is reviewed every five years.

Communication Channels (Current)				
Medium	Description	Frequency	Internal	External
Club Collections Electronic Newsletter	Club development newsletter, including upcoming funding and events	Quarterly		X
Community Engagement	As per the Shire of Chittering Community Engagement Plan 2012	As req.	X	X
Council Information Bulletin	Update on events, issues, plans, projects and service initiatives, both local and regional	Monthly	X	
Documents and Reports	Significant documents such as; Strategic Plan, Annual Report, Annual Budget	As required	X	X
Email	As per individual Officer	As req.	X	X
Interviews: Shire President and CEO	About upcoming events, issues, plans, projects and service initiatives	Upon request		X
Mail outs	Rates information brochure	Annual		X
	As set out by Local Law / legislation	As req.		
Notice Board/s	Shire Office	As req.		X
Public Events	As advertised	As req.	X	X
Shire Information Packs	For new residents	As req.		X
Shire Newsletter Chatter @ Chittering	Council and Shire news / advertising	Monthly		X
Signage	Shire and locality welcome signs, street signs, building signs, informational signs	Where required		X
SMS Messaging	Harvest Ban and Fire Weather information	As req.		X
Staff Meetings	Held following Council meetings	Monthly	X	
Website	www.chittering.wa.gov.au , an up-to-date source of information on Shire events, issues, plans, projects and services	As req.		X

Key Messages		
Objective	Target Audience	Key Message
Improved customer satisfaction	Chittering Community, Service Providers, Local Businesses,	<i>"How can Chittering help you?"</i>
Increased awareness of events, issues, plans, projects and services.	Chittering Community, Local Businesses, Neighbouring Residents, Visitors, Local Media	<i>"There's more to Chittering than you think"</i>
Image and identity creation "positioning"	Chittering Community, Neighbouring Residents, Visitors, Local Media, Ministers and Politicians, Community Organisations	<i>"Chittering listens, plans and delivers on strategic and community objectives"</i>
Equip Councillors, Staff and Volunteers	Councillors, Staff, Volunteers	<i>"Our Councillors, Volunteers and Staff are Chittering's ambassadors"</i>

Communication Action Plan				
Item	Action	Deadline	Officer	Contributors
Club Collections Electronic Newsletter	Continue: no additional action.	Quarterly	CDO	Community
Communication Plan	Bi-Annual Review.	Dec-14	MHR	Councillors Executive Staff
Council Information Bulletin	Continue: no additional action.	Monthly	ESO	Executive Selected Officers
Documents & Reports	Continue: no additional action.	As required	Various	Various
Email	Establish an up-to-date email list for; groups, media, subscribed individuals, neighbouring Shires.	Mar-13	EDO/SO	Community
Interviews	Share events, issues, plans, projects and services.	As invited	SP/CEO	Local / state media
Mail outs	Continue: no additional action.	As required	Various	Various
Media Releases	Share events, issues, plans, projects and services.	As suitable	EDO	Executive
Notice Board/s	Shire: monitor for accuracy.	Monthly	ESO	Community Staff
Public Events	Establish an Annual Calendar for planning and promotion.	Dec-12	CDO / EDO	Councillors Executive Staff Community
	Update and display (website, notice board, Visitor Centre...)	Monthly		
Shire Brochures	To explain Shire services.	Jun-13	Various	Various
Shire Information Packs	Continue: continually update and review content.	As required	CSO-R	Executive
Shire Newsletter Chatter @ Chittering	Increase availability through electronic "eChatter".	Jan-13	ESO / EDO	Councillors Executive Managers Staff
Signage	Update and rebrand as funds become available, and as part of relevant projects.	As possible	Relevant Project Officer	Executive Staff
SMS Messaging	Continue: no additional action.	As required	CESM	DFES
Social Media	Investigate creation of a Facebook page for promotion and information dissemination.	Jan-13	EDO	To be decided
Staff Meetings	Continue: no additional action.	Monthly	CEO	Staff

Surveys	Solicit community input into proposed events, issues, plans, projects and services, through eChatter and online survey tools.	As required	MHR / EDO / CDO	Executive
Website	Review site content and accessibility, update site map accordingly.	Mar-13	ESO / EDO / SO	Community Executive Staff
	Monitor for accuracy, update accordingly.	Ongoing		

<u>Measurement</u>			
Method	Target	Deadline	Officer
Bi-Annual Review	Monitor that deadlines have been met; and update Plan to go forward.	Dec-14	MHR / EDO
Bi-Annual Community Survey	Monitor Community attitudes and satisfaction on a broad range of issues to assist Council in planning for future development and activities, including customer service and communication activities.	Dec-14	MHR / EDO

DRAFT

Style Guide

Disability and Access Inclusion

With reference to Shire of Chittering Disability Access and Inclusion Plan 2012 – 2017 – “State Access Guidelines” the following will be observed wherever possible.

It is recommended that printed information:

- is made clear and easy to understand through the use of plain English, short sentences, clear headings, no jargon and through the use of pictures or diagrams where appropriate;
- is made clear and easy to read by using a minimum font size of 12 point, and where possible 14 point or larger on brochures and advertising. The use of photocopiers for enlarging text may be an acceptable solution in some situations, however reformatting is preferred to photocopying as this can result in unwieldy A3 sheets, truncated copy and copies of poor quality;
- is produced in a plain and, where possible, sans serif font such as Arial, Helvetica (MS Sans Serif) or Univers;
- left aligns text;
- presents text that is uncluttered with an absence of background graphics, patterns and watermarks behind the text;
- uses text of a dark colour that significantly contrasts with the background;
- displays important information in bold and larger print;
- avoids using upper case only, as this is more difficult to read;
- avoids underlining;
- uses a minimum of italics and hyphenation;
- avoids combining red and green colours in lettering, as this provides poor contrast and is difficult for people who are colour blind to read; and
- is printed on matt, non-reflective paper.

Corporate Branding

All means by which people can come into contact with the Shire of Chittering need to be uniform, positive and immediately recognisable. These “touch points” include;

- advertising, including informational flyers / brochures / posters;
- conversations with Councillors, Staff and Volunteers;
- logo, wherever displayed;
- packaging;
- services, especially but not limited to customer service;
- signage; and
- stationery.

Logo

Please refer to Page 3 of the Style Guide (Attachment 1), page 4 of the Guide provides an explanation of the colour choices.

When ‘standalone’ the logo should be one colour on a solid background, with purple on white or white on purple preferred to black on white or white on black.

When placed with other logos there should be a 5mm exclusion zone and the logo should not be condensed or stretched during resizing.

The colours should be used proportionately, as in the 'stripe' – one third purple, one third orange, two ninths blue, one ninth green.

Colour Breakdowns for our Corporate Palette

Please refer to Page 5 of the Style Guide (Attachment 1).

Stationary and Official Typeface

Please refer to Pages 7 to 9 of the Style Guide (Attachment 1).

Image Library

- Shire Logo's are located at F:\Templates\Logo.
- Logo's for other organisations are located, and should be saved, at F:\Templates\Logo\Other Logos.
- Generic pictures to be used for general promotional purposes are located, and should be saved, at F:\Templates\Logo\Generic Pictures.
- Photo's are located, and should be saved, preferably under an existing folder, at I:\.

Attachments

Attachment 1 - Style Guide

The attached Style Guide outlines the use of the Shire logo, the acceptable colour palette, brand use, typography and templates.

Attachment 2 - Examples

Templates for the following examples can be located at F:\Templates.

- Letter Layout
- Facsimile
- Memo
- Media Release
- Email Signature

The library of templates will be expanded to include;

- eNewsletter Sign Up
- Informational Fact Sheets
- Public Notices
- Reports
- Shire Information Pack (contents)
- Works Request Form

Style Guide



Introduction

With Council's endorsement the Chittering Community Planning Advisory Committee (CPAC) ran a Logo competition in the first half of the 2011/2012 financial year.

A number of submissions were received and at the 8 December 2011 CPAC meeting the Committee considered all submissions and determined the entry by Brett Walton as the successful winner.

The winner, Mr Brett Walton, advised that the colours on the wings of the bird represent:

- Orange - agriculture of Chittering
- Purple - vineyards and grapes
- Green - environment / biodiversity of the Shire

It was also suggested that the 'feet or tt' in Chittering could represent the people and the two river systems of the Shire.

Winning Design:



Shire of Chittering Logo



The arrangement of colours provides a simple interpretation of the colours for the future:

- Bird always presented in orange with the exception of the bottom two feathers which are green.
- Feet/tt presented in cyan (light blue)
- Shire of Chittering presented in dark purple.

The primary colours within the logo will be the dark purple and orange, representing the grape (wine) and orange industries in the region. The logo has equal use of these colours to positively engage associated communities and give equal representation to them both through the colour of the logo.

Secondary to the purple and the orange, is the use of the light blue and green, representing the local environment of green hills and tress and the light blue waters of the rivers running though the region.

All colours on various items will be displayed proportionately (refer to stripe on the bottom of the letterhead.)

For single colour logo use, the purple is preferred to the black and white option.

Shire of Chittering Colour Palette

The corporate logo has four main colours as well as standard black.

Orange and purple should be used as the 'hero' colours throughout the identity. The blue and green can be used as optional colours if and when appropriate.

In order to maintain consistency in colouring, each CMYK breakdown has been provided to enable staff to create colours individually, using colour swatch palettes in any creative design application.

For colour matching in word processing programs such as Windows Word, an RGB breakdown is also included, however where possible CMYK colours are preferred.

Colour hues should not be varied or changed in any way from the standards shown and watermarked versions of the colours should not be used.

CMYK and RGB are industry standards colour models. They refer to the percentage of base colours that comprise each colour hue.

C – Cyan

R – Red

M – Magenta

G – Green

Y – Yellow

B – Blue

K – Black

Purple

Spot colour:

Pantone 2627C

Process colour (CMYK):

80% cyan, 100% magenta, 30% black

RGB:

Red: 73, Green: 23, Blue: 109

Orange

Spot colour:

Pantone Orange 021C

Process colour (CMYK):

50% magenta, 100% yellow

RGB:

Red: 247, Green: 142, Blue: 30

Green

Spot colour:

Pantone 369C

Process colour (CMYK):

60% cyan, 100% yellow

RGB:

Red: 114, Green: 191, Blue: 68

Blue

Spot colour:

Pantone Process blue C

Process colour (CMYK):

100% cyan, 10% magenta

RGB:

Red: 0, Green: 161, Blue: 228

Brand Use

Where the logo is in one colour only (example: shire envelopes) the purple colour is preferred (as this is the more conservative colour) and black or white may also be used dependent on the situation (example: uniforms)

The report/document covers and backs will use all four colours striped on the back and different options available for the front.

Orange covers being used for all public/ external documents as it is more warm and friendly. Each department will be allocated a colour for all internal documents:

Technical Services - Blue
Regulatory Services - Green
Corporate Services - Purple

This can be applied throughout other business in the shire over time, for example advertising, website etc. to give an identity to each department.

Logo's

The Shire of Chittering Logo's should be used as follows:

- Final logo CMYK for all print job's
- Final Logo RGB use when displayed on screen, e.g. website
- Final logo .pdf when requested.

Production

Due to the use of four colours in the overall visual identity all print files have been set up in CMYK. To ensure colour matching across all media print production for all files should be undertaken in the same print run. For subsequent print jobs the printer MUST be provided with an example from the original print stock so he can calibrate his machines to ensure same colour output. Failure to do this will result in different shades and hues of the colours each time it is printed.

Business Card Printing

To ensure ultimate quality in the look and feel of the cards it is recommend a matt laminate finish which will also avoid scuffing.

