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Consultation Report

16 August 2019

Fairhaven to Skenes Creek
Coastal Trail Feasibility Study

Certified



Corporation

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Consultation Summary – Fairhaven to Skenes Creek Coastal Trail Study

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Purpose

Nation Partners ran a community and stakeholder engagement program for the Fairhaven to Skenes Creek Coastal Trail Study between May and August 2019 on behalf of the Department of Environment, Land, Water and Planning (DELWP) and in collaboration with EY and World Trail.

This report documents the approach taken and feedback received.

It is intended for use by DELWP and its partners in future design, planning and delivery of the potential trail. It is not intended for publication.

Table of Contents



1. Executive summary	3
2. How we engaged	5
2.1 Approach	5
2.2 What we asked	5
2.3 Engagement and communication methods	6
3. Who we engaged	11
4. What we heard	12
4.1 Phase one – vision, opportunities and challenges	12
4.2 Phase two – draft concept design	14
5. Next steps and future engagement	18
Appendices	20
Appendix A – Sample communications materials	21
Appendix B – Webpage metrics	26
Appendix C – Survey phase one	28
Appendix D – Feedback analysis phase one	31
Appendix E – Survey phase two	36
Appendix F – Feedback analysis phase two	39

1. Executive summary



A Feasibility Study and Business Case for a potential coastal trail between Fairhaven to Skenes Creek is being developed in consultation with communities and key stakeholders. There is a great deal of interest and excitement about the proposed trail and diverse views about its potential and design. Participants in the engagement process have highlighted user experience and environmental protection as two important priorities.

The Department of Environment, Land, Water and Planning (DELWP) commissioned the Fairhaven to Skenes Creek Coastal Trail study to assess the value, benefits and options for a potential walking trail in Victoria's Great Ocean Road region.

The concept of a trail connecting the existing Surf Coast Walk and Great Ocean Walk was generated through grassroots advocacy.

The Great Ocean Road is one of Australia's most popular tourist destinations and attracts over six million visitors each year. However, a large proportion of these visits are day trips that deliver limited benefits for local communities. A key objective of the proposed trail is to extend visitor stays and therefore increase benefits flowing through to local communities. It is expected that a trail would enhance the area's tourism offering with a 'must-do' nature-based and active tourism attraction.

A two-phase engagement program was implemented between May and August 2019 to obtain inputs to the study and trail design development. Face-to-face and online engagement options were provided in each phase to maximise participation and provide flexible and accessible ways for people to get involved.

Information about the study and the proposed trail was shared and participation actively encouraged using a range of tools designed to build awareness and understanding of the study, including:

- » Study webpage - engage.vic.gov.au/trail-study
- » Community open house sessions
- » Information materials - fact sheets, maps, presentations and images
- » Media releases and responses to media enquiries
- » Direct emails and telephone calls to identified stakeholders
- » Email updates to subscribers
- » Social media
- » Sharing information via stakeholder and Reference Group member channels
- » Posting information in shop windows and community noticeboards in Apollo Bay, Wye River and Lorne

Key stakeholders consulted as part of this engagement program include:

- » State government departments and agencies
- » Local government
- » Traditional Owners
- » Local residents and property owners
- » Visitors to the Great Ocean Road region

- » Business owners and their employees
- » Tourism and business groups
- » Tour and event operators
- » Environmental groups
- » Community/resident groups
- » User groups.

The study team spoke with over 100 people at community open house sessions, received almost 300 survey submissions and met with individual stakeholders and Reference Groups convened to provide advice to the study team.

Through the **first phase of engagement**, we heard the community's vision for the trail. Important attributes identified through this feedback included:

- » Caters for different users and abilities
- » Sensitive to the natural environment
- » Supports sustainable tourism
- » User-friendly with the right supporting facilities
- » Iconic with spectacular views
- » Connects coastal towns and links up other trails in the area.

Participants identified tourism and the flow on benefits of visitation as being the clearest opportunity presented by the trail, followed by social benefits resulting from improved connectivity, health and wellbeing and safety.

Key challenges raised for consideration were environmental protection challenges, striking a balance between conservation and tourism, terrain, weather and coastal conditions.

The draft trail concept design presented in the **second phase of engagement** elicited diverse views from participants. The two themes that emerged most strongly are the importance of environmental protection and creating a great user experience. There was also recognition of the tension that can exist between these two values.

Throughout both phases of engagement, many topics of interest were raised which were not directly relevant at this very early stage in the project's development. It will be important to consider and reconsider these topics at each future stage to ensure that all potential issues and opportunities are appropriately addressed and risks managed. This may involve further consultation on specific topics at the right time.

Snapshot of engagement

- » 7 community open house sessions
- » 100+ face-to-face conversations with community members
- » 6 stakeholder meetings and 2 Community and Stakeholder Reference Group meetings
- » 287 surveys, 5 submissions and 28 map comments received
- » 1,600 visitors viewed the project webpage over 2,900 times
- » Around 3,500 individual comments made, reviewed and analysed.

2. How we engaged



A two-phase engagement program was implemented between May and August 2019 to obtain inputs to the study and trail design development. Both face-to-face and online engagement options were provided for each phase to maximise participation and provide flexible and accessible ways for people to get involved.

2.1 Approach

Involving communities and stakeholders in discussions about the trail at this very early stage in the project's development ensures that views, values and priorities are identified and clearly understood from the outset. Understanding community perspectives and gaining access to local and specialist knowledge is expected to guide well-informed decisions and enhance outcomes.

Phase	Purpose	Timing	Feedback is used to inform
Phase one	<ul style="list-style-type: none"> » Introduce study, build awareness and understanding » Communicate engagement process and opportunities » Seek feedback on vision, opportunities and challenges 	28 June to 20 June 2019	<ul style="list-style-type: none"> » Issues and Opportunities Paper » Concept Design development » Feasibility Study » Business Case
Phase two	<ul style="list-style-type: none"> » Study update » Socialise and seek feedback on draft concept and route options 	17 July to 5 August 2019	<ul style="list-style-type: none"> » Concept Design refinement » Feasibility Study » Business Case

2.2 What we asked

Through **phase one** we introduced the trail proposal, helped build the study team's understanding of community aspirations and expectations and obtained local knowledge. Participants were asked:

- » What is your vision for the potential trail?
- » What opportunities could the trail create?
- » What challenges should we be aware of for this study?
- » What are the most important considerations when developing a trail concept design?

In **phase two** we presented a draft concept design for discussion and feedback. This was an opportunity for the study team to test initial ideas and options for the trail route with interested communities and stakeholders. Participants were asked:

- » What is your level of support for the design principles?
- » Do you have any suggested improvements to the draft trail concept?
- » Can you see any missed opportunities or areas to avoid on the draft route?
- » What are your views on the key options, opportunities and challenges identified?

2.3 Engagement and communication methods

Community open house sessions

More than **100 people attended seven community open house sessions** held across the two engagement phases. These sessions provided an opportunity for face-to-face discussions with local residents and others with an interest in the Great Ocean Road region.

Some sessions were held in partnership with the Great Ocean Road Taskforce team or Colac Otway Shire, providing a 'one-stop-shop' for engaged residents to find information and get involved in local projects.

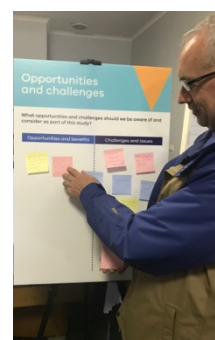
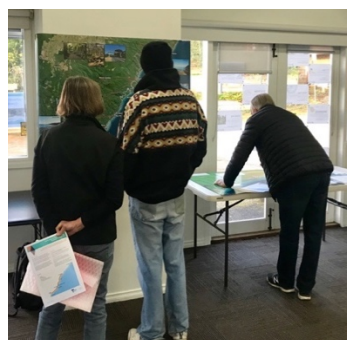
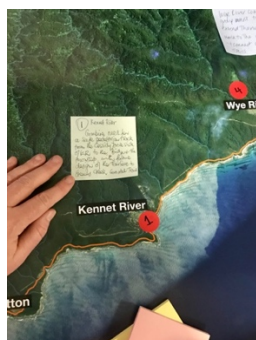
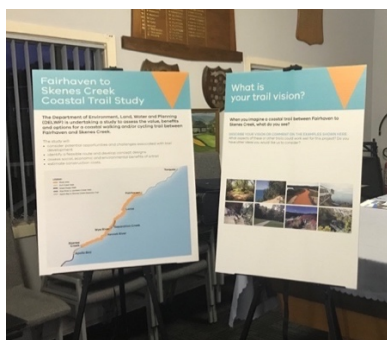
Sessions were held in Lorne, Wye River and Apollo Bay across different days and times to provide close access and equal opportunity for all communities in the study area to attend and participate.

Attendees included local residents, holiday home owners, local business owners, local government and community group representatives.

All sessions were drop-in style and held over a two or three hour period. The session and supporting materials were designed to stimulate discussion and feedback relevant to the focus for each phase.

Community open house details

Location	Phase one	Est. attendees	Phase two	Est. attendees
Melbourne	Tuesday 28 May 2019 5:30pm-7:30pm DEWLP, 8 Nicholson Street	9	-	-
Lorne	Saturday 8 June 2019 2:00pm-4:00pm Lorne Community House	12	Saturday 20 July 2019 9:00am-11:00am Lorne Community House	15
Wye River	Saturday 8 June 2019 10:00am-12:00pm Wye River Surf Lifesaving Club	15	Saturday 20 July 2019 1:00pm-3:00pm Wye River Surf Lifesaving Club	10
Apollo Bay	Tuesday 18 June 2019 6:00pm-8:00pm Apollo Bay Golf Club	17	Friday 19 July 2019 1:00pm-4:00pm Apollo Bay Golf Club	25



Engage Victoria website

A project page was created on the Victorian Government's Engage Victoria online engagement platform to provide a central hub for information and participation.

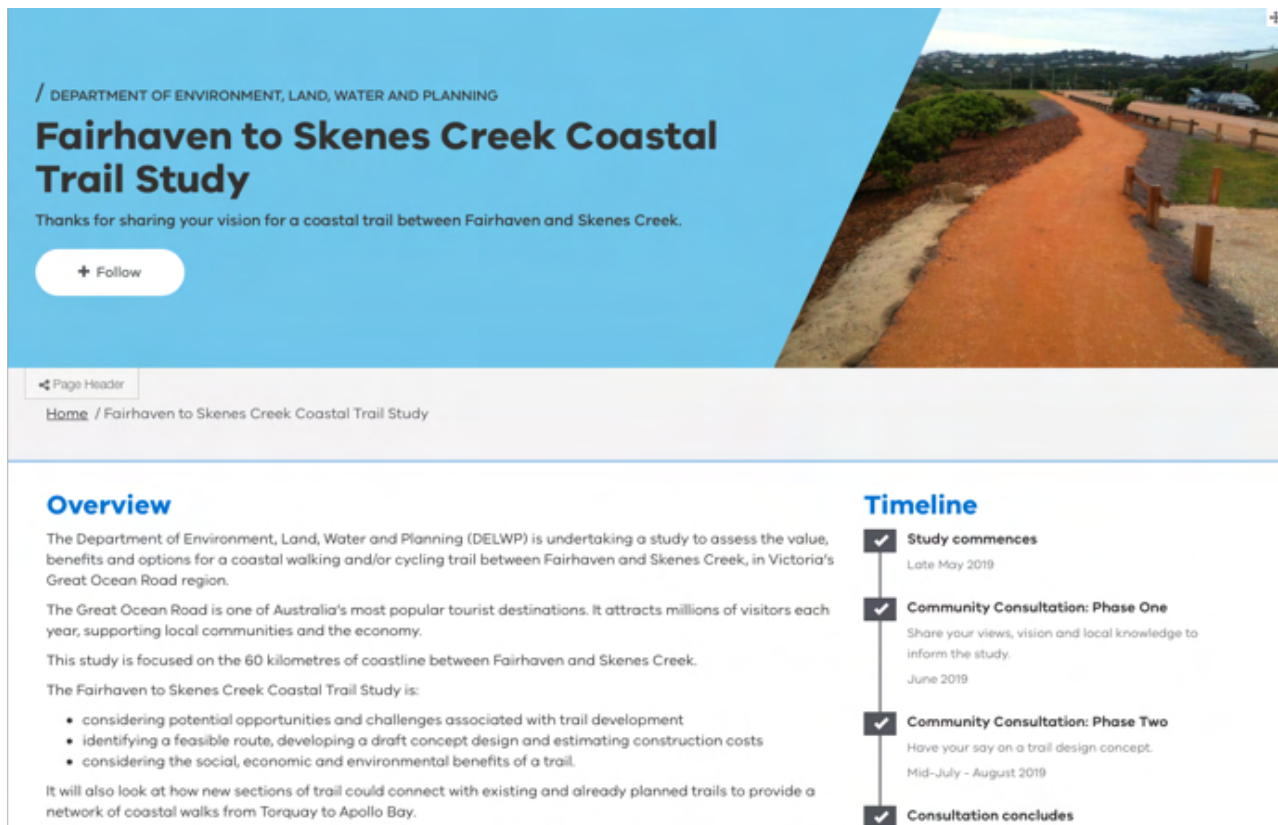
More than 1,600 visitors viewed the page over 2,900 times and made 325 contributions – either by completing a survey, commenting on the interactive map, subscribing for updates or asking a question.

