BROOME RECREATION TRAILS | DRAFT MARKETING PLAN

Prepared by:

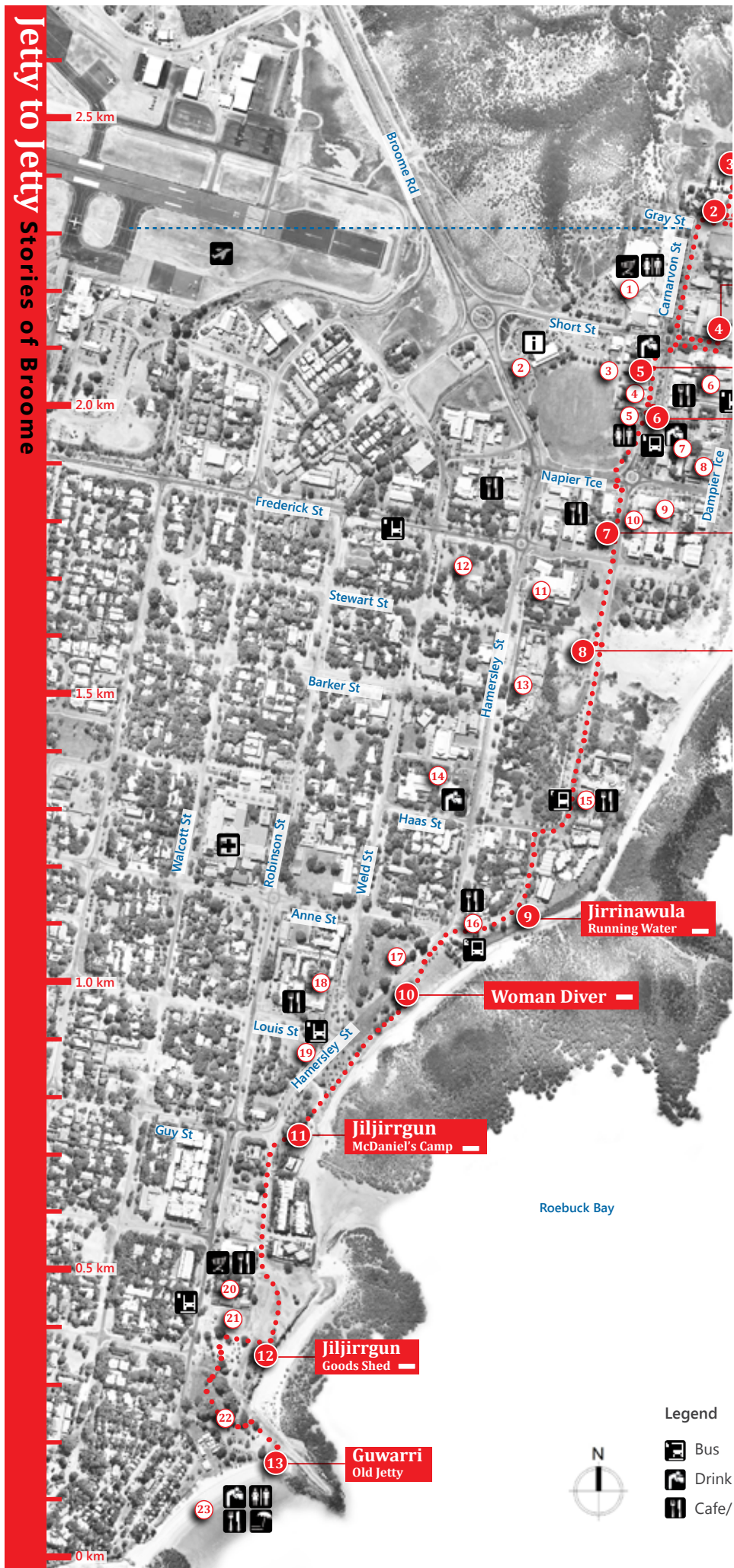udla

Prepared for:

Shire of Broome
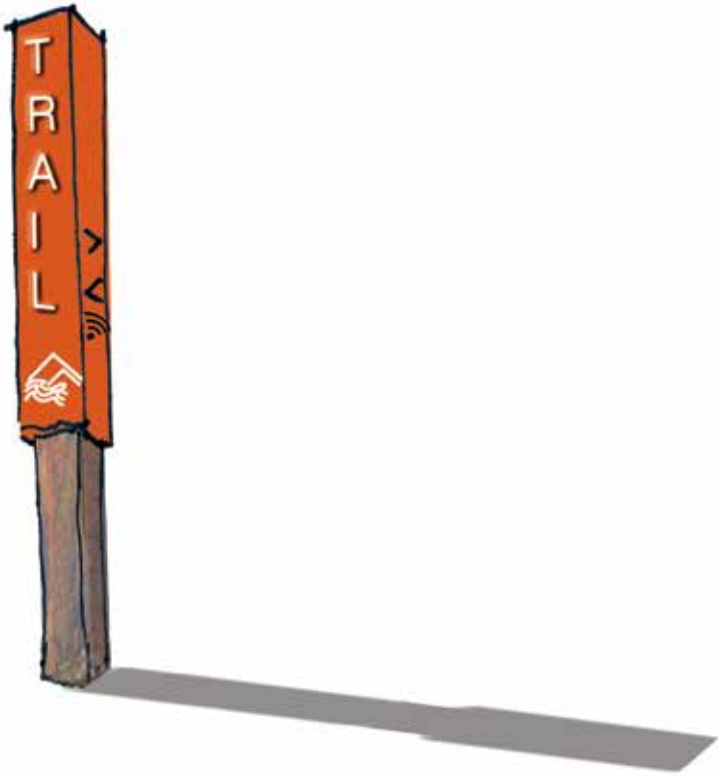people • place • prosperity

Riesling trail

Bungaree Station & museum ✈ 7km

Barinia

Mt Surmon Wines
Cardinham Estate

Stanley Flat

White Hut

Racecourse

Clare Valley Cabins & Massage

Jim Barry Wines
Golf Course
Clare Country Club

Clare ℹ PUB ✕ 🍴 ...

Armagh

Knappstein Enterprises
Mad Bastard Wines

Mr. Mick

Old Police Station Museum

Neagles Rock

Kirrihill Wines
Clare Rise Bakery

Tim Adams Wines

Discovery Holiday Park

Quarry Hill Lookout

Spring Gully loop

Stone Bridge Wines
Greg Cooley Wines

Sevenhill Cellars

Polish Hill River Church Museum
Pikes Wines
The Wilson Vineyard

Sevenhill PUB ✕ ...