Stripe

The four colour stripe is provided as a JPEG picture for use along the bottom of documents only, to keep in line with the brand and match the Shire of Chittering stationery.

Typography

The official corporate typeface for the Shire of Chittering is Calibri. This font is recommended for general printed material.

All text must be legible, so for large blocks of copy (such as brochures and inserts) no text should be less than 10pt. As a rule, 11pt should be used in most instances but where needed, 10pt can be used.

Calibri Regular, 11pt type
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Headings and subheadings:
Calibri Bold and Calibri Bold Italic

Council agendas and Minutes are the exception to this rule using Arial font. All other formats as above are applicable.

Letterhead

All Shire of Chittering letters and mailings must be printed on Shire of Chittering letterhead stock. The letterheads are pre-printed and stored in the store room.

The letterhead template can be found at:and on Synergy templates...

All external letters and correspondence are to be formatted as follows:

- Font: 11 point, Calibri
- Margins (normal):
 - Top 3 cm
 - Bottom 3 cm
 - Right 3 cm
 - Left 3 cm
- Paragraph settings: Single line spacing and justified

An example letter and letter format is attached for your reference.

Facsimile and Memos will also be printed on the letterhead paper. An example and format is attached for your reference.



Email Signatures

All shire staff and Councillors should have an appropriate email signature to be used on all outgoing emails. The correct format for signatures is shown below. Email signatures should not vary from the example below in colour, text, size or format. Staff can use their preferred names, nicknames are not acceptable.

The specifications for the employee contact details are as follows:

Employee Name:

Size: 11pt Calibri Bold, Colour: Black

Title abbreviations can be included if you wish following your name and the same font, size and colour.

Title

Size: 11pt Calibri Bold, Colour Purple (73% Red, 23% Green, 109% Blue)

Insert Picture provided with Shire of Chittering contact information


Insert Think before you print picture

Disclaimer:


Size: 8pt Calibri, Colour Black, Justified

Example

Danica Kay
Executive Support Officer



6177 Great Northern Highway PO Box 70 Bindoon WA 6502
T: 08 9576 4600 F: 08 9576 1250 E: chatter@chittering.wa.gov.au
www.chittering.wa.gov.au

 Think before you print

DISCLAIMER: This email, including any attachments, is intended only for use by the addressee(s) and may contain confidential and/or personal information and may also be the subject of legal privilege. Any personal information contained in this email is not to be used for any purpose other than the purpose for which you have received it. If you are not the intended recipient, you must not disclose or use the information contained in it. This organisation accepts no liability for any direct or indirect damage or loss resulting from the use of any attachments to this email.

Business Cards

Business Card templates are provided to the printer who updates the information on them when required. Layout and text size and style should not be altered from the template. Staff can use their preferred names, nicknames are not acceptable. Title abbreviations can be included if you wish following your name and the same font, size and colour.



Notes

Titles are used prior to names,

- Eg Executive Director, Schools, Ms Lorraine Scott
 District Director, Mr Steffan Silcox
 your son, Benjamin, was involved
 the principal, Mr Lowe,

Hyphens

Should be used in the following cases;
 pre-primary, as in, for example, ...pre-primary education...
 multi-age, as in, for example, ...multi-age grouping...
 decision-making, where it is used as an adjective, for example, ...school decision-making groups...
 numbers expressed in words, for example, ...twenty-two...

Hyphens should not be used in the following cases;
 Decision making, where it is used as a noun
 Cooperate
 Coordinate

Apostrophes

Apostrophes should not be used when abbreviating expressions such as;
 Equivalent full teaching areas (EFTAs)
 Full-time teaching equivalents (FTEs)

They should also not be used when referring to a number of years. For Example;
during the 1980s schools became....

If however, the above are used in possessive sense, then an apostrophe should be used. For Example;
in the 1980s' major events were....

Government or government

When referring to a specific entity the upper case should be used. For Example;
 the Western Australian Government
 the Commonwealth Government
 the State Government
 the Government

When the word is used as an adjective the lower case should be used. For Example;
 government schools
 non-government schools

Please use a comma to separate the name of the day and date. For example:
 Monday, 25 July 2006.



6177 Great Northern Highway
PO Box 70 Bindoon WA 6502
T: 08 9576 4600 F: 08 9576 1250
E: chatter@chittering.wa.gov.au
www.chittering.wa.gov.au

Office hours: Monday to Friday
8.30am - 4.30pm

Example Only

Our Ref: 18/34: 01232437
Your Ref:
Enquiries to: *Gary Tuffin, Chief Executive Officer*

1 November 2012

Mr Fred House
1 Street Road
BINDOON WA 6502

Dear Mr House

Subject Line

The body of the letter

If you require further information please contact Name, position, by email on email or telephone 9576 4600.

Yours faithfully

Gary Tuffin
Chief Executive Officer

Enc:
CC:



ABN 48 445 752 800
6177 Great Northern Highway
PO Box 70 Bindoon WA 6502
T: 08 9576 4600 F: 08 9576 1250
E: chatter@chittering.wa.gov.au
www.chittering.wa.gov.au

Our Ref: 18/34: O1232437 (file number and record number, 8pt)
 Your Ref:
 Enquiries to: *Gary Tuffin, Chief Executive Officer* (full name and position title, bold and italic, 8pt)
 }
 }
 1 November 2012
 }
 }
 Mr Fred House (full name or initial, as appropriate)
 1 Street Road
 BINDOON WA 6502 (capital letters with two spaces)
 }
 }
 Dear Mr House (or first name, as appropriate)
 }
Subject Line (Title Case and Bold)
 }
 The body of the letter (single spacing and justified)
 }
 If you require further information please contact Name, position, by email on [email](#) or
 telephone 9576 4600.
 }
 Yours faithfully
 }
 }
 }
 }
Gary Tuffin (full Name, bold)
Chief Executive Officer (position title, bold)
 }
 Enc: (8pt, do not include if no enclosures)
 CC: (8pt, do not include if not CC'd)

Formatting where not otherwise indicated:
 Font: 11 point, Calibri
 Margins (normal): Top 3 cm
 Bottom 3 cm
 Right 3 cm
 Left 3 cm
 Paragraph settings: Single line spacing and justified



ABN 48 445 751 800

6177 Great Northern Highway

PO Box 70 Bindoon WA 6502

T: 08 9576 4600 F: 08 9576 1250

E: chatter@chittering.wa.gov.au

www.chittering.wa.gov.au

Facsimile

To:	From:
Fax:	Pages:
Phone:	Date:
Re:	cc:

All external letters and correspondence are to be formatted as follows:

Font:	11 point, Calibri	
Margins (normal):	Top	3 cm
	Bottom	3 cm
	Right	3 cm
	Left	3 cm
Paragraph settings:	Single line spacing and justified	

Example:

Dear Mr House (or first name, as appropriate)

} **Subject Line** (Title Case and Bold)

} The body of the letter (single spacing and justified)

} If you require further information please contact Name, position, by email on [email](#) or telephone 9576 4600.

} Yours faithfully

}
 }
 }
 }
 }

Gary Tuffin (full Name Bold)
Chief Executive Officer (position title, bold)

} Enc: (8pt, do not include if no enclosures)
 CC: (8pt, do not include if not CC'd)



ABN 48 445 751 800

6177 Great Northern Highway

PO Box 70 Bindoon WA 6502

T: 08 9576 4600 F: 08 9576 1250

E: chatter@chittering.wa.gov.au

www.chittering.wa.gov.au

Memo

To:

From:

Date:

Re:

All external letters and correspondence are to be formatted as follows:

Font:	11 point, Calibri	
Margins (normal):	Top	3 cm
	Bottom	3 cm
	Right	3 cm
	Left	3 cm
Paragraph settings:	Single line spacing and justified	

Example:

Dear Mr House

(or first name, as appropriate)

}

Subject Line

(Title Case and Bold)

}

The body of the letter

(single spacing and justified)

}

If you require further information please contact Name, position, by email on [email](#) or telephone 9576 4600.

}

Yours faithfully

}

}

}

}

Gary Tuffin

(full Name Bold)

Chief Executive Officer

(position title, bold and underline)

}

Enc:

(8pt, do not include if no enclosures)

CC:

(8pt, do not include if not CC'd)



Media Release

FOR IMMEDIATE RELEASE

DATE: <date>

<HEADLINE>

Chittering *who what where when how*

The body should expand on the lead and be the point where you start telling the story. The body of the media release it is important to prioritise messages from the most important to the least important. Use short sentences and short paragraphs with vigorous, active language. Always write in the third person. Use quotes to make your writing more interesting but remember all assertions opinions must be attributed to a particular person, or the organisation. The media are unable to use newsworthy assertions unless sourced, and they will often call to check on the quotes.

Background information about the organisation, event and / or person.

- Ends -

For further information please contact <officer's name>, <job title> on 9576 4600 or via chatter@chittering.wa.gov.au.

This media statement has no regulatory value



Name Surname

Position



 Think before you print

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SHIRE OF CHITTERING
RECEIVED

30 NOV 2012

Bindoon Men's Shed
PO Box 300
BINDOON WA 6502

29 November 2012

Officer... Jean
File... 1210714
Ref... I1235324

Shire of Chittering
PO Box 70
BINDOON WA 6502

Attention: Gary Tuffin

Dear Gary

RE: COMMUNITY BUS

I am writing to request the Council consider in the 2012/13 Budget review, supporting the Men's Shed by providing the free use of the Community Bus up to the value of \$300, to allow our members to be able to visit other Men's Sheds and go on other applicable outings.

We believe that this will continue to keep the enormous amount of interest shown currently by our community.

Yours faithfully



Rex Thorpe

SHIRE OF CHITTERING

BUSH FIRE BRIGADES LOCAL LAW 2012

Bush Fires Act 1954

BUSH FIRES ACT 1954

LOCAL GOVERNMENT ACT 1995

SHIRE OF CHITTERING

BUSH FIRE BRIGADES LOCAL LAW 2012

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BUSH FIRES ACT 1954

LOCAL GOVERNMENT ACT 1995

SHIRE OF CHITTERING

BUSH FIRE BRIGADES LOCAL LAW 2012

Under the powers conferred by the *Bush Fires Act 1954*, the *Local Government Act 1995* and under all other powers enabling it, the Council of the Shire of Chittering resolved on [Date] to make the following local law.

Part 1 - Preliminary

1.1 Citation

This local law may be cited as the *Shire of Chittering Bush Fire Brigades Local Law 2012*.

1.2 Commencement

This local law comes into operation 14 days after it is published in the *Government Gazette*.

1.3 Interpretation

(1) In this local law unless the context otherwise requires –

Act means the *Bush Fires Act 1954*;

Active Member has the meaning given in clause 4.6 of the Rules;

Department means the Department of Fire and Emergency Services established by section 5 of the *Fire and Emergency Services Act of Western Australia Act 1998*;

Auxiliary Member has the meaning given in clause 4.3;

Brigade area is defined in clause 2.2(1)(b);

Brigade officer means a person holding a position referred to in clause 2.2 (1)(c), whether or not he or she was appointed by the local government or elected at an annual general meeting of a bush fire brigade or otherwise appointed to the position;

Bush fire brigade is defined in section 7 of the Act;

Bush Fire Operating Procedures means the Bush Fire Operating Procedures adopted by the local government as amended from time to time;

Cadet means any adolescent member of the Brigade between 13 and 15 years of age;

CEO means the chief executive officer of the local government;

Council means the Council of the local government;

District means the district of the local government;

Fire fighting member is defined in clause 4.2;

Local government means the Shire of Chittering;

Regulations means Regulations made under the Act; and

Rules means the Rules governing the operation of Bush Fire Brigades set out in Schedule 1 as varied from time to time under clause 2.5.