The webpage was published on 5 June 2019 and was continually updated as the study progressed. A range of engagement and communication tools were used to accept feedback and enquiries, share the latest information and promote upcoming engagement, including:

- » Surveys – to collect feedback
- » Interactive map – to allow people to pinpoint and provide comments on exact locations in the study area
- » Timeline – to communicate current status and the engagement process
- » Key dates – to provide information about upcoming community open house sessions
- » Image gallery – a 'trail inspiration gallery' showing different types of trails to stimulate ideas and discussion
- » Subscribe to updates – to receive email updates about developments with the study
- » Contact us – to ask questions or send written submissions.

Refer to Appendix B for webpage metrics.

Engage Victoria webpage – www.engage.vic.gov.au/trail-study



DEPARTMENT OF ENVIRONMENT, LAND, WATER AND PLANNING

Fairhaven to Skenes Creek Coastal Trail Study

Thanks for sharing your vision for a coastal trail between Fairhaven and Skenes Creek.

+ Follow

Page Header

Home / Fairhaven to Skenes Creek Coastal Trail Study

Overview

The Department of Environment, Land, Water and Planning (DELWP) is undertaking a study to assess the value, benefits and options for a coastal walking and/or cycling trail between Fairhaven and Skenes Creek, in Victoria's Great Ocean Road region.

The Great Ocean Road is one of Australia's most popular tourist destinations. It attracts millions of visitors each year, supporting local communities and the economy.

This study is focused on the 60 kilometres of coastline between Fairhaven and Skenes Creek.

The Fairhaven to Skenes Creek Coastal Trail Study is:

- considering potential opportunities and challenges associated with trail development
- identifying a feasible route, developing a draft concept design and estimating construction costs
- considering the social, economic and environmental benefits of a trail.

It will also look at how new sections of trail could connect with existing and already planned trails to provide a network of coastal walks from Torquay to Apollo Bay.

Timeline

- Study commences**
Late May 2019
- Community Consultation: Phase One**
Share your views, vision and local knowledge to inform the study.
June 2019
- Community Consultation: Phase Two**
Have your say on a trail design concept.
Mid-July - August 2019
- Consultation concludes**

Community feedback methods – survey, interactive map and submissions

In total, **320 surveys, map comments and submissions were made across two phases of engagement.**

A community survey was developed for each phase to provide participants with a straightforward way to record and submit feedback. Surveys could be completed online or in hard-copy at an open house session. Refer to Appendix C and D for copies of the surveys

An interactive map was available online during phase one to allow participants to pinpoint and comment on exact locations in the study area. This was replicated at community open house sessions in phase one and two using large-scale printed maps on which participants were able to post comments. Sticky note comments received at open house sessions were entered into the online survey to aid in data analysis.

Some highly engaged participants with extensive local knowledge provided detailed written submissions.

Feedback received by method

Tool	Phase one	Phase two
Survey	202 responses	85 responses
Interactive map	28 comments	-
Submissions	1 submission	4 submissions

Community and Stakeholder Reference Group

A Community and Stakeholder Reference Group (CSRG) was established and met twice during the study period. Potential members were identified by DELWP with advice from the Technical Working Group. Organisations invited to participate in the CSRG included:

- » Surf Coast Shire Council (councilor)
- » Otway Shire Council (councilor)
- » Eastern Maar Aboriginal Corporation
- » Great Ocean Road Coast Committee
- » Otway Coast Committee
- » Wye River, Separation Creek and Kennett River Association
- » Skenes Creek Advancement Association
- » Apollo Bay Chamber of Commerce
- » Committee for Lorne

CSRG meetings

Meeting	Date and location	Focus
#1	19 June 2019 Forrest Community Hub	<ul style="list-style-type: none"> » Study overview » Trail vision » Issues and opportunities identification
#2	19 July 2019 Wye River Surf Lifesaving Club	<ul style="list-style-type: none"> » Study update » Phase one feedback » Draft concept design presentation and discussion

Technical Working Group

DEWLP convened a Technical Working Group (TWG) which met twice during the engagement period. A third meeting is planned at the end of the study. Members comprised local and state government agencies and departments with a management role in the Great Ocean Road region.

Organisations invited to participate in the CSRG included:

- » Surf Coast Shire Council (CEO)
- » Otway Shire Council (CEO)
- » Great Ocean Road Regional Tourism Limited
- » Great Ocean Road Taskforce
- » Department of Environment, Land, Water and Planning
- » Department of Jobs, Precincts and Regions
- » Regional Development Victoria
- » Parks Victoria
- » Regional Roads Victoria

TWG meetings

Meeting	Date and location	Focus
#1	4 June DELWP Anglesea office	» Project briefing and background and Investment Logic Mapping (ILM) workshop
#2	10 July DELWP Anglesea office	» Project update
#3	Planned - not yet scheduled at time of writing this report	» Project finalisation » Next steps

Meetings and briefings

The study team **met with six interested and relevant stakeholders** to brief them on the study and seek their feedback.

Stakeholder meetings

Date	Organisation
18 June 2019	Otway Coast Committee
20 June 2019	National Parks Association Victoria
24 June 2019	Bicycle Network Victoria
27 June 2019	Victoria Walks
30 July 2019	Great Ocean Road Regional Tourism Limited
8 August 2019	Eastern Marr Aboriginal Corporation

Email and telephone

A direct line to the study team was provided via an online contact form and telephone number. These contact details were also published on public information materials.

We **made contact with over 50 identified community, business and environmental groups**, via email or telephone, to share information about the study and invite participation.

Two email updates were sent to subscribers during the engagement period. A total of 87 people had subscribed to receive project updates as at 16 August 2019.

Communications materials

Publications and display materials were created to provide information, respond to anticipated questions and support participants to provide informed feedback. Key materials are outlined below.

Public information and display materials

Item	Use
Study fact sheet	<ul style="list-style-type: none"> » Explain study area, scope, purpose and engagement process » Available online, at open house sessions and posted in shop windows and community notice boards in Apollo Bay, Lorne and Wye River
Display posters	<ul style="list-style-type: none"> » Display key information and images at community open house sessions
Trail concept fact sheet	<ul style="list-style-type: none"> » Overview of concept design and guiding design principles » Available online and at open house sessions
Trail concept route guide	<ul style="list-style-type: none"> » A guide to the five route sections including key facts and figures, design options, opportunities and challenges for each section. » Available online and at open house sessions
Trail concept plans	<ul style="list-style-type: none"> » World Trail developed maps showing the draft route and highlighting potential options and opportunities » Available online and at open house sessions
Trail concept slide deck	<ul style="list-style-type: none"> » Additional background information explaining key considerations and the rationale behind the draft trail concept » Used for Reference Group meetings, at open house sessions and online

Social media

DEWLP's established social media channels were used to share information about the study and raise awareness of opportunities to participate. Posts on Facebook, Twitter and Instagram attracted almost 350 likes, 60 shares, more than 30 comments and 2,800 video views. Refer to Appendix A for sample posts.

Information for the media

Information was provided to the media both proactively and reactively to raise awareness of the study and promote opportunities to participate. This generated media coverage in local newspapers and radio. Refer to Appendix A for further details.

3. Who we engaged



The Fairhaven to Skenes Creek Coastal Trail Study is of interest to a broad range of stakeholders including residents, visitors, interest groups, councils, businesses, tourism and government agencies.

We sought to reach and involve as many interested stakeholders as possible in order to build our understanding of community views and expectations and ensure any potential issues and opportunities were identified and considered as early as possible.

We spoke with over 100 people at community open house sessions, received almost 300 survey responses and met with individual stakeholders and Reference Groups convened to advise the study team.

Key groups that we engaged with include:

- » State government departments and agencies
- » Local government
- » Traditional Owners
- » Local residents and property owners
- » Regular visitors to the area
- » Business owners and their employees
- » Tourism and business groups
- » Tour and event operators
- » Environmental groups
- » Community/resident groups
- » User groups.

4. What we heard



There is support for a trail that caters for different users and abilities, is sensitive to the natural environment, provides scenic views, connects coastal towns and links with other trails in the area. Environmental protection and user experience have emerged from feedback as critical factors for community acceptance and success in achieving the trail's objective - attracting longer-stay visitation. These factors will need to be carefully considered and prioritised where possible in the trail's future design, planning, construction and operation.

Over 3,500 individual comments were recorded across two phases of community engagement. Key themes identified through feedback are outlined in this section. More detailed analysis can be found in Appendix D (phase one) and Appendix F (phase two).

4.1 Phase one – vision, opportunities and challenges

Through **phase one** we introduced the trail proposal, helped build the study team's understanding of community aspirations and expectations and obtained local knowledge. Participants were asked to share their vision for the trail and provide feedback on trail use, opportunities, challenges and priorities.

There is strong support for the trail concept and excitement about the opportunities it could create.

Participants shared local knowledge, ideas, concerns and other feedback on a broad range of topics.

Use

We asked: *How might you use the trail?*

We heard:

- » The top three uses cited by respondents were recreation (90%), connecting with nature (63%) and hiking (60%).
- » There is interest in providing both longer and shorter walks and a view that loop walks or shorter in/out sections are more practical for many users.
- » Respondents see walkers as the main user group with over 70% stating that it is 'very important' for the trail to cater for walkers, compared to 46% that saw it as 'very important' for the trail to cater specifically for runners or cyclists.

Vision

We asked: *When you imagine a coastal trail between Fairhaven and Skenes Creek, what do you see?*

We heard:

- » There are a broad range of views about where the trail could go, how it could work, who could use it and what it could achieve for locals, the region and Victoria.
- » The trail has huge potential to generate new opportunities and create something very special – in the same way the Great Ocean Road has – so long as it is "done well".
- » There is a desire for a 'world class' trail that is mostly accessible for all ages and abilities but which also provides some more challenging sections.

- » Many envisage a low-key walking track that blends in and where people can enjoy quiet and nature, while others see a world-renowned trail that people aspire to walk for its spectacular views and creative design.
- » Many participants expressed interest in a shared-use trail however there were also concerns raised about safety and user experience if the trail is shared.
- » There is a strong desire to showcase the stunning scenery and natural features of the area, particularly the coast and ocean vistas.
- » Many participants commented that infrastructure and amenities are needed to support users, either along the trail or at the towns and camping grounds it connects to. There were specific references to toilets, parking, accommodation, camping, artworks, interpretive signage, shelter, drinking water and seating.

Opportunities

We asked: *What opportunities or benefits could the trail create?*

We heard:

- » An improved tourism offering and extended visitor stays and spend were most clearly identified as the most important opportunities.
- » Communities along the Great Ocean Road are reliant on the road to connect with one another – a trail would give people a new option to improve connections between communities and to destinations.
- » Creating a new connection between communities could also improve safety by providing an off-road route for foot and bicycle traffic.
- » A trail could provide an active way for visitors and locals to travel, explore and enjoy the area, leading to health, wellbeing and environmental benefits.

Challenges

We asked: *What challenges or issues should we be aware of for this study?*

We heard:

- » There are a range of challenges and potential issues that may affect the design, construction and operation of a trail, which will need to be considered at the right time and addressed appropriately.
- » The most significant challenge identified is protecting the environment and minimising impacts to the coastline, flora, fauna and waterways, with a desire for the trail to have a footprint that is as small and low-impact as possible.
- » Striking the right balance between conservation and tourism will be challenging.
- » Designing and building a trail in such challenging terrain is a challenge, particularly if it is to be accessible for as many ages and abilities as possible.
- » It will be difficult to build a trail in steep, rocky and hilly terrain while remaining sensitive to the environment.
- » Coastal erosion, rising sea levels and other coastal and climate issues are seen as a key threat to the usability and lifespan of a coastal trail, with many commenting that a coastal route would be very challenging and costly to build for these reasons.
- » It will need to be effectively maintained and managed, with many stating that constant monitoring of litter, waste and environmental damage would be required.

Priorities

We asked: *In your opinion, what are the most important considerations when developing a trail route and design?*

We heard:

- » User experience is the most important factor in the trail's design.
- » There is a strong desire to take a user-centered design approach, to create an enjoyable and accessible trail for different ages and abilities.
- » Other key considerations are safety, connectivity and reducing environmental impacts through route selection and design.