Spring Gully Lookout

Eldredge Vineyards

The Little Red Grape

Paulett Wines

Annies Lane Reserve

Father Rogalski loop

Spring Gully Conservation Park

Jeanneret Wines
Skillogalee Wines
Mitchell Wines

400m

Kilikanoon Wines

John Horrocks Cottage

Penwortham

Reillys Wines

Penna Lane Wines

John Horrocks loop

Mintaro Wines

Mintaro

Tim McNeil Wines

Annie's Lane at Quelltaler

Crabtree Watervale Wines
Stephen John Wines

Watervale PUB ✕ ...

Shut the Gate

Clos Clare Vineyard
Claymore Wines

Leasingham Tourist Park

Vine Art Studio
Tim Gramp Wines
O'Leary Walker Wines

Leasingham

Taylors Wines

Auburn PUB ✕ ...

Grosset Wines
Mt Horrocks Wines
Hop & Vine

Simpson Rices Creek

Koonowla Wines

N

BUSINE...

The Riesling Trail: Brochure Map

The Bird of Prey Trail

Begha Glas

3 | 13

Wayfinding Marker

Jetty to Jetty Stories of Broome

Jetty to Jetty Brochure Map

2.5 km
2.0 km
1.5 km
1.0 km
0.5 km
0 km

Broome Rd
Gray St
Carnarvon St
Short St
Napier Tce
Dampier Tce
Frederick St
Stewart St
Barker St
Hamersley St
Walcott St
Robinson St
Weld St
Haas St
Anne St
Louis St
Hamersley St
Guy St

Roebuck Bay

Jirrinawula Running Water
Woman Diver
Jiljirrgun McDaniel's Camp
Jiljirrgun Goods Shed
Guwarri Old Jetty

Legend
🚌 Bus
Drink
🍴 Cafe/

N

Contents

Introduction

The success of the trails depends on the number of people using them as well as the experience they have. The Recreation Trails Masterplan discusses how to make the trails more user friendly and safe, and this Marketing Plan discusses ways to promote the trails so people around town, both tourists and locals, are aware of them and embrace the opportunities they create.

In addition, well designed and promoted trails can bring tourist and money into the Shire of Broome.

Broome's Trails

For the purpose of this document six trails have been identified that are shown in the adjacent map. These six trails are offer the different functions explained below:

Cable Beach to Chinatown Trail - 6.5km

This is trail connects Cable Beach and Chinatown via major hubs such as BRAC, the Boulevard Shopping Centre and Broome High School. The development of this trail could be staged as funding and resources become available. A version of this tail (shown as dashed on the map) could be implemented immediately by adding signage/directional infrastructure.
Interpretation opportunities: Yawuru significance of the area; history of key points e.g. airport; historic information about the characters of Broome such as Lord McAlpine, Malcolm Douglas, Jimmy Pike, Pat Dodson.

Neighbourhood Trail - 15km

The neighbourhood trail is a loop style trail that connects the key neighbourhoods - Old Broome, Cable Beach, Sunset Park, Waranyjarri Estate and Roebuck Estate. It also connects schools and popular neighbourhood parks. This trail utilises existing path and would only require minor path/facility upgrading.
Interpretation opportunities: history of the Broome suburbs and the development of Broome; highlight key building or building styles of significance.

Legend
- Bay to Banu Trail
- Enduro Trail
- Lighthouse Trail
- Cable Beach to Chinatown Trail
- Neighbourhood Trail
- Peninsular Trail

0   500   1000   2000m   N
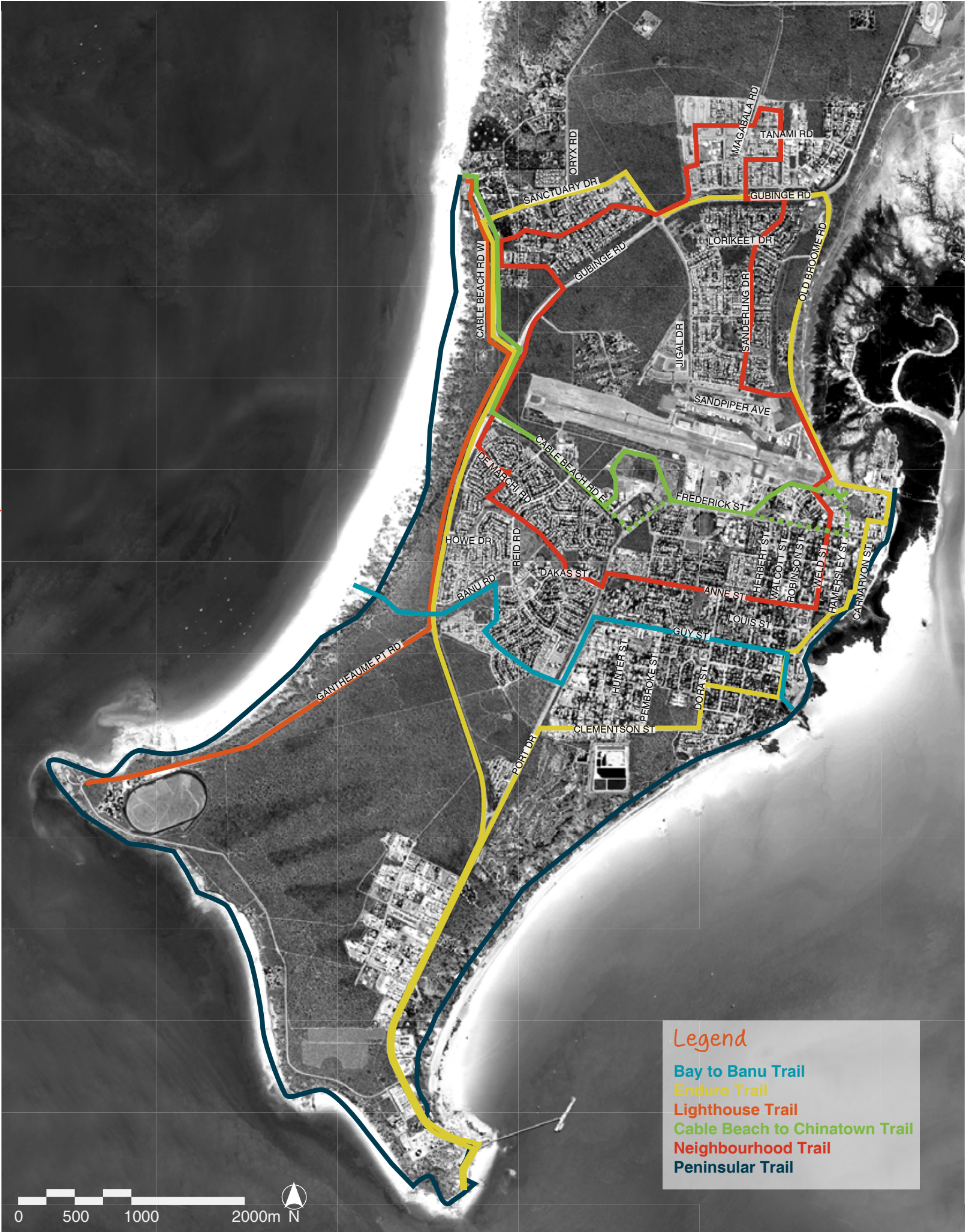
Marketing strategies

Bay to Banu Trail - 5.5km
This trails runs east-west across the peninsular and links Town Beach with Cable Beach via Minyirr Park and the very popular Banu stairs. The trails takes advantage of the existing dual use path on Guy St, the new park at Burrugan Buru, the public open space between Palmer Rd and Woods Drive and bush path through the Environmental Cultural Corridor. This trail is designed to get people from 'Old' Broome to Cable Beach and vice versa. It utilises existing paths so minimal infrastructure would be required.