(2) In this local law, unless the context otherwise requires, a reference to–

(a) a Captain;

(b) a First Lieutenant;

(c) a Second Lieutenant;

(d) any additional Lieutenants;

(e) an Equipment Officer;

(f) a Secretary;

(g) a Treasurer; or

(h) a Secretary / Treasurer combined,

~~(h)~~(i) Training Officer

means a person holding that position in a bush fire brigade.

1.4 Application

This local law applies to the district.

Part 2 – Establishment of Bush Fire Brigades

Division 1 – Establishment of a bush fire brigade

2.1 Establishment of a bush fire brigade

- (1) The local government may establish a bush fire brigade for the purpose of carrying out normal brigade activities in accordance with section 41 of the *Bush Fires Act 1954*.
- (2) A bush fire brigade is established on the date of the local government's decision under subclause (1).

2.2 Name and Officers of bush fire brigade

- (1) On establishing a bush fire brigade under clause 2.1(1) the local government is to–
 - (a) give a name to the bush fire brigade;
 - (b) specify the area in which the bush fire brigade is primarily responsible for carrying out the normal brigade activities (the *brigade area*); and
 - (c) appoint–
 - (i) a Captain;
 - (ii) a First Lieutenant;
 - (iii) a Second Lieutenant;
 - (iv) additional Lieutenants if the local government considers it necessary;
 - (v) an Equipment Officer;
 - (vi) a President;
 - (vii) a Secretary; and
 - (viii) a Treasurer; or
 - (ix) a Secretary/Treasurer combined
 - ~~(ix)~~(x) a Training Officer.
- (2) When considering the appointment of persons to the positions in subclause (1)(c), the local government is to have regard to the qualifications and experience which may be required to fill each position which are defined in *Schedule 1, Part 3*.
- (3) A person appointed to a position in subclause (1)(c) is to be taken to be a brigade member.
- (4) The appointments referred to in subclause (1)(c) expire at the completion of the first annual general meeting of the bush fire brigade.
- (5) If a position referred to in subclause (1)(c) becomes vacant prior to the completion of the first annual general meeting, then the local government is to appoint a person to fill the vacancy in accordance with subclause (2).

Division 2 – Command at a fire

2.3 Ranks within the bush fire brigade

- (1) Where under the Act members of the bush fire brigade have command of a fire, the Senior Officer has full control over other persons fighting the fire, and is to issue instructions as to the methods of fire suppression to be adopted by the fire fighters.
- (2) Where a Fire Control Officer is in attendance at a fire which the members of the bush fire brigade have command of under the Act, the most senior Fire Control Officer has full control over other persons fighting the fire and is to issue instructions as to the methods of fire suppression to be adopted by the fire fighters in accordance with section 13 of the *Bush Fires Act 1954*.

*Division 3 – Application of Rules to a bush fire brigade***2.4 Rules**

- (1) The Rules govern the operation of a bush fire brigade.
- (2) A bush fire brigade and each brigade member is to comply with the Rules.

*Division 4 – Transitional***2.5 Existing bush fire brigades**

- (1) Where a local government has established a bush fire brigade prior to the commencement date, then on and from the commencement day–
 - (a) the bush fire brigade is to be taken to be a bush fire brigade established under and in accordance with this local law;
 - (b) the provisions of this local law apply to the bush fire brigade save for clause 2.2; and
 - (c) any rules governing the operation of the bush fire brigade are to be taken to have been repealed and substituted with the Rules.
- (2) In this clause–
commencement day means the day on which this local law comes into operation.

*Division 5 – Dissolution of bush fire brigade***2.6 Dissolution of bush fire brigade**

In accordance with section 41(3) of the Act, the local government may cancel the registration of a bush fire brigade if it is of the opinion that the bush fire brigade is not complying with the Act, this local law, the Bush Fire Operating Procedures or the Rules, or is not achieving the objectives for which it was established.

2.7 New arrangement after dissolution

If a local government cancels the registration of a bush fire brigade, alternative fire control arrangements are to be made in respect of the brigade area.

Part 3 - Organisation and Maintenance of Bush Fire Brigades*Division 1 – Local government responsibility***3.1 Local government responsible for structure**

The Council is to ensure that there is an appropriate structure through which the organisation of bush fire brigades is maintained.

3.2 Brigades to be supplied with Act

The local government is to supply each brigade with a copy of the Act, the Regulations, this local law and any other written laws which may be relevant to the performance of the brigade's functions, and any amendments which are made from time to time.

*Division 2 – Chief Bush Fire Control Officer***3.3 Managerial role of Chief Bush Fire Control Officer**

Subject to any directions by the local government the Chief Bush Fire Control Officer has primary managerial responsibility for the organisation and maintenance of bush fire brigades.

3.4 Chief Bush Fire Control Officer may attend meetings

The Chief Bush Fire Control Officer or her or his nominee (who is to be a bush fire control officer) may attend as a non-voting representative of the local government at any meeting of a bush fire brigade.

3.5 Duties of Chief Bush Fire Control Officer

The duties of the Chief Bush Fire Control Officer include—

- (a) provide leadership and direction to volunteer bush fire brigades;
- (b) monitor bush fire brigades' resourcing, equipment (including protective clothing) and training levels and report thereon with recommendations at least once a year to the local government;
- (c) liaise with the local government concerning fire prevention / suppression matters generally and directions to be issued by the local government to Bush Fire Control Officers (including those who issue permits to burn) bush fire brigades or brigade officers;
- (d) ensure that bush fire brigades are registered with the local government and that lists of brigade members are maintained.

*Division 3 – Annual general meetings of bush fire brigades***3.6 Holding of annual general meeting**

A bush fire brigade is to hold its annual general meeting during the month of May each year.

3.7 Nomination of bush fire control officers to Bush Fire Advisory Committee

At the annual general meeting of a bush fire brigade, brigade member/s are to be nominated to the Bush Fire Advisory Committee to serve as the bush fire control officer for the brigade area until the next brigade annual general meeting.

3.8 Minutes to be tabled before the Bush Fire Advisory Committee

- (1) The brigade Secretary is to forward a copy of the minutes of the annual general meeting of a bush fire brigade to the Chief Bush Fire Control Officer within one month after the meeting.
- (2) The Chief Bush Fire Control Officer is to table the minutes of a bush fire brigade's annual general meeting at the next meeting of the—
 - (a) Bush Fire Advisory Committee; or
 - (b) Council, if there is no Bush Fire Advisory Committee,
 following their receipt under subclause (1).

*Division 4 – Bush Fire Advisory Committee***3.9 Functions of Advisory Committee**

The Bush Fire Advisory Committee is to have the functions set out in section 67 of the Act and is to include such number of nominees of the bush fire brigades as is determined by the local government.

3.10 Advisory Committee to nominate bush fire control officers

As soon as practicable after the annual general meeting of each bush fire brigade in the district, the Bush Fire Advisory Committee is to nominate to the local government from the persons nominated by each bush fire brigade a person for the position of a bush fire control officer for the brigade area.

3.11 Local government to have regard to nominees

When considering persons for the position of a bush fire control officer, the local government is to have regard to those persons nominated by the Bush Fire Advisory Committee, but is not bound to appoint the persons nominated.

3.12 Advisory Committee to consider bush fire brigade motions

The Bush Fire Advisory Committee is to make recommendations to the local government on all motions received by the Bush Fire Advisory Committee from bush fire brigades.

Part 4 – Types of Bush Fire Brigade Membership**4.1. Types of membership of bush fire brigade**

The membership of a bush fire brigade consists of the following–

- (a) fire fighting members;
- (b) auxiliary members;
- (c) cadet members; and
- (d) honorary life members.

4.2 Fire fighting members

Fire fighting members are those persons being at least 16 years of age who undertake all normal bush fire brigade activities.

4.3 Auxiliary members

Auxiliary members are those persons being at least 16 years of age who provides varied support to the Brigade.

4.4 Cadet members

Cadet members are–

- (a) to be aged 13 to 15 years;
- (b) to be admitted to membership only with the consent of their parent or guardian;
- (c) admitted for the purpose of training and are not to attend or be in attendance at an uncontrolled fire or other emergency incident;
- (d) to be supervised by a fire fighting member when undertaking normal brigade activities as defined by paragraphs (c), (d), (e), (f) and (g) of section 35A of the Act;
- (e) ineligible to vote at bush fire brigade meetings;
- (f) not to be assigned ranks under the Authority's rank structure.

4.5 Honorary life member

- (1) The bush fire brigade may by a simple majority resolution appoint a person as an honorary life member in recognition of services by that person to the bush fire brigade.
- (2) No membership fees are to be payable by an honorary life member.

4.6 Notification of membership

No later than 31 May in each year, the bush fire brigade is to report to the Chief Bush Fire Control Officer the name, contact details and type of membership of each brigade member.

Part 5 – Appointment, Dismissal and Management of Members**5.1 Rules to govern**

The appointment, dismissal and management of brigade members by the bush fire brigade are governed by the Rules.

Part 6 – Equipment of Bush Fires Brigades**6.1 Policies of local government**

The local government may make policies under which it–

- (a) provides funding to bush fire brigades for the purchase of protective clothing, equipment and appliances; and
- (b) keeps bush fire brigades informed of opportunities for funding from other bodies.

6.2 Equipment in brigade area

Not later than 31 May in each year, the bush fire brigade is to report to the local government the nature, quantity and quality of all protective clothing, equipment and appliances of the bush fire brigade which are generally available within the brigade area (or at a station of the bush fire brigade).

6.3 Funding from local government budget

A request to the local government from the bush fire brigade for funding of protective clothing, equipment or appliance needs is to be received by the local government by 28 February in order to be considered in the next following local government budget.

6.4 Consideration in the local government budget

The local government may approve or refuse an application for funding depending upon the assessment of budget priorities for the year in question.

Schedule 1 -
Rules Governing the Operation of Bush Fire Brigades

Part 1 - Preliminary

1. Interpretation

In these Rules, unless the context otherwise requires:

absolute majority means more than half of the total votes of those eligible to vote (including those absent and those present but not voting);

active member is defined under the requirements of clause 4.6;

AGM means Annual General Meeting;

BFAC means the Shire of Chittering Bush Fire Advisory Committee;

brigade means a Volunteer Bush Fire Brigade including any Incident Support Brigade currently registered with the local government;

CBFCO Chief Bush Fire Control Officer appointed by the local government according to the Act;

Code of Conduct Policy means the *Shire of Chittering Code of Conduct - Staff, Volunteers and Contractors Policy* which clarifies the standards of behaviour that are expected of all staff, volunteers and contractors of the Shire of Chittering in the performance of their duties;

committee consists of Office Bearers of the brigade as provided for under Clause 6 of these rules;

executive committee (if appointed) consists of Office Bearers of the Brigade as provided for under clause 6;

DFES means the Department of Fire and Emergency Services

financial year means the period commencing on 1 April each year and ending on 31 March in the following year;

fire fighter means a male or female member of a Brigade with the competency and currency to carry out operational fire fighting duties and be a minimum of sixteen (16) years of age. The member will be entitled to one (1) vote at their Brigade meetings;

fire season means the period of the Restrictive and Prohibited burning periods or as extended or shortened by the CBFCO and endorsed by the local government;

local laws means the *Shire of Chittering Bush Fire Brigades Local Law 2012*;

management support means a male or female member of the Incident Support Brigade with the competency and currency to carry out operational support duties and be a minimum of sixteen (16) years of age;

non-fire season means the period not already defined as the fire season for that year;

normal brigade activities as defined in section 35A of the Act;

office bearers means those appointed in accordance with clause 3;

ordinary meeting means any meeting of the Brigade other than the AGM or a special meeting;

proxy vote means the written authority given to a member present to cast a vote for another member who is absent from the meeting;

Part 2 – Objectives and Values

2.1 Objectives

The Brigade shall undertake the following objectives–

- (a) provide timely, efficient and effective emergency services;
- (b) minimize the impact of emergencies on the community;
- (c) work with the community to increase bush fire awareness and fire prevention;
- (d) ensure that active Members' training requirements are maintained and documented to meet DFES standards;
- (e) ensure all operational equipment is serviceable and available for emergencies;

- (f) provide an environment where every individual is treated with respect, and which is free from discrimination or harassment;
- (g) uphold the *Code of Conduct Policy*; and
- (h) service the needs of the community and work cohesively with other agencies.

