Peninsula Trails
Strategic Plan

Version 6

Prepared for

**MORNINGTON
PENINSULA**
Shire

By

REALM studios   MOSAIC insights

Arthurs Seat State Park

Document History

Version

Version no.:	06
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Approved:	Neil McCarthy

Distribution

Version no.:	06
Issue date:	May 2024
Issued to:	Gordon Hollonds (Mornington Peninsula Shire Council)
Description:	Final

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Dromana Front Beach, Port Phillip Bay

1 Introduction

This Strategic Plan provides a framework to guide the delivery of the Mornington Peninsula Trails concept to realise its potential as a premier walking and cycling experience, improving connections and wellbeing for people living on and visiting the Mornington Peninsula.

Warringine Park: Bittern Coastal Wetland Boardwalk

1.1   Acknowledgement of Country

Mornington Peninsula Shire (MPS) acknowledges and pays respects to the Bunurong people, who have been the custodians of this land for many thousands of years; and pays respect to their Elders past and present.

We acknowledge that the land on which we meet is the place of age-old ceremonies, celebrations, initiation and renewal; and that the Bunurong people's living culture continues to have a unique role in the life of this region.

1.2   Recognition of Bunurong Land Council connection to the Trails

The Shire has an important role to play in promoting and celebrating Aboriginal cultural heritage, as part of the core identity and value of our Peninsula. We are committed to reconciliation and impactful actions, working together with community.

The Shire is proud to be working with local Aboriginal and Torres Strait Islander communities to support meaningful social, cultural and economic outcomes. We know that to do this, strong relationships with Aboriginal and Torres Strait Islander communities must be at the heart of our work.

The Mornington Peninsula Trails is part of the traditional Country of the Bunurong people, a custodianship that endures today. The Bunurong Land Council Aboriginal Corporation is the Registered Aboriginal Party representing the interests of Bunurong Traditional Owners. Engaging the BLC and understanding the Traditional Owner perspective of Country through a social, cultural, environmental and economic perspective was a key part in the development of the Strategic Plan and will be critical for ongoing implementation of the Mornington Peninsula Trails.

Warringine Park: Paperbark Swampy Woodland

1.3 Mayoral Foreword

The Peninsula Trail project has the potential to make our region one of the world's great walking and cycling destinations.

It will fill crucial gaps in our existing trail network and connect the Mornington Peninsula to Melbourne's Bay Trail - allowing cyclists to travel off-road from central Melbourne to Point Nepean, with a second branch running along Western Port to Balnarring.

The 170km scenic trail promises to be truly iconic, offering cyclists and walkers the chance to visit some of the best food and wine destinations in Australia and enjoy a multitude of art, heritage and nature-based experiences along the way.

It is an ambitious project that will inject more than $100 million into our local economy and boost the health and wellbeing of our community through improved connections between our townships, encouraging more sustainable and active modes of transport.

This Strategic Plan will help unlock Council's vision for this transformational project. It will ensure all potential opportunities and benefits are identified and realised and guide our decision-making into the future.

Council has committed $10 million to this project with a further $7 million secured from the State and Federal governments. We now need another $45.5 million to realise this grand vision for a world-class walking and cycling trail around the Mornington Peninsula.

