




EYES ON EYRE LOWER EYRE PENINSULA

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.

Barngala and Nauo are the traditional owners
of the Lower Eyre Peninsula 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

LOWER EYRE'S ROLE IN THE EYRE PENINSULA

The Lower Eyre Peninsula district is crucial to Eyre Peninsula's sustainability on almost every facet. The district, along with Port Lincoln is home to two of our region's National Parks, contains 48% of the region's small to medium enterprises and is one of the most visited localities of all of Eyre Peninsula (a fact certainly helped along by one of the busiest regional airports).

The district will continue to receive increasing pressure from urban development, increasing tourism pressure and industrial developments (e.g. renewable energy, space technology etc.)

During 2001-2016, the District Council (DC) of Lower Eyre Peninsula had the most significant population growth of 35.4%; followed by Port Lincoln (6.6%) and Tumby Bay (6.4%).

The unprecedented growth in DC Lower Eyre Peninsula stems from a concentration of locational and lifestyle advantages; including the liveability attraction of several coastal and rural townships, new housing developments, and close proximity to the regional city of Port Lincoln and Port Lincoln Airport.

Lower Eyre Peninsula has a vast amount of coastline that provide iconic landscapes, a diverse range of natural and cultural values, substantial economic and recreational opportunities for the local community and visitors alike. The Lower Eyre Peninsula also contains our highest priority coastal access and camping locations in need of management and infrastructure attention. This is a consequence of both of geological type, ecological importance, economic value and trending upward local and visitor pressures.

WAYFINDING

SIGNAGE IS OUR SILENT BRAND

Brown and white attraction signage for Cummins and coastal access advanced warning (400m) directional signage would be two quick wins for the district.

The attraction directional signage installed for Koppio Museum needs to be replicated for all attractions in district, even for Dulcie's loo for example.

Installing consolidated and consistent coastal access signage throughout district is also a recommendation for the entire Eyre Peninsula Region.

Sleaford to Fishery Bay and Frenchman's to Point Drummond are precincts worthy of investment in all three aspects of the Eyes on Eyre component projects. Wayfinding and signage will play a significant role in the sustainable management of these areas.

Refer to Wayfound Consultants Audit Report.

LOWER EYRE PENINSULA PRIORITIES

- Focus on south western coastline.
- Remove or repair dilapidated signage.
- Consider a regional QR Code node approach to reduce amount of signage, limit vandalism.
- 400m advanced warning notifications prior to attraction turnoffs require installation
- Re-skinning of tourism commission signage installed in nineties.
- 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 Sleaford Bay and Cummings Monument.
- Install standard coastal access signage to be developed region wide with advisory notifications and expected user behaviour.

ESTIMATED BUDGET: TBA





COASTAL ACCESS

STATE OF PLAY

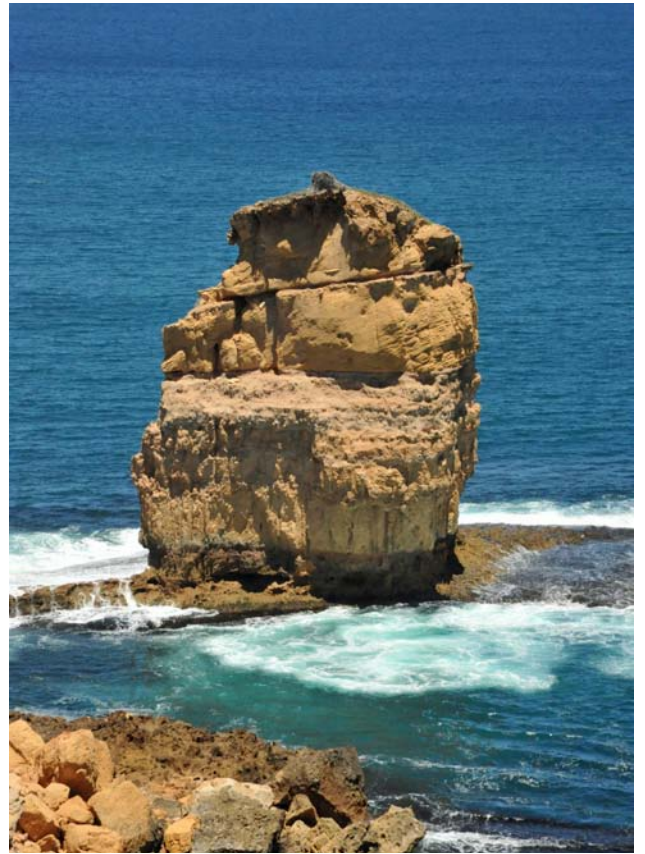
The Eyre Peninsula is home to a precious way of life with a natural playground that locals rightly treasure and protect and will guard fiercely against change and intrusion. However, the scenic and recreational wonders of the Eyre Peninsula are now more accessible (more boats, more four-wheeled drives,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



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

LOWER EYRE'S TOP SIX PRIORITIES

- 1 Fishery Bay
- 2 Sleaford
- 3 Farm Beach
- 4 Coles Point
- 5 Greenly Beach
- 6 Cummings Monument

VALUES

The southern Eyre Peninsula community is intrinsically linked to the natural environment with its identity ingrained in the 'great outdoors'. Many people have their own favourite spot where they go to unwind and feel a sense of place. The coast in the Lower Eyre district is incredibly important to the community. Many people remember playing and exploring around the scenic shores and bays during their childhood. There is also much valued Aboriginal cultural heritage, including fish traps and middens. Recreational fishing is a way of life for many locals, with boating, snorkelling, kayaking, paddle boarding other popular activities.

Farming provides a strong connection to the land, and some landholders in the district are now 3rd, 4th and 5th generation. Agriculture is the main livelihood with many farmers and inland communities cherishing the coastline as the place for their downtime and relaxation. The six priority localities are the embodiment of this sentiment. However, with agriculture seeing a 23% reduction in employment over the last decade, tourism is becoming an important lifeline for many Eyre Peninsula communities.

Lower Eyre's seafood industries are major employers, and their produce is recognised internationally for its quality. Wild catches from the Spencer Gulf and the Southern Ocean include prawns, abalone, giant crab, rock lobster, sardines, and marine scale fish. Spencer Gulf also supports a range of aquaculture productions including southern bluefin tuna, kingfish, abalone and sub-tidal mussels. Intertidal oysters are a key industry for Coffin Bay and land based abalone are farmed at Point Boston.

Lower Eyre's tourism industry centres on the subregion's natural resources. Tourists from across Australia and the world are attracted to activities including diving with sharks, sea lions and tuna, fishing boat charters, national park adventures, beach visits and enjoying the fresh

seafood. Coffin Bay is a popular destination and the town's population swells over summer months.

As a result of the agricultural backbone of this district, a large proportion of native vegetation has been cleared for cropping. Just over 30% of the subregion's land area contains remnant native vegetation, 40% of this is on Government land and 47% is on private land. The remainder is covered by Heritage Agreements, National Parks and Reserves.

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

Sandhill Dunnart
Australian Pied Oyster Catcher
Hooded Plover
Leafy Sea Dragon
Silver Daisy Bush
Silver Candles
Temperate Coastal Salt Marsh

There are over 700 wetlands identified in the subregion, providing important habitats for local and migratory birds. Wetland condition varies from moderate to degraded. Major wetlands include Lake Greenly, Big Swamp and Sleaford Mere to name a few.

EYES ON EYRE ASSESSMENT

Lower Eyre Peninsula (Long Beach, North Shields, Cummings Monument and Greenly Beach) and Tumby Bay (Moonlight Bay) have received very recent attention regarding the complex issues of access management, safety, environment protection, recreational and economic values.

Outside of the immediate debate, when placed in the wider regional context, Cummings Monument, Farm Beach, Greenly Beach and Sleaford to Fishery Bay come to the top of the priority list for future investment in infrastructure and coastal management.

These locations are trending in visitation and not just from visitors coming from outside the Eyre Peninsula (an important acknowledgement) but also from within. The sites also involve cliff to beach/rock access considerations which introduces an important safety and risk component.

Cummings Monument is an iconic location for surfers, ornithologists and sightseers.

COASTAL ACCESS

EYES ON EYRE ASSESSMENT CONT.

It is a location that sits alongside Whaler's Way, Elliston's Coastal Cliffs, Streaky Bay's Westall Way and Cape Bauer Cliffs and the Bunda Cliffs.

At present the coastal access components of signage and infrastructure (road, paths, lookout and fencing) are not conducive for continued sustainable recreational interactions. The controlling and definition of movement in and around the site can be improved.

Farm Beach has the most formalised infrastructure of campgrounds in the Lower Eyre region and would suit commercialisation. Beach access and additional amenities are required.

Coles Point to Greenly Beach. There are excellent access paths to Coles Point Beach (all be it storm damaged and under rectification) and further north at the Point Drummond rockpool. There is no designated access to Greenly Beach unless you use Coles Point. Greenly is one of the highest rated camping locations on the Eyre Peninsula and growing.

There has been significant effort to re vegetate and accommodate yet restrict campers movements . There is also a nearby trail hike (likely known only by locals) but one that will potentially serve as an added attraction for visitation and camping.

Similarly Frenchman's has a number of camping nodes but no supporting designated cliff to beach access although there is ample evidence of this occurring through ad-hoc means. It is particularly important to combine camping nodes with considered coastal access and wayfinding/signage.

Sleaford through to Fishery Bay is a much frequented and highly treasured section of coast that is only going to gain in popularity, particular year-round through the winter whale watching season.

The installation of a new toilet facility is a fantastic kick-off for a wider redevelopment and investigation into coastal access design and infrastructure. The 2017 whale watching season demonstrated the pressure with which the area can be put under (often just by local attention) and how a lookout platform for example would



be highly beneficial as well as rethinking vehicle movements and parking. 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 precincts 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 Barngala and Naao Native Title Groups.
- 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;

COASTAL ACCESS

MASTER PLAN PROGRESS AND CONSIDERATIONS CONT.

- 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.





CAMPING OPTIONS

CAMPING NODE(S) DEVELOPMENT

Non-commercial campgrounds on the Lower Eyre Peninsula are seemingly lagging behind the condition of campgrounds elsewhere in the region, with exceptions in Fishery Bay and Louth Bay. There is very little formalised infrastructure (welcome stations, honesty box/permit system, fencing, long-drop toilets etc.)

If there is a desire to develop non-commercial campgrounds in lower eyre, the same precincts outlined in the coastal access discussion would be recommended and the camping node model outlined in the regional Eyes on Eyre overview would be worthwhile applying.

Western Australia has proven that providing affordable and diverse caravan and camping experiences is one of the singular most powerful injections to boost visitor economy expenditure and control visitor impacts on natural resources. Their goal to make themselves the nation's most attractive caravan and camping holiday destination by improving the supply, delivery and promotion of the sector has worked (perhaps too well).

As Eyre Peninsula is WA's immediate southern neighbour we run the risk of eastern travellers bypassing us to get to them and our western travellers being so use to higher standards of product that disappointment soon overwhelms them.

Yes WA has Royalty for Regions funding that we can only dream about but is that an excuse for complete inaction or can we start to chip away



at building our own collateral and attraction of outside investment and grant funding.

One possibility is to jointly contract landscape architects and contractors to develop a camping node model template for use throughout the region, bulk purchase the necessary infrastructure and deliver efficiencies through that means.

Telecommunications entities, utility suppliers and developers looking for social license to operate within our communities are often looking for just such initiatives to get involved with.

RDAWEP is also interested to determine whether our region would benefit from the application of



CAMPING OPTIONS

CAMPING NODE(S) DEVELOPMENT

a regional permit at a fixed cost to permit campers to stay in any of our non-commercial campground locations with this fee replacing all honesty box and individual Council policies currently in application.

It is certainly worth a discussion. After all, nothing is really 'free', especially not managing safe and responsible camping sites.

Coffin Bay has one of the strongest caravan parks (for visitation) in our entire region. However it is not of the standard that many families are now seeking out with in-house attractions like lagoon swimming pools/spa, water parks, modern playspaces, bouncy pillows etc.

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 when a four to five star park establishes, the market is irrevocably altered and the visitors vote with their feet (or wheels).

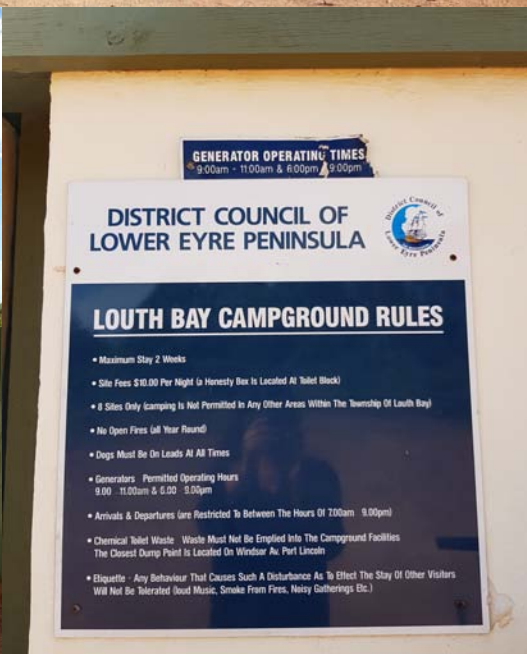
Cummins is a location that could consider (to draw visitors inland) a park of the nature described above. The installation of a water park open to the public as well as caravan park users in Moonta Bay is believed to be behind the areas significant leap in visitor number and nights. The Renmark Big 4 Caravan Park story is similar. The Port Germain community are also progressing towards such an installation to boost their attractiveness and local economy.



There are also numerous examples of caravan parks investing in large adventure indoor play cafe's that again cater for the general public whilst serving their park residents. Bendigo's Parky's Fun Park is an excellent example. Public attendees pay their entry fee, receive a colour wrist tag whilst park guests are presented with tags upon arrival at registration.

These endeavours feed not only the park's business but that of the town, especially where open space developments are limited or need a collaborative efficiency to get off the ground. Caravan Parks are great ways to install facilities missing in small regional towns and centres with shared benefits.





GENERATOR OPERATING TIMES
9:00am - 11:00am & 6:00pm - 9:00pm

DISTRICT COUNCIL OF LOWER EYRE PENINSULA

LOUTH BAY CAMPGROUND RULES

- Maximum Stay 2 Weeks
- Site Fees \$10.00 Per Night (a Honesty Box is Located At Toilet Block)
- 8 Sites Only camping is Not Permitted in Any Other Areas Within The Township Of Louth Bay
- No Open Fires (all Year Round)
- Dogs Must Be On Leads At All Times
- Generators Permitted Operating Hours
9:00 - 11:00am & 6:00 - 9:00pm
- Arrivals & Departures are Restricted To Between The Hours Of 2:00am - 9:00pm
- Chemical Toilet Waste Waste Must Not Be Emptied Into The Campground Facilities
The Closed Dump Point is Located On Windward Av. Port Lincoln
- Etiquette Any Behaviour That Causes Such A Disturbance As To Effect The Stay Of Other Visitors
Will Not Be Tolerated (loud Music, Smoke From Fires, Noisy Gatherings Etc.)

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 Lower Eyre Peninsula's pivotal role in the overall economy of the region. The combined permanent population of Lower Eyre and Port Lincoln and hub of tourism potential means that our coastal access and camping options within that 100 km radius of the town centres become crucial for directing investment and management attention.

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