2.2 Values and Code of Conduct

- (1) Members are to adopt the Brigade values at all times when representing the Brigade in accordance with the *Code of Conduct Policy*.
- (2) The Brigade values include–
 - (a) Put the community first;
 - (b) Act with integrity and honesty;
 - (c) Work together as a committed team;
 - (d) Strive to keep ourselves and others safe;
 - (e) Respect and value the contribution of others;
 - (f) Have open and honest two way communication; and
 - (g) Continuously develop our skills to improve our service to the community.

Part 3 – The Duties and Responsibilities of Brigade Office Bearers

- (1) The Office Bearers of the brigade should be able to demonstrate current competencies for the position of office they are nominated for, or give an undertaking to complete any training requirements prior to accepting the nomination or undertaking the duties and responsibilities of the said position.
- (2) Nominations are subject to the approval of the CBFCO. Such approval may be conditional on the nominee undertaking further training or other necessary arrangements to satisfy the competency requirements.
- (3) An Office Bearer is entitled to hold a maximum of one (1) additional administrative position within the brigade, however, the Captain cannot also be a Lieutenant and vice versa.

3.1 Captain

- (1) The Captain of the brigade shall be responsible for the leadership and management of brigade operations.
- (2) As a role model and mentor for members, the Captain should always act with integrity and consider each member equally. All decisions should be in the interest of the Brigade and its members.
- (3) The position reports to the CBFCO on brigade related matters.
- (4) Duties and responsibilities of the Captain include–
 - (a) Demonstrate positive leadership and mentor members;
 - (b) If the Captain is the senior officer at an incident;
 - (i) command, control and confidently manage activities at emergency incidents
 - (ii) to ensure incident control systems and management principles are implemented and maintained during all emergency incidents if required;
 - (iii) maintain some form of personal incident diary with a record of events and decisions that occur at an incident;
 - (iv) conduct Brigade briefings and post incident analysis of any incident involving fire fighting, incident support or management issues;
 - (v) to endeavour to ensure members deployed for operational duties have the competencies to complete the task or duty assigned and hold currency in training to carry out the functions required, in accordance with training recommendations;
 - (vi) to undertake responsibility for the proper management and maintenance of Brigade property and equipment to the best of their ability;

- (vii) ensure conduct of members is in accordance with the *Code of Conduct Policy*; and
 - (viii) report any injuries of personnel or damage to fire fighting vehicles or equipment immediately to the CBFCO.
- (5) In the absence of the Captain, the next senior officer of the brigade has authority to exercise the powers of the Act delegated to the Captain (Part IV Section 44(1)).
- (6) Qualifications

Qualifications	Experience	Competency Required
Fire fighting and or support experience	Minimum 3 years	Competent
Induction and Introduction to Fire fighting		Competent
Bush Fire fighting Modules		Competent
Sector Commander		Competent
Structural Fire fighting		Competent
AIIMS Awareness		Competent

3.2 Fire Control Officer (FCO)

- (1) A FCO is a delegated representative of the local government responsible for the administration of provisions within the Act. The position is required to perform active operational duties in relation to both fire defence and fire prevention strategies within the local community.
- (2) A member of the Brigade may be nominated for this position at the Brigade AGM.
- (3) Fire Control Officers are nominated by the brigade to the Bush Fire Advisory Committee. The nomination is considered by BFAC and the CBFCO and if appropriate it is forwarded to the local government for its consideration and ratification.
- (4) Duties and responsibilities of the FCO include–
- (a) authorise permits for hazard reduction burns within the local government in accordance with the Act;
 - (b) identify and conduct risk assessments of fire hazards within the local government;
 - (c) perform duties prescribed by the Act and authorised by the local government;
 - (d) may take overall control of fire suppression activities or operational incidents where the local government is the Controlling Agency;
 - (e) maintain a personal incident diary to include a record of events and decisions during an incident;
 - (f) conduct brigade briefings and post incident analysis of any incident involving fire fighting or management issues.

(5) Qualifications

Qualifications	Experience	Competency Required
Fire fighting experience	Minimum 4 years	Competent
Induction and Introduction to Fire fighting		Competent
Bush Fire fighting Modules		Competent
Sector Commander		Competent
Structural Fire fighting		Competent

AllIMS Awareness		Competent
Fire Control Officer		Competent

3.3 Lieutenant

- (1) The Lieutenant of a brigade is responsible for the operational management of members during brigade activities. The position is required to provide operational support to the Captain in managing the brigade. The position reports to the Captain on all matters relevant to the functioning of the Brigade and/or personnel they are supervising.
- (2) The Brigade should appoint a minimum of two (2) Lieutenants. Additional Lieutenants may be appointed according to the needs of the Brigade. If operational circumstances require the number of Lieutenants for a brigade to be more than four (4), as decided by the Committee, a request is to be submitted in writing to the CBFCO for endorsement.
- (3) The brigade must rank all Lieutenants numerically according to seniority including length of service and relevant skills.
- (4) Duties and Responsibilities
Duties and responsibilities of a Lieutenant include–
 - (a) provide support to the Captain and assist with the operational management of the brigade;
 - (b) in the absence of the Captain administer all powers and responsibilities of the Act (Part IV Section 44(1));
 - (c) command and manage members during emergencies and other brigade related incidents and activities;
 - (d) maintain a personal incident diary with a record of events that occur during all incidents if assuming the role of the most senior Officer;
 - (e) in the absence of a more Senior Officer, conduct brigade briefings and post incident analysis of any incident involving fire fighting or management issues;
 - (f) encourage positive interaction and teamwork between members;
 - (g) ensure DFES standing operating procedures are adhered to at brigade activities;
 - (h) to endeavour to ensure active members engaged in brigade activities are allocated tasks relevant to their competencies;
 - (i) work cohesively with the brigade Training Officer to conduct training activities for active members;
 - (j) to ensure the behaviour of members is in accordance with the *Code of Conduct Policy*.

(5) Qualifications

Qualifications	Experience	Competency Required
Fire fighting and or support experience	Minimum 3 years	Competent
Induction and Introduction to Fire fighting		Competent
Bush Fire fighting Modules		Competent
Structural Fire fighting theory and/or practical		Competent
Sector Commander		Competent

3.4 President

- (1) The President presides over all brigade meetings. The position is not required to perform active operational duties and may be inclusive to an additional position held within the brigade.

- (2) The position reports to the Captain on administrative matters pertinent to the brigade. In the absence of the President, the Captain or next most Senior Officer may preside over a meeting.
- (3) The President shall perform the following functions–
 - (a) preside over all brigade meetings;
 - (b) ensure meeting procedure and protocol is maintained;
 - (c) promote the aims and objectives of the brigade where possible;
 - (d) advise the brigade on administrative matters;
 - (e) report brigade matters to the Captain;
 - (f) promote open fair discussion during debate in relation to brigade matters; and
 - (g) ensure minutes of meetings are signed and dated by the President.
- (4) Qualifications must include–
 - (a) Understanding of meeting procedures; and
 - (b) Demonstrated ability to conduct and manage meetings.

3.5 Secretary

- (1) The Secretary is to record and manage administrative matters of the brigade. The position is not required to perform active operational duties and may be inclusive to an additional position held within the brigade.
- (2) The position reports to the President on administrative matters relevant to the brigade. This position may be held in conjunction with the Treasurer position.
- (3) The Secretary shall perform the following functions–
 - (a) Ensure members receive notification of brigade meetings in accordance with Schedule 1, Part 5 – Meetings of the brigades;
 - (b) Where deemed appropriate, prepare an agenda for brigade meetings and distribute to members prior to meetings;
 - (c) Ensure minutes of brigade meetings are recorded and where ever possible, distributed to all members prior to next meeting;
 - (d) Document and record all brigade correspondence;
 - (e) Ensure brigade information is disseminated to all listed members;
 - (f) Make available circulars and other information to members;
 - (g) Work cohesively with local government management and administration staff on matters relevant to brigade administration.
- (4) Qualifications must include–
 - (a) Demonstrated ability to take minutes;
 - (b) Demonstrated record keeping and filing skills;
 - (c) An understanding of meeting procedure; and
 - (d) Developing computer skills.

3.6 Treasurer

- (1) The role of the Treasurer is to manage and report on all financial matters relevant to the brigade. The position is not required to perform active operational duties and may be inclusive to an operational position held within the brigade. The position reports to the President on financial matters relevant to the brigade. This position may be held in conjunction with the Secretary position.
- (2) The Treasurer shall perform the following functions:
 - (a) Manage financial affairs including budgets of the brigade
 - (b) Maintain brigade financial records and provide detailed reports of income and expenditure at meetings;
 - (c) Work cohesively with the local government management and administration staff on matters pertinent to brigade financial matters, including providing copies of financial statements if required.
- (3) Qualifications must include–

- (a) Knowledge and understanding of accounting principles; and
- (b) Developing computer skills.

3.7 Brigade Training Officer

- (1) The brigade Training Officer is responsible for the management and co-ordination of brigade training in conjunction with the Local Government Training Coordinator, including the documentation of these activities. The position is not required to perform active operational duties and may be inclusive to an operational position held within the brigade.
- (2) Duties and Responsibilities of the Brigade Training Officer may include–
 - (a) Endeavour to ensure brigade members maintain necessary skill levels equivalent to the competency standards required by the local government and as recommended by DFES;
 - (b) Endeavour to ensure regular training sessions are conducted within the brigade to maintain currency of qualifications and skills;
 - (c) Maintain accurate records of training undertaken by members and ensure that qualification and training updates are forwarded to the Local Government Training Coordinator as required;
 - (d) Provide mentoring for members who express an interest in training to encourage future facilitators; and
 - (e) Represent the brigade at Chittering Fire Services training committee meetings.

3.8 Assistant Training Officer (Optional)

- (1) The brigade may nominate an Assistant Training Officer to provide support to the substantive position. In the absence of the brigade Training Officer the Assistant Training Officer assumes the responsibilities of that position and shall have a Proxy Vote at the training committee meetings.
- (2) Duties and Responsibilities of the Assistant Training Officer are the same as those for the Brigade Training Officer.

3.9 Brigade Equipment Officer

- (1) The role of the Brigade Equipment Officer is to manage brigade property, fleet vehicles general equipment and stock levels of personal protective equipment. The position is not required to perform active operational duties but may be able to demonstrate a degree of knowledge of brigade equipment. The position may be inclusive to an operational position held within the brigade.
- (2) The equipment officer shall perform the following functions–
 - (a) Manage brigade equipment and maintain a register of all assets;
 - (b) Coordinate and record maintenance of brigade equipment;
 - (c) Report all damage of brigade equipment or property to the Captain immediately;
 - (d) Manage brigade requests for replacement items and equipment.
 - (e) Compile documentation of replacement items and submit to the CBFCO.