Interpretation opportunities: Yawuru significance of the area; environmental identification and interpretation.

Lighthouse Trail - 7.5km
The lighthouse trail runs from Cable Beach to Gantheaume Point. This trail would create a continues and safe link between two major tourist hubs. This path requires major capital works including a new path running adjacent to Gantheaume Point Rd. It also requires a new path on Gubinge road between Cable Beach Rd East and Banu Rd.

Interpretation opportunities: Yawuru significance of the area; history of the lighthouse; environmental identification and interpretation.

Enduro Trail - 30km
The Enduro Trail follows a popular road bike circuit used by locals. It takes advantage of left-hand turns and is mainly used early in the morning when there is little traffic. This trail could be promoted as is for use by road bike, however would require major capital works to make it a continues dual use path that could be used by pedestrians. The key works would include a path along Port Drive and Gantheaume Point Road.

Interpretation opportunities: Local sports people and sporting history.

Peninsular Trail - 20km
The peninsular trail follows the coastline from Chinatown to Cable Beach. This trail was highly endorsed by the community during the community and stakeholder engagement stage of this project. The trail is also a recommendation of the 2013 Recreation Master Plan for the Yawuru Conservation Parks. Capital works associated with the development of this trail would be the joint responsibility of Yawuru, Shire of Broome and the department of Parks and Wildlife.

Interpretation opportunities: Yawuru significance of the area; history of key points e.g. lighthouse/port/old Jetty; environmental identification and interpretation.

Below is a list of marketing strategies that would be appropriate for the promotion of the trails in Broome:

1. Themes
2. Signage
3. Maps & Brochures
4. Advising e.g. radio, newspaper, internet
5. Programmes & Events
6. Apps & Technology

The strategies are further described within the following section of the report with the aide of illustrations and existing projects.

Themes

Theming trails gives each trail a memorable identity and helps set up the brand of that trail. Themes can be based on location, history, culture or use. The theme can come out through the naming, signage, interpretation and advertising. Below are a few examples of themed walk trails.

CAPITAL CITY TRAIL, MELBOURNE, VIC

This trail is an inner city, dual use trail. It follows the old rail alignments and provides a loop of the city's inner suburbs. It is popular for commuters and recreation.

The trail is promoted through signage and a map. Signage includes large trail head signage at key points and direction/distance markers.

BONDI TO BRONTE WALK, SYDNEY, NSW

The Bondi to Bronte Walk is an iconic coastal walk trail linking the even more iconic beaches of Sydney's south shore. It is popular for tourists and recreation. The trail is promoted largely through word of mouth, piggy backing off of the iconic region and the stunning surrounding landscapes. Simple and refined signage and board walks provide direction and access through the trickier areas.

MUNDA BIDDI TRAIL

The Munda Biddi Trail is a 1000km off-road cycle trail. It connects a series of existing tracks and trails through an undeveloped natural corridor from Mundaring to Albany and provides custom built campsites every 30-45km. There are small iconic directional trail markers along the trail and trail heads at key points. Detailed maps of the trails are required to navigate the trail and need to be purchased. Maps contain information about the trail and surrounding areas including terrain, condition, facilities and slope gradients.
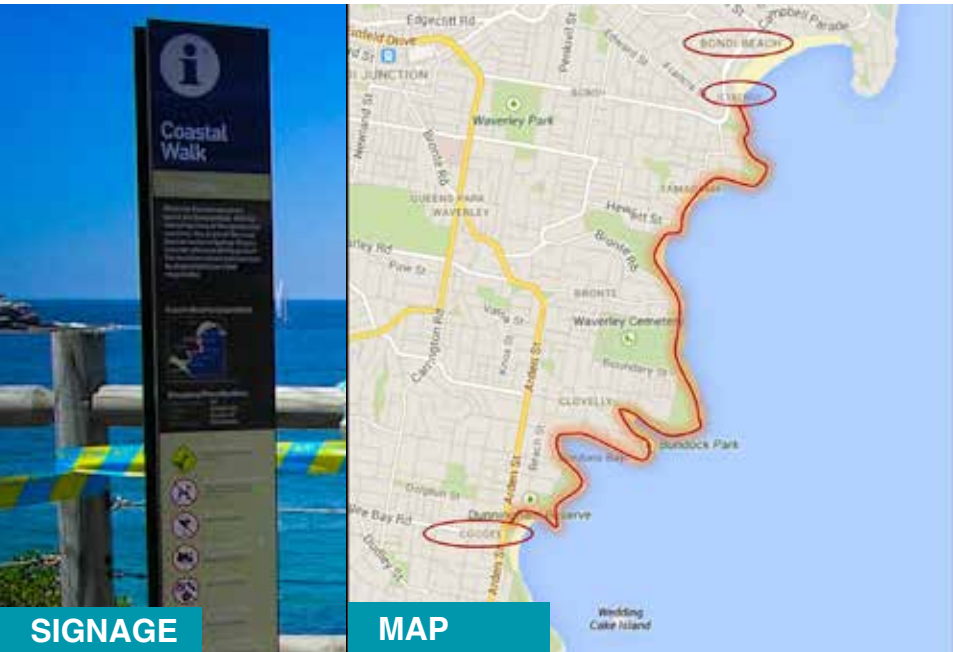
RIESLING TRAIL, CLARE, SA

The Riesling Trail is located in the wine region of Clare and follows the route of the old rail track. It meanders past wineries, linking towns and tourist destinations. It's named after the regions most famous wine - riesling. The trail includes interpretive signage that explains the history of the region. The trail is well promoted though maps/brochures and advertising on TV, radio, magazines and newspapers. The trail infrastructure includes trail head signs, direction markers and interpretation signs and is one of the regions most popular tourist activities.