4.2 Phase two – draft concept design

Phase two presented a draft trail concept design for discussion and feedback. This was an opportunity to test initial ideas and route options with interested communities and stakeholders. We asked participants for feedback on design principles and the draft concept design – with particular focus on areas where opportunities, challenges or route options had been identified.

The draft concept elicited a diverse and divergent range of views from participants. **The two themes that emerged most strongly are the importance of environmental protection and creating a great user experience. There was also recognition of the tension that can exist between these two values.**

Design principles

A set of design principles were used to guide design decisions for the draft trail concept. These principles reflected feedback received through phase one engagement. In phase two, we tested community acceptance of these principles by asking for feedback on level of support.

We asked: *Please indicate your level of support for the design principles used to guide development of the draft trail concept.*

We heard:

- » The vast majority of respondents strongly or somewhat support the design principles.
- » 10% or fewer respondents are strongly or somewhat opposed to the principles.
- » The strongest levels of support and opposition was to the first principle – *deliver an iconic and world-class user experience to attract longer-stay visitors*. Feedback indicates that opposition to this principle stems from concerns about over-tourism and visitor management.

Level of support for guiding design principles

Principle	Strong support	Somewhat support	Neutral	Somewhat oppose	Strongly oppose
Deliver an iconic and world-class user experience to attract longer-stay visitors	74%	12%	4%	6%	4%
Use existing trails where possible to minimise impacts and cost	56%	20%	18%	4%	1%

Accommodation and facilities are provided in townships to drive economic benefit to these areas	61%	26%	10%	2%	2%
Provide a mix of hinterland and coastal trail to showcase diverse landscapes and features	67%	12%	12%	4%	5%

Walking trails

The walking trail was broken into four sections and participants were asked to comment on the section/s of interest or relevance to them.

- » Fairhaven to Lorne
- » Lorne to Wye Rive
- » Wye River to Cape Patton
- » Cape Patton to Skenes Creek

We asked: *Do you have any suggestions for how the draft trail concept could be improved? Please provide feedback on suggested improvements, any opportunities we've missed or areas to avoid.*

The majority of feedback on this question was general in nature (e.g. questions, suggestions) and strong sentiments were not commonly expressed.

Common themes across all four sections were:

- » Trail users - some stated a preference for shared-use while others supported separation of users.
- » Environmental protection and concerns about potential impacts.
- » User experience and ideas for how this could be achieved.
- » Maintenance and infrastructure required to support trail operations.

Fairhaven to Lorne + route alternatives

We heard:

- » General support for the trail.
- » Around 80% of respondents indicated a preference for creating a new single track vs. using the existing access tracks – key reasons cited for this include: reduces distance between towns and accommodation; improves the user experience and separates walkers and cyclists.
- » Those who prefer a new single track believe that the additional cost and environmental impact is outweighed by the benefits.
- » Some concern about the impact of creating new trails.
- » Some respondents expressed a preference for some or all of this section to take a coastal route to highlight and provide access to the scenic coastline and beaches.
- » Ideas for alternative routes or connections.

Lorne to Wye River + route alternative from Cumberland River to Jamieson Creek

We heard:

- » Concerns about environmental impacts and a desire to prioritise environmental protection
- » Around 40% of respondents indicated a preference for the proposed inland route and 30% for the coastal route option from Cumberland River to Jamieson Creek. The remainder did not express a preference.
- » There is a need to consider the lifespan, accessibility and environmental impacts of any coastal trails.
- » Ideas for alternative routes or connections.

Wye River to Cape Patton

We heard:

- » There is general support for the trail and the proposed route.
- » Ideas for alternative routes or connections.
- » Mixed response to the 'koala viewing area' which was identified as an attraction on the concept plans.

Cape Patton to Skenes Creek

We heard:

- » Respondents understand the challenge presented by rugged coastal terrain in this section.
- » Environmental and visual impacts from built infrastructure are key concerns. There is general agreement that any infrastructure, such as the boardwalk example identified, would need to complement the natural landscape but diverse views about what this would look like.
- » Ideas for alternative routes or connections.
- » There is some support for an inland route, regardless of length and challenges with private property.
- » Suggestions to wait until other sections and/or the Discovery Trail are built so learnings can be adopted.
- » Concern about the cost and questions as to whether it 'stacks up'.

Opportunity - suspension bridges

We asked: *There is an opportunity to build one or more iconic suspension bridges on the trail between Lorne and Wye River. Share your views about this opportunity.*

We heard:

- » Some respondents are excited by the suspension bridge concept, stating that it would have great tourism appeal, enhance views and reduce walking distances.
- » Some are ambivalent – not opposed but do not believe suspension bridges are needed unless they serve a specific purpose – i.e. needed for crossings and/or to avoid long deviations from the route.
- » Others believe the suspension bridges are inappropriate development.
- » The key concern is visual impact on the landscape, especially at Cumberland River.
- » Other concerns raised included environmental impacts, safety, cost and maintenance.

Challenge – Cape Patton to Skenes Creek

We asked: *The conditions in this area are particularly challenging. An inland route that avoids private land is too long and diminishes the user experience. The coastal route identified would need engineered structures (e.g. boardwalk) that are challenging and costly to build. We will need to consider the cost and potential impacts against the benefits. Please share your views on this challenge.*

We heard:

- » The potential boardwalk solution put forward for discussion generated polarised feedback.
- » Some respondents strongly opposed the concept of built infrastructure along the coast while others expressed strong support for a boardwalk or similar solution to create a unique and spectacular coastal experience.
- » Many respondents believe that the boardwalk solution is not achievable given tidal conditions, rising sea levels, erosion, lifespan and cost.
- » The greatest concerns and questions raised related to visual and environmental impact.

Route – mountain bike trails

We asked: *Do you have any suggestions for how the draft trail concept could be improved? Please provide feedback on suggested improvements, any opportunities we've missed, or areas to avoid.*

We heard:

- » Respondents are generally supportive of the mountain biking concept.
- » Some respondents stated a preference for a family friendly 'rail trail' style experience.
- » This is some support for connections to Forrest to link up mountain biking facilities in the region.
- » There is some strong opposition to a mountain bike trail. This mainly stems from a view that a mountain bike trail is not needed or a desire to prioritise the walking trail.
- » Concerns about environmental impacts and misuse (e.g. dirt bikes, illegal camping).
- » Ideas for alternative routes or connections.

5. Next steps and future engagement



Community feedback is being used to evaluate options, refine the concept design and build a case for investment in a new coastal trail.

Feedback from a broad range of stakeholders was sought across two phases of engagement during the project's feasibility and business case development phase. All feedback has been reviewed individually, collated and grouped into themes and topics for reporting purposes.

Phase one feedback contributed to an issues and opportunities paper, development of a draft trail concept and initial work on the Business Case. Feedback from phase two is being used to refine the concept design and inform recommendations for the trail's route and future development.

Feedback received to date will continue to be a useful point of reference as the project progresses.

5.1 Topics of interest for future discussions

Key topics of interest raised by respondents are outlined below, in no particular order. While many of these topics are not directly relevant to work happening at this very early stage in the project's development, it will be important to consider and reconsider these topics as the project progresses to ensure that all potential issues and opportunities are appropriately addressed and risks managed. This may involve further consultation on specific topics at the right time.

- » **Cost** of trail and value delivered
- » **Rationale** and/or need for the trail
- » **Benefits** of the trail with particular interest in the tourism, business and employment opportunities
- » **Solution** – is a trail feasible or the best way to convert existing visitors to longer-stay visitors
- » **Route** suggestions and preferences for where the trail could go
- » **Connections** to towns, roads, tourist destinations, public transport and accommodation
- » **Supporting infrastructure** such as parking, camping, toilets and rubbish bins
- » **User experience** – different views on what provides the best user experience
- » **Culture and heritage** protection and opportunities to highlight Aboriginal and European history
- » **Environmental issues** such as development in the fragile coastal zone, flora and fauna and climate change
- » **Visual and landscape amenity** – interest in how the trail could look, how it fits into the landscape or changed views
- » **Geological conditions** and challenges including instability, erosion, rock and terrain
- » **Health and wellbeing** opportunities to increase and promote physical activity
- » **Trail users and accessibility** – interest in who would be able to use the trail and the constructed trail standard
- » **Construction** and its effect on environment, access, traffic and private property
- » **Maintenance** considerations such as responsibility, funding and lifespan of infrastructure

- » **Private property** matters such as privacy, fencing, proximity to trail and liability
- » **Operational issues** such as enforcement of user and camping restrictions, waste management, extreme weather events, monitoring of use and support for users
- » **Safety** for users and communities
- » **Signage** – use of directional and interpretive signage for cultural and environmental features
- » **Marketing** the trail to maximise benefits and packaging it with broader marketing of the region
- » **Consultation** – the need to continue engaging and provide greater levels of detail
- » **Risks** associated with fire, tides, construction, mobile phone blackspots and public liability
- » **Coordination and planning** – the need to coordinate with other government agencies and projects.

5.2 Preferences and feedback on engagement

Interest in the potential trail is high, as indicated by 1,600 visitors to the project webpage, over 300 feedback submissions, commentary on social media and local media interest.

However, attendance at community open house sessions was relatively low – an average of 14 attendees per session. While more than 177 survey respondents indicated interest in attending a community session during phase two, the three sessions held ultimately attracted only 50 attendees. It is unclear if this is due to awareness, interest, or a level of comfort with information provided and ability to feedback online.

Direct feedback about the process and materials to consider for future engagement:

- » Phase one respondents were asked how satisfied they were with the process and information available about the study - 6% were not satisfied, 32% neutral and 58% satisfied (4% did not respond).
- » Community members and the CSRG advised that weekends are the best time to hold community sessions in order to capture visitors and holiday house owners, however it is important to avoid clashes with local sports games.
- » Several phase two respondents expressed dissatisfaction with the draft concept plans provided and suggested that additional details should be included, such as labels for existing trails, rivers and other key features to help with orientation.
- » Suggestions to increase promotion of engagement opportunities to boost awareness.
- » Requests to send letters to all property owners to boost awareness.



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COMPLEX PROJECTS

Appendices



Appendix A – Sample communications materials

Fact sheet – study overview

Fairhaven to Skenes Creek Coastal Trail Study

We are investigating the potential for a new coastal walking and/or cycling trail along the Great Ocean Road

About the study

The Department of Environment, Land, Water and Planning (DELWP) is undertaking a study to assess the value, benefits and options for a coastal walking and/or cycling trail between Fairhaven and Skenes Creek.

The Great Ocean Road is one of Australia's most popular tourist destinations. It attracts millions of visitors each year, supporting local communities and the economy.

The study will focus on the 60 kilometres of coastline between Fairhaven and Skenes Creek. This area features spectacular scenery and a series of popular beachside towns, making it an ideal place to experience all the Great Ocean Road region has to offer.

The study will:

- consider potential opportunities and challenges associated with trail development
- identify a feasible route and develop concept designs
- assess social, economic and environmental benefits of a trail
- estimate construction costs.

It will investigate how new sections of trail could connect with existing and already planned trails to provide a network of coastal walks from Torquay to Apollo Bay.

This study is the result of community recommendations to encourage sustainable tourism, enhance the liveability of local communities and protect the unique environment and landscapes of the Great Ocean Road.

Study area



LEGEND

- Study area
- Surf Coast Walk
- Great Ocean Walk
- Wye River to Jamieson Creek Walk
- Apollo Bay to Skenes Creek Discovery Trail

Fairhaven to Skenes Creek Coastal Trail Study

A trail for communities and tourism

A key objective for the trail is to ensure local communities benefit from tourism, by attracting longer visits across different times of the year.

Trails can provide a 'bucket-list' visitor experience while also delivering social, environmental, cultural and economic benefits for surrounding communities.

A trail between Fairhaven and Skenes Creek could also connect two existing trails – the Surf Coast Walk and the Great Ocean Walk – to link adjoining coastal towns and improve safety on the Great Ocean Road.



The Great Ocean Walk (Source: Belinda Van Zanen, Parks Victoria)

Designing the trail

Specialist trail designers will identify a possible route and concept design for the trail.

There are many technical, environmental and community considerations that they will look at, including:

- route difficulty and length
- demand for use
- types of users
- safety
- access and connections
- land ownership
- local conditions
- community aspirations
- cost.

More information

Contact us to learn about the study and opportunities to be involved.

Phone: 136 186

Website: www.engage.vic.gov.au/trail-study

Get involved

Involving communities, local groups and organisations with an interest in the future of the Great Ocean Road will ensure the study is well-informed and responds to local aspirations.