3.10 Assistant Equipment Officer (Optional)

- (1) The brigade may nominate an Assistant Equipment Officer to provide support to the substantive position. In the absence of the Brigade Equipment Officer the Assistant Equipment Officer assumes the responsibilities of that position and shall have a Proxy Vote at equipment committee meetings.
- (2) Duties and Responsibilities of the Assistant Equipment Officer are the same as those for the Brigade Equipment Officer.

Part 4 – Membership

4.1 New Membership Application

- (1) A new member is to complete a DFES volunteer nomination form and accept the conditions for membership.
- (2) A minimum of two (2) Committee members, including the Captain, should decide whether to recommend the application to the CBFCO.
- (3) The CBFCO must endorse the application.

4.2 Dual Membership

- (1) A member may be a member of another local government brigade.
- (2) A member may not be a member of another brigade within the local government unless they have the written permission of the CBFCO. This permission may be conditional.

4.3 Conditions of Membership

- (1) The conditions of membership shall refer to–
 - (a) Fire Fighters
 - (b) Management Support
 - (c) Auxiliary Members and
 - (d) Cadets
- (2) A new member is required to complete the necessary Fire Fighter Training Courses as required by the local government prior to commencing active and unsupervised Fire Fighter duties.
- (3) Competency in these Training Courses shall be the minimum acceptable standard required for a Fire Fighter to perform active and unsupervised fire fighting duties. Currently this includes Induction, Introduction to Fire Fighting and Bush Fire Fighting training Courses.
 - (a) Members must comply with the legislative requirements of the–
 - (i) *Bush Fires Act 1954 (WA)*;
 - (ii) *FES Act 1998 (WA)*; and
 - (iii) *Equal Opportunity Act 1984 (WA)*
 - (b) Members must act within the–
 - (i) Local guidelines and policies of individual brigade;
 - (ii) Brigade's local policies;
 - (iii) *Code of Conduct Policy*;
 - (iv) Competency and commitment requirements for an active volunteer Fire Fighter or Operation and Management Support roles as required by the CBFCO; and
 - (v) Westplan Bushfire.
 - (c) Members must maintain currency of the appropriate licenses to be able to operate brigade vehicles. Any traffic offence that results in a suspension or loss of license must be reported to the CBFCO and the member must comply with the terms of their suspension.

4.4 Decision on Application for Membership

- (1) At the meeting of the Committee, the brigade Office Bearers may–
 - (a) Accept the application;
 - (b) Defer the application for further consideration; or
 - (c) Refer the application to the CBFCO for consideration.
- (2) The President must contact the applicant in writing within fourteen (14) days of a final decision by the brigade or the CBFCO.
- (3) The applicant has the right to appeal the decision of the Committee. The appeal should be in writing addressed to the CBFCO.

4.5 Induction

All new members shall be–

- (a) introduced to brigade members and shown all brigade facilities during induction;
- (b) instructed about any safety requirements;
- (c) made aware of brigade duties and responsibilities;
- (d) provided with a mentor/s until such time as they are familiar with Normal Brigade Activities; and
- (e) provided with a copy of the Shire of Chittering *Code of Conduct Policy – Staff, Volunteers and Contractors*.
- (f) made aware of local brigade guidelines and policies if any exist within that brigade.

4.6 Membership Requirements (Brigade Commitments)

- (1) Members are required to maintain currency in brigade activities and training to be deemed as an Active Member and or be granted special considerations due to extenuating circumstances.
- (2) Brigade Activities–
 - (a) During the Fire Season members are required to attend a minimum of one (1) brigade ordinary meeting or other brigade activity or incident.
 - (b) During the Non-Fire Season members are required to attend a minimum of one (1) brigade ordinary meeting or other brigade activity or incident.
- (3) Brigade Training–
 - (a) During the Fire Season members are required to attend and participate at a minimum of one (1) brigade training activity or incident.
 - (b) During the Non-Fire Season members are required to attend and participate at a minimum of one (1) brigade training activity or incident.
- (4) If extenuating circumstances apply that a member is unable to meet brigade commitments, it shall be the responsibility of the member to notify the Committee, in writing to advise of the circumstance, and the Committee will acknowledge in writing any special considerations to the member.
- (5) The Training Officer should endeavour to make alternative arrangements for the member to meet the requirements wherever possible.

4.7 Failure to Comply with Commitments

- (1) Should an active member of a brigade fail to comply with section 4.6 correspondence will be forwarded to the member requesting contact be made with the brigade to indicate the intentions of the member's status.
- (2) The Brigade Member may–
 - (a) respond to the correspondence providing a reasonable explanation and request for alternative arrangements to be made for training or meeting obligations.
 - (b) request in writing for Leave of Absence from brigade commitments due to personal circumstances.
 - (c) terminate their membership.
- (3) If a member fails to respond to the correspondence within fourteen (14) days a subsequent letter will be forwarded from the Committee putting the member on final notice. Should a member fail to acknowledge the final notice within fourteen (14) days, the membership shall be terminated, to take effect from the date of the final notice.

4.8 Change of Members Details

The local government and DFES are to be notified of any change of personal details of a member. The brigade will complete a DFES volunteer application form and forward it to the CBFCO within fourteen (14) days of the change.

4.9 Leave of Absence

- (1) A member may at any time request a Leave of Absence from all brigade commitments for a period not to exceed twelve (12) consecutive months.
- (2) The application should be made in writing and addressed to the Captain.
- (3) On completion of the Leave of Absence period the member must complete a Membership Update Form if deemed necessary providing any change of details and forward to the Captain and CBFCO.
- (4) On completion of the Leave of Absence period the member must undertake any refresher training required before resuming active fire fighting duties. If the request for Leave of Absence is for a medical condition the member must provide confirmation of fitness to the satisfaction of the CBFCO to be able to resume active duties.

4.10 Grievance Process / Disciplinary Action

- (1) The brigade is committed to providing an environment in which all persons can expect to be treated equally and with respect.
- (2) All members are to have an understanding of the *Shire of Chittering Policy and Procedures Grievance Staff and Volunteers* and any other brigade policies as applicable. These hard copy documents are to be made available at each fire station or can be obtained from the local government.
- (3) A grievance is any serious allegation, dispute or claim, arising during any training or activity involving the brigade, in relation to an act committed by a member. Examples that may be considered a grievance include acts that–
 - (a) constitute a breach of the Rules;
 - (b) contravene the values of the Rules or the *Code of Conduct Policy*;
 - (c) bring the brigade and or the Chittering Fire Service into disrepute;
 - (d) contravene any reasonable direction given by the Captain or the delegated authority;
 - (e) disregard brigade regulations and policies or procedures;
 - (f) jeopardize the safety of the member or others; and/or
 - (g) result in the member being convicted of, an offence for which an offender may be imprisoned.
- (4) Where a grievance arises, an investigation must be conducted by the Committee (and the CBFCO if necessary) in accordance with the Grievance Process.
- (5) During the investigation it may be determined that the member should be suspended from all or part of brigade activities, subject to the CBFCO's approval. If a member is to be suspended during the investigation the CBFCO should notify the member in writing of the terms of the suspension, including the reason for the suspension and the time period. The time period for suspension during an investigation, should not exceed three (3) consecutive months.

When an investigation is complete a report will be provided by the investigating officer to the CBFCO outlining the process of the investigation, the conclusions drawn and any recommended action.
- (6) Disciplinary action in relation to the member may include–
 - (a) suspension of membership;
 - (b) termination of membership; or
 - (c) any other reasonable disciplinary action as determined by the Committee in consultation with the CBFCO.
- (7) If a disciplinary suspension is imposed, the CBFCO must notify the member in writing that they are suspended, including the suspension period and reason for suspension. Suspension may be from complete or specific brigade duties and activities.
- (8) The period of disciplinary suspension shall be determined by the CBFCO in consultation with the President.

- (9) On completion of the suspension period the member may be required to undertake refresher training before resuming active fire fighting duties which will be supervised and or acknowledged by the Captain.
- (10) If a membership is to be terminated, the President with the approval of the CBFCO will notify the member in writing, and provide a reason for termination.
- (11) Where a membership is terminated, all property owned by the local government should be returned to the local government within fourteen (14) days of giving notice. Failure to meet these conditions may require the local government to seek reimbursement of costs against the member.

4.11 Termination by the Member

- (1) A member can decide to resign from brigade activities and terminate their membership by providing written notification to the Committee.
- (2) Where a member resigns, all property owned by the local government should be returned to the local government within fourteen (14) days of giving notice. Failure to meet these conditions may require the local government to seek reimbursement of costs against the member.

4.12 Rights of a Volunteer Member

- (1) A member shall not be suspended or dismissed from any brigade duty without an opportunity to defend the allegation.
- (2) Any member may lodge a written objection to the CBFCO should they consider they have been unfairly dealt with by the Committee.
- (3) The CBFCO shall consider the objection and deal with it in consultation with the Committee. This may include either–
 - (a) dismissing the objection;
 - (b) variation to the decision; or
 - (c) revoking the original decision; and
 - (i) imposing an independent decision; or
 - (ii) referring the matter back to the Committee to reconsider the decision.

Part 5 – Meetings of the Brigade**5.1 Ordinary meetings**

- (1) The brigade may at any time call an Ordinary Meeting of its members.
- (2) The brigade shall hold a minimum of one (1) Ordinary Meeting between 1 July and 30 June each year or as they deem necessary.

5.2 Annual General Meeting

- (1) The brigade shall hold an AGM in the month of May each calendar year.
- (2) A report may be presented to the membership by each Committee Member.
- (3) At this meeting all Committee and Brigade Officer positions will be declared vacant.
- (4) All equipment and documentation relevant to each position is to be made available for auditing at the AGM.
- (5) The CBFCO or proxy will act as returning officer during the election of the new Committee and brigade officer positions.
- (6) The incoming Committee will assume the positions at the close of the AGM.
- (7) Any outgoing Committee Member is to conduct a handover to the new incumbent.
- (8) All minutes of the AGM including financial statements are to be lodged with the CBFCO for submission to the local government within a period no later than twenty one (21) days of the AGM.

5.3 Special Meeting

- (1) The President may at any time convene a special meeting of the brigade.

- (2) The Secretary of the brigade must convene a special meeting when a written request is made by not less than ten (10) or 50% (whichever is least) active members of the brigade.
- (3) The names of the members requesting the special meeting are to be recorded in the minutes of the meeting.

5.4 Notice of a Meeting

- (1) Notice of any special meeting of the brigade, must be given to all members of the brigade eligible to vote at least 72 hours before the commencement of the meeting.
- (2) Notice of the AGM of the brigade must be given to all members of the brigade eligible to vote, as well as the CBFCO, at least thirty (30) days before the commencement of the meeting.
- (3) Notice of any Ordinary Meeting of the brigade must be given to all members of the brigade eligible to vote, as well as the CBFCO, at least seven (14) days before the commencement of the meeting.
- (4) Notice of a special meeting or AGM–
 - (a) must be given by the Secretary;
 - (b) may be given by written notice to each member;
 - (i) Personally, by post or electronic email; or
 - (ii) By a notice published in a newspaper circulating in the area of the brigade;
 - (c) must set out the date, time, and venue of the meeting;
 - (d) must be signed by the Secretary or, in the case of a special meeting, by the person convening the meeting; and
 - (e) must set out an agenda for the meeting.