MAP

TRAIL

SIGNAGE

BONDI TO BRONTE WALK, SYDNEY, NSW
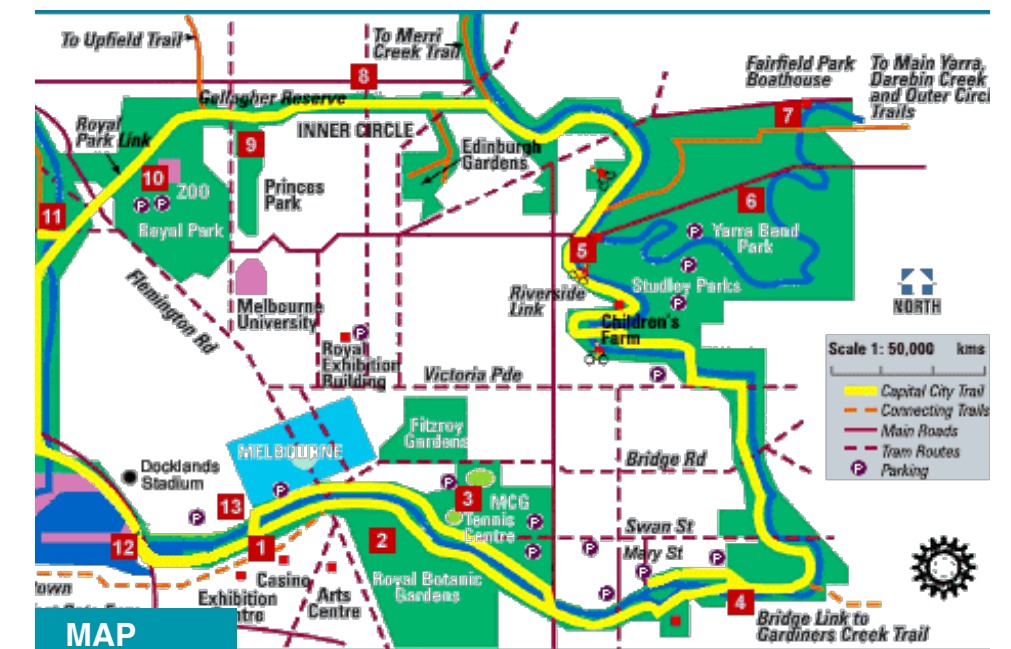
MUNDA BIDDI TRAIL, WA

RIESLING TRAIL, CLARE, SA

SIGNAGE

MAP

TRAIL

TRAIL

MAP

SIGNAGE

Actual length of the Munda Biddi Trail on Map 1b is 53.91 km
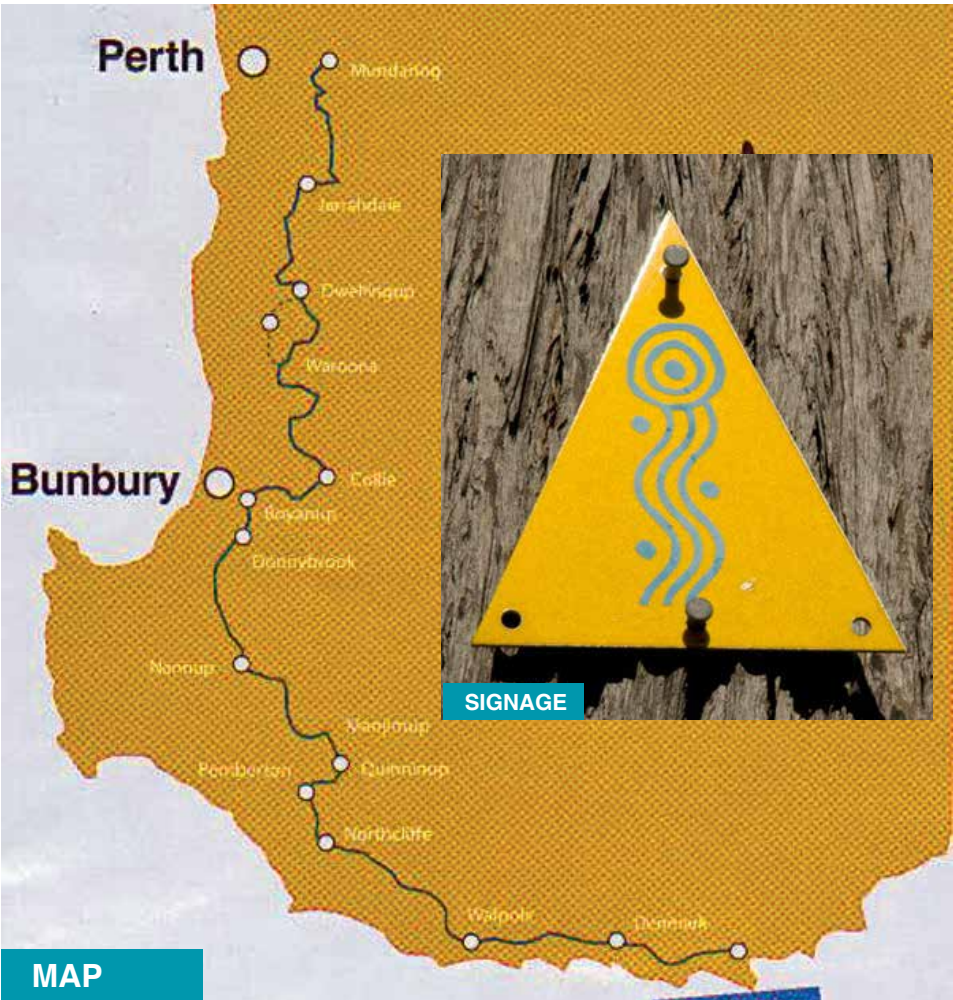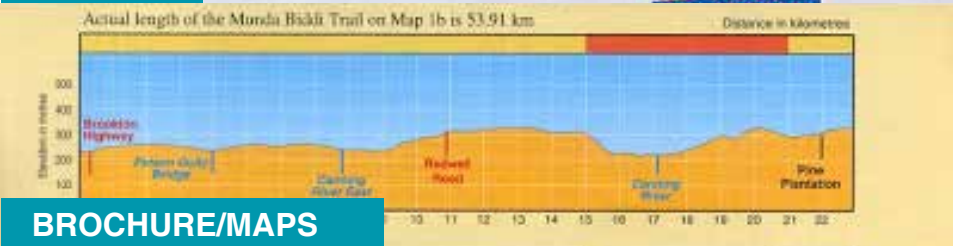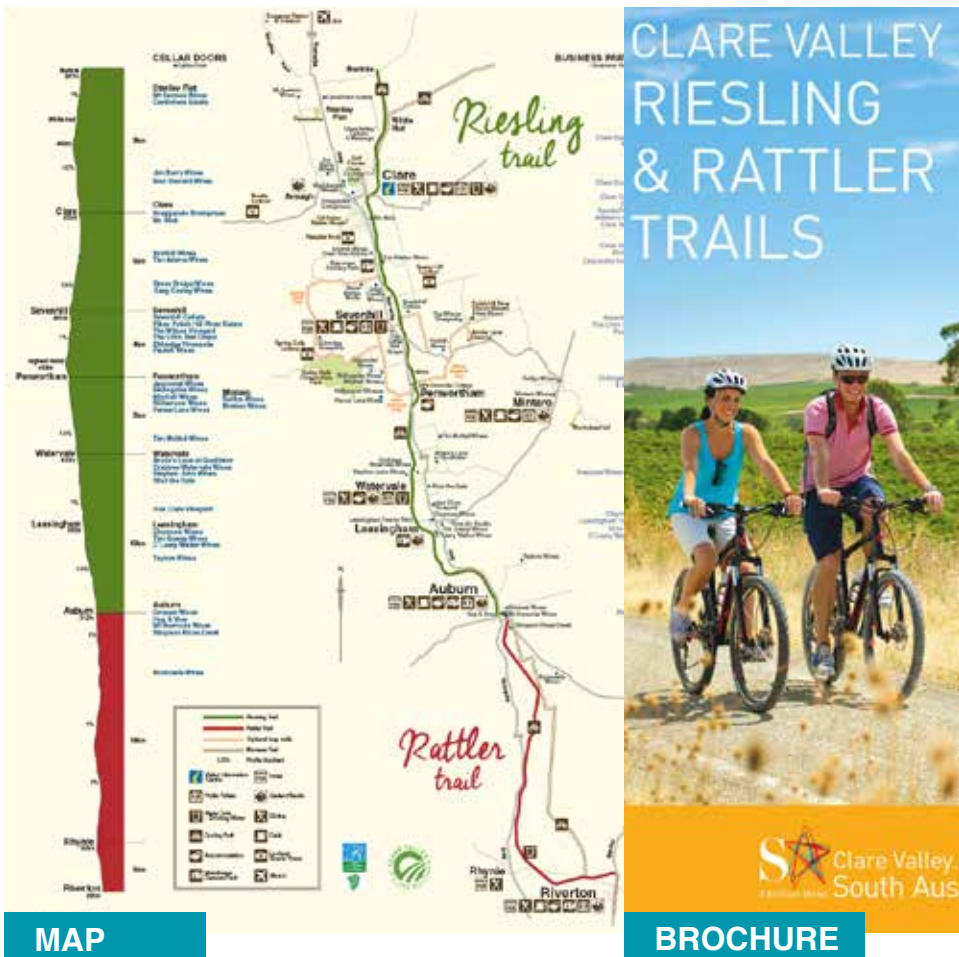
BROCHURE/MAPS

