




# EYES ON EYRE STREAKY BAY

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

"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

### STREAKY BAY'S ROLE IN THE EYRE PENINSULA

Streaky Bay had the fourth highest population growth of all Eyre Peninsular townships from 2001 to 2016 at 4.4%. This demographic change is caused by several factors, with the desire for a sea change lifestyle being a key reason. Streaky Bay is a very desirable coastal location and new estate developments have been established to cater for growing housing demand, notably by retirees from the agricultural sector.

Streaky Bay arguably has the best mix and highest standards of accommodation on the Eyre Peninsula. The caravan parks, cabin holiday park and high-class waterfront apartments and hotel refurbishment are exactly the spread that is needed. It is one of the most family friendly of all Eyre Peninsula localities that is meeting market expectations.

The sealed coastal shared user trail from the foreshore caravan park to the boat ramp and the Streaky Bay coastal loop tourist drives are outstanding assets that should continue to be invested in and enhanced wherever possible. The demonstration of coastal access infrastructure within the loop drives is of a very high standard, particular within the region.

Streaky's future could be further enhanced by the master planning of its foreshore area, a camping node refurbishment on informal campgrounds and a refresh of signage and marketing from outside the region's borders and nearby highways.

# WAYFINDING

## SIGNAGE IS OUR SILENT BRAND

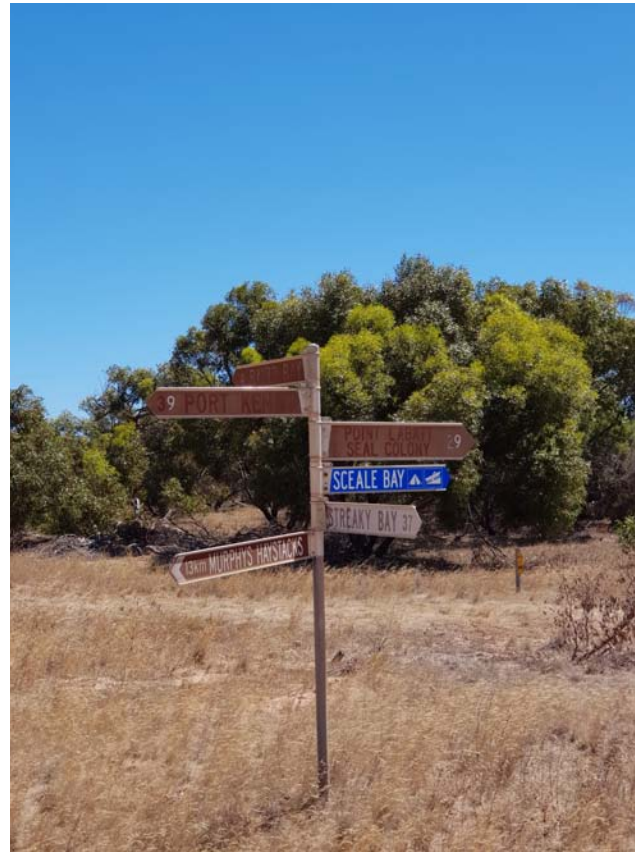
Advanced warning and brown attraction/directional signage needs addressing from the Flinders Highway and through Tyinga, Mortana, Calca, Baird Bay and into the coastal loop drives. Signs are faded and vehicles need more time for decision making.

Imagery from the lookouts and points of interest on the coastal loop drives need to form a signage marketing plan from the Lincoln and Eyre Highways, and even at regional entry points. The theory behind the nineties South Australian Tourism Commission signage (there is one on the Flinders Highway to promote Baird Bay sealions) is still relevant and could actually be embraced and expanded for Streaky Bay and deployed through the critical stretches of highway leading to town and at the critical juncture of the Flinders and Eyre Highway.

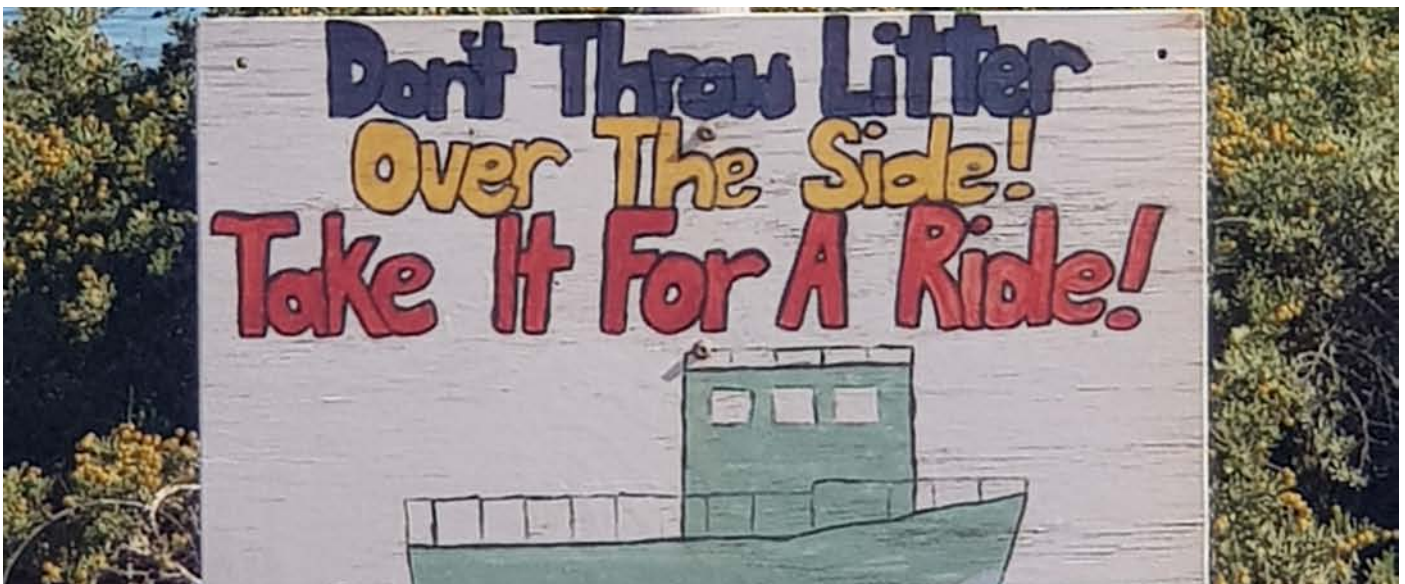
RDAWEP could assist with DPTI negotiations. We are also proposing 2 regional gateway visitor bays and 22 rest stop visitor pods throughout the region to introduce greater marketing and cross-promotion for our attractions.

## STREAKY BAY PRIORITIES

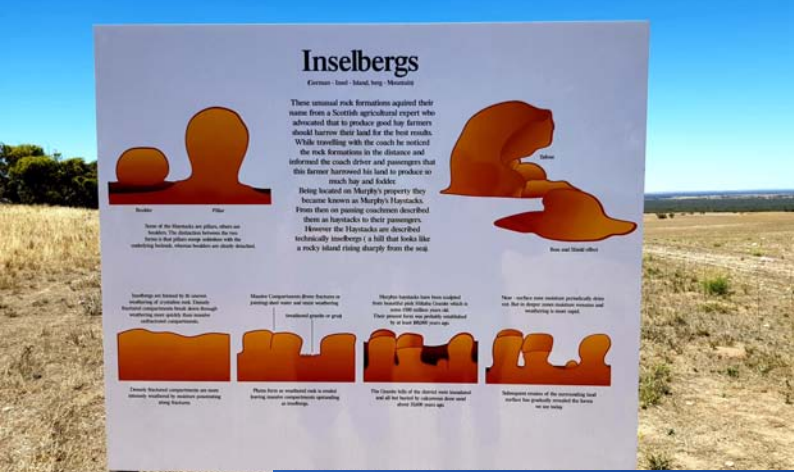
- Focus on wayfinding signage into and within the coastal loop drives.
- Consider a regional digital strategies to supplement hard infrastructure (e.g QR Codes, Apps) to reduce amount of signage, limit vandalism.
- 400m advanced warning notifications prior to attraction turnoffs require installation
- 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 digital strategies.
- Contribute to a regional gateway visitor information bays at the 'Tanks' and Border Village.
- Visitor pods rest stop information bays could be considered for Eyre's Waterhole and Perlubie.
- Install standard coastal access signage to be developed region wide with advisory notifications and expected user behaviour.









# COASTAL ACCESS

## STATE OF PLAY

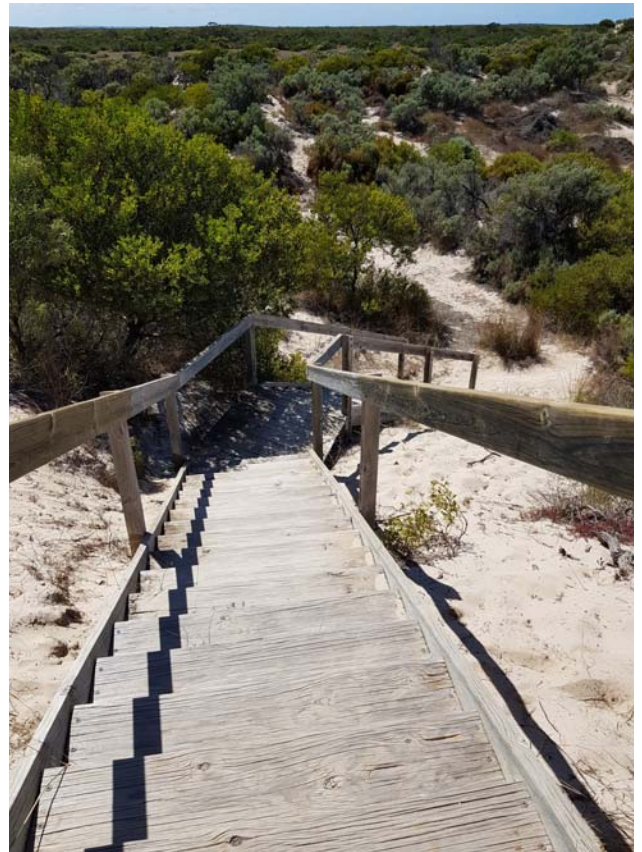
The Eyre Peninsula is home to a precious way of life with a natural playground that locals rightly treasure and protect and will guard fiercely against change and intrusion. However, the scenic and recreational wonders of the Eyre Peninsula are now more accessible (more boats, more four-wheeled drives,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

## STREAKY'S TOP 6 PRIORITY SITES

- 1 Tractor's Beach
- 2 Speeds Point
- 3 Perlubie Beach
- 4 Yanerbie
- 5 Baird Bay
- 6 Gibson Peninsula

## 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.

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 2011 Streaky Bay District's Crown Land Open Space Development Management and Use Guide is a sound policy document (noteworthy amongst local government on the Eyre Peninsula and worthy of replication - with a current review).

There is evidence of its impact and practical application around the district, however there were some locations that could still benefit from a revisit to consider coastal access issues and management.

The Coastal Loop Drive Trails are working examples of the Eyes on Eyre Master Planning and engineering by design sustainable coastal access principles. The popularity and underpinning of the visitor economy that the infrastructure provides on these touring loops is well known and highly regarded. Continuing the architecture and design to campground locations is the next focus.



# COASTAL ACCESS

## EYES ON EYRE ASSESSMENT CONT.

Tractor's Beach, Speeds Point and Perlubie Beach are all popular camping locations originating from farming families enjoying downtime from their business operations. Their popularity is now extending to all campers and visitors placing increasing pressure on the coastal environments in which they sit.

Another priority locality (compared to the consolidation that has occurred in the loop tourist drives) is the Gibson Peninsula area stretching through to Cape Bauer and potentially Baird Bay and Yanerbie to Sceale Bay. All of these sites have shorebird populations that are significant in the region.

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 Barngala and Wirangu 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;
- 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

Streaky Bay, along with Elliston have some of the best non-commercial campgrounds in the Eyre Peninsula and the efforts both district Councils have gone to develop them is very commendable contributing both to the visitor economy and affording environmental protection through active infrastructure control and servicing.

During the Eyes on Eyre survey (December-January) most all of these campgrounds were full with a 70% to 30% split of locals to intra or interstate visitors. More spaces would be beneficial and master planning with design and camping architecture expertise is recommended.

If there is a desire to further develop non-commercial campgrounds in Streaky Bay, 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.





# CAMPING OPTIONS

## CAMPING NODE(S) DEVELOPMENT

RDAWEP is also interested to determine whether our region would benefit from the application of 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', and \$10.00 per night rarely equates to cost recovery when managing safe and responsible camping sites.

Whilst there is little competition on the Eyre Peninsula from accredited caravan parks with the full gamut of resort style amenities (as is now common place right across Australia), caravan parks will continue to survive (but not thrive). Streaky Bay is home to two of the most popular and highly rated parks on the Eyre Peninsula. The Streaky Bay Islands Caravan Park is rating as one of the highest in Australia through social media and camping websites/apps.

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.

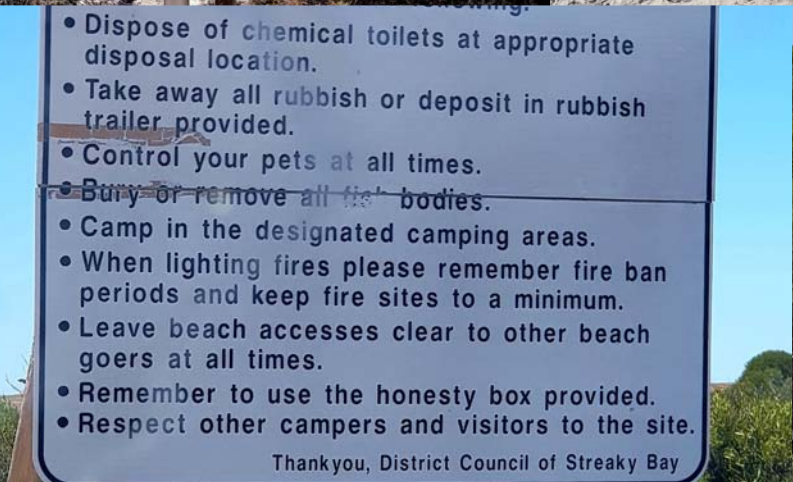


Bendigo's Parky's Fun Park is an excellent example. Public attendees pay their entry fee, receive a colour wrist tag whilst park guests are presented with tags upon arrival at registration.

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.









# 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.



Streaky Bay is an excellent candidate to demonstrate the potential of camping node and associated coastal access developments for the rest of the Eyre Peninsula because there is already advanced visitor foundation infrastructure in place and a developing community spirit for diversifying the economy, improving open space developments and striving for modern and vibrant livability.

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

