


EYES ON EYRE CEDUNA

A WAYFINDING,
COASTAL ACCESS AND
CAMPING OPTIONS
PROJECT

REPORT JUNE 2018

#EYREPENINSULA



The Barngarla, Nauo, Wirangu,
Kokatha, Mirning, Pitjantjatjara,
Yankunytjatjara and Ngaanyatjarra
people are the traditional custodians of
Eyre Peninsula and the Far West and have
been for thousands of years.

Regional Development Australia Whyalla and
Eyre Peninsula acknowledges and respects
the traditional owners of Eyre Peninsula.
We acknowledge elders past and present, and
we respect the relationship Aboriginal
peoples have to country.

EYES ON EYRE

WAYFINDING > COASTAL ACCESS > CAMPING*



FINDINGS OF EYES ON EYRE

BY REGIONAL DEVELOPMENT AUSTRALIA WHYALLA AND EYRE PENINSULA

*THE DISTRICT COUNCIL OF CEDUNA DECLINED TO PARTICIPATE IN THE COASTAL ACCESS AND CAMPING OPTIONS COMPONENTS OF EYES ON EYRE.

"Sometimes an awful lot of money is wasted in regional tourism. When every town tries to do their own thing they end up looking like every other town. A better use of budget would be to advertise the journey and multiple destinations. It is the sum of your parts that makes you unique. In remote regions, local councils could make better use of their marketing budgets by joining forces to deliver regional campaigns and actions."

- Tilma Consulting

CEDUNA'S ROLE IN THE EYRE PENINSULA

Ceduna is increasing its reputation as a visitor destination - a steady and understandably cautious build. The main street landscaping and immediate jetty vicinity really jumps out at you as a refreshing wave from the outback landscapes you have just spent hours traversing.

It is certainly desired by travellers coming from the west to be a hub of civilisation and a reward for the long Nullarbor journey. Ceduna's visitor information centre is bursting at the seams with information and merchandise and this has the effect of making a visitor feel very welcome.

The supporting wayfinding infrastructure on the streets, highways and entrances are tired and worn with eighties and nineties sensibilities (but mostly in good locations). World-class attractions like Davenport Creek, Laura Bay and Point Brown are easy to miss by the modern traveller which is disappointing and a simple fix.

It has been and still is in many ways a local's town and that is a feeling (whether a reality or not) that may reduce the time spent in town by visitors.

A good injection of public art, history and culture would change this impression. Take the energy that is tucked away in the Ceduna Aboriginal Arts and Culture Centre and the Visitor Information Centre, put it in a world-class visitor experience facility and connect the dots through sculptures and signage throughout the entrances to the city and town junctures.

It would stop so many more of those 400,000 passers by in their tracks and make Ceduna easily the most destination worthy centre on the west coast of Eyre Peninsula.

WAYFINDING

SIGNAGE IS OUR SILENT BRAND

Ceduna is seemingly moving in its own direction to address its wayfinding issues. There certainly needs to be an effort on the western approach visitor information bay area. A truly modern, striking piece of infrastructure with fewer words, no advertising and one clear welcoming voice with a focus on localities and attractions is highly desired.

Like almost every other town on Eyre Peninsula, 400m advanced warning of attractions could be vastly improved. In particular, the coastal tourist drives (which need definition and should be developed) or attractions should receive greater highway and in town marketing using the large brown and white attraction signage templates and smaller connecting directional signs.

The directional signage once you are off the highways are actually in one of the better conditions on the Eyre Peninsula and look fresh.

There are too many private signs particularly on the western approach highway entry, signs that don't meet DPTI or Australian Standards, signs without their skinned placards and faded signs that are almost illegible. The overall condition reflects a tired and worn out vibe that does not make for a good impression or aid with navigation (too noisy).

Coastal access signage is much like the rest of the Eyre Peninsula, layered, ad-hoc and mostly regulatory. The numbers of them result in communication ineffectiveness and a consistent, standard design deployed across the region is recommended,

Refer to Wayfound Consultants Audit Report.



CEDUNA PRIORITIES

- Develop, define and name tourist drives.
- Remove or repair dilapidated signage.
- Consider a regional QR Code digital approach to reduce amount of signage, limit vandalism and/or reskinning of A Breathe of Fresh Eyre signs.
- 400m advanced warning notifications prior to attraction turnoffs require installation.
- Contribute to regional gateway visitor information bays at the 'Tanks' and Border Village.





COASTAL ACCESS

STATE OF PLAY

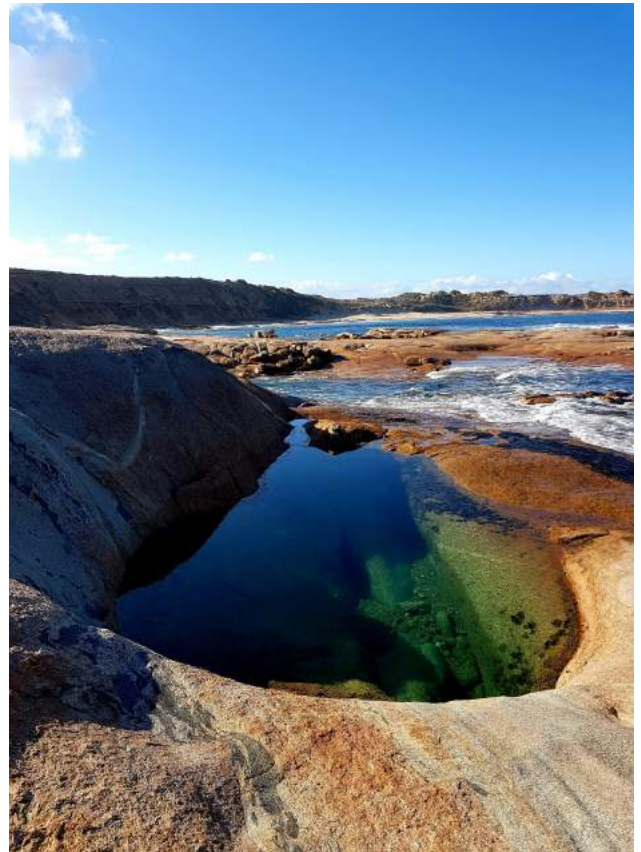
The Eyre Peninsula is home to a precious way of life with a natural playground that locals rightly treasure and protect and will guard fiercely against change and intrusion. However, the scenic and recreational wonders of the Eyre Peninsula are now more accessible (more boats, more four-wheeled drives, more tour operators) and promoted more heavily than ever before (social media).

Patterns of internal visitation and demographic changes on the Eyre Peninsula have influenced coastal access as much as out of region visitation and tourism.

The Eyes on Eyre stocktake revealed a largely static investment into coastal access infrastructure with the last injection of catalyst investment in the late eighties and early nineties. As a consequence, the region has a majority of ageing infrastructure that is struggling to support the pressures applied by the local population let alone visitors from outside the region.

There are numerous examples of poorly signed, unconsolidated road and pedestrian tracks and mostly uncontrolled access from vehicles and off-road vehicles to most all beaches and sand-dunes.

It is widely understood that most of those wanting to interact with our coastal landscapes want to do so sustainably and will respond to engineered design infrastructure, advisory and even enforced regulations that set out behaviour expectations. Eyes on Eyre recommends that we prioritise those management actions over the coming five years across Eyre Peninsula, with regulation the third and least desired tier of action.



The current status of coastal access infrastructure is leaving the Eyre Peninsula environment and community vulnerable, particularly economically

Outdated and dilapidated infrastructure places coastal communities, in particular, at risk from the increasingly frequent and intense coastal storm events and rising sea levels.

Therefore, investments in coastal infrastructure are urgently needed to ensure community safety and prosperity; however, these investments should not jeopardise the ecosystems and natural resources that underlie economic wealth and human well-being.



COASTAL ACCESS

WHAT DO WE KNOW?

The Eyre Peninsula Coastal Action Plan is a detailed conservation study and action plan from Two Hummocks Point north of Whyalla to the eastern boundary of the Wahgunyah Conservation Park in the Far West. It provides baseline information for the protection and management of the coast and outlines the actions required.

The plan divides the coast into 85 coastal cells, each around 25 km in length. It provides detailed information on 56 of the cells, including a description of the geology, type of coastline, land uses, flora and fauna lists. Threats are identified for each of these 56 cells, such as potential climate change impacts, pest plants and animals, marine debris and the impact of off-road vehicles on beaches, samphire areas and beach nesting birds.

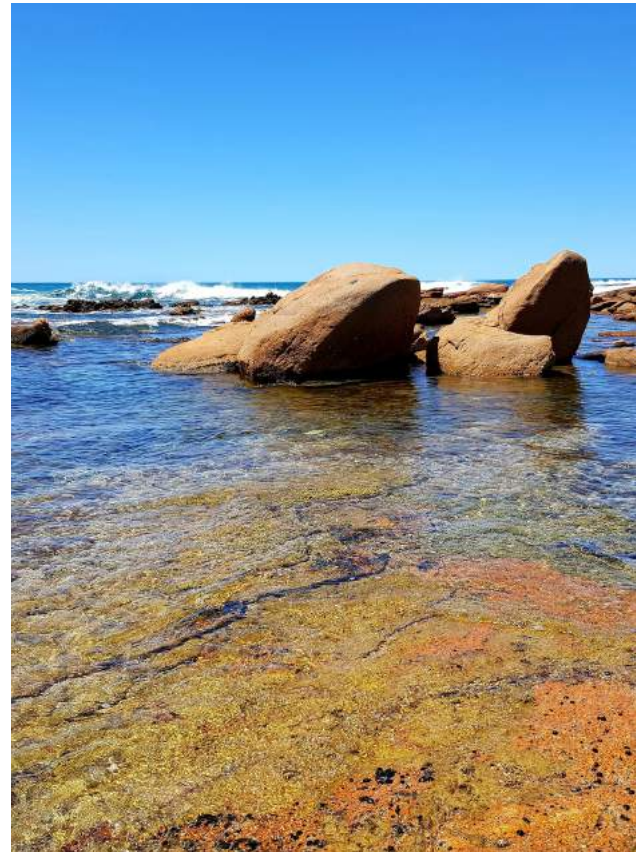
A Coastal Vehicle Access Decision Making Framework was also developed for local councils with clear recommendations, a suite of management options and consistent guidelines for the protection and use of coastal natural resource assets.

The current LiDAR Climate Change Modelling project will also be critical for future Eyre Peninsula coastal zone management and its subsequent integration into articulating a regional vision for coastal access, supporting the assessment of development and other proposals, including camping nodes will be crucial.

These scientific assessments and technical processes are of the highest standards but further work on the social and economic parameters influencing stakeholder engagement and decision making was required. The reports and framework delivered to date also depend on local government having the resources and capacity to interpret and embed into their governance systems and planning frameworks - resources which for many councils are simply not available.

LOCAL GOVERNMENT ENGAGEMENT

Eyes on Eyre set about engaging local government in coastal access management through social and economic lenses (to sit alongside and balance the scientific assessments) with a view to enhancing the visitor economy whilst simultaneously layering environment protection through master planning and



landscape architecture of camping nodes and high priority day-use locations. This approach has resulted in a list of coastal sites that stand-out for environmental, economic and social reasons as being of priority for action.

Eyre Peninsula local governments have thrown their support behind Eyes on Eyre and have worked cooperatively to understand the project's intent to advocate for external resources to boost visitor infrastructure which will sustain coastal access rather than prohibit.

NEXT STEPS FOR COASTAL ACCESS

As a result of Eyes on Eyre, a number of local governments have allocated resources to master planning for coastal camping nodes, township foreshore zones and day-use coastal visitation sites in 18/19 with most others looking to do the same in 19/20 and beyond. Eyre Peninsula Natural Resources Management are also seeking to match local government allocations and Regional Development Australia Whyalla and Eyre Peninsula will work to leverage these commitments for contributions from State, Federal and Private partnerships.

Three coastal access centered master planned sites are anticipated for 18/19 with learnings to be shared throughout the region over the coming years.

COASTAL ACCESS

CEDUNA'S TOP 3 PRIORITIES

- 1 Point Brown
- 2 Acraman Creek
- 3 Davenport Creek

VALUES

The beautiful, clean beaches, rocky cliffs, great fishing and remoteness of the Far West are highly valued by the local community and visitors to the area. The diversity of the coast around Streaky Bay is highly valued with granite pools, mangroves, crystal clear waters, sandy beaches and cliffs contributing to the area's appeal. The sealion and dolphin tours at Baird Bay as well as abundant birdlife and great fishing attract locals and visitors.

The tyranny of distance is felt by many in the community who value the remoteness of the region but sometimes struggle to access services and facilities available in more populated areas. Broad scale cropping and grazing is undertaken across large areas of the Far West. Many farmers have long family connections to their properties and take pride in looking after their land. The distinct seasons are valued for the impact they have on the landscape and biodiversity.

The community is aware that Natural Resource Management is about the bigger picture of how humans interact with the natural environment over the longer term including considering the needs of future generations. They recognise the need to find a balance between conserving the natural environment and developing it for human needs.

Cropping is the main agricultural land use in Far West. Crops including wheat, barley, oats and pulses are grown in rotation. Far West produces on average about 20% of the Eyre Peninsula wheat crop, which is about 10% of South Australia's total production. Sheep grazing occurs south of Streaky Bay. Commercial wild fisheries and aquaculture are key industries in the subregion. Farming of Pacific oysters has been undertaken for nearly 30 years contributing to local employment and the economy. Commercial wild catch fisheries export prawns, rock lobster, scalefish and abalone.

Nearly 20% of the subregion's land area is within National Parks and Wildlife Reserves. About 55% of the subregion's land area contains remnant native vegetation. The subregion has a relatively low number of endemic plants (found only in the subregion) and a lower number of flora species of conservation significance than other subregions. More biodiverse flora and fauna are found around Ceduna.

The Far West's coastal landscapes are diverse, featuring sandy beaches, rocky cliffs and headlands and protected bays. Areas of mangroves provide fish nursery habitat in the protected bays at Tourville Bay as well as near Smoky Bay and Streaky Bay. Dune systems exist behind about one third of sandy beaches both along the bays. Offshore habitats include seagrass meadows, sandy seafloors and rocky reefs, where nutrient-rich marine waters support commercial fish species, sharks, whales and sea lions.

Selected fauna, flora and vegetation communities of conservation or vulnerable significance include:

Brush-tailed Bettong
Australian Pied Oyster Catcher
Hooded Plover
White Bellied Sea Eagle
West Coast Mintbush
Silver Candles
Bead Samphire
Drooping Sheoak Grassy Low Woodland

EYES ON EYRE ASSESSMENT

The District Council of Ceduna is well aware of its priority coastal access locations and the aspects and impacts requiring management. Negotiations over planned management approaches have been fraught. Eyes on Eyre determined that to move forward a focus be placed on Port Brown as a master planned camping node location and where practical its design learnings translated to other priority locations.

Point Brown is an iconic destination on the Eyre Peninsula and a priority stretch for nature based tourism. The location is not currently primed for these connections and values to continue sustainably.

The Eyes on Eyre survey of coastal access users revealed that most stakeholders want infrastructure that reduces their environmental impacts.

COASTAL ACCESS

EYES ON EYRE ASSESSMENT CONT.

Campers will stay longer and pay fees if there are modern facilities at sites. They will be drawn to coastal localities that offer reduced exposure to the elements, privacy between themselves and other campers and a way in which to respectfully share the access with day-users.

Coastal access paths and trails are highly valued and restrictions on vehicle access to beaches and dunes does not have to be all encompassing e.g. by designating acceptable distances or areas (through signage and promotion) for vehicle use and requesting or enforcing prohibitions in other areas. The key consideration here is that the region (not just Ceduna) has mostly unrestricted access at present causing degradation.

Coastal access infrastructure is a significant one-off and ongoing cost for maintenance. However, we are doing it all around the Eyre Peninsula and doing it very well. But we have gaps in the sites outlined that we should seek to collaboratively rectify through the assistance of multiple funding sources and stakeholder partnerships.

Eyes on Eyre firmly believes that all sites can be sustainably managed to balance a number of values and permit sensitive interactions that will reassure the fear of 'closure' and permit varied interests to continue their current interactions.

MASTER PLAN PROGRESS AND CONSIDERATIONS

- Initiate engagement with Aboriginal Organisations.
- Discuss the varied land tenure issues (Council, Crown and Private) at various sites and options to overcome.
- Procure landscape architect for master planning and design.
- Camping node development (for large recreational vehicles to camper trailers/tents along with supporting Australian Standard signage and visitor facilities - such as toilets, showers, bird hide, shelter, picnic amenities, bins, wifi and all access principles). May involve some vegetation clearance;
- Controlled, defined and limited vehicular access (supported by designated parking, fencing, provision for 2WD drives and 4WD tracks,



- Controlled, defined and limited pedestrian movement through designated and potentially fenced paths/steps/trail access to beach and along cliff.
- Consider an engineered structure to consolidate boat launching.
- Revegetation for camp screening; and securing against beach recession.
- Develop access/traffic management plan – including review of existing access with a view to rationalise unnecessary tracks and car parks..
- Block access (eg. fencing/rocks) to tracks and car parks to be closed, rehabilitate (where appropriate) and maintain.
- Upgrade any tracks or car parks that are not well defined, or are causing water run-off erosion.
- Install directional /educational signage. Regional coastal access signage installation with standard environment, safety and behaviour expectations.

CONSEQUENCES OF INACTION

- Informal camping is contributing to: soil compaction, vegetation damage – trampling and removal, fauna disturbance, soil erosion, dune instability.
- increased fire risk, fire wood collection and weed introduction.
- Potential impacts on Aboriginal Heritage Sites
- Uncontrolled ORV potential impact on geologic formations, meiofauna, shorebirds and intertidal species and/or habitat.



WHERE SHOULD WE START?

REGIONAL WISH LIST

- Define and label sub-regional precincts, identify trails (driving/hiking/walking/biking)
- Two new regional gateway visitor information bays at the 'Tanks' and Border Village.
- Twenty two possible visitor information pods spread throughout Eyre Peninsula.
- Removal of dilapidated signage.
- Reskinning of regional priority signs
- A digital project to work with or in place of existing interpretative signage in region.
- Design Coastal Access sign templates for relevant coastal geoforms (e.g cliff, estuary, shingles, rocks, beach).
- Install new coastal access infrastructure via a competitive application process to source Natural Resource Management funds allocated for 18/19 coastal access improvements.
- Commission camping node, visitor pod concept plans, with a focus on smart technologies, all access principles and contractor selection for priority sites and budget estimates..



Ceduna has all the natural assets to be a part of the Bight Coast journey and build a visitor economy to reinvigorate its baseline economy due to population decline. Ceduna is an excellent candidate to demonstrate the environment protection benefits of visitor infrastructure and arrest degradation.

We think visitor pods and camping nodes, with new facilities and smart technologies at Point Brown would be significant additions to Ceduna's offerings and fix immediate gaps for visitors.

We look forward to presenting and talking the Eyes on Eyre findings through with Ceduna stakeholders.