5.5 Quorum

A quorum for all brigade meetings–

- (a) shall consist of not less than six Active Members who are eligible to vote or 30% of Active members whichever is least. This shall include a minimum of two Committee members.
- (b) No formal business is to be transacted at a meeting of the brigade unless a quorum of members is present.
- (c) A member is not deemed to be active and cannot be considered as a quorum number, unless special considerations due to extenuating circumstances as mentioned under section 4.6 or Leave of Absence have been granted.

5.6 Voting

- (1) Each Active Member shall be entitled to one vote.
- (2) In the event of an equality of votes, the President may exercise the deciding vote.
- (3) Votes may be counted by either–
 - (a) formal secret ballot; or
 - (b) informal show of hands.
- (4) A member is not deemed to be active and is unable to cast a vote at any meeting of the brigade, unless all requirements in regards to brigade training and activities as set out under section 4.7 have been satisfied.
- (5) Each auxiliary member shall be entitled to one vote at all brigade meetings.

5.7 Procedure at Meetings

Meeting procedures and protocols are to be in accordance with the brigade's meeting procedures and protocol guidelines.

Part 6 – Committee**6.1 Meetings**

- (1) Each brigade shall have a Committee. The Committee shall convene a meeting of all members each calendar month or as required.

- (2) Any functions of the brigade may be delegated to the Committee provided that a motion approving of the delegation has been carried at either an Ordinary Meeting or AGM.
- (4) The Committee shall consist of the following Office Bearers–
 - (a) President
 - (b) Secretary
 - (c) Treasurer
 - (d) Captain
 - (e) Additional members at the decision of the Committee.
- (4) The Committee will be responsible for the management and administration of the brigade. The brigade officers are responsible for all operational requirements of the brigade.
- (5) A motion carried by the vote of a majority of those present at a Committee meeting shall be accepted as the decision of the Committee.
- (6) Each registered Committee Member present at a meeting of the Committee shall be entitled to one vote. In the event of an equality of votes the President will be entitled to a second or casting vote.
- (7) The Secretary must keep accurate minutes of the meeting.
- (8) Minutes of these meetings shall be made available to members of the brigade.
- (9) All elected positions are for a term of twelve (12) consecutive months.

Part 7 – Brigade Elections

7.1 Nomination of Candidates for Brigade Elections

- (1) Any person accepting a nomination for a Committee position must be competent and qualified to perform the duties and responsibilities of that position.
- (2) The Secretary shall advise the President of the brigade at the general meeting prior to the AGM that nominations are required to be presented at the AGM meeting.
- (3) A person can only be nominated by an Active Member.
- (4) A nomination must be endorsed by a second Active Member filling out a Nomination Form in the form of Schedule 2.
- (5) Each member is only entitled to nominate one person per position.
- (6) A nomination may be made–
 - (a) in writing to be received by the Committee before the official close of nominations; or
 - (b) verbally at a general meeting prior to the AGM.
- (7) Nominees must sign or indicate acceptance of nomination.
- (8) Nominees for operational Brigade Officer positions must meet the minimum requirements for training as set out under section 3 of these rules.
- (9) Nominees for Brigade Officer positions must accept all requirements imposed by the brigade or legislation.
- (10) The Committee will assist and mentor new Brigade Officers in their new roles.
- (11) The CBFCO or a proxy may act in the position as returning officer during the election of office bearers at the AGM if requested by the brigade.

7.2 Conduct of Elections

- (1) Positions should be determined by vote in the ascending order of preference -

Order	Officer	Term
1	President	1 year
2	Secretary	1 year
3	Treasurer	1 year
4	Brigade Captain	1 year
5	Lieutenants	1 year

6	Training Officer	1 year
7	Equipment Officer	1 year
8	FCO Nominations Only	2 year
9	Other	1 year

- (2) Any additional positions to the Committee or the Brigade Officers must be authorized by the CBFCO prior to the appointment of the position. All positions are to be elected in accordance with section 7.1 of the Rules.
- (3) The BFAC will consider all nominations for the position of the Fire Control Officers based on the delegates nominated by the brigades and refer those nominations to the local government for approval.

7.3 Absentee Votes

The sealed envelope containing the absentee vote must be received prior to the tally of votes for the nominated position. The name of the person casting the absentee vote and the signature of the person must be contained within the sealed envelope.

7.4 Supplementary Elections

Where a supplementary election must be held due to a vacancy in a position as a result of an early resignation or other reason, the Committee, by majority vote, will appoint a temporary office to agreeable consenting Active Member for the remaining term of the vacant position.

Part 8 – General Accounting Matters

8.1 Accounts at Financial Institutions

- (1) The brigade must disclose where brigade account(s) are to be held for the ensuing Financial Year at each AGM and record this information within the minutes of the AGM.
- (2) The brigade must have three Committee Members to act as signatories for the brigade accounts each Financial Year.
- (3) A minimum of two signatures is required on any brigade account cheque or bank transaction form.
- (4) All brigade purchases are to be approved by the Committee.
- (5) All accounts raised, works undertaken or goods to be purchased by the brigade must be authorised in advance by the President or, if the President is not available, then the next senior committee person.
- (6) All accounts raised, works undertaken or goods to be purchased need to be ratified by the brigade at the next Ordinary Meeting.
- (7) All funds raised by the brigade are to be used for the purpose of improving the profile and operation of the brigade and its members.
- (8) All cheques issued must be accompanied by the appropriate documentation (invoice or monthly account).
- (9) All money received by the brigade or by a member on behalf of the brigade must be recorded in the brigade financial records.

8.2 Financial Reports

- (1) The brigade must, at each AGM, present an independently audited financial report for the previous 12 month period or since the last AGM.
- (2) The financial report must include–
 - (a) a Statement of Receipts and Payments;
 - (b) a Bank Reconciliation Statement;
 - (c) notes detailing any outstanding receipts or payments; and
 - (d) a Balance Sheet and Inventory of Assets held by the brigade.

- (3) The brigade, in conjunction with the local government will appoint an auditor not being a brigade member for the ensuing financial year.
- (4) If an auditor resigns during the financial year, the brigade in conjunction with the local government must appoint a replacement at its next Ordinary Meeting.
- (5) The Treasurer must present the auditor's report to the AGM.
- (6) The audited report will be forwarded to the CBFCO for the information of the local government.

Schedule 2 – Nomination Form

(Clause 7.1(4))

Shire of Chittering..... Volunteer Bush Fire Brigade
(Name of Brigade)

I....., as an active member of
..... Volunteer Bush Fire Brigade hereby nominate for the position of:

Table with 4 columns and 5 rows listing nomination positions: Captain, Fire Control Officer, Secretary, Training Officer, First Aid Officer, Lieutenant, President, Treasurer, Equipment/Comms Officer, Station/Callout Attendant.

(If nominating for more than one position, separate forms are required)

I....., as an active member of
..... Volunteer Bush Fire Brigade hereby endorse the above nomination.

Full name of Nominee:

Address:

Contact Details:

Home:

Mobile:

E-mail:

DFES Identification Number:

I certify that I have read and understand the duties and responsibilities for the position I have been nominated as specified under the Volunteer Bush Fire Brigade Rules and that I have currency in all the competencies required. I understand that if I do not have currency in all the competencies required I can still be nominated subject to the approval of the CBFEO. Such approval may be conditional on further training or other arrangements as deemed necessary.

.....
Signature

.....
Date

Received by Secretary/Returning Officer

.....
Signature

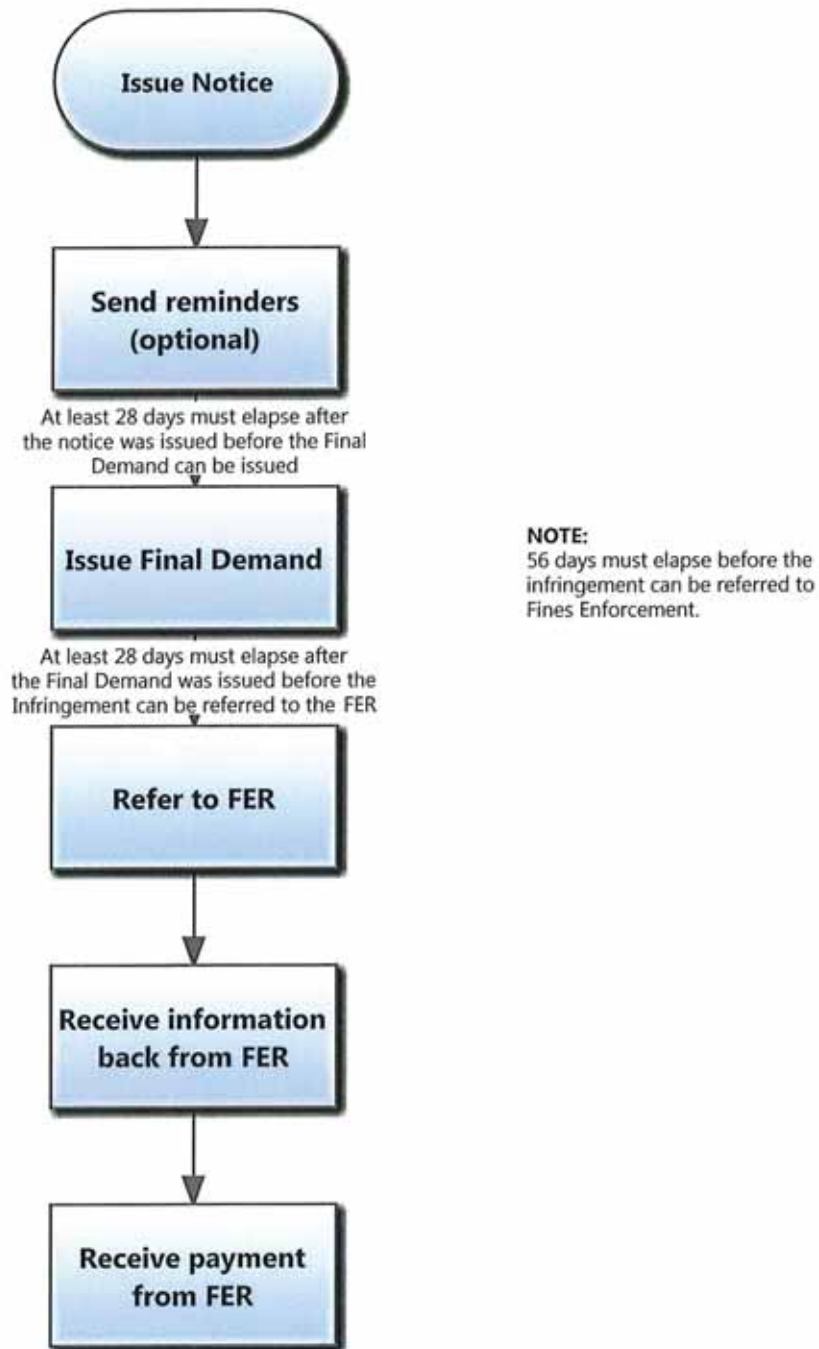
.....
Date

)
)
)
 The Common Seal of the Shire
 of Chittering was affixed by
 authority of a resolution of the
 Council in the presence of:
)
)
)
)
)
)

.....
 SHIRE PRESIDENT

.....
 CHIEF EXECUTIVE OFFICER

Fines Enforcement Registry





Facebook (Social Media) Report

Prepared by
Karen Dore, Economic Development Officer
December 2012

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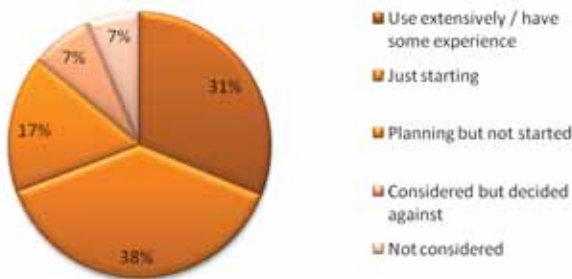
What is Facebook?