You can share your views, vision and local knowledge with the project team at community consultation sessions in June and July 2019 or online at www.engage.vic.gov.au/trail-study

The study team will also consult with working groups, including councils, community and business representatives, government departments and authorities.



The Surf Coast Walk (Source: World Trail)

Accessibility

If you would like to receive this publication in an alternative format, please telephone the DELWP Customer Service Centre on 136186, email customer.service@delwp.vic.gov.au or via the National Relay Service on 133 677 www.relayservice.com.au. This document is also available on the internet at www.delwp.vic.gov.au.

delwp.vic.gov.au



VICTORIA
State Government

Environment,
Land, Water
and Planning

Fact sheet – trail concept overview



Fairhaven to Skenes Creek Coastal Trail Study

Draft trail concept and route options - July 2019

The Department of Environment, Land, Water and Planning (DELWP) is undertaking a study to assess the value, benefits and options for a coastal walking and/or cycling trail between Fairhaven and Skenes Creek.

This document provides information about a draft concept for discussion and consultation purposes.

Developing a trail concept

Specialist trail designers have undertaken desktop assessments and field work to identify route options and develop a draft trail concept. They have considered:

- feedback from government agencies, councils, community and business groups, user groups, residents and visitors
- connections to and use of existing trails
- connections to townships
- land ownership
- local typography and environment

More detailed investigations would take place if the project proceeds to the next stage of development.

Guiding design principles

Trail design best practice and community feedback informed these design principles to guide development of a trail concept:

- seek out an iconic and world-class user experience to attract longer-stay visitors
- use existing infrastructure where possible to minimise environmental impacts and cost
- accommodation and facilities are provided in townships to drive economic benefit
- provide a mix of hinterland and coastal trail to showcase the area's diverse landscapes.



delwp.vic.gov.au



Environment,
Land, Water
and Planning



Consultation

Through earlier consultation with communities, visitors and stakeholders in May and June, we heard that there is support for a trail that:

- caters for different users and abilities
- reflects the natural environment
- supports sustainable tourism
- provides scenic views
- connects coastal towns and with other trails in the area.

This feedback has been important in developing the design principles and a draft trail concept.

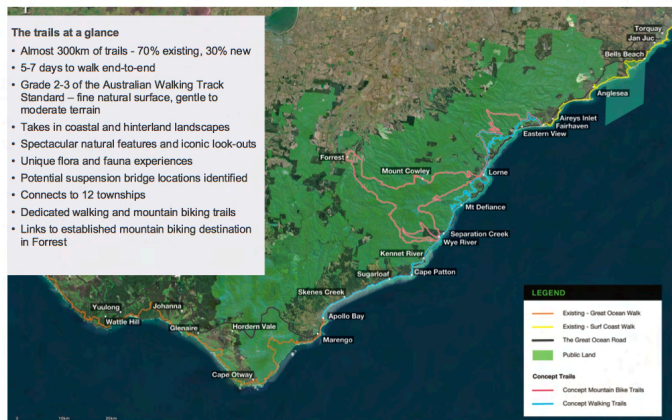
Have your say on the draft trail concept

We are seeking feedback on the draft trail concept from 18 July to 4 August. Your feedback will be used to further develop the concept design and feasibility study.

We would like to hear your views on:

- the design principles used to guide development of the trail concept
- suggestions for improving the trail concept
- comments on the key route options, opportunities and challenges

Draft concept plan – Fairhaven to Skenes Creek walking and mountain bike trails



More information

Contact us to learn about the study and opportunities to be involved.

Phone: 136 186

Email: david_rourke@delwp.vic.gov.au

Website: www.engage.vic.gov.au/trail-study

Accessibility
If you would like to receive this publication in an alternative format, please telephone the DELWP Customer Service Centre on 136 186, email customer.service@delwp.vic.gov.au or via the National Relay Service on 133 677 www.relay.vic.gov.au. This document is also available on the internet at www.delwp.vic.gov.au.

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Display materials



Fairhaven to Skenes Creek Coastal Trail Study

The Department of Environment, Land, Water and Planning (DELWP) is undertaking a study to assess the value, benefits and options for a coastal walking and/or cycling trail between Fairhaven and Skenes Creek.

The study will:

- consider potential opportunities and challenges associated with trail development
- identify a feasible route and develop concept designs
- assess social, economic and environmental benefits of a trail
- estimate construction costs.



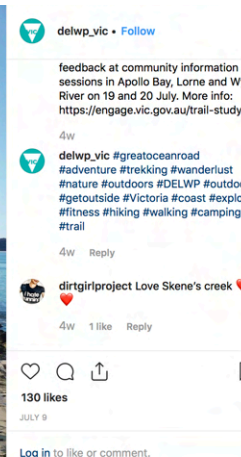
What is your trail vision?

When you imagine a coastal trail between Fairhaven to Skenes Creek, what do you see?

DESCRIBE YOUR VISION OR COMMENT ON THE EXAMPLES SHOWN HERE.
 What aspects of these or other trails could work well for this project? Do you have other ideas you would like us to consider?



Social media



DELWP BarwonSouthWest
4 June · 🌐

Calling all Great Ocean Road residents, businesses, visitors, walkers, runners and cyclists – we want to hear from you!

We are studying the potential for a new trail along the Great Ocean Road between Fairhaven and Skenes Creek.

Contribute your views, vision and local knowledge at consultation sessions or online.

Talk with us at consultation sessions being held on:

- Wye River (Wye River Surf Lifesaving Club): Saturday 8 June, 10am - 12pm
- Lorne (Lorne Community House): Saturday 8 June, 2pm - 4pm
- Apollo Bay (Apollo Bay Golf Club): Tuesday 18 June 2019, 6pm - 8pm.

Or have your say online at <https://engage.vic.gov.au/trail-study>

Surf Coast Shire Council Colac Otway Shire Council Otway Coast Committee Great Ocean Road Coast Committee WyeSep Connect Surf Coast Times The Happy Runner Torquay



29 6 comments 12 shares

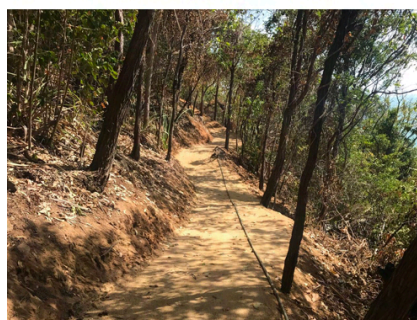
DELWP BarwonSouthWest
17 June · 🌐

We're studying the potential for a new trail along the Great Ocean Road between Fairhaven and Skenes Creek and want to hear from you.

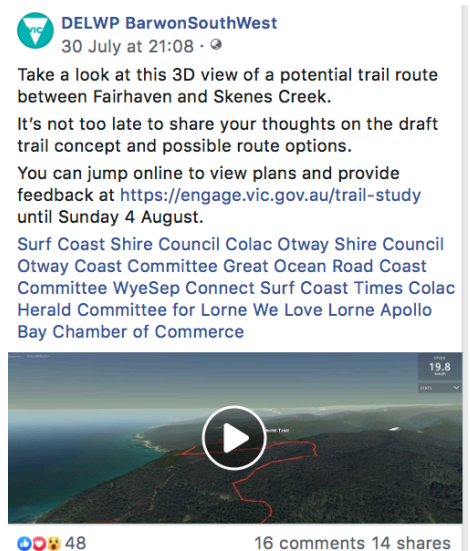
Share your views, vision and thoughts at an open house being held at the Apollo Bay Golf Club tonight (Tuesday 18 June 2019) from 6pm to 8pm.

Can't make the open house? Have your say online at <https://engage.vic.gov.au/trail-study>

Surf Coast Shire Council Colac Otway Shire Council Otway Coast Committee Great Ocean Road Coast Committee WyeSep Connect Surf Coast Times

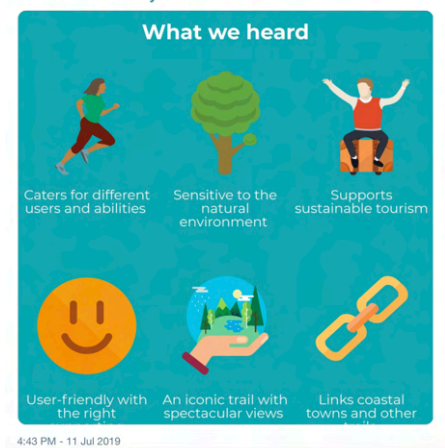


23 2 shares



DELWP Victoria
@DELWP_Vic

Here's a snapshot of what we heard about a potential new trail between #Fairhaven and #SkenesCreek when we were out in the community last month. We'll be seeking feedback on route options from 19 July. More info: bit.ly/2Z98O9U



4:43 PM · 11 Jul 2019

Media coverage

Two media releases were provided by DELWP Barwon South West to local media outlets to promote engagement opportunities:

- » 5 June: Share your vision for a coastal trail between Fairhaven and Skenes Creek
- » 8 July: Communities to have say on coastal trail route options

This generated media coverage in local newspapers and radio, including:

- » Colac Herald: 7 June, 12 July, 2 August, 8 August 2019
- » The Echo: 10 July 2019
- » Bay 93.5FM: 15 July, 19 July 2019
- » Apollo Bay News Sheet: w/c 8 July 2019
- » Armstrong Creek Times: 18 July 2019
- » Bellarine Times: 18 July 2019

Example clippings:

Trail plans are online

BY BILLY HIGGINS

The Department of Environment, Land, Water and Planning has released draft plans of a potential coastal trail linking Fairhaven and Skenes Creek.

DELWP Barwon South West published a video of a potential trail route on its Facebook page.

Residents can still have their say on possible options for the trail until Sunday at Engage Victoria's website.

The trail study commenced in May and has incorporated two rounds of community consultation, which include the online submissions and meetings with residents of key townships in the region including Lorne, Wye River and Apollo Bay.

Skenes Creek Advancement Association's Tim Cobb said he was pleased with the way DELWP had represented the public's best interests in its study.

"It's early days, but it's good to see they're running a proper process and are listening to the community," he said.

"We think being able to link up places like Skenes and some of the smaller communities east will be really good."

Mr Cobb said the trail would give tourists another option to explore the Victorian coastline rather than sitting in their cars or buses, and that the added foot traffic around small communities like Skenes Creek would be beneficial to their tourism industries.

Residents back plan for route

BY BILLY HIGGINS

Coastal residents have supported a proposed new trail connecting Fairhaven to Skenes Creek.

The Department of Environment, Land, Water and Planning received 200 survey responses and 27 map comments to its online and face-to-face community consultations from residents, holiday house owners, visitors and local business owners.

A common theme among responses was the wish to connect local townships and natural landmarks.

Links between Aireys Inlet and Fairhaven Surf Life Saving Club, Lorne and Cumberland River and Lorne and George River were all suggested in the map consultation.

Replies also indicated support for a toilet block at the memorial arch at Eastern View, extending the river walk at Wye River and a safe track from the Great Ocean Road to the Kennett River Bridge.

DELWP regional manager for forest and fire planning David Rourke said survey respondents believed the trail would be beneficial to the region, but wanted to ensure the surrounding environment was maintained.

"Responses indicated support for a shared-use trail that connects towns along the coast," Mr Rourke said.

"Participants also want to see a trail that is designed and developed in a way that is sympathetic to the natural environment."

"Responses supported the trail as an opportunity to boost tourism, create a nature-based and activity-based experience and support economic growth and jobs in local communities."

DELWP will release its preliminary plans and designs of potential trail routes later this month, and residents will have a second opportunity to provide feedback.

TRAIL MOOTED FOR COAST

OLIVIA REED

OTWAY residents are set to pave the way for a potential new coastal trail between Fairhaven and Skenes Creek.

Potential routes will be revealed for discussion next week at consultation sessions in Apollo Bay, Wye River and Lorne. Residents and visitors will have the opportunity to view plans and provide feedback on draft route options at the consultation sessions.

The Department of Environment, Land, Water and Planning is undertaking the Fairhaven to Skenes Creek coastal trail study to assess the value for a walking and/or cycling trail along the Great Ocean Road coast.

Forest and fire planning regional manager David Rourke said DELWP hoped to build a trail that attracted visitors to stay longer and created a new way for people to be active and "enjoy the natural beauty on their doorstep".

"Initial community discussions last month gave us lots of local knowledge to work with and a good understanding of community aspirations for a trail," Mr Rourke said.

"Our specialist trail designers have reviewed community and stakeholder feedback, walked key sections of the study area, and considered environmental and technical data to determine possible route options."

Community consultation held last month attracted 200 survey responses.

Findings show that there is support for a trail that caters for different users and abilities and reflects the environment.

For more information head to engage.vic.gov.au/trailstudy from July 18 or attend the information sessions on July 19 at the Apollo Bay Golf Club from 1-4pm; July 20 at the Lorne Community House from 9am-11am; and July 20 at the Wye River Surf Life Saving Club from 1-3pm.

Coastal trail route to be revealed

ROUTE options for a potential new coastal trail between Fairhaven and Skenes Creek will be revealed for discussion this week at consultation sessions in Apollo Bay, Wye River and Lorne.

Residents and visitors will have the opportunity to view plans and provide feedback on draft route options at the consultation sessions, being held tomorrow and on Saturday and online at engage.vic.gov.au/trailstudy from today (Thursday, July 18).

The Department of Environment, Land, Water and Planning (DELWP) is undertaking the Fairhaven to Skenes Creek Coastal Trail Study to assess the value, benefits and options for a walking and/or cycling trail along the Great Ocean Road coast.

"We are looking for a trail that attracts visitors to stay longer and also creates a new way for locals and visitors to be active and enjoy the natural beauty on their doorstep," DELWP regional manager of forest and fire planning David Rourke said.

"Initial community discussions last month gave us lots of local knowledge to work with and a good understanding of community aspirations for a trail."

"Our specialist trail designers have reviewed community and stakeholder feedback, walked key sections of the study area, and considered environmental and technical data to determine possible route options."

"We're now inviting the community to share their views about these options. We'll use feedback to help inform which trail locations to investigate and develop further."

Community consultation held during June to discuss the trail attracted 200 survey responses. Findings show that there is support for a trail that caters for different users and abilities, reflects the natural environment, provides scenic views, and connects coastal towns and with other trails in the area.

Trail specialists World Trail are developing the route options. They have extensive experience in trail development including the Surf Coast Walk, Blue Derby in Tasmania and Wangarui Trail in Far North Queensland.

Community information sessions will be held tomorrow (Friday July 19) at the Apollo Bay Golf Club from 1-4pm, and on Saturday July 20 at Lorne Community House from 9-11am and at Wye River Surf Life Saving Club from 1-3pm.

Appendix B – Webpage metrics

The Engage Victoria webpage was the most used method for participants to find information and provide feedback. Metrics produced by the website provide some insight into how participants came to be involved and their level of interest in the study:

- » **50% were engaged visitors** – spent more than one active minute exploring the page
- » **14% were highly engaged visitors** – provided feedback, made an enquiry or subscribed for updates.
- » **26% visited the site more than once**
- » **Almost 50% of visitors came to the site directly** by entering the exact web address or URL of the page, indicating that they were driven to the site from another communication tool (e.g. fact sheet). A further 33% clicked through from social media, indicating that posting on DELWP social channels and encouraging stakeholders to share these posts helped generate interest in the study and traffic to the webpage. 12% of traffic came from other websites and the remainder via search engines and other channels.

Overview

Performance Summary

2,898

Views

2,447

Visits

1,650

Visitors

389

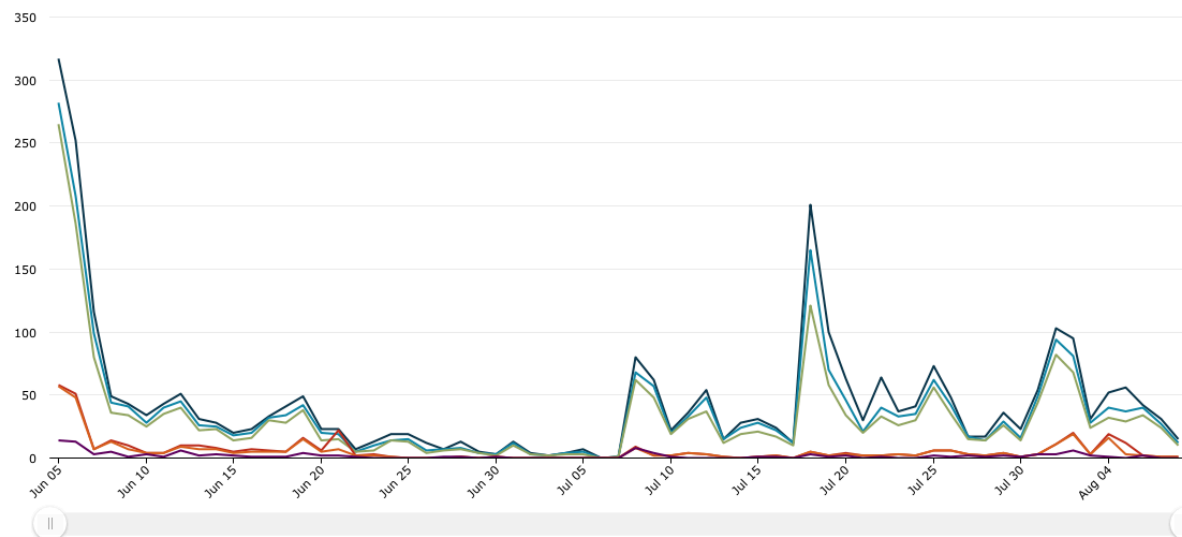
Contributions

325

Contributors

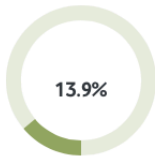
116

Followers



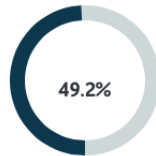
Conversions

Feedback



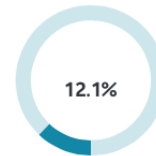
Percentage of visits where at least **1 contribution** was made.

Attention



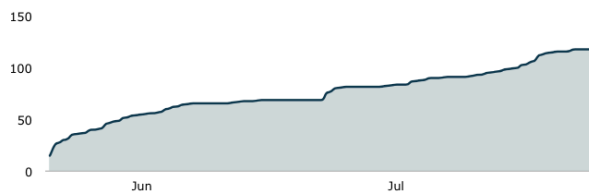
Percentage of visits that lasted at least **1 active minute**.

Actions



Percentage of visits where at least **2 actions** were performed.

Follower Activity



116

Total Followers

116

New Followers

117

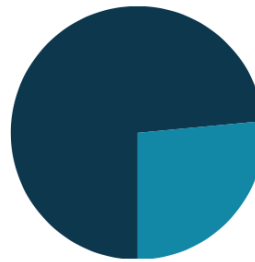
Total Follows

117

New Follows

[View follower data](#)

Visitor Profile



● 1st Time

● Returning

Referral Types



● Direct

● Social Media

● Websites

● Search Eng..

● Other

Appendix C – Survey phase one

Fairhaven to Skenes Creek Coastal Trail Study SURVEY

As we begin this study we would like to better understand your views and vision for the potential trail.

The Department of Environment, Land, Water and Planning (DELWP) is assessing the value, benefits and options for a coastal trail between Fairhaven and Apollo Bay.

- ☐ Skenes Creek
- ☐ Apollo Bay
- ☐ Other (please specify):

The study will:

- consider potential opportunities and challenges associated with trail development
- identify a feasible route and develop concept designs
- assess social, economic and environmental benefits of a trail
- estimate construction costs.

Share your views, vision and ideas with us using this survey or at www.engage.vic.gov.au/trail-study

1. Which of the following best describes you?

- ☐ I live locally
- ☐ I own a second home / holiday house locally
- ☐ I own a local business
- ☐ I work locally
- ☐ I visit regularly (once a year or more often)
- ☐ I visit occasionally (less than once a year)
- ☐ Other (please specify)

2. Which area/s do you have an interest in?

Please select the town/s where you live, work, own property or visit.

- ☐ Torquay
- ☐ Anglesea
- ☐ Aireys Inlet
- ☐ Fairhaven
- ☐ Lorne
- ☐ Separation Creek
- ☐ Wye River
- ☐ Kennett River

3. When you imagine a coastal trail between Fairhaven and Skenes Creek, what you see? Describe your vision for the trail.

Please comment on your vision for this trail and/or tell us what has worked well on other trails.

4. What key opportunities or benefits could the trail create?

Fairhaven to Skenes Creek Coastal Trail Study SURVEY

5. What key challenges or issues should we be aware of for this study?

6. In your opinion, what are the most important considerations when developing a trail route and concept design?

E.g user experience, safety, access, connections, cost, local conditions, demand.

7. If the trail were built, how might you use it?

- ☐ For recreation/exercise
- ☐ As a tourist activity/experience
- ☐ For overnight or multi-day hiking experiences
- ☐ For education
- ☐ To connect with nature
- ☐ For business
- ☐ For local travel between towns
- ☐ I wouldn't use it
- ☐ Other (please specify):

8. How important is it for the trail to provide for the following?

Please circle your answer

a. One-way walks that connect towns along the coast	Very important
	Important
	Neutral
	Low importance
	Not important at all
b. Shorter loops that start and end at the same location	Very important
	Important
	Neutral
	Low importance
	Not important at all
c. Both of the above	Very important
	Important
	Neutral
	Low importance
	Not important at all

9. How important is it that sections of trail cater for different types of users?

Please circle your answer

a. Walkers	Very important
	Important
	Neutral
	Low importance
	Not important at all
b. Runners	Very important
	Important
	Neutral
	Low importance
	Not important at all
c. Cyclists	Very important
	Important
	Neutral
	Low importance
	Not important at all

Fairhaven to Skenes Creek Coastal Trail Study SURVEY

10. If you were to attend a community consultation session in July to discuss possible trail route and design ideas, which location would you prefer?

- ☐ Lorne
- ☐ Wye River
- ☐ Apollo Bay

11. How satisfied are you with the information available about this study and the consultation process so far?

- ☐ Satisfied
- ☐ Neutral
- ☐ Unsatisfied

12. Please use the space below to provide any other general comments or information you would like the study team to consider.

Would you like to receive updates about the study?

If so, please provide your preferred contact details.

Name:

Address:

Telephone:

Email:

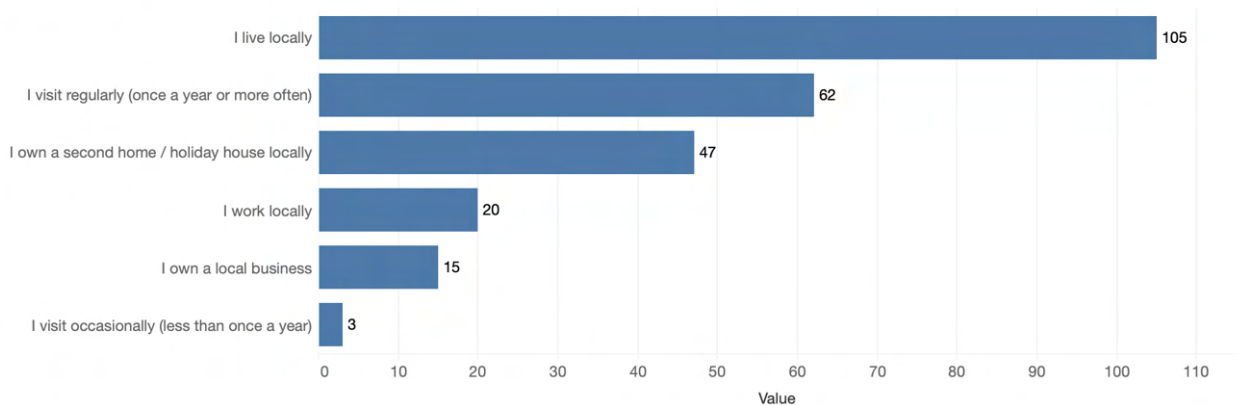
Privacy

The Department of Environment, Land, Water and Planning (DELWP) is committed to protecting personal information provided by you in accordance with the principles of the Victorian privacy laws. For more information read DELWP's Information Privacy Policy at www.delwp.vic.gov.au/privacy. The personal information in your submission is collected by DELWP to administer the public consultation process only. You may also be added to our mailing list, from which you may unsubscribe at any point. We will not disclose your personal information without your consent, except where required to do so by law. You may contact us to request access to your personal information, or for other concerns regarding the privacy of your personal information at customer.service@delwp.vic.gov.au.

