




# EYES ON EYRE CLEVE

A WAYFINDING,  
COASTAL ACCESS AND  
CAMPING OPTIONS  
PROJECT

REPORT JUNE 2018



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.

Barngala are the traditional owners of the  
Cleve district.

# EYES ON EYRE

WAYFINDING > COASTAL ACCESS > CAMPING



## FINDINGS OF EYES ON EYRE

BY REGIONAL DEVELOPMENT AUSTRALIA WHYALLA AND EYRE PENINSULA

“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

### CLEVE'S ROLE IN THE EYRE PENINSULA

The Cleve district enjoys the best of both worlds in having a coastal flagship town in Arno Bay but an equally intriguing and stand out portion of Eyre Peninsula's 'big sky' inland parts. Cleve along with Franklin Harbour, Kimba and Wudinna could join forces to harness trail offerings for 4WD drivers, mountain bikers and hikers.

Darke Peak Range, Caralue Bluff, Carapee Hill, Yelduknie, Mount Miller and Lake Gilles have an energy all their own and when thrown into the visitor experience mix of the Eyre Peninsula extends our attraction to a whole new market.

They are products awaiting activation and need priming before a concerted effort is made to bring the visitors. Attention to these sites will benefit Cleve, Cowell and Kimba townships - locating visitor infrastructure that enables people to stay and access these attractions close by will not detract from township expenditure. The opposite will occur, it will draw new and greater volumes to town and give them an identity (other than an agricultural town) that will tap a new interest.

# WAYFINDING

## SIGNAGE IS OUR SILENT BRAND

Cleve's wayfinding was generally of a good standard - a few tweaks needed, some bushes cut back, more 400m advanced warning signs and potentially some road condition advisory information (e.g access to Mount Miller wind turbines tricky for towing vehicles).

The quirkiness and character of the postcard style campaign signage throughout the district, the Hellbent Hotel and the signage detailing historic buildings in the township of Cleve are authentic and entertaining. As is the Border Collie markers.

Cleve's biggest potential is developing its attractions and working closely with the Department for Water, Environment and Natural Resources and private landholders to harness natural assets and conservation parks for visitation.

The work underway on Carapee Hill and Yedulknie are perfect examples that then must be backed up by wayfinding from the highways in.

Arno Bay interpretative coastal signage is tired and in need of a refresh.

Refer to Wayfound Consultants Audit Report.

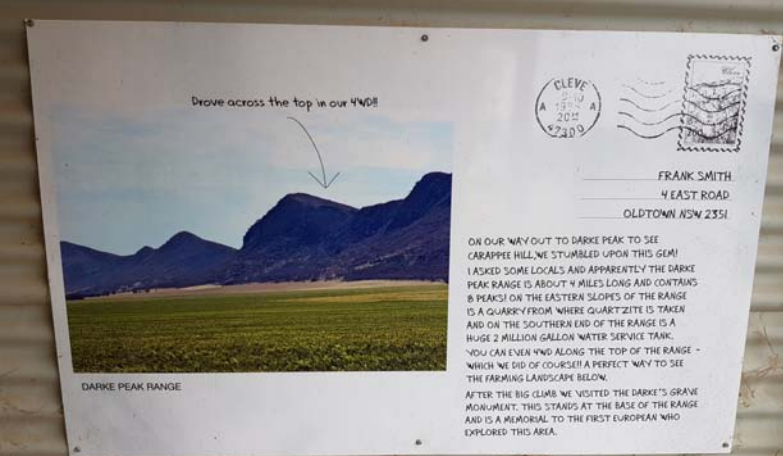
## CLEVE PRIORITIES

- Remove or repair dilapidated signage.
- Consider a regional QR Code node approach to reduce amount of interpretative signage, or add a modern twist.
- 400m advanced warning notifications prior to attraction turnoffs require installation



Re-skinning of A Breath of Fresh Eyre signs (or replacement where condition warrants). Better yet, let's innovate with QR codes. Contribute to a regional gateway visitor information bays at the 'Tanks' and Border Village. Visitor pods rest stop information bays could be considered for location near to Paws Highway signage. Install standard coastal access signage to be developed region wide with advisory notifications and expected user behaviour.





# COASTAL ACCESS

## STATE OF PLAY

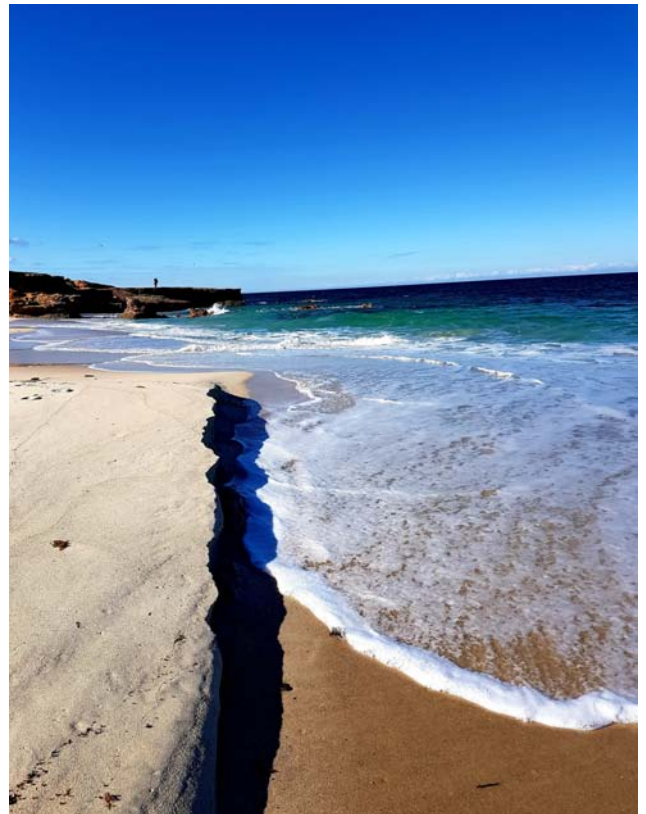
The Eyre Peninsula is home to a precious way of life with a natural playground that locals rightly treasure and protect and will guard fiercely against change and intrusion. However, the scenic and recreational wonders of the Eyre Peninsula are now more accessible (more boats, more four-wheeled drives,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

## CLEVE'S TOP 3 PRIORITIES

- 1 Arno Bay
- 2 Turnbolls Beach
- 3 Redbanks

## VALUES

The beaches of Arno Bay and surrounds are valued for their scenic beauty, tranquility, fishing and recreation opportunities. Most of this section of the coast has sand-shellgrit beaches with shelly beach ridges and coastal wetlands and shrublands inland. This low energy section of the Eyre Peninsula coast is accreting with low lying land subject to storm inundation and low lying to absent dunes. Redbanks is the exception where red sands form low cliffs over the basement platform rock.

48% of this cell is salt marsh (samphire interspersed with chenier ridges). The estuary flats of Salt Creek at Arno Bay township have both inter-tidal and supra-tidal samphire with a good marine connection. Salt Creek has the largest catchment area of all watercourses on Eyre Peninsula.

Just over 30% of the subregion contains native vegetation. About 40% of this is protected within Conservation Parks, Reserves and Wilderness Protection Areas. Just over 10% is protected through Heritage Agreements. The remaining 50% of native vegetation is located on private land or road reserves. Selected fauna, flora and vegetation communities of conservation significance include:

Sandhill Dunnart  
Australian Pied Oyster Catcher  
Hooded Plover  
Temperate coastal saltmarsh (vulnerable *Tecticconia flabelliformis*)  
Mixed Mallee woodland

Agriculture is the main livelihood with many farmers and inland communities cherishing the coastline as the place for their downtime and relaxation. the shack settlement of Arno Bay is the embodiment of this sentiment and has significant cultural and heritage values.

Tourism is an important contributor to the local economy and with a 23% reduction in agricultural employment is becoming the critical lifeline for many Eyre Peninsula communities.

Commercial wild fisheries are an important industry in the area. Wild catch including prawns, blue crab, sardines, abalone and scale fish from Spencer Gulf contribute to the regional economy and are important contributors to the State's commercial fishing industry. The Spencer Gulf Prawn Fishery that relies on the areas mangroves and tidal flats for nursery habitat, is one of the more valuable fisheries in Australia. Aquaculture industries in the subregion include the Arno Bay King Fish hatchery.

## EYES ON EYRE ASSESSMENT

The Arno Bay Mangrove Boardwalk is outstanding and a credit to the local community for creating a sensitive way in which visitors and locals can interact with an often undervalued yet vital tidal landscape of saltmarsh and mangroves. This type of access infrastructure is renowned the world over for minimising mistreatment, controlling behaviour and educating communities. A critical asset to maintain.

The local community want to maintain this protection through access infrastructure and have outlined two separate but interconnected projects. One is to build an all-access path over the dunes at the town foreshore and the other is to create a coastal shared user trail from the marina/boat ramp vicinity to Turnbull's Beach. An instinctive goat track at present for locals and visitors alike.

Council has also identified Redbanks as a locality receiving increasing pressure from day visitation and campers (even with clear signage and application of by-law prohibiting camping). The dunes connecting Turnbull Beach to Redbanks are subject to 4WD and ORV activity.

North of Tel El Kebir Terrace the beach dunes are of course impacted by the proximity of shack development and have heavy weed infestation (*Gazania* spp. but they are growing and shifting and are much higher than those recorded in the early 1900s where the jetty was busy with cargo loading and shipping activities.

# COASTAL ACCESS

## EYES ON EYRE ASSESSMENT CONT.

Of all Cleve's coastal locations, it is the RedBanks site that will likely undergo the greatest and increased pressure from users, it is not yet heavily featured on many camping or social media sites but this will undoubtedly change. its geological significance will also likely increase visitation over time. The site has restrictions based on topography, available land and intact native vegetation that are unlikely to see it supported or progressed as a camping node unless a nearby private landholder initiates a development or makes land available through lease.

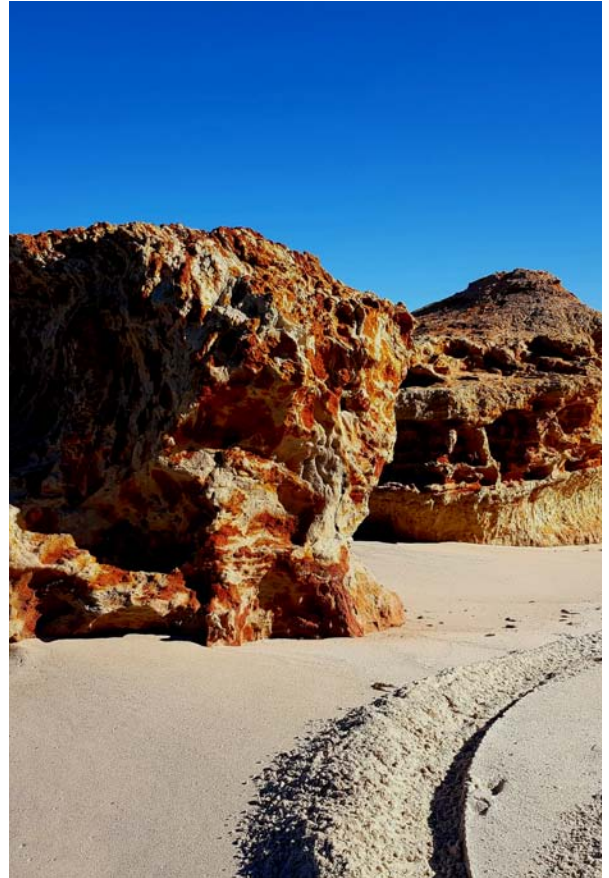
However, it should be a demonstration of how day-use visitation is encouraged, facilitated and as a possible connector to Turnbull's Beach/Dunes through a potential designated trail development for walking and vehicle use.

Eyes on Eyre considers that a master plan encompassing an all access path through the Arno Bay township dunes, a coastal shared user trail and interface between Turnbull's Beach up to and including Redbanks is an important step to apply infrastructure, consolidate coastal access and look to afford more protection to vegetation, cliffs and vulnerable fauna, particularly shorebirds.

The sustainability of this site for the visitor industry and the natural features on which it depends will involve careful planning, management and sympathetic development and these three sites should receive the greatest priority.

## MASTERPLAN PROGRESS AND CONSIDERATIONS

- Initiate engagement with Barngala Native Title Group.
- Procure landscape architect for master planning and design.
- Day-use visitor pod development (for large recreational vehicles along with supporting Australian Standard signage and visitor facilities - such as toilets, viewing platform, 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, dunes and along cliffs. May involve some vegetation clearance.

## CONSEQUENCES OF INACTION

Informal camping is contributing to: soil compaction, vegetation damage – trampling and removal, fauna disturbance, soil erosion, cliff/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.



# CAMPING OPTIONS

## CAMPING NODE DEVELOPMENT

A sweep of caravan and camping apps, social media and websites reveals clear trends for where visitors want to (and do) spend their time in the Cleve district and what they think.

Arno Bay Caravan Park is acknowledged as having older amenities but serviced and maintained well. Even more basic is the out the back of the pub overflow location.

Whilst there is little competition on the Eyre Peninsula from accredited caravan parks with the full gamut of resort style amenities, caravan parks will continue to survive (but not thrive). However, as we have seen on the west coast of Eyre Peninsula and interstate where a four to five star park establishes, the market is irrevocably altered and the visitors vote with their feet (or wheels).

The real challenge for the Cleve district is to activate its inland natural assets with campground nodes of the standard overviewed in the Interim Regional Eyes on Eyre report, and not focus within the Cleve township itself.

The popularity of Yelduknie Weir campground and the Darke Peak Hoteliers efforts are obvious and the care to maintain facilities and provide services clearly results in their popularity. Although it is still region largely undiscovered.

Carappee and Caralue are also strong contenders but are not primed for heavy promotion and in the case of Carappee are in need of significant maintenance and attention.



Cleve could consider a network of camping node upgrades over the coming five years to connect these natural asset sites through trails (mountain biking and hiking and with the ridgetop 4WD experience of Dark Peak thrown in for good measure. The 4WD Ridgetop Track is a must to investigate for development and an important icon for Cleve and the whole Eyre Peninsula region.

The Middlecamp Hills might even make the cut and with their proximity to the higher trafficked Lincoln Highway might be the catalyst for drawing in and gaining the attention of the crowds who thought fishing and sand dunes were all that were on offer.





# WHERE SHOULD WE START?

## REGIONAL WISH LIST

Refer to Regional Interim Findings Report for further reasoning of actions below.

- 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.



Eyes on Eyre drew us to the importance of Cleve's widely unknown but seriously drawcard worthy bluff, hills, ranges and peaks.

The presentation of the district is above the Eyre Peninsula average, the interior offerings are treasures and a terrific foil and contrast to seafood, dunes and beaches. To have both realms within the same district and easy reach is something very marketable and worthy of much more of our attention.

Again it is the sum of our parts that makes our journey unique.

