

Council

GREAT SOUTHERN CENTRE FOR OUTDOOR  
RECREATION EXCELLENCE (GSCORE) TWO  
YEAR SERVICE AGREEMENT

GSCORE Service Agreement  
RTMP Implementation report

Meeting Date: 22 June 2021

Number of Pages : 10

# SERVICE AGREEMENT

between

Great Southern Centre for Outdoor Recreation  
Excellence Limited

and

Shire of Plantagenet

8 June 2021



## 1. Definition of funded service

A funding contribution of \$10,000 per year, over two years, will be provided by Shire of Plantagenet to the Great Southern Centre for Outdoor Recreation Excellence Ltd (GSCORE) to support the provision of the services outlined in the following table:

Service	Amount (ex GST)	Key Performance Indicators
Implementation of the Great Southern Regional Trails Master Plan	\$20,000	<p><b>Project Governance:</b></p> <ul style="list-style-type: none"> <li>• Establish and provide secretariat support to the Great Southern Trails Reference Group</li> <li>• Monitor implementation of the RTMP through action plans and reports</li> <li>• Provide regular updates and briefings sessions to staff and elected representatives</li> <li>• Maintain RTMP project website</li> </ul>
		<p><b>Priority Trail Plans:</b></p> <p><b>1) Tower Hill Trail Network</b></p> <ul style="list-style-type: none"> <li>• Develop business case and grant application for trail construction</li> <li>• Assist Shire with implementation strategy, including community consultation</li> <li>• Develop and implement regional MTB marketing strategy</li> </ul> <p><b>2) Great Southern Treasures Recreation Circuit</b></p> <ul style="list-style-type: none"> <li>• Establish Project Reference Group</li> <li>• Develop project plan and grant application for trail enhancement to the walking trails at Mondurup Reserve and Kendenup Nature Trail</li> <li>• Develop signage, wayfinding and marketing plan</li> </ul>
		<p><b>Local Trail Plan:</b></p> <ul style="list-style-type: none"> <li>• Assist Shire with the implementation of its Local Trail Plan</li> </ul>
		<p><b>Marketing Coordination:</b></p> <ul style="list-style-type: none"> <li>• Develop Great Southern Regional Trails Marketing Strategy</li> <li>• Liaise with destination marketing organisation to implement marketing strategy</li> <li>• Maintain Trails WA database</li> </ul>
		<p><b>Training &amp; Capacity Building:</b></p> <ul style="list-style-type: none"> <li>• Develop trail building training resource hub for land managers and trail managers</li> <li>• Implement business capacity building program</li> <li>• Organise annual Great Southern Trails Forum</li> </ul>



## 2. Reporting

The reporting period commences from 1 July 2021 to the 30 June 2022. GSCORE is required to submit a report outlining its achievements against the above key performance indicators within four weeks of each reporting period finishing.

## 3. Agreement term

The term of this agreement is 2 years, commencing 1 July 2021.

## 4. Notice addresses

(a) Executive Director  
Great Southern Centre for Outdoor Recreation Excellence (GSCORE)  
Mail: 5/22 Collie Street, Albany WA 6330  
Email: info@gscore.com.au

(b) Cameron Woods  
CEO, Shire of Plantagenet  
PO Box 48, Mount Barker WA 6324  
Email: ceo@sop.wa.gov.au

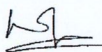
## 5. Payment Schedule

\$10,000 per annum (exclusive of GST) over two years as follows:

The payment of \$10,000 for financial year 2021/22 will be made on 1<sup>st</sup> July 2021 or upon signing of the service agreement.

The payment of \$10,000 for financial year 2022/23 will be made on 1<sup>st</sup> July 2022.

## 6. Approvals



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Dr Lenore Lyons  
Executive Director  
Great Southern Centre for Outdoor Recreation Excellence

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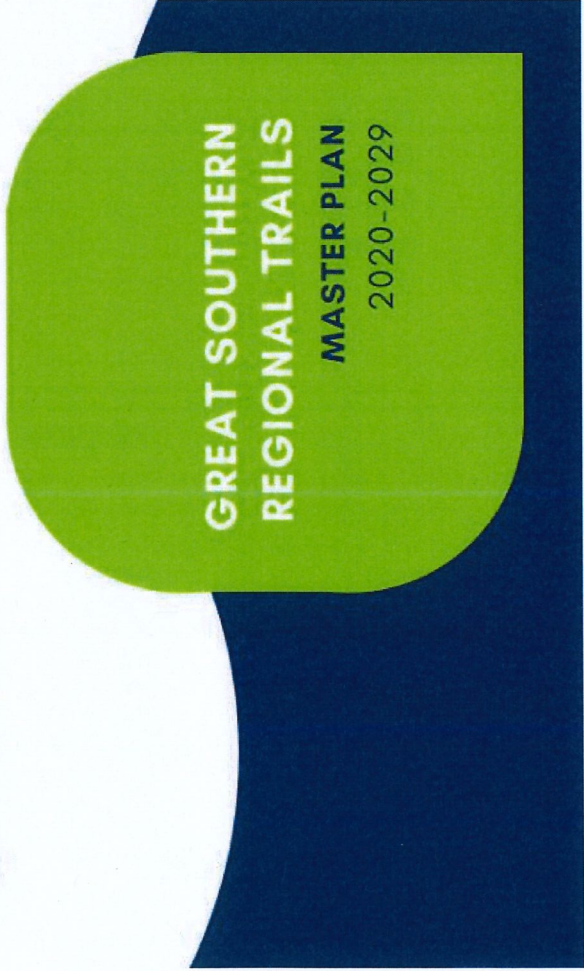
Date

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[Name]  
[Position]  
[Agency/Shire]

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Date



# Implementation Strategies to Achieve Agreed Objectives

Updated: 30 April 2021

Red Text = updates in this version

Greyed Box = Achieved





### Integrated Planning & Management

Adopt a strategic and coordinated approach to trail planning, management and maintenance through key stakeholder collaboration and prioritised and targeted investment.

NO.	STRATEGY	INITIATIVES	PRIORITY	TIMEFRAME	RESPONSIBILITY	PROGRESS
1.1	All LGAs, DBCA, DLGSC, and GSDC adopt the Great Southern Regional Trails Master Plan (RTMP) as the overarching guide to the planning, development and management of regional trail priorities over the next 10 years	RTMP received and endorsed by all Great Southern LGAs	High	Immediate	Lead: LGAs	Achieved.
1.2	Adopt the RTMP Governance Framework and Implementation Strategy	Allocate adequate resources to ensure GSRTMP is implemented Form a Regional Trails Reference Group to oversee the Implementation Strategy Establish a mechanism for the Regional Trails Reference Group to communicate efficiently with the WA Trails Reference Group Review the RTMP within 5 years of its release to ensure its ongoing relevant and to examine its implementation	High	Immediate	Lead: LGAs, DBCA, DLGSC Lead: GSCORE Support: Participating LGAs and other stakeholders Lead: DLGSC Support: GSCORE	2021-2022 Service Agreements to be negotiated in coming months Achieved.
1.3	Link identified regional priority trails to local government strategic plans	Develop local trail plans Ensure regional priority trails are included in local government planning documents (including asset management, community development and financial plans)	Medium	5 years	Lead: GSCORE Support: LGAs	Minutes to be forwarded to WA TRG
			Medium	1 – 2 years	Lead: GSCORE Support: LGAs	Completed: Albany, Plantagenet. Advice provided to Jerramungup.
			High	1-2 Years	Lead: LGAs	



### Sustainable & Accessible Trail Network

Develop, upgrade and maintain a network of high-quality trails and facilities that deliver outstanding experiences to a wide range of trail users and activity types.

NO.	STRATEGIES	INITIATIVES	PRIORITY	TIMEFRAME	RESPONSIBILITY	PROGRESS
2.1	Trail development undertaken as per the schedule outlined in each Activity Plan	Develop concept plans and business cases for all regional priority trails in line with the timeframes identified in activity-specific trail plans	High	1 – 5 years	Lead: Land managers Support: GSCORE	<ul style="list-style-type: none"> <li>All DBCA projects in development</li> <li>Tower Hill MTB Concept Plan completed</li> <li>Great Southern Treasure Trails Business Case &amp; Project Plan completed; grant application (RED) submitted (unsuccessful); Lotterywest grant submitted (pending); BBRF grant submitted (pending)</li> <li>Mt Hallowell Concept Plan draft completed; surveys completed – heritage, flora, fauna, Dieback</li> <li><b>Poikeclerup Concept Plan completed; Heritage survey RFQ underway</b></li> <li>AHP Mount Trail Corridor Link clearing permit submitted</li> <li>Regional MTB Strategy completed</li> </ul>
		Secure funding commitments from all partners and leverage additional resources through State and Federal Government grants	High	1 – 5 years	Lead: GSCORE Support: Land managers, GSDC, RDA	<ul style="list-style-type: none"> <li>\$16million for all DBCA short and medium term projects (over 4 years)</li> <li>BBRF application for regional MTB and hiking projects submitted</li> <li><b>Funding secured for trail concept plans (Mt Hallowell and Poikeclerup)</b></li> </ul>
		Prepare and implement a priority trailhead and wayfinding strategy as identified within specific trail plans	Medium	1 – 2 years	Lead: GSCORE Support: Land managers	Pending outcome of brand strategy
		Ensure all trail planning is undertaken in accordance with the guidelines contained in the WA Trail Development Series	High	1 – 2 years	Lead: Land managers Support: GSCORE	Ongoing – integrated into all concept planning

2.2	All land managers adopt best practice guidelines in development and management of regional priority trails	Facilitate the sharing of knowledge related to trail planning, construction and management between all land managers, local government authorities, clubs, key user groups, and community organisations	High	1 – 2 years	Lead: GSCORE Support: DLGSC, DBCA	Ongoing – integrated into all concept planning  <b>Grant submitted to DLGSC and State NRM program for training program</b>
		Collaborate with land managers, scientific institutions and community organisations to monitor ongoing usage and impacts of individual trails to improve management practices over the long-term	Medium	1 – 5 years	Lead: GSCORE Support: Land managers	
		Develop and implement a trail-building training program for land managers, community groups and contractors to improve sustainability outcomes for all trails	Medium	1 – 2 years	Lead: GSCORE Support: Land managers	<ul style="list-style-type: none"> <li>• Pilot Volunteer Trail Maintenance Program grant submitted to Lotterywest (pending)</li> <li>• <b>Trail building training program submitted to State NRM</b></li> </ul>



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### Promote the Visitor Experience

Encourage strong local community and visitor participation in recreational trail activities through effective promotion and marketing of the region's trails.

NO.	STRATEGIES	INITIATIVES	PRIORITY	TIMEFRAME	RESPONSIBILITY	PROGRESS
3.1	Prepare and implement a Regional Trails Marketing Strategy	<p>Develop brand position statement for Great Southern Regional Trails</p> <p>Prepare and implement a marketing and promotions plan</p> <p>Develop trail maps</p> <p>Develop signage and style guide</p> <p>Implement Noongar naming strategy for new trails and dual-use naming strategy for existing trails</p> <p>Produce digital assets for all regional priority trails</p>	High	<p>Immediate</p> <p>Immediate</p> <p>1 year</p> <p>1 year</p> <p>1 – 2 years</p> <p>1 – 2 years</p>	<p>Lead: GSCORE Support: Destination Marketing Organisations (DMOs)</p> <p>Lead: GSCORE Support: DMOs, LGAs</p> <p>Lead: GSCORE Support: DMOs, LGAs</p> <p>Lead: GSCORE Support: DMOs, LGAs</p> <p>Lead: GSCORE Support: Wagyl Kaip, SWALSC</p> <p>Lead: GSCORE Support: DMOs</p>	<p>Great Southern Adventure Trails Marketing Strategy workshop held 1 December; <b>second workshop 10 May 2021</b></p> <p><b>DBCA integrating into new trail development</b></p>
3.2	Prepare and implement a thematic interpretation strategy that includes biodiversity, Aboriginal and settler cultural heritage, for all nationally and regionally significant trails and trail networks	<p>Provide guidance in the creation of unique and memorable visitor experiences, provide a point of difference, and aid in raising the profile of regional trails</p>	Medium	2 – 3 years	<p>Lead: GSCORE Support: Land managers, traditional custodians, DMOs</p>	<p>Great Southern Treasure Trails Interpretation Strategy – grant applications prepared (Lotterywest &amp; BBRF – both pending)</p>





**Community and Economic Development Opportunities**  
Capitalises on the opportunities presented by a well-designed trails network for health, environmental, cultural, economic and liveability benefits.

NO.	STRATEGIES	INITIATIVES	PRIORITY	TIMEFRAME	RESPONSIBILITY	PROGRESS
4.1	Economic benefits - Encourage and support new trail business opportunities and identified gaps in service provision	Expand the Tourism Experience Accelerator Program (TEAP) across the entire region  Support key regional towns to obtain trail town accreditation	Medium	Immediate  2 - 5 years	Lead: GSCORE Support: DMOs, industry groups  Lead: GSCORE Support: LGAs	GSCORE partner in ASW-led project to expand industry capacity building program (pending)
4.2	Liveability benefits - Ensure that regional priority trail developments cater for and encourage active transport	Adopt the Regional Cycling Strategy 2050 for the Great Southern	Medium	2- 5 years	Lead: Department of Transport (DoT) Support: LGAs, DLGSC	<b>DoT to start work mid 2021</b>
4.3	Health - Actively promote the health and wellbeing benefits of active leisure activities	Implement and promote outdoor recreation education and participation programs	Medium	3-5 years	Lead: DLGSC Support: LGAs, GSCORE, Department of Health	<b>GSCORE grants submitted for three recreation programs (DLGSC, Healthway, Heart Foundation)</b>
4.4	Culture - Support a Noongar naming or dual-naming strategy and interpretation plan for all nationally and regionally significant trail projects	Ensure that a representative from SWALSC sits on the Great Southern Trails Reference Group  Ensure that Aboriginal community engagement plans are developed for all trail projects	High	1-2 years  2-3 years	Lead: GSCORE Support: SWALSC  Lead: GSCORE Support: Land managers, SWALSC	Appointments confirmed; positions vacant due to resignations  <ul style="list-style-type: none"> <li>Great Southern Treasure Trails engagement strategy developed</li> <li>Regional MTB plans all have Noongar engagement strategy and heritage surveys</li> <li>DBCA manages for their projects</li> </ul>
4.5	Environmental - Adopt and promote the Trail Development Series as best practice for trail planning, construction and maintenance	Establish a trail building network that includes land manager and trail managers. Use the network to promote the TDP	High	Within 1 year	Lead: GSCORE Support: LGAs, DBCA	Trail Resource Hub created on GSCORE website