According to Wikipedia "Facebook is a social networking service launched in February 2004, owned and operated by Facebook, Inc. As of September 2012, Facebook has over one billion active users, more than half of them using Facebook on a mobile device. Users must register before using the site, after which they may create a personal profile, add other users as friends, and exchange messages, including automatic notifications when they update their profile. Additionally, users may join common-interest user groups, organized by workplace, school or college, or other characteristics, and categorize their friends into lists such as Work Colleagues or Close Friends".

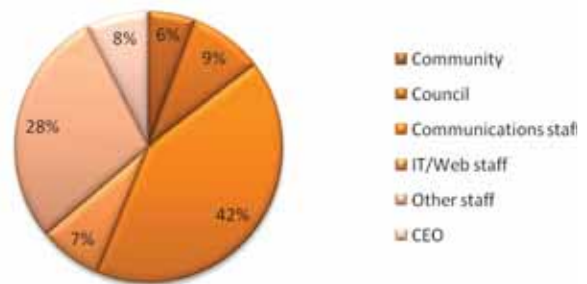
Using Social Media in Local Government Survey (2011)

Following please find relevant excerpts from "Using Social Media in Local Government – 2011 Survey Report, Australian Centre of Excellence for Local Government (ACELG)". There was a 40% response rate to the survey which was sent electronically to all Council's in November 2011.

What is your Local Government's current position regarding Social Media?

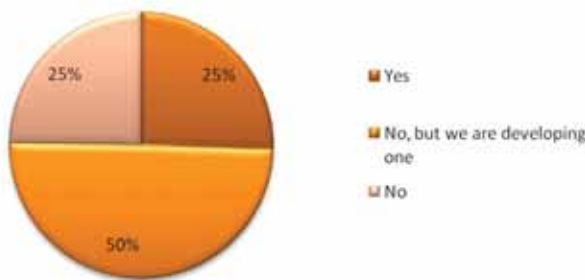


Who initiated Social Media use within your LG?

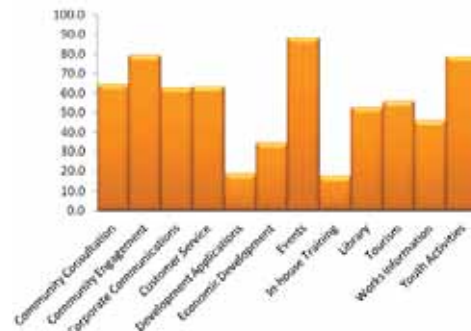


"Other staff" includes; library, tourism, economic development and each department (has own).

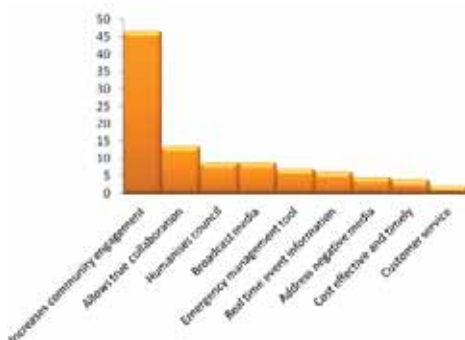
Does your LG have a Social Media Policy?



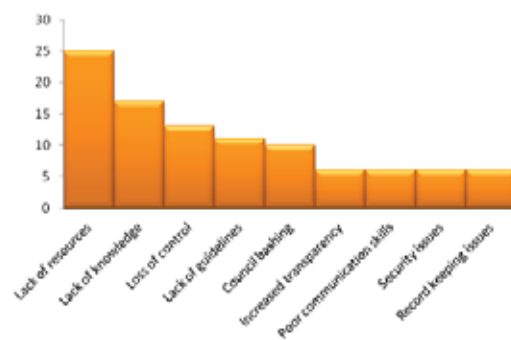
What uses does your LG value Social Media for?



What opportunities does your LG feel are offered?



What does your LG feel are the risks / barriers to Social Media use?



Why do people use Facebook?

According to research the most common reason is “to catch up with friends and family”. A 2011 study indicated that the number of Australian’s contacting local government via the internet rose substantially between 2004 and 2011 (from 14% to 33%), and given the increasing use of social media one would expect this to continue to grow.

Summary of Conclusions

- There are benefits – in particular;
 - engaging with hard to reach areas of the community
 - fostering a more collaborative, transparent approach
 - emergency management
- There are risks, therefore a strategy should be developed. This could be in conjunction with an overall Advertising and Promotions Strategy.
- A particular concern is record keeping, and a procedure for this should form part of any Strategy.
- The provision of Local Government specific training and documentation incorporating case studies and online tools would be of benefit to a lot of Councils.

Additional notes;

- Websites are becoming the ‘central plank’ of Council’s communication strategy.
- Council’s actively promoting tourism had better developed social media applications.
- Clicking the “Like” button on Facebook is an easy way to give positive feedback.

What benefits can Facebook offer to the Shire of Chittering?

A Shire Facebook page could reasonably be expected to;

- Add a unique level to events with a “Join the Conversation” angle at the event.
- Assist with community relations, including correcting misinformation and consultation.
- Create an online community.
- Drive traffic to the Council’s website, in order for people to find information and / or provide feedback.
- Engage with the community, especially young people and other Facebook users / groups.
- Enhance the Shire’s image and reputation.
- Generate community participation / volunteering.
- Be able to disseminate information, particularly weather warnings, road closures, emergency issues.
- Promote Council activities, in particular events and tourism, link, and rather than being static advertising it will reinforce, clarify and enhance promotions.

Social storytelling

From the point of view of advertising, marketing and promotions social media tends to;

- Be a softer approach, blending with rather than ‘attacking’.
- Amplify, starting small and growing its circle of influence.
- Engage people as it’s shared in real time and gives them an opportunity to share their story.
- Be an opportunity to address issues that may arise, a chance to turn negatives around to positives.
- Not necessarily be free (due to the time involved to set up and monitor) but distribution itself is free and with an almost limitless audience. Remembering that whilst you don’t pay your followers they can be repaid in other ways such as recognition.
- Allow social insights which can be used to drive marketing decisions and improve ‘business’.

Ideas from other Local Governments

- Blog using the Facebook notes tab so that people get sent the blog by RSS feed, ie they don't need to go onto Facebook.
- Create Facebook events to make it easy for people to share with friends.
- Facebook Business Directory that includes Council services and contacts.
- Facebook's feedback tab encourages comments and questions.
- Facebook's mapping application gives the opportunity to see what facilities there are around - such as parks and schools which is good for people looking at moving house.
- Mobile phone "apps" could include a local business directory including geo-location and the opportunity to leave reviews / share the business profile with friends on Facebook.
- Photos shared through Facebook make it easy for the community to get involved
- QR Codes in advertising can be used to disseminate information about events and services. The code could link to a YouTube video with a recorded message, service utilisation instructions or more information.

Statistics

The following figures are meant to give a 'big picture' view of Facebook's impact on society. There are many people within the Facebook network who could be looked at as potential visitors to the Shire of Chittering, in addition to the people who are already familiar with the area and would like to be kept up-to-date.

Facebook user numbers

- 51% (11,728,000) of the Australian population uses Facebook and an average user has 229 Facebook friends.
- 29% (3,401,120) of Australian users are aged 25-34. The next largest age group is 18-24 followed by 35-44.

Tourism

- 52% of Facebook users stated that seeing friends' vacation pictures inspired them to book a trip to that particular place.
- Users are 80% more likely to book a trip from a friend's recommendation / liking a page than they are from responding to a traditional advertisement.
- 25% of users tag their location within Facebook posts.

Feedback

- 35% of consumer comments on Facebook Pages are compliments.
- 3.2 billion 'likes' and 'comments' are posted every day.
- 30% of social media feedback is responded to.

Smartphones

- 50% of the Australian population (11,310,300) have smartphones.
- 72% of people aged 65 and over now have a mobile phone.
- 50% of smartphone's are connecting to Facebook every hour of every day.
- QR code scans increased by 300% in the past 12 months.

Social media for business

- 94% of corporate companies use social media with positive outcomes.
- 74% of brand marketers saw an increase in website traffic after investing 6 hours per week on social media.
- 53% of employers have a formal policy on social media.
- 49% of the top 10,000 websites in the world use some form of official Facebook integration and / or link on their homepage.
- 31% of small / medium businesses are using social media for business.

Facebook for Tourism

Having a Facebook page sets a ‘business’ up with a web presence on a platform where there is a large potential audience in an instant at no cost. It offers engaging ways to ‘play up’ your brand’s strengths.

The advantage with regards to tourism is that there is the ability to connect with some of the many people who use the Internet to search for information on day-trip, holiday and event destinations.



Neighbouring Shires Facebook pages

Toodyay	Moora	Gingin	Northam
<ul style="list-style-type: none"> • Businesses (x 22) • Community Alerts group • International Food Festival • Library • Local things for sale • Lost and found • Memorial Hall • Moondyne Festival • Moondyne Variety Markets • Toodyay town • Youth Advisory Council 	<ul style="list-style-type: none"> • Moora speedway • Moora town 	<ul style="list-style-type: none"> • Buy and Sell group • Chiro • Community Bank • Footy Club • Gingin town • Pub <u>SHIRE OF GINGIN</u> • Events • History • Photos • Surveys 	<ul style="list-style-type: none"> • Businesses (x 11) • For Sale (x 2) • Northam town • Pay It Forward • RadioWest • To Buy

Gingin is the only neighbouring Shire which has their own “Shire Facebook Page”, however, it is understood that the Shire of Toodyay are the instigators of pages for the events that they coordinate and / or support.

Facebook pages that feature our locality names

Chittering	Bindoon	Wannamal	Muchea
GROUP			
<ul style="list-style-type: none"> • Chittering Riding Club • Lower Chittering Cricket Club • Northern Valleys was Chittering 	<ul style="list-style-type: none"> • Bindoon Bakehaus and Café • Bindoon IGA Allergy Awareness • Bindoon Kids 		<ul style="list-style-type: none"> • Muchea Senior Cricket Club • Delta Force
PAGE			
<ul style="list-style-type: none"> • Bullsbrook and Chittering Advocate Advertising Page • Chat at Chittering Bed and Breakfast • Chittering (City) • Chittering (Interest) • Chittering Chamber of Commerce • Chittering Hills Bed and Breakfast • Chittering IT • Chittering Landcare • Chittering Retreat • Chittering Roadhouse • Chittering Valley Real Estate • Chittering Valley Social Group • ChitteringView • Lower Chittering • Shire of Chittering (Interest) • Shire of Chittering (Interest) 	<ul style="list-style-type: none"> • Bindoon (City – in Italian?) • Bindoon (City) • Bindoon (Local Business) • Bindoon Bakehaus and Café • Bindoon Hill (Local Business) • Bindoon IGA • Bindoon Show • Bindoon’s Windmill Farm • Hotel Scottalian 	<ul style="list-style-type: none"> • Wannamal (City) • Wannamal (Interest) • Wannamal (Local Business) • Wannamal (Local Business) • Wannamal (Local Business) • Wannamal (Local Business) • Wannamal Sporting Clays 	<ul style="list-style-type: none"> • Muchea BP • Muchea Footy Oval • Muchea Plant Farm • Muchea Senior Cricket Club • Muchea(City)

PERSON			
	<ul style="list-style-type: none"> • Bindoon Boots • Bindoon Bushrangers • Bindoon BVFBFB • Bindoon IGA • Bindoon Pharmac • PJ's Bindoon 		<ul style="list-style-type: none"> • Muchea DF (Delta Force)
PAGE SCREENSHOTS			

Technicalities to be considered

Facebook access

As advised by Victor and Ken from Perth Computer Services (PCS); *"It's not possible to unblock Facebook for selected users, however those that have access to iPads are able to access it as they are not blocked by the network (they are using the external Mobile G network and not connecting via the internal Shire Wi Fi)"*.

