

MEDIA RELEASE

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Attention: News Editor

Story trail tale begins

Noongar and settler stories could become the kernel of bold new tourism trail enterprises in Albany, according to a recently-released report.

The Kinjarling Trail and Stories Strategic Plan outlines a potential \$5.8 million investment over five years to create opportunities for tourism products and enterprises centred on a 90km trail network around Albany and its waterways.

Prepared for the Albany Maritime Foundation, the plan was supported by funding through the Great Southern Development Commission (GSDC), City of Albany, Department of Indigenous Affairs, WA Museum and other bodies.

New trails linked to existing dual-use paths and secondary tracks would form the proposed Kinjarling Trail to become the core of a tourism experience taking in Noongar stories and culture, the history of explorers and settlers, and natural features around Albany.

The trail would stretch from the Upper Kalgan bridge, down the Kalgan River, around Oyster Harbour and along dual-use paths to the Albany foreshore, and around Princess Royal Harbour to Quaranup, Frenchman Bay and as far as Bald Head.

GSDC Chief Executive Officer Bruce Manning said the report had the potential to inspire new enterprises in the region and create a significant tourism asset for the City of Albany.

“Areas encompassed by the proposed Kinjarling Trail are rich in natural beauty and historical significance,” Mr Manning said.

“Drawing together a range of natural features, paths and points of interest under a single concept with consistent branding and interpretive elements offers the potential to build attractive new tourism experiences.



Building partnerships for regional prosperity

“New and existing tourism operators could develop products for visitors that would build visitor numbers and provide spin-off benefits to the rest of the region.

“Noongar enterprises in particular could benefit from new opportunities in the tourism industry,” Mr Manning said.

Project manager Malcolm Traill, whose work is funded by the WA Museum Albany, said resources for the first phases of the project would be sought immediately.

“Initially, the focus will be on the marketing and branding of the project, and on identifying parts of the trail that are already in place,” Mr Traill said.

“We want everyone in Albany to know about this exciting development.

“It has the potential to complement the fabulous Bibbulmun Track and forthcoming Munda Biddi Trail.”

Mr Traill is available to speak with community or special interest groups about the Kinjarling Trail planning and future development.

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