Cr Simon Brooks
Mayor of Shire of Mornington Peninsula

Moorooduc to Mornington Railway Reserve
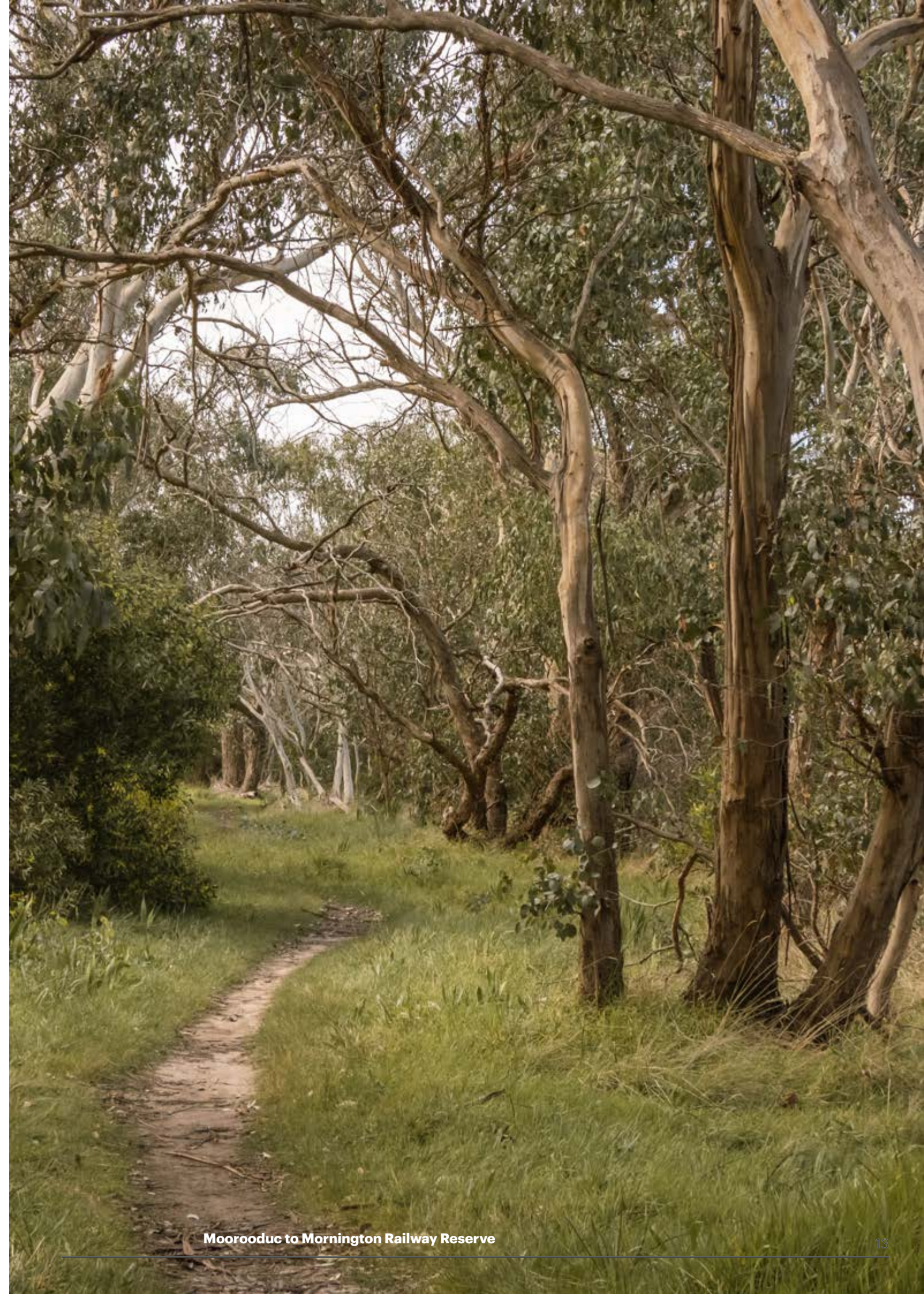
1.4　Executive Summary

The Mornington Peninsula Trails Strategic Plan provides a framework to guide the delivery of the Mornington Peninsula Trails concept which involves the creation of 170 kms of continuous off-road trail network.

The Mornington Peninsula Trails alignment includes the following key connectors that would create a completed trail experience:

- Moorooduc to Mornington
- Mount Martha to Safety Beach
- Anthonys Nose
- Whitecliffs
- Blairgowrie Yacht Squadron
- Hughes Road
- Point Nepean Road to Arthurs Seat
- Arthurs Seat to Red Hill
- Merricks to Balnarring
- Balnarring to Bittern.

The key connectors may be difficult to make, however these challenges also present great opportunities to create defining moments along the network. It is anticipated the trail network will be used by the community for walking, recreation and active transport, and by visitors to the region, seeking natural beauty, cultural and tourism-experience opportunities.

The vision for the Mornington Peninsula Trails was developed with MPS stakeholders and the community and will guide delivery of the Mornington Peninsula Trails concept –

Journey through Mornington Peninsula's diverse and dramatic landscape, connect with communities, culture and self, and experience nature and outstanding attractions. Walk, run, ride, play and enjoy the Peninsula Trails. Trails for everyone!

Guiding principles are an important part of visionary projects such as the Mornington Peninsula Trails as they help to expand on, and deliver, the vision. The guiding principles are:

1. Connecting communities
2. Generating immersive and compelling experiences
3. Valuing and enhancing nature and the environment
4. Recognising and respecting cultural values
5. Creating accessibility and inclusivity
6. Improving health and wellbeing
7. Building climate resilient and sustainable infrastructure
8. Increasing community benefit.

The Strategic Plan will be delivered through the implementation of a series of prioritised actions over the next 10 years. The actions are presented across the following categories: Traditional Owners, Governance, Activation, Strategy and Creation. While the Mornington Peninsula Trails has received some funding, MPS will need to continue to attract funding from various sources to fully implement the project. Ongoing monitoring, review and evaluation of the Mornington Peninsula Trails will support the project and ensure it responds to emerging opportunities and challenges through a process of continuous improvement.

1.5   The Concept

The Mornington Peninsula Trails involves the creation of 170 kms of continuous off-road trail network linking the Mornington Peninsula and beyond. The Mornington Peninsula currently has an extensive existing trail network with sections of walking, cycling, shared use, horse-riding, and mountain biking.

The Mornington Peninsula Trails alignment has 11 missing links (key connectors) identified that would create a completed trail experience (Figure 1). The 11 key connectors are split into four priority sections: Somerville to Baxter (Funded and in progress), Mornington to Moorooduc, Hinterland, and Southern Peninsula (including Anthony's Nose).

The trail network offers residents and visitors a unique experience, with a variety of uses and provides access to diverse picturesque coastal and hinterland environments, connecting local townships and attractions. It is anticipated the trails will be used by the community for walking, recreation and active transport, and by visitors to the region , seeking natural beauty, cultural and tourism-experience opportunities.

The Mornington Peninsula Trails will connect to other significant trails in the region including the Western Port Bay Trail and Peninsula Link Trail. It will connect to Melbourne's Bay Trail enabling cyclists to travel off road from the centre of Melbourne to the tip of Mornington Peninsula at Portsea, with another branch running along Western Port to Balnarring and the hinterland.

Figure 1: The Mornington Peninsula Trails.

2 The Process

2.1 An Evolving Plan

The Shire has identified the Mornington Peninsula Trails as a strategic project for investment to boost the local economy and support our Covid-19 recovery. Community Plan consultation also identified better walking and cycling infrastructure as a community priority.

However, the Mornington Peninsula Trails have been evolving since the 1970s with the development of the Bay Trail connector to Melbourne Open Space network, the development of the Two Bays Trail with the purchase of Green's Bush by the State Government and the opening of Pt Nepean National Park.

The Mornington Peninsula Trails is not a new concept, and the Shire has been bringing key elements together over the last decade. The 2019 Peninsula Trail - Market and Economic Assessment by Urban Enterprise (updated 2022) confirmed the importance of a connected network and its apparent benefits.

The economic benefits are clear:

- The construction phase will see a total economic output of $111m ($37m direct and $74m indirect), supporting 267 (FTE) jobs (76 direct and 191 indirect).

- The operational phase is estimated to deliver $9.7m direct and $14m indirect visitor expenditure and $9m in health cost saving benefits to local residents per annum and support 109 (FTE) local jobs (71 direct and 38 indirect).

The benefits aren't just economic and range from:

- Strengthening Mornington Peninsula's brand as a premier cycling and walking destination

- Encouraging an increase in active transport use for recreation and commuter trips.

- Encouraging a greater dispersal of visitation across the region.

- Satisfying and aligning with local and state Government's strategic objectives.

Indirect Benefits range from:

- Encouraging a reduction in traffic congestion.

- Encouraging a reduction of environmental pollution and traffic noise.

- Encouraging improved physical and cognitive health for children and seniors.

- Encourage an increase in social connection and civic pride.

Stage 5

Finalising the Strategic Plan

Stage 4

Developing the draft Strategic Plan

Stage 3

Defining the trail detail

Stage 2

Developing the draft strategic framework

Stage 1

Understanding the Peninsula Trails context

Figure 2: Development of the Strategic Plan

2.2   Key stages of development

The Shire commenced a process late 2022 to develop a Strategic Plan that would provide a blueprint of key actions that would need to be achieved over the coming decade.

The Strategic Plan was developed in 5 Stages (Figure 2):

- Stage 1: The first stage focused on understanding the existing policy, people and place context of the Mornington Peninsula and the Mornington Peninsula Trails. Understanding the context was critical to acquiring an appreciation of the Mornington Peninsula and its specific traits when considering a system of trails. This stage also investigated international, national and state trail examples to explore the key elements of trail development and management that make those trails notable.

- Stage 2: Involved developing the draft strategic framework, including vision statement, branding framework, and how success is defined and measured for the Mornington Peninsula Trails. This stage was designed to test the initial strategic framework with the final framework forming part of the Strategic Plan.

- Stage 3: Included detailed investigation and analysis of the missing links and involved ground-truthing missing sections of the Mornington Peninsula Trails. This detailed investigation guided the development of design themes, trail typologies, and how they relate to landscape character mapping, materiality, and its connectivity to place and wayfinding.

- Stages 4: Focused on the development of the draft Strategic Plan for Community consultation.

- Stage 5: Finalisation of the Strategic Plan following the Community consultation phase.

2.3   Engagement

Community and stakeholder engagement has been undertaken throughout the stages of the Strategic Plan development, including:

- Site walk, meeting, and vision workshop with the Bunurong Land Council Aboriginal Corporation (BLCAC).

- Interviews and vision workshop with key external stakeholders and influencers on and invested in the Mornington Peninsula.

- Conversations and workshops with internal Mornington Peninsula Shire Council (MPS) councillors and staff.

- Community survey hosted on the MPS website.

Engagement provided valuable insights for the development of the vision statement, trail design and overall Strategic Plan.

3 Strategic Framework

3.1   Vision statement

The vision for the Mornington Peninsula Trails was developed with MPS Stakeholders and the Community and will guide delivery of the Mornington Peninsula Trails concept.

Journey through Mornington Peninsula's diverse and dramatic landscape, connect with communities, culture and self, and experience nature and outstanding attractions. Walk, run, ride, play and enjoy the Peninsula Trails.
Trails for everyone!

3.2 Guiding principles

Guiding principles are an important part of visionary projects such as the Mornington Peninsula Trails. They help to expand on, and deliver, the vision. The following principles are designed to assist MPS in the overall governance, advocacy, strategy, planning, delivery, and activation of the Mornington Peninsula Trails. These principles respond to the overall benefits of the Mornington Peninsula Trails concept.

The principles should be read as high-level guidance, from concept to construction. The points under each principle provide further detail, designed to assist MPS in its decision-making relative to design and construction of the trail network over time. As best as possible the principles should provide guidance when undertaking decision making. Not all decisions will address all principles. Value assessment and balance will be required during the design process, however, the application of the guiding principles will ensure the projects stay on track and maintain a consistent vision.

Guiding principles will help the project team charged with rolling the project out over time, maintain the vision and overarching principles, and stay on track to maintain a consistent experience along the entire length of the trail network. These principles will support other considerations like brand, wayfinding and ultimately the quality of the trail.

1 Valuing and enhancing nature and the environment

The Mornington Peninsula Trails highlights the natural and coastal values of the Peninsula, supporting people to connect with nature and providing opportunities for education and conservation.

Plant locally endemic plant species. The Trails will support re-vegetation and rehabilitation of remnant vegetation communities through planting of local species that work with the ecologies of the specific area.

Respect water. The design and siting of the Trails will respond to existing drainage conditions, water sheds and waterways to promote an ecologically sensitive approach to water management.

Protect trees. Minimise the impact of the Trails on the existing trees through site-specific siting and planning.

Protect wildlife and make habitat through revegetation, habitat restoration.

Heal trail scars. All trails leave scars on the landscape. These scars can be healed by designing and constructing trails that align with existing soil and water conditions and revegetating around trails. A two-year maintenance and establishment program should be used with all new trails.

Celebrate the night sky. Protect the nocturnal environment and dark natural sky through modified lighting design and avoiding unnecessary light pollution creation.

Decommission informal tracks to protect sensitive ecosystems. Through consolidating movement in areas towards the trail, unnecessary tracks can be decommissioned and returned to nature.

2 Connecting communities

The Mornington Peninsula Trails is a connected and integrated network. It connects communities and townships across the Peninsula and connects to the Melbourne trail network.

Connect like for like trails. The network is varied in who it is for and what is possible. This is due to the diversity of the landscape and communities within the Peninsula. The trail should be responsive to this diversity so that existing user groups are

respected, the landscape values are protected, and future users are accommodated.

Accommodate existing and future user groups. Making provisions for demographic changes on the Peninsula. These diverse user groups need to be considered throughout the trail design.

Connect to the existing active transport network. The Trails will link into and support the existing active transport network including shared use paths and public transport services like trains, ferries, and busses.

## 3 Generating immersive and compelling experiences

The Mornington Peninsula Trails strengthen the Peninsula as a premier walking and cycling destination and links people with great attractions and experiences.

Prioritise signature moments. The Trails will celebrate viewpoints and lookouts for creating memorable moments in nature.

Connect with existing experiences and attractions. These will cater for different user groups and ensure a varied and interesting experience that is personalised to the individual.

Tell stories about the ecology, history, and people of the Peninsula. Promote a connection with nature and sense of discovery through educational resources and interpretation along the Trails.

4 Recognising and respecting cultural values
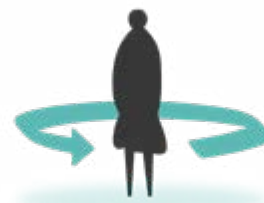
The Mornington Peninsula Trails protects significant cultural values and provides community and visitors opportunities for cultural learning.

Work with Bunurong Land Council (BLC). Seek opportunities for ongoing Bunurong input and knowledge sharing through the planning, design, and ongoing management of the Trails. This may require slowing down to give BLC time and space to contribute.

Be informed by BLC values. Respect important sites, knowledge, and connections.

Celebrate Bunurong language. Through BLC engagement use traditional place naming and the incorporation of Bunurong language into the design and interpretation of the Trails.

Share Bunurong stories. If and where appropriate share Bunurong stories relating to place, history, and living culture.

Tread lightly on Country. The Trails are on Country and must be respectful of Country through minimisation of cut and fill, and material use.

5 Creating accessibility and inclusivity

The Mornington Peninsula Trails provides a safe, connected, inclusive network of trails for the community and visitors to access key destinations.

Accommodate multiple user groups and mitigate user group conflicts through a well-designed and planned Trails network

Create safe and easy intersections. The visibility of the Trails around road intersections, destinations, and townships will be enhanced with targeted wayfinding.

Make trails that are accessible and connected. Provide safe connections to and from the trail, secure and accessible entry and exit points, fostering seamless connections for all users.

Clearly communicate trail conditions and difficulty through digital and physical means, empowering users to navigate confidently.

Create a cool and comfortable trail. Use trees and other vegetation to shade and buffer wind to create favourable microclimates so the Trails can be enjoyed through the seasons.

Create nodes, pause points and amenities strategically located and at a frequency that responds to user group needs.

Be mindful of visual cues in the trail design. Incorporate visual cues into the trail design to assist all users in navigation, contributing to a user-friendly and inclusive trail environment.

6 Improving health and wellbeing

The Mornington Peninsula Trails promotes active living and social connection for improved mental and physical health and wellbeing.

Communicate the benefits of the Trails. Spread awareness about the advantages of the Mornington Peninsula Trails, emphasising the positive impact on mental and physical health.

Create a trail that allows you to unwind and relax. Through design, support the Trail's capacity to provide a serene and tranquil environment, offering individuals a space to unwind, de-stress, and reconnect with nature.

Communicate the Trails mental health benefits associated with outdoor spaces, physical activity and quiet reflection.

Promote an active and connected community by facilitating social connections, and nurturing a culture of physical activity that benefits overall health and well-being.

7 Building climate resilient and sustainable infrastructure

The Mornington Peninsula Trails promotes sustainable and climate resilient design and operation.

Focus on local and sustainable materials that are durable and support the local economy.

Prioritise the reuse and repurposing of materials and infrastructure where possible to minimise waste and embodied carbon emissions.

Embed resilient infrastructure into the Trails to secure the long-term functionality and adaptability of the Trails. Look to embed the Trails within other climate-forward infrastructure.

Consider trail use during natural disasters and recovery.

8 Increasing community benefit

The Mornington Peninsula Trails places community at the centre and maximises shared social and economic benefits for the long-term sustainability of the community.

Co-locate amenities for efficiencies and enhanced value. Maximising the community benefit of new and planned amenities to support the Trails.

Understand and enhance the economic benefits to local businesses and the Peninsula through construction and continued use of the Trails.

Recognise the Trails as sustainable transport infrastructure that benefits the local economy, health, well-being, and environment.

Connect and provide increased open space. Use the Trails to increase access to open space..

3.3   Branding framework

The Branding Framework (Figure 3) provides guidance and structure on how a professional trails brand for the Mornington Peninsula Trails can sit within multiple regional brands. It encourages third parties and partners to extend awareness, reach and harness industry channels to generate higher economic return and community engagement.

The framework takes into account the rise of The Experience Brand that seeks to create a competitive advantage for operators and visitor economies as they mature from selling goods and services to designing and developing authentic immersive experiences that create an emotional connection for the visitor.

The Framework outlines the pathways that a hierarchy of overarching pillars and potentially sub brands can work together and, by working in unison, create strong regional brand identification that can be integral to delivering the Vision. The Framework recognises that there is currently no overarching regional trails brand that pulls together existing and multiple land manager tracks and trails.

A Mornington Peninsula Trails brand, professionally developed with strong input and engagement with industry, stakeholders and partners, would be identified as the Hero Brand.

The current logo has had no brand development process or industry or community engagement behind it and sits as a singular device without user guidelines or high levels of support, as evidenced by industry feedback.

The Hero Brand in the Framework then directs brand integration and use across several Pillars. These are identified geographically, by interest, by user groups (Community and Commercial) as well as profiling of the traditional owner group.

Traditional Owner interaction will play a key role in how the Hero Brand can reflect acknowledgment and recognition aspirations.

The Framework reflects the need for the Hero Brand to recognise and interact with the Shire and the Regional Tourism brands. Both entities will be vital to be confident in using the Hero Brand in their communication channels and also be amenable for third party use in community and commercial contexts.

A dedicated Mornington Peninsula Trails Hero Brand development exercise, a key action in this Strategic Plan will identify, develop, consult and approve trail brand essence, persona, emotional and functions benefits, features and attributes, naming protocols, logo development, style guide and the marketing playbook.
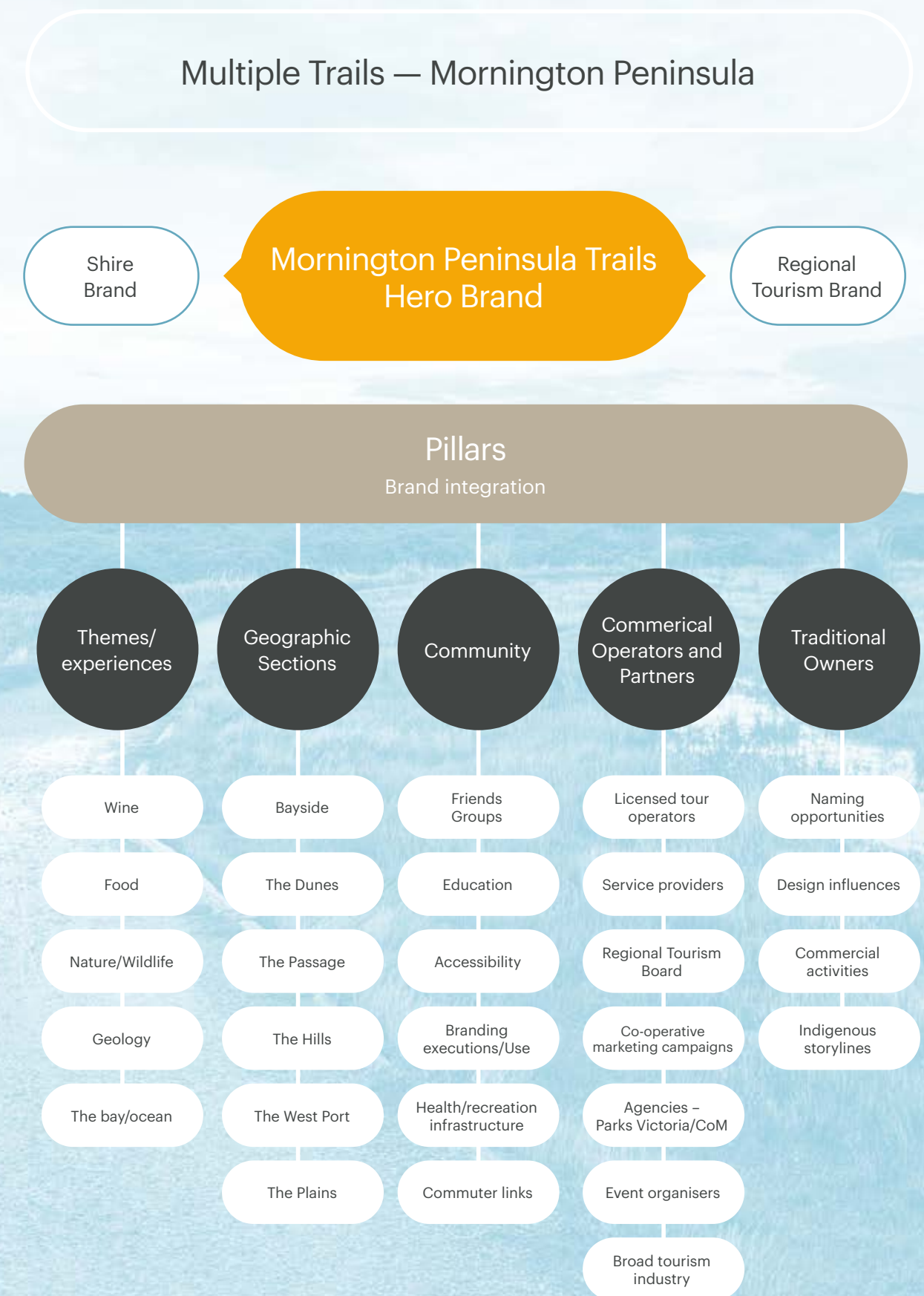
Figure 3: Branding Framework

4 The Trail Overview

Yellow Tailed Black cockatoos (Zanda funereal) can be seen throughout the Mornington Peninsula

4.1   Landscape Character Zones

The following six zones reflect the landscape character of the Mornington Peninsula (refer Figure 4). Each zone is significant yet unique from another. Looking at these zones provides the ability to look at the attractions, connections and key features of the Trails at a scale that is observant of the particulars of place, climate, geology, and landform.