TRAIL

TRAIL HUT

CLARE VALLEY RIESLING & RATTLER TRAILS


MAP

BROCHURE

INTERPRETATION

SIGNAGE

TRAIL

Signage

Signage is vital to a successful trail. Signage helps give trails a theme and tell the story of the trail - historic, cultural, geographic. It also provides trail information such as distances, directions, terrain, and facilities.

This section explains the different signage typologies and provides some examples of appropriate and successful signage.

wayfinding

This type of signage is used for direction and locating oneself within often large, expansive or busy places. Way finding signs are essentially 'landmarks' that often have an artistic focus, helping users to locate them from a distance (bottom left image).
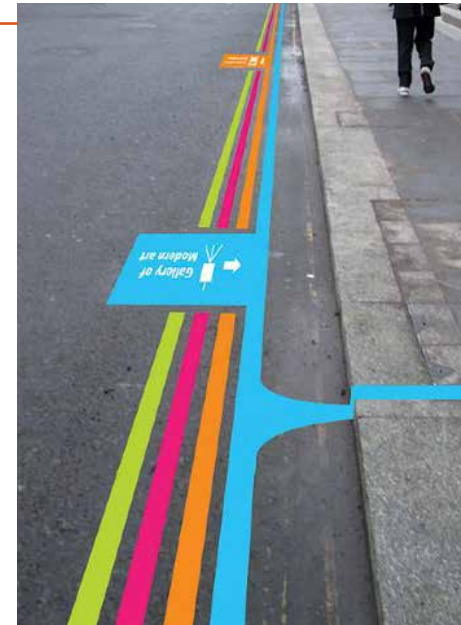
directional

Directional signage is often rudimentary, providing directions along a trail, between trails or to destinations in a manner that is simple and easy to understand. These are often merely 'markers' in the landscape or urban environment, visible only to those that know the trail that they are on (bottom left image).
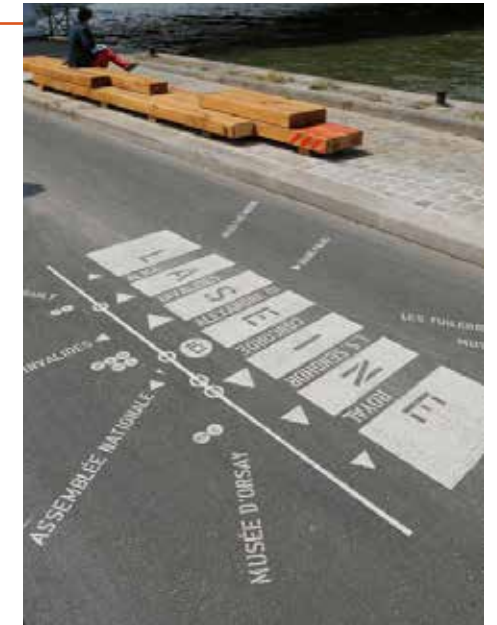
distance

This type of signage is used for providing distances and average times to reach destinations. Often also small and inconspicuous.

trail head

Trail heads are arguably the most important signage typology as they signify the start and end of a trail and may include all of the other signage typology features. Trail heads are often sculptural and can provide additional amenity such as rest stop, shade and water.

interpretive

More common along trails with heritage, environmental or cultural themes, interpretive signage provides additional information that enriches the experience of the user by providing context and facts related to the trail and surrounding area.
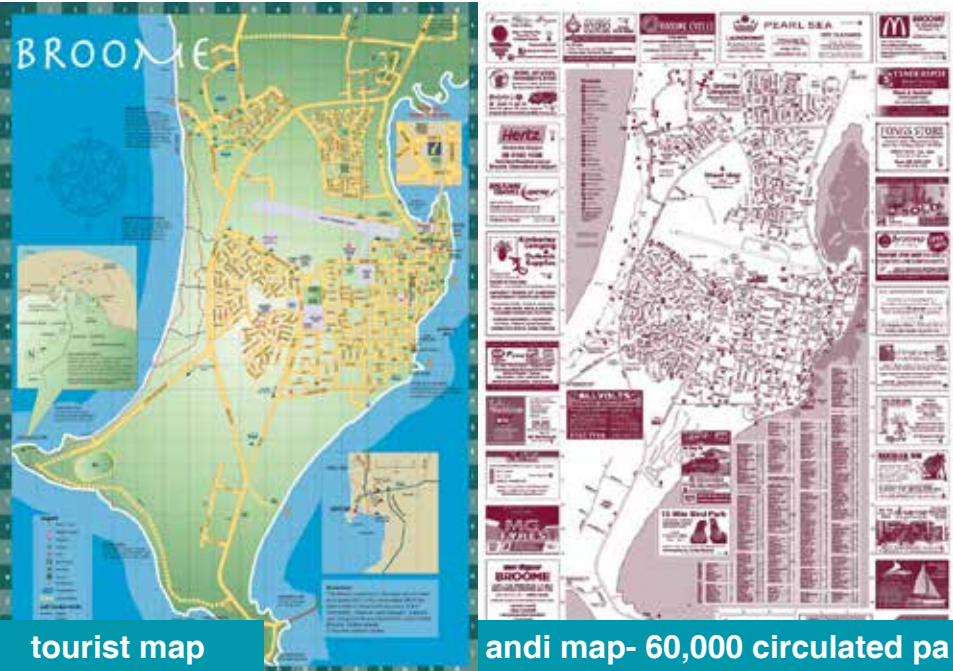
Maps & Brochures