Possible access issue

Liaison with Ken also raised the interesting point that while Shire staff are blocked internally from accessing certain pages via the Shire network the Shire does not stop them using their mobile devices while at work over the external mobile G network.

Ken advised that *"The only alternative then for internal access from the Shire is a more expensive router solution and network configuration of the system that would allow us to control which PC's (not users) have access to certain web sites, or maybe one that people would have to use a username and password to access those sites. This alternative adds a much more complex level of security and would require some research to find the right product for what is to be achieved."*

The author of this report does not feel that this is currently an issue that needs to be addressed.

Record keeping requirements

According to Joyce Steveni, Recordkeeping Consultant for the State Records Office of WA *"Any communications between an agency and the public, including those which would result from the use of social networking tools such as Facebook, Twitter etc would be considered to be a record for the purposes of the State Records Act 2000. Those records would need to be assessed using the agency's established criteria to determine whether they constitute evidence of the agency's business activities. If so, the records would need to be captured into the recordkeeping system in accordance with the agency's recordkeeping plan. The process to capture the records would depend on the agency's infrastructure, therefore the SRO is unable to provide specific guidance in that regard. The records may be captured either electronically into the recordkeeping system, eg by saving the web page as a PDF file, HTML file or similar, or in hard copy by printing to paper. Where the information being posted to the social networking site has already been captured in the recordkeeping system, it may be sufficient to annotate the record with details of the methods used to communicate that information. Such decisions should be made in consultation with the records manager (or equivalent) and information technology staff"*.

The State Records Office therefore recommends that *"Before implementing social media tools, agencies should consider whether such tools are appropriate for the agency's business requirements, what types of records are expected to be created and how those records will be captured and*

managed. Responsibilities for authorising the information posted to the applications and protocols for responding to communications that may be received should also be established".

A procedure for the keeping of Facebook records would need to be incorporated within the existing plan.

Evaluation and KPI's

Most Council's do not evaluate the effectiveness of their use of Facebook, but all media campaigns should be evaluated for effectiveness to ensure any monies spent / time expended is worthwhile.

Suggestions for evaluation would be a simple monthly report which outlines;

- Growth of number of friends
- Number of likes
- Types of comments
- Levels of interaction through surveys and requests

Best practices for Facebook business pages

- Connect – promote local events, before and after, with updates and photos.
- Welcome – include a link to your website, a newsletter sign up form and a video.
- Engage – add a contest to encourage participation
 - Contest ideas: submit a photo, finish a sentence, fill in a blank.
- Interact – add polls / surveys, encourage photos, videos and comments.
- Use an email newsletter to boost Facebook awareness and use your Facebook presence to boost email newsletter subscriptions.
- Use the Facebook logo in traditional adverts and on existing web pages.

Proposed Action Plan

Should the creation of a Shire of Chittering Facebook Page be deemed to be a positive addition to the Shire's existing communication strategy it is proposed that the following actions take place.

Account and page creation

1. Sign up for a personal account in the name "Chittering Shire" using the Shire logo as the profile image and 26 September 1943 as the birth-date (the title to Swan 94 was issued on 26 September 1843, but the age needs to be realistic, ie 69 rather than 169).
2. Ensure that the account is Search Engine Optimised by completing the "Basic Information" fields including keywords and links to the Shire website.
3. Create a "Chittering Shire" business page where relevant and engaging content can be shared in a relaxed, conversational 'witty' tone.
4. Ensure that a 'custom URL' is assigned and that the "build audience" tool is engaged to ensure that the page is easy to find and share.
5. Create photo albums with existing photos which are open to the public.
6. Share the information regarding the page through our normal communication channels.

Ongoing

Undertake the following actions each day (including weekends where possible) at approximately 8.15am and 4.45pm, being aware that a maximum of 30 minutes per day should be allocated to this.

- Daily status update with topics to include, but not be limited to;
 - open ended questions;
 - comments regarding local scenery, events and sporting fixtures;
 - notification of local events.
- Create "Public Notes" which contain Shire keywords based on media releases.
- Create relevant Facebook Groups discussion regarding items open for public comment.
- Provide Council with monthly feedback through the Information Bulletin.

References

- Connecting with Communities - How Local Government is Using Social Media to Engage with Citizens, Anne E Howard (on behalf of ACELG), August 2012
- Facebook for Tourism – Tutorial 43, Tourism Australia’s Tourism eKit
- Interacting with Government study – Australian Government Management Information Office, 2011
- Sensis, 2011 – www.sensis.com.au/
- Social Media Workshop – Jesse Desjardins, Tourism Australia’s Social Media and Advocacy Manager
- State Records Office of WA – www.sro.wa.gov.au
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- www.blizzardinternet.com/travel-stats/
- www.econsultancy.com/au/reports/facebook-pages-for-business-best-practice-guide
- www.en.wikipedia.org/wiki/Facebook
- www.pnuha.com/printthread.php?tid=13110
- www.socialbakers.com/facebook-statistics/australia

Social Media Policy

Policy Owner: Corporate Services
 Person Responsible: Executive Manager Corporate Services
 Economic Development Officer
 Date of Approval: **
 File Reference: **

Objective To give guidelines for engaging in online conversations as representatives of the Shire of Chittering.

Statement As a Local Government Agency the Shire of Chittering and its representatives must follow certain rules when participating in social media.

Scope These guidelines are intended for use by Councillors, staff members and other representatives of the Shire of Chittering to apply to any online medium where information may reflect back on the image of the Shire of Chittering. Therefore this Social Media Policy applies to all forms of social media including, but not limited to: blogs, Facebook, MySpace, Wikipedia or other wikis, Twitter and LinkedIn. These guidelines also apply to any comments representatives of the Shire of Chittering may leave on others' blogs or Facebook/MySpace pages, edits to wikis, responses to tweets, postings on message boards/forums and opinions on online polls.

Most conversations on social media platforms are held in an informal manner, so the normal professional writing style is not required for social media communications; however, professional discourse is expected.

All social media accounts, blogs and web pages carrying the Shire of Chittering brand identity are to be endorsed by the Shire of Chittering. If the Shire of Chittering is referenced in any media by its representatives these social media guidelines apply.

Reference should also be made to the Shire of Chittering's "Code of Conduct – Staff, Volunteers and Contractors".

Guidelines **1. The Internet is not anonymous, nor does it forget.**
 Everything written on the Web can be traced back to its author one way or another and very easily.

2. There is no clear line between your work life and your personal life. Always be honest and respectful in both capacities.

With the ease of tracing authors back from their posts and the amount of information online, finding the actual identity of a poster from a few posts and a screen name is not impossible. This creates an avenue for outside parties to link your personal writings to the Shire of Chittering. Always write as if everyone knows you. Never write anything you wouldn't / couldn't say out loud to all parties involved.

3. Avoid hazardous materials.

Do not post or link to any materials that are defamatory, harassing or indecent.

4. Don't promote other brands with our brand.

Do not promote personal projects or endorse other brands, causes or opinions when posting on behalf of the Shire of Chittering. The endorsement of the Shire can be sought if required. If a personal opinion must be posted, clearly state that it does not represent the opinions of the Shire.

5. Maintain confidentiality.

Do not post any confidential information in regards to the Shire of Chittering including personal information of employees, Councillors and other individuals associated with the Shire of Chittering.

6. Always acknowledge.

When reposting / referencing a post or someone else's comments provide a link to the original item or acknowledge the author.

7. Identify yourself.

When relevant, identify your affiliation with the Shire of Chittering to add credibility to your profile and to increase the visibility of the Shire of Chittering.

8. Do not qualify your work.

Do not post statements regarding the quality or quantity of your work / load.

9. Do not return fire.

If a negative post or comment is found online about the Shire of Chittering or one of its representative, do not counter with another negative post. Publicly offer to remedy the situation through positive action.

10. Do not action requests made through social media.

Actioning requests must be done only through our regular procedures to avoid conflicts and other ethical problems.

Shire of Chittering on Facebook

The Shire of Chittering is broadening its communication and community engagement options by developing a presence on Facebook.

Facebook is a free-access social networking website that is privately owned and operated. Users can join networks organised by hometown, workplace, school and / or region to connect and interact with other people. Users can also add friends and send them messages, and update their personal profiles and / or status to notify friends about themselves.

We are committed to informing and engaging our community. Our Facebook page supplements the information we publish in Chatter@Chittering, on our website, and through our email newsletters.

We can;

- remind you of important events.
- alert you to late-breaking news.
- link you to interesting information about Chittering published by other people.
- better communicate with those using mobile devices.

The Shire of Chittering is aware of the ever-changing nature of internet communications and our use of Facebook will be influenced by community participation and responses.

Click on the icon below to find us on Facebook



Please note, you must be a Facebook member to view this page, for Facebook terms and conditions click [here](#).

Formal Requests and Complaints

Please note that we are not able to reply to formal requests and complaints via the Facebook page – this is due to the requirement for us to adhere to the State Records Act. For all formal requests and complaints requiring a resolution of issues regarding Shire services, facilities, staff or Councillors, please click [here](#) for a Works Request Form or [here](#) for a Complaint Form.

Cyber Safety

All users of the internet need to be aware of the possible risks, so that they can make the most of the amazing opportunities for communication, entertainment, education and business which are available online.

- [Click here for cyber safety information](#)
- [Click here for safer social networking information](#)

Documents courtesy of the [South Australian Government Information Economy Directorate](#)

Privacy

Please click [here](#) to refer to the Shire of Chittering Privacy Policy Statement.

PRIVACY STATEMENT***How secure is your information?***

The Shire of Chittering is committed to ensuring that your privacy is protected and will not share your name or email address details.

What happens if you change your mind about receiving our email updates?

Each email that you opt to receive will have a link giving you the opportunity to “opt-out” of that email list, meaning that your details will be automatically removed from the secure list.

How do we protect your information?

We have put in place various security procedures to protect your information including firewalling our computer systems, limiting employee access to data and system password protection.

Your consent

Please note that by submitting your information you consent to the use of that information as set out in this policy. Any changes to the privacy policy will be posted on this page so that you are aware of the information we collect and how it is used at all times.

How to contact us

We welcome your views about the Shire website and email updates. If you would like to contact us with any queries or comments please click [here](#) to email us.

** This privacy policy has been produced in light of the Commonwealth Privacy Act 1988.*

*** You can check the information we hold or ask us to amend any inaccuracies in the information that we hold or request its removal by writing to us or emailing us at the above address. We will take the necessary action within the time limits provided for under the Act. We reserve the right to use reasonable measures to check your identity before any information will be disclosed to you.*

**** Your continued use of the website will be your acknowledgment of your agreement to the revised policy.*

Shire of Chittering Website Disclaimer

The Shire of Chittering provides this site for information only. Nothing contained within this site constitutes professional advice.

No claim is made as to the accuracy or authenticity of the content of this site, or anything incorporated into it by reference. The Shire of Chittering accepts no liability to any person for use of or reliance upon any such content and all persons using or relying upon such content do so at their own risk and undertake sole responsibility for assessing the relevance and accuracy of that content.

No responsibility is taken for any information or service which may appear on any linked web sites.

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