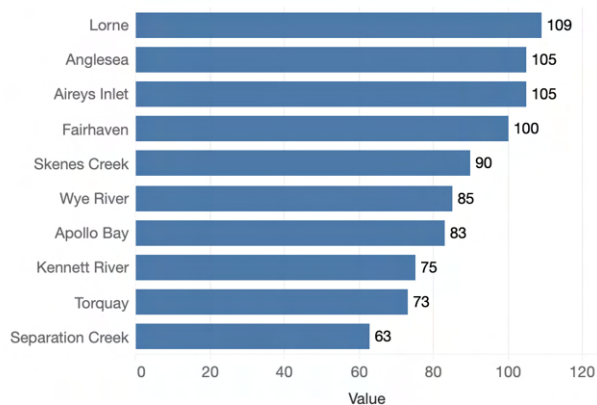
Appendix D – Feedback analysis phase one

Respondents

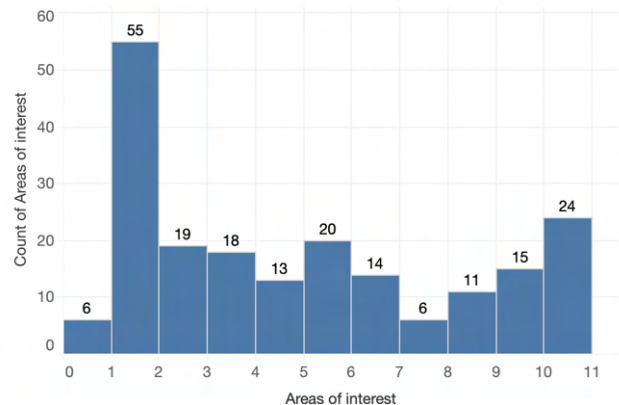
1. Visitation



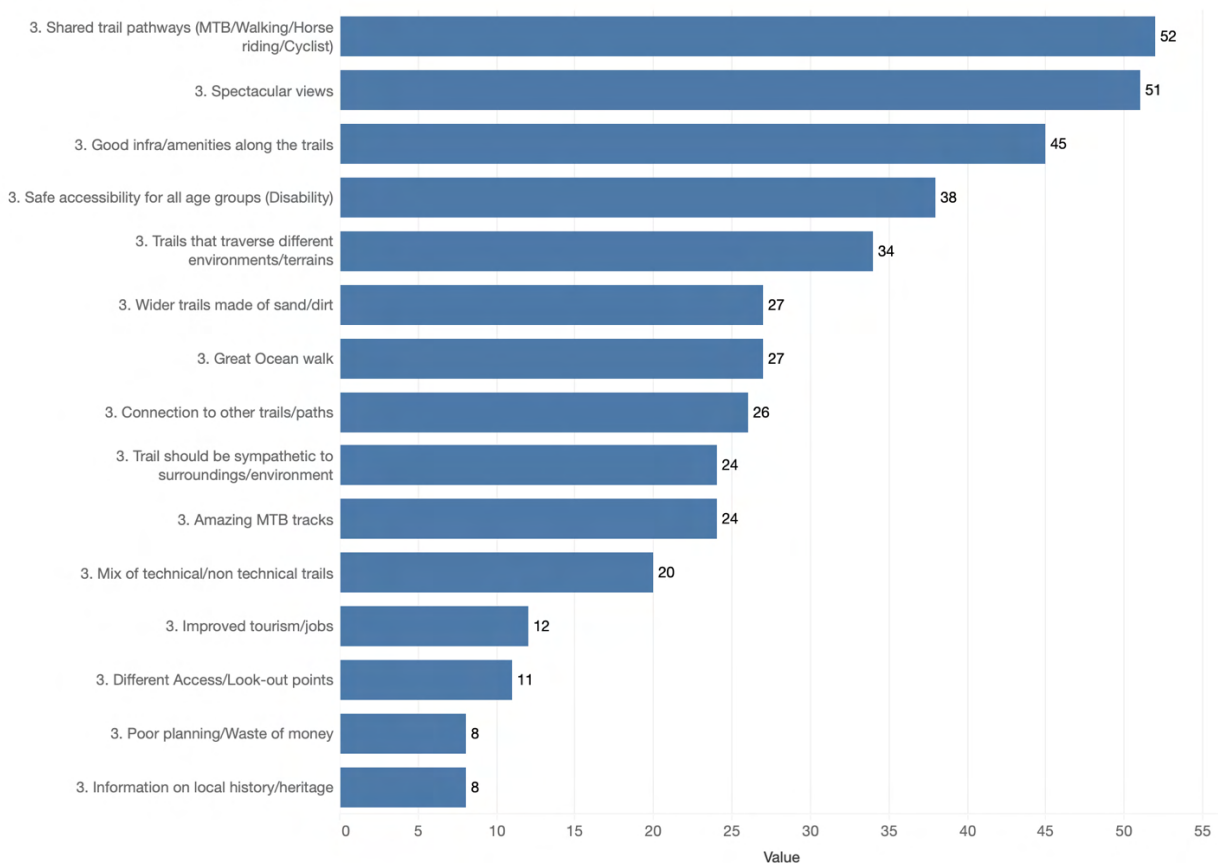
2. Area of interest



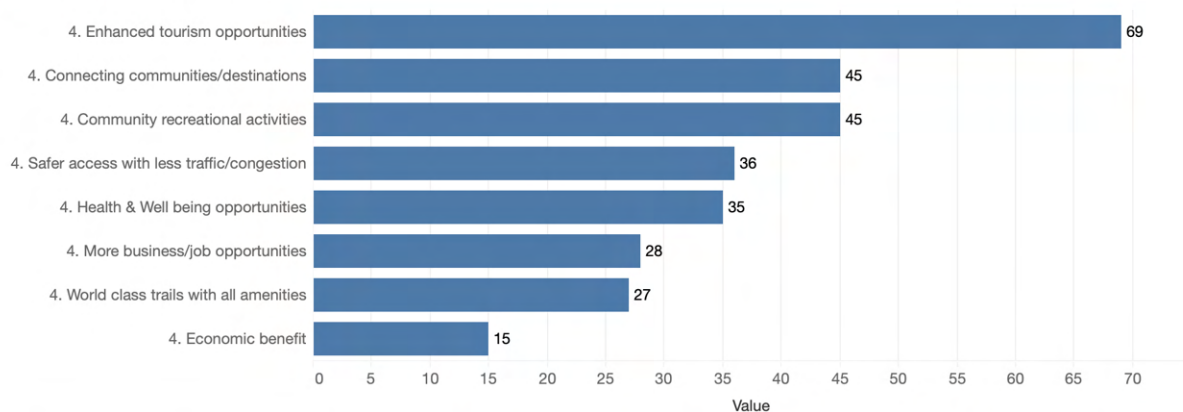
Number of areas each respondent is interested in



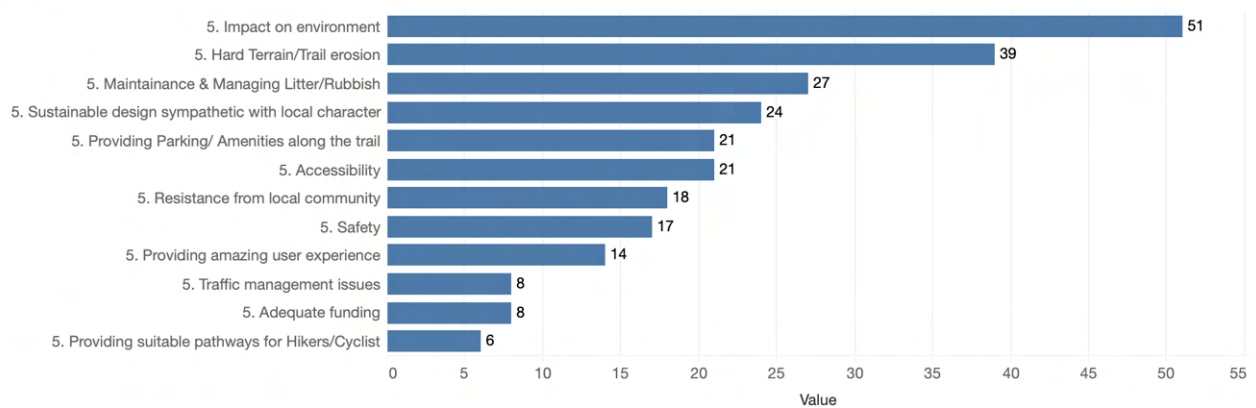
3. What do you imagine?



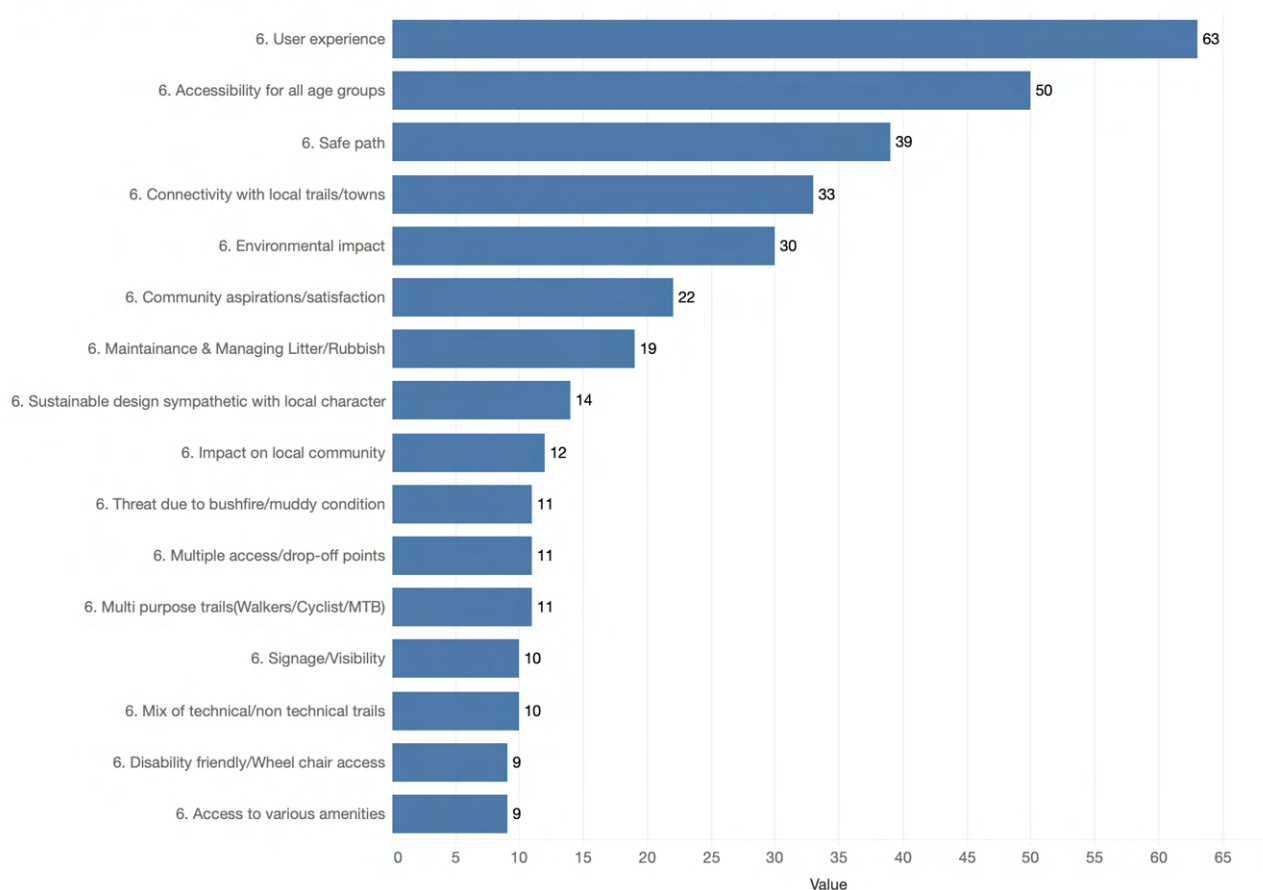
4. Opportunities and benefits



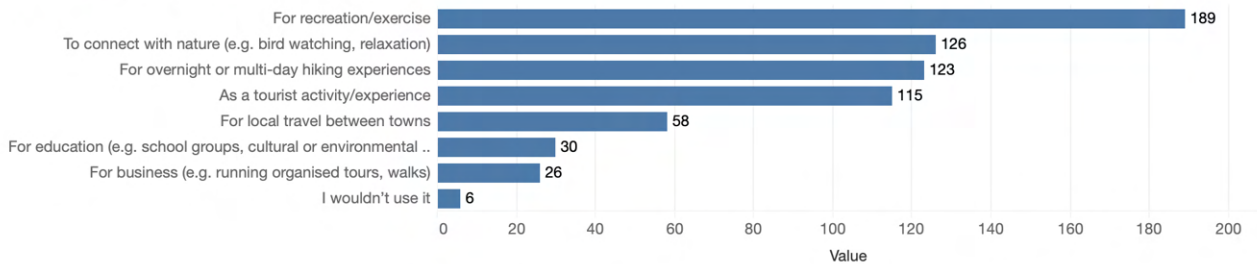
5. Challenges and issues



6. Most important considerations

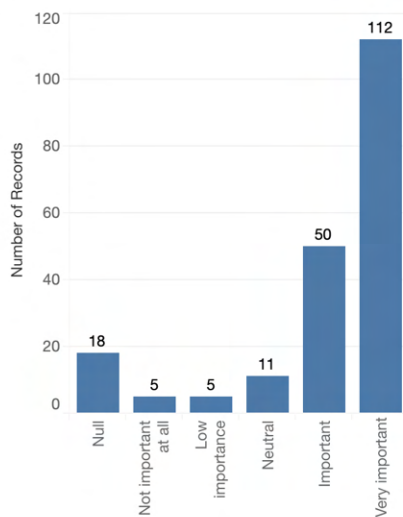


7. How would you use the trail?

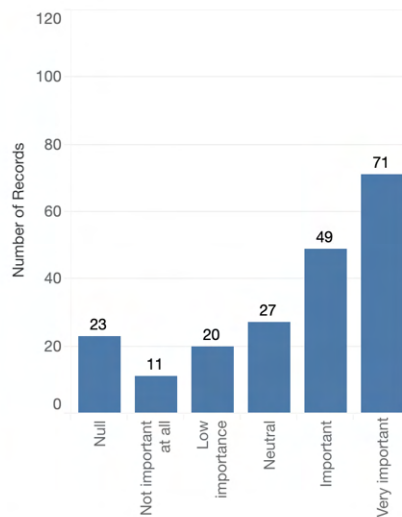


8. How important is it for the trail to provide for the following:

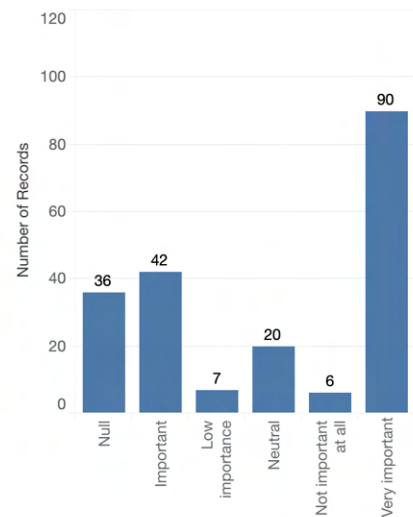
8. One way walks



8. Short loops

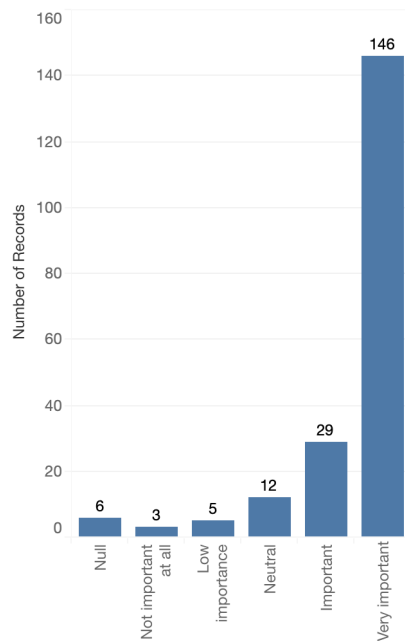


8. Both

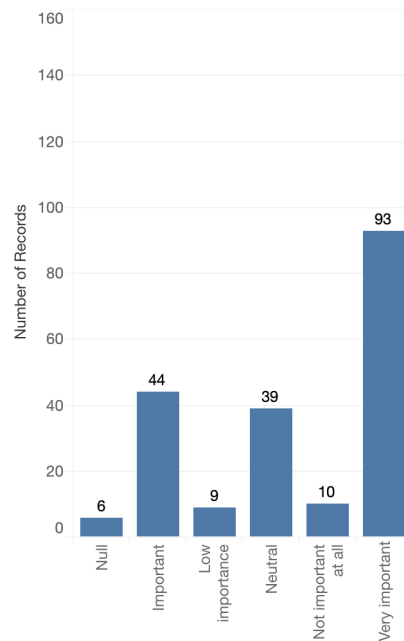


9. How important is it that the trail, or sections of it, caters for the following users:

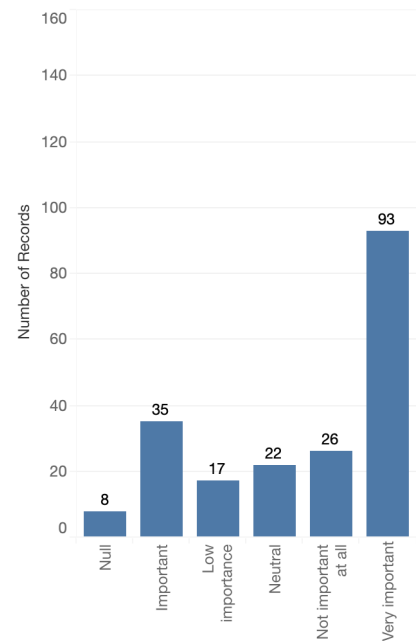
9. Walkers



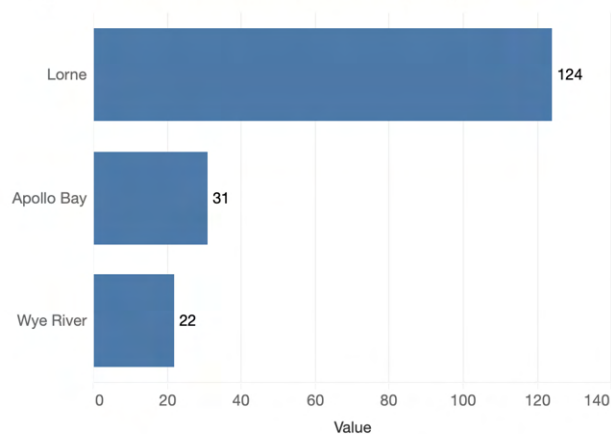
9. Runners



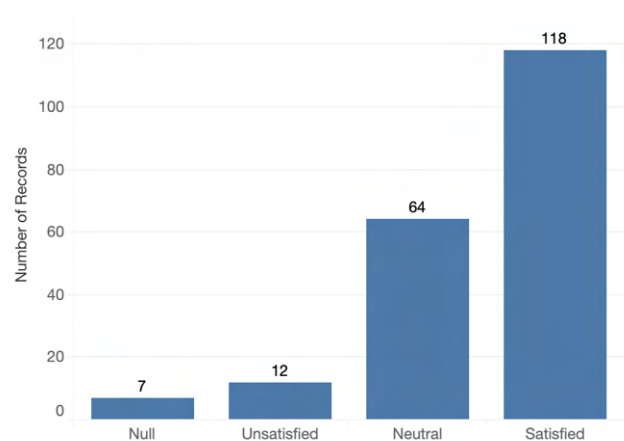
9. Cyclists



10. If you were to attend a community consultation session in July to discuss a possible trail route and design ideas, which location would you prefer?




11. How satisfied are you with the information available about this study and the consultation process so far?



Appendix E – Survey phase two

Fairhaven to Skenes Creek Coastal Trail Study FEEDBACK FORM



A draft trail concept has been developed for a potential new coastal trail between Fairhaven and Skenes Creek

We are seeking feedback on a **draft trail concept** from 18 July to 4 August 2019. Your feedback will be used to further develop the concept design and feasibility study for this potential trail.

Designers of the draft trail concept considered technical data, environmental conditions and community feedback to develop the concept. This included desktop and field work to understand the local terrain and conditions, understand land ownership constraints, identify connections with existing trails and analysis of community and stakeholder feedback.

You can provide feedback by completing this form at a community consultation session or at online at www.engage.vic.gov.au/trail-study

Guiding Principles

1. The following key principles were used to guide development of the draft concept design.

? Do you support these principles? Why or why not? Please circle your answer

a) Deliver an iconic and world-class user experience to attract longer-stay visitors	Strongly support
	Somewhat support
	Neutral
	Somewhat oppose
	Strongly oppose
b) Use existing trails where possible to minimise environmental impacts and cost	Strongly support
	Somewhat support
	Neutral
	Somewhat oppose
	Strongly oppose
c) Accommodation and facilities are provided in townships to drive economic benefit to these areas	Strongly support
	Somewhat support
	Neutral
	Somewhat oppose
	Strongly oppose
d) Accommodation and facilities are provided in townships to drive economic benefit to these areas	Strongly support
	Somewhat support
	Neutral
	Somewhat oppose
	Strongly oppose

Fairhaven to Skenes Creek Coastal Trail Study FEEDBACK FORM

Route sections



2) Please provide feedback on suggested improvements, any opportunities we've missed, or areas to avoid, for the sections that are important to you:

- a) Fairhaven to Lorne – walking trail
- b) Lorne to Wye River – walking trail
- c) Wye River to Cape Patton – walking trail
- d) Cape Patton to Skenes Creek – walking trail
- e) Fairhaven-Lorne-Forrest-Wye River trails – mountain bike trails



Do you have any suggestions for how the draft trail concept could be improved?

Section A: Fairhaven to Lorne

Section B: Lorne to Wye River

Fairhaven to Skenes Creek Coastal Trail Study FEEDBACK FORM

Key options, opportunities and challenges

? Do you have any comments or suggestions about these four key options, opportunities and challenges to support further concept design development?

Option A - Fairhaven to Lorne alternative route <ul style="list-style-type: none"> • A shorter route • Requires new trail vs using existing trail • Enhanced user experience, single-track, easier walk • More separation between walkers and bikes • Greater cost, possible environmental impacts from new trail construction and use. 	Option B - Cumberland River to Jamieson Creek coastal alternative route <ul style="list-style-type: none"> • Takes walkers along a coastal trail rather than through the hinterland • A shorter route • Coastal experience vs hinterland and suspension bridge experience • Greater cost, possible environmental impacts from construction of structures along coast.
Key opportunity: Suspension bridge There is an opportunity to build one or more iconic suspension bridges on the trail between Lorne and Wye River. Three possible locations have been identified <ul style="list-style-type: none"> • Exciting and fun experience • Greater cost, possible construction impacts. 	Key challenge: Cape Patton to Skenes Creek The conditions in this area are particularly challenging. <ul style="list-style-type: none"> • An inland route that avoids private land is too long and diminishes the user experience • The coastal route identified would need engineered structures (e.g. boardwalk) that are challenging and costly to build • We will need to consider the cost and potential impacts against the benefits.

Appendix F – Feedback analysis phase two

Phase two feedback was collected using a survey, at community open house sessions and via written submissions. This phase of consultation ran from 19 July and 5 August 2019. A total of 85 surveys were received and three detailed written submissions provided by the Friends of Lorne and two individual citizens. Approximately 50 people attended three sessions held in Lorne, Wye River and Apollo Bay on 19 and 20 July. 10 attendees completed a survey. During this phase, more than 600 people visited the website over 900 times and 75 also completed a survey. Just over 50% of visitors remained on the site for more than one minute, indicating that around half the visitors engaged with content (such as fact sheets and plans) or provided feedback.

Note: there were a number of general comments made in relation to the overall concept and not directly related to specific sections of trail. These have been captured under 'general comments'.

Guiding design principles

Question: The following key principles were used to guide development of the draft concept design. Please indicate your level of support for these principles.

Respondents: 82

Findings: The vast majority of respondents indicated that they strongly or somewhat support the draft guiding design principles.

Principle	Strong support	Somewhat support	Neutral	Somewhat oppose	Strongly oppose
Deliver an iconic and world-class user experience to attract longer-stay visitors	74%	12%	4%	6%	4%
Use existing trails where possible to minimise impacts and cost	56%	20%	18%	4%	1%
Accommodation and facilities are provided in townships to drive economic benefit to these areas	61%	26%	10%	2%	2%
Provide a mix of hinterland and coastal trail to showcase diverse landscapes and features	67%	12%	12%	4%	5%

Fairhaven to Lorne - walking trail

Question: Do you have any suggestions for how the draft trail concept could be improved? Please provide feedback on suggested improvements, any opportunities we've missed, or areas to avoid, for the sections that are important to you.

Respondents: 39

Key points:

- Respondents provided diverse feedback and comments on this section.
- There is general support for the trail, in particular for the creation of new single track that reduces the distance between towns and accommodation nodes.
- Some respondents expressed a preference for some or all of this section to take a coastal route to highlight and provide access to the scenic coastline and beaches.

Comment	No. of comments
Preference for creating a new trail (option identified on map)	8
Suggestion or preference for some or all of this section to be a coastal trail	7
Idea for an alternate / additional route	5
Preference for using existing trail (base design identified on map)	3
Need to provide supporting facilities (e.g. accommodation, toilets, water, shelter)	3
Support for shared use trail	3
Concern about lifespan of coastal infrastructure (environmental and weather condition, rising sea level, erosion, tides, storms)	2
Preference to separate walkers and cyclists	2
Preference to keep trail away from road	1

Lorne to Wye River - walking trail

Question: Do you have any suggestions for how the draft trail concept could be improved? Please provide feedback on suggested improvements, any opportunities we've missed, or areas to avoid, for the sections that are important to you.

Respondents: 28

Key points:

- Respondents provided feedback and ideas for specific sections of the route, including alternatives or additional sections to create loop walks or different connections
- Many respondents made comments or asked questions and did not express a sentiment
- There is greater interest in an inland route however some hold a strong view that the coast is the main attraction for visitors and so the trail should take a coastal route
- The suspension bridge elicited a range of emotions
- Opposition to new infrastructure or opening up access to the coast exists, due to environmental concerns

Comment	No. of comments
Idea for alternate / additional route	13
Support for shared trail	5
Support some or all suspension bridge/s	5
Preference for a coastal route / desire to showcase unique asset	4
Need to provide supporting facilities (e.g. accommodation, toilets, water, shelter)	4
Concerns or opposition to suspension bridge/s (including due to visual impact)	3
Prefer to avoid or oppose trail in coastal zone (environmental impacts, safety, accessibility issues at high tide)	4
Support for coastal route option	2
Preference for short/loop walks	2
View that a user pays system should not apply for suspension bridge/s	1
Preference to separate walkers and cyclists	1
Preference to keep trail away from road	1

Wye River to Cape Patton - walking trail

Question: Do you have any suggestions for how the draft trail concept could be improved? Please provide feedback on suggested improvements, any opportunities we've missed, or areas to avoid, for the sections that are important to you.

Respondents: 22

Key points:

- Respondents commented on specific sections of the route and presented their own ideas for route – either alternatives or additional sections
- General support for the trail and route proposed
- Mixed response to 'koala viewing area' being identified as an attraction

Comment	No. of comments
Idea for an alternate / additional route	4
Supports koala viewing	2
Need to provide supporting facilities (e.g. accommodation, toilets, water, shelter)	2
Suggestion or preference for some or all of this section to be a coastal trail	2
Preference to separate walkers and cyclists	2
Support for shared use trail	2
Concerns about koala viewing	2
Oppose trail in coastal zone	1

Cape Patton to Skenes Creek – walking trail

Question: Do you have any suggestions for how the draft trail concept could be improved? Please provide feedback on suggested improvements, any opportunities we've missed, or areas to avoid, for the sections that are important to you.

Respondents: 23

Key points:

- There is an understanding of the challenge presented by rugged coastal terrain
- Environmental and visual impacts are a key concern in this area
- Various ideas were put forward for how a trail could connect from Cape Patton to Skenes Creek
- There is some support for an inland route, regardless of length and challenges with private property
- Agreement that any built solution would need to complement the natural landscape, but diverse views about what this would look like

Comment	No. of comments
Concerns about boardwalk (environmental impacts, visual impacts, safety, constructability and lifespan)	5
Need to provide supporting facilities (accommodation, toilets)	3
Preference for route to avoid the coast (environmental impacts, safety, inability to access at high tide)	3
Preference for inland route	3
Support for shared trail	2
Concern about impact on Hooded Plover	2
Idea for connecting with attractions (caves, waterfalls)	2
Ideas for alternate / additional routes	2
Preference to keep trail away from the road	2
Support for boardwalk / coastal route	2
Support shared use	2
Preference to separate walkers and cyclists	1
Desire to create accessible trail / all abilities	1

Mountain Bike Trails

Question: Do you have any suggestions for how the draft trail concept could be improved? Please provide feedback on suggested improvements, any opportunities we've missed, or areas to avoid, for the sections that are important to you.

Respondents: 40

Findings:

- Respondents are generally supportive of the mountain biking concept.
- Some respondents stated a preference for a family friendly 'rail trail' style experience.
- This is some support for connections to Forest to link up mountain biking facilities in the region.
- There is some strong opposition to a mountain bike trail. This mainly stems from a view that a mountain bike trail is not needed or a desire to priorities the walking trail.
- Concerns about environmental impacts and misuse (e.g. dirt bikes, illegal camping).
- Ideas for alternative routes or connections.

Comment	No. of comments
Idea for an alternate / additional route	6
Support for shared use / rail trail / family-friendly facility	6
Supports connection to Forrest	5
Preference to separate walkers and cyclists	5
Opposed or unconvinced of need for a MTB trail	3
Preference for single track experience vs. access track/4WD tracks	3
Concern about trail bikes using tracks	2
Belief that success is dependent on offering world-class experience	2
Preference for walking trail to be prioritised ahead of MTB trail	2
Need to provide supporting facilities (roads, toilets, pick up/drop off areas, camping)	2
Route is too steep	1
Supports using existing tracks / connecting 'missing links'	1
Believes MTB loop would attract users	1
Biohazard concern	1
Concern about MTB impact on creeks and water supply (Wye River)	1
Concern about erosion	1
Concern about viability of the trail	1
Desire to minimise vegetation clearing	1
Suggestion to connect to Vline services in Birregurra	1
Preference for MTB trail to be prioritised ahead of walking trail	1
Preference to limit MTB development to Forrest area only	1

Option A - Fairhaven to Lorne alternative route

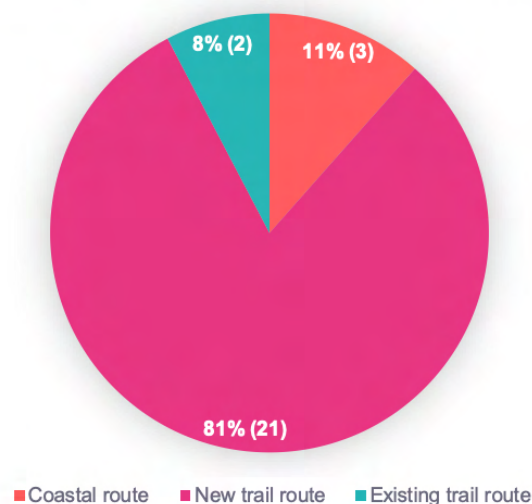
Question: The yellow dotted line shows an alternative route for one section of trail between Fairhaven and Lorne. Please share your comments and suggestions on this option.

Respondents: 35

Findings: Around 80 percent of respondents indicated a preference for the alternative route option. Key reasons cited include reduces walking distance and time, providing a better user experience and separating walkers and mountain bike riders. There was a view amongst some respondents that the additional cost and potential environmental impact is outweighed by these benefits.

Comment	No. of comments
Concern that sections of trail will be inaccessible / affected by seasonal restrictions (e.g. fire season, winter/high rainfall)	2
Concern about environmental impacts	3
Belief that trail needs to provide world-class experience to be successful	1
Desire to prioritise environmental protection	2
Desire to prioritise user experience	2
Oppose trail in coastal zone	2
Preference to separate walkers and cyclists	5

Option A - Fairhaven to Lorne alternative route



Option B - Cumberland River to Jamieson Creek coastal alternative route

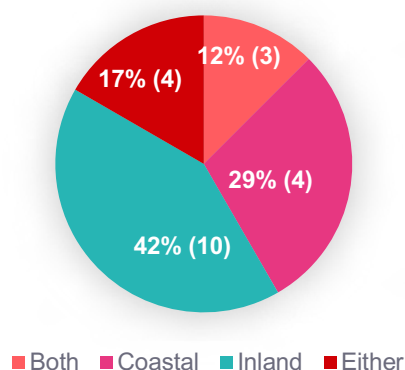
Question: The yellow dotted line shows an alternative route along the coast for one section of trail between Cumberland River and Jamieson Creek. Please share your comments and suggestions on this option.

Respondents: 29

Findings: There were a range of preferences for this section of trail. Around 40 percent of respondents prefer the inland (base) trail, while 30 percent prefer the coastal route (option). Some respondents suggested both could be used to create a circuit or provide choice. Others were ambivalent and stated that they would support either route.

Comment	No. of comments
Be aware of and protect cultural heritage sites/values	1
Concern about environmental impacts , desire to prioritise environmental protection	6
Concern about lifespan of coastal infrastructure (due to environmental and weather conditions such as rising sea level, erosion, tides, storms)	2
Ideas for alternate / additional routes	2
Concern that sections of trail would be inaccessible at times (e.g. inland affected by seasonal restrictions and coastal affected by tides)	2
Oppose built infrastructure in coastal zone , support for low-tide scrambling	2

Respondent preferences - Cumberland River to Jamieson Creek alternative route



Key opportunity: Suspension bridge

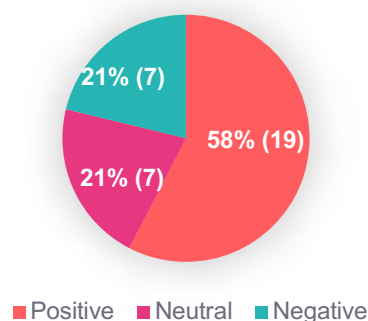
Question: There is an opportunity to build one or more iconic suspension bridges on the trail between Lorne and Wye River. Three possible locations have been identified. Share your comments and suggestions on this opportunity.

Respondents: 33

Findings: Most respondents were excited by the suspension bridge concept, stating that it would have great tourism appeal and reduce the walking distance. Some like the idea but don't believe suspension bridges are needed, unless essential for crossings or to avoid large deviations from the route. Others were opposed or had significant concerns about the concept including visual impact (particularly related to Cumberland River), environmental impacts (through construction and increased human presence), a belief that this is an unnecessary and inappropriate development for this environment/landscape, and safety.

Comment	No. of comments
View that bridges are unnecessary / not critical for success	5
Costly infrastructure to build and maintain	5
Concern about visual impact , particularly at Cumberland River	4
Bridges will appeal to and attract visitors , enhance visitor experience	3
View that this would be inappropriate development / detract from natural beauty	3
Concern about environmental impacts	2
Bridges will enhance views	2
Bridges will help reduce walking distance / gradient	2
Be aware of and protect cultural heritage sites/values	1
Need to consider geotechnical conditions / stability	1
Safety concerns	1

Sentiment - Suspension bridge concept



Key challenge: Cape Patton to Skenes Creek

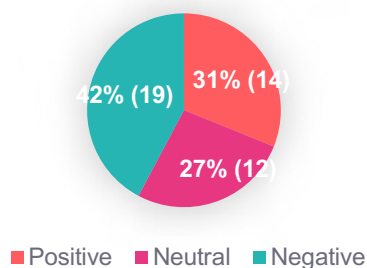
Question: The conditions in this area are particularly challenging. An inland route that avoids private land is too long and diminishes the user experience. The coastal route identified would need engineered structures (e.g. boardwalk - example pictured below) that are challenging and costly to build. We will need to consider the cost and potential impacts against the benefits. Please share your comments or suggestions on this challenge.

Respondents: 46

Findings: The design challenges faced in this section and potential solutions generated divisive feedback. Some people strongly opposed the concept of built infrastructure along the coast while others expressed strong support for a boardwalk or similar coastal solution to create a unique and spectacular experience. The greatest concerns and questions raised were around cost, maintenance and lifespan of the infrastructure; visual impact and environmental impact. Around one third of respondents did not express a view either way, but asked questions and made comments for consideration.

Comment	No. of comments
View that this is inappropriate development for the coastal zone	11
Costly infrastructure to build and maintain	8
Concern about visual impact of boardwalk / coastal built trail	7
Inland route preferred / it's worth negotiating with land owners	7
Concern about environmental impacts	5
Boardwalk would provide a unique / spectacular experience	5
Boardwalk pictured fits into the coastal environment	3
Ideas for alternative routes / solutions	3
Concern about lifespan of coastal infrastructure (due to environmental and weather conditions such as rising sea level, erosion, tides, storms)	2
Build other sections and/or Discovery Trail first and apply learnings here	2
Built infrastructure could help protect against coastal erosion	1
Concern that trail would be inaccessible at high tide , subject to tidal/storm surge	1

Sentiment - boardwalk solution



General comments

The below outlines comments made about the proposed trail in general / as a whole and do not relate specifically to a section, option, opportunity or challenge. These comments are additional to those already covered by section.

Comment	No. of comments
Rationale	
Questions need / value of project / cost / ability to achieve objectives	3
Ideas and suggested improvements	
Connect with Vline services, shuttle bus services	3
Highlight Aboriginal cultural heritage and local history on trail	3
Consider app for users to navigate and plan walks	1
Clearly sign decision points / safety risks / tidal dependent sections / use multilingual signage	2
Use trail for major events to attract visitation (trail runs, rides, walks)	1
Concerns and issues for consideration	
Rubbish	2
Maintenance requirements will be significant, costly	3
Safety of road crossings	5
Private property security, amenity	3
Mobile phone coverage / blackspots	1
Fire risk / illegal camping	3
Emergency access and egress	4
Dog control	3
Cost of building and/or maintaining	1
Biosecurity / weeds / impact to native flora	2
General environmental impacts (not route section specific)	3
Need to coordinate with Eden Project	1
Consultation	
Positive feedback about consultation process and materials	1
Maps not clear enough / needs more labels and detail	7
Insufficient time / promotion	1