Existing maps

Maps and brochures are the standard and original way of promoting trails and guiding trail users. This method still has a place in modern marketing as it reaches all audiences and does not rely on technology. Collaborative map and brochure design would be beneficial at a town level to condense all information onto one map that can be marketed to all tourists.

New maps & brochures

While there is no need to reinvent the wheel by creating new maps of Broome, it may be advantageous to produce trail specific brochures that outline the themes/intent of trail and provides information about the trail. A local example of this is the brochure accompanying the recently developed Jetty to Jetty Trail. This trail also had an app, merchandise and book. Below are some other good examples of trail brochures.

tourist map

andi map- 60,000 circulated pa

jetty to jetty brohure

tourist brochure

bus route map

tourist map

Advertising, Events & Programmes

Traditional forms of advertising may also be useful for promoting the trails, especially when they are initially developed.

Methods may include:
• News paper articles
• Advertising in the news paper and on the radio
• Temporary signs/posters around town (these would be in addition to the trail markers and trail signage)
• Articles in the ShireNews
• Posts on the Shire of Broome Facebook page
• Radio and TV interviews or stories

A positive way to promote the trails is to hold events that are located on or near the trails, these could include:
• re-routing existing events such as the Broome Marathon, Dash & Splash, BRAC 2 Beach Fun Run; or,
• Introducing new events such as adventure races and fatbike competitions.

Organisations including Bicycling Western Australia, Diabetes Australia organise events to encourage people to walk or cycle to work. In Addition several recreation, health and well-being programmes currently exist. The Broome Shire could support these events/programmes as a way of promoting recreation in the town. The Shire could also encourage the schools to adopt programmes to inspire students to walk and cycle to work and encourage major employers in town to motivate staff by providing facilities for bike storage and showering.

Some useful links for programmes and events:

www.walk.com.au/wtw/homepage.asp
www.bwa.org.au/riding-to-work/391/
www.activ.asn.au/services-support/recreation
www.bikeweek.com.au
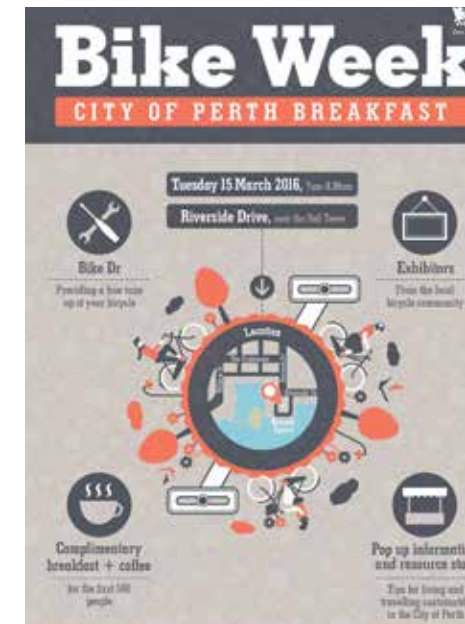
Apps & Technology

According to Jay Baer from Convince & Convert (http://www.convinceandconvert.com) apps are becoming the main form of digital interaction this is due to people ...
... spending more time online than with any other media
... spending much of that digital time in mobile devices
... most of the mobile time is spent in apps.

Therefore to capture the largest pool of people apps are the way to go.

An app typically refers to a software program that you use on a smartphone or mobile. There are several good examples of apps that have been design specifically for trails are shown below. This includes the Jetty to Jetty app which accompanies the Jetty to Jetty trail, located in Broome.

Exercise, tracking and health monitoring gadgets have exploded and are not only widely used and accessible GPS tracking and health monitoring hardware, but they connect to apps that allow users to share information on, exercise routes and fitness goals. Apps such as Strava even assist in promoting cycle tourism, allowing visitors to access trails and routes used by locals.

Run Keeper

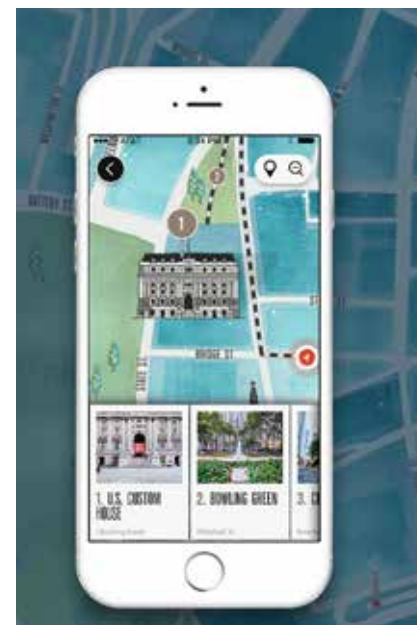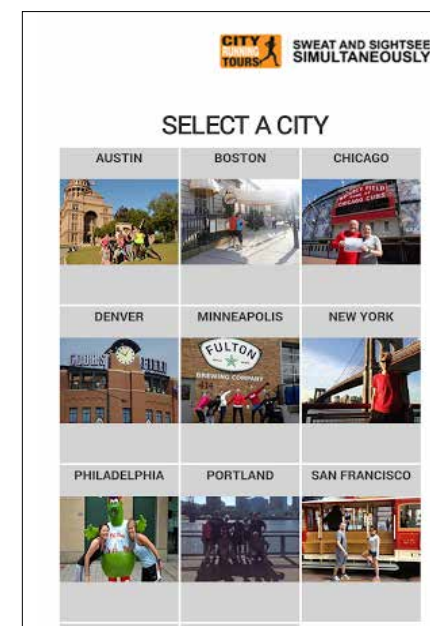## Strava

www.j2jbroome.com.au

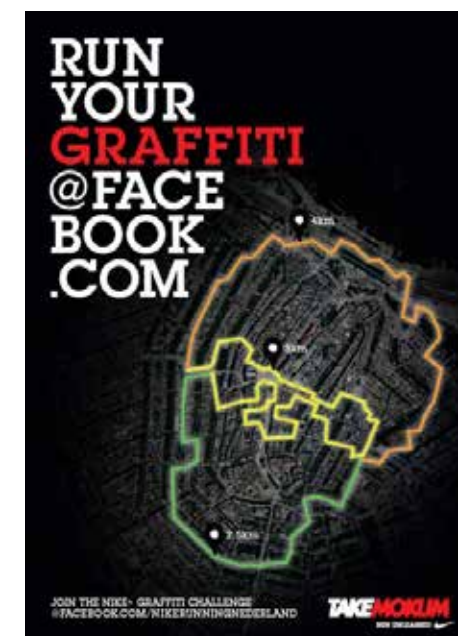## http://urban-walks.com
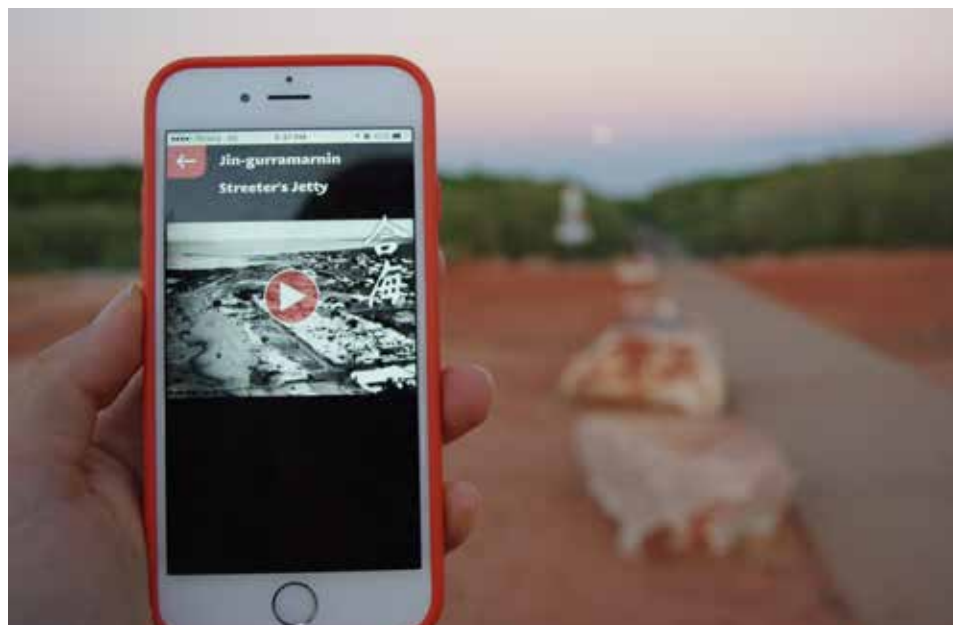
www.cityrunningtours.com
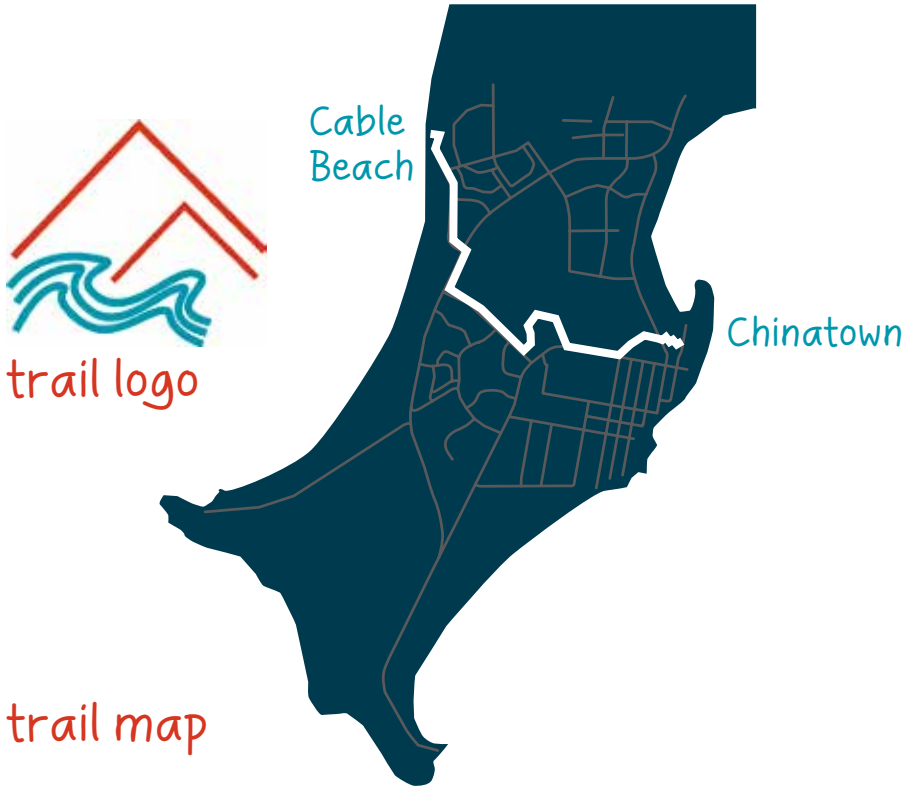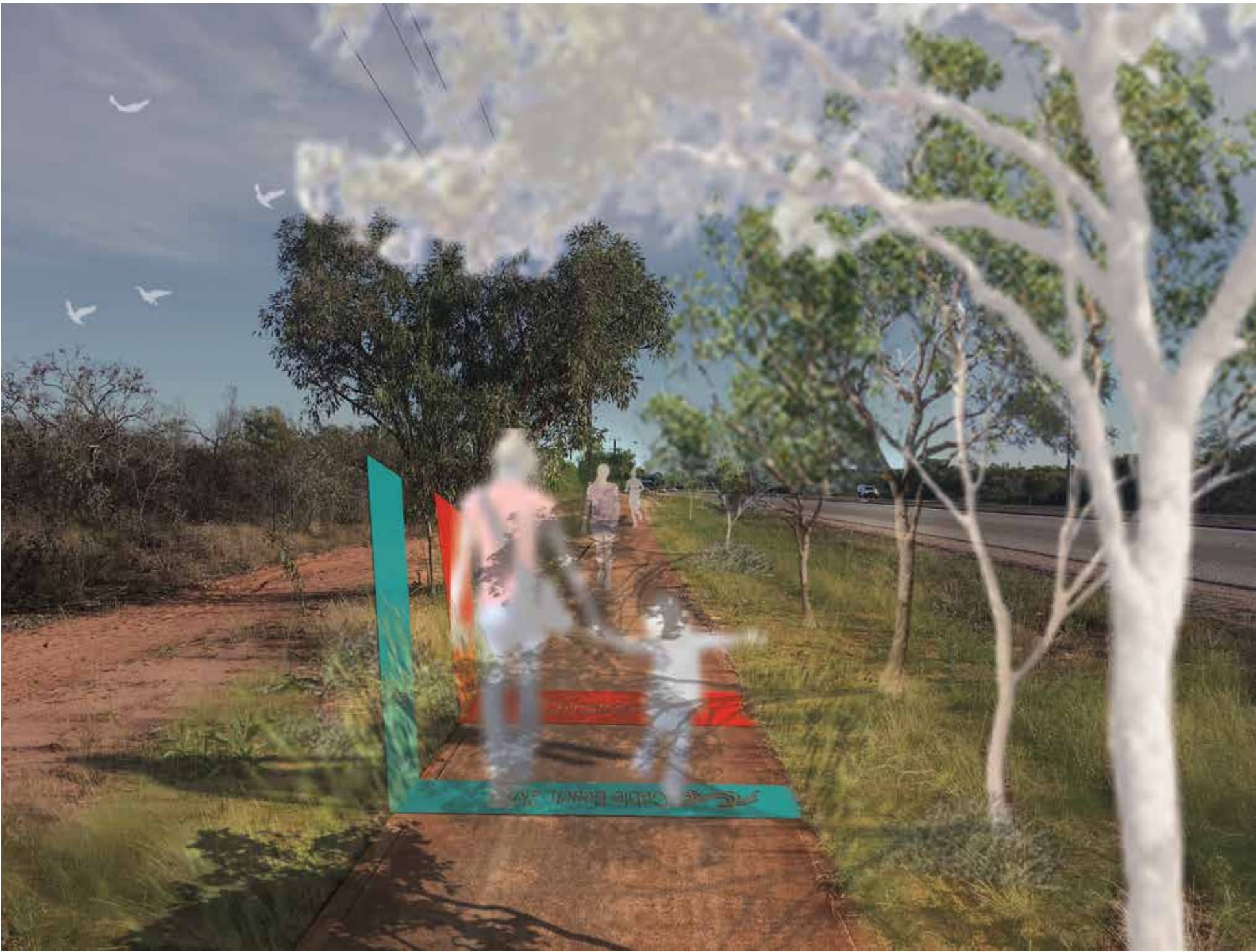

social media marketing

fit bit

The Cable Beach to Chinatown Trail

The following imagery is indicative only and shows options for form, style and types of marketing items that could be used for the Cable Beach to Chinatown Trail.

trail logo

trail map

snap shot of app home screen

perspective view along Gubinge Road

The Cable Beach to Chinatown Trail: Signage

1. trailhead marker

TRAIL

Cable Beach to Chinatown

bright wayfinding element, name and colour themed to trail

trail signage and logo

distance markers

trail map

device connectivity

2. wayfinding marker

TRAIL

bright wayfinding element, name and colour themed to trail

distance markers

device connectivity

trail logo

3. interpretive sign
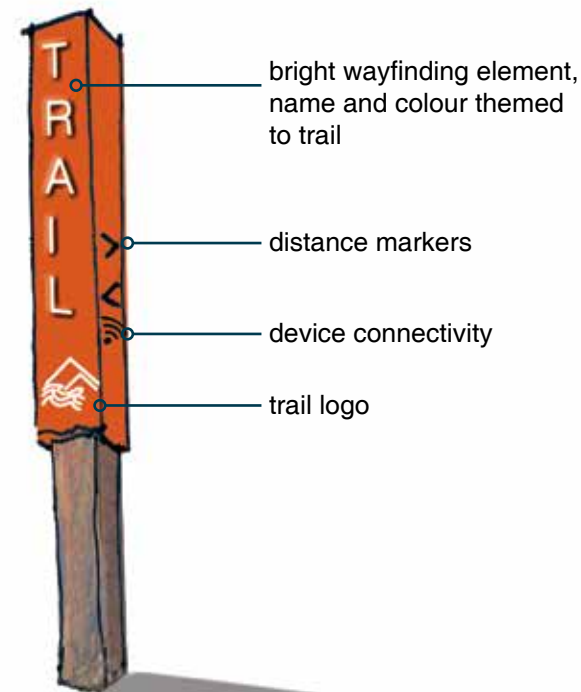
opportunity for interpretive information as well as other trail signage information

Costing

To accompany this marketing strategy, UDLA have provided basic costings that could be applied to all the components discussed through the report.

These costs show services and built outcomes and offer a high and low cost, based on level of service and intricacy in built items. With the exception of trail head signage, all costs associated with signs are for single signs only.

Item Number	Marketing Strategy	Description	Quantity	Units	Notes	Low Total	High Total	Mean Total	Rounded
1	Theming	Design fees only	1	allow		$5,000.00	$10,000.00	$7,500.00	**$7,500.00**
2a	Signage	Trail Head	2	item	allow 2 per trail	$20,000.00	$30,000.00	$25,000.00	**$25,000.00**
2b	Signage	Interpretive Sign	1	item	price allows for one only	$2,000.00	$3,500.00	$2,750.00	**$2,750.00**
2c	Signage	Wayfinding Sign	1	item	price allows for one only	$3,500.00	$5,000.00	$4,250.00	**$4,250.00**
2d	Signage	Directional/Distance Marker	1	item	price allows for one only	$1,000.00	$1,500.00	$1,250.00	**$1,250.00**
2e	Signage	Design fees	1	allow		$5,000.00	$10,000.00	$7,500.00	**$7,500.00**
3	Maps & Brochures	Design & Printing	1	allow	500 flyers, A4 200 GSM paper, double sided colour	$5,000.00	$7,500.00	$6,250.00	**$6,250.00**
4	Advertising	to include local paper, local radio, Shire newsletter and social	1	allow	Shire newsletter and social media to be managed internally by Shire staff	$200.00	$1,000.00	$600.00	**$600.00**
5	Programmes & Events	Administrative fees	1	allow	more of an in kind contribution	$1,000.00	$3,000.00	$2,000.00	**$2,000.00**
6	Apps & Gadgets	App design and development fees	1	allow		$5,000.00	$15,000.00	$10,000.00	**$10,000.00**
						$47,700.00	**$86,500.00**		**$67,100.00**

Conclusion

This document has provided a list of six trails for the aim of marketing the trails for use. The trails have been chosen based on community use and needs in regards to movement and exercise as well as based on heritage, cultural, environmental context.

The plan then has outlined potential marketing strategies for the above trails and has defined and described each strategy and related them to examples of successful projects. Broad order of magnitude costings for each marketing strange were also prepared to provide an idea of cost for each strange.

Lastly, the document has focused on The Cable Beach to Chinatown Trail as a potential candidate for marketing and has offered conceptual imagery for discussion and review.