

Tracks and Trails Strategy

Community Consultation Feedback



How Did The Community Hear About The Draft Tracks And Trails Strategy?



Bass Coast Shire Council Social Media Channels

Posts seen by **4,484 people** with **446 link clicks**.



Newspaper Articles

through the Phillip Island & San Remo Advertiser and The Sentinel Times.



Bass Coast Shire Council Website Media Release News Item

802 views by **306 individual people** some of whom visited the news item multiple times.



Engage Bass Coast Website

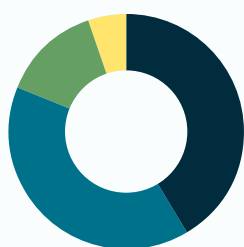
2,381 views by **1,729 unique people**
The project page has **54 followers**

741 downloads of the T&T Strategy documents.

2 email campaigns sent to **166** engage Bass Coast website followers of which **17.81% clicked** on email links to view the Strategy.

157 Survey Responses were collected.

Traffic to the web page arrived through the following methods (nb. 'Direct' includes traffic through QR code signage across the Shire):



Direct: 617 - 41.47%
Social Media: 591 - 39.72%
Websites: 205 - 13.78%
Search Engine: 75 - 5.04%



Direct Email Submissions

Over **40 written submissions** were received on the Strategy.

What Did We Hear?

81%

of survey respondents believe that the strategic principles (connectivity, health and wellbeing, accessibility, tourism, connection to nature) are correct, with majority of the **19%** stating environment required greater consideration.

86%

of respondents believe the trail categories for trail types within the Shire are correct.

The community showed a strong connection to the **Tracks and Trails Network Vision** with an average score of **4 out of 5**.

79%

of respondents believed that the criteria used to assess the trails was correct, with the majority of the remaining **21%** noting that environment should be weighted more heavily.

The top three assessment criteria identified by the community are: **Environmental, Connectivity, Community Benefit**, with **Safety** following closely behind Community Benefit.

The three top trails identified by survey participants are:

1. **Cowes to Ventnor Foreshore Trail**
2. **Grossard Point to the Nobbies / Screw Creek Network**
3. **Gippsland Odyssey Trail**



Assets identified as essential in **Levels of Service** are **toilets and bins**.

Key Changes to the Final Tracks and Trails Strategy?

1

Environment was identified as a high priority. The environmental criteria weighting in assessment tool was reviewed and weighting was increased.

2

The Strategy failed to provide a clear process on the development of trails. A trail development section has been included to highlight the trail identification, design and delivery process.

3

Minor additions and adjustments were made to trails identified to align to existing policies, plans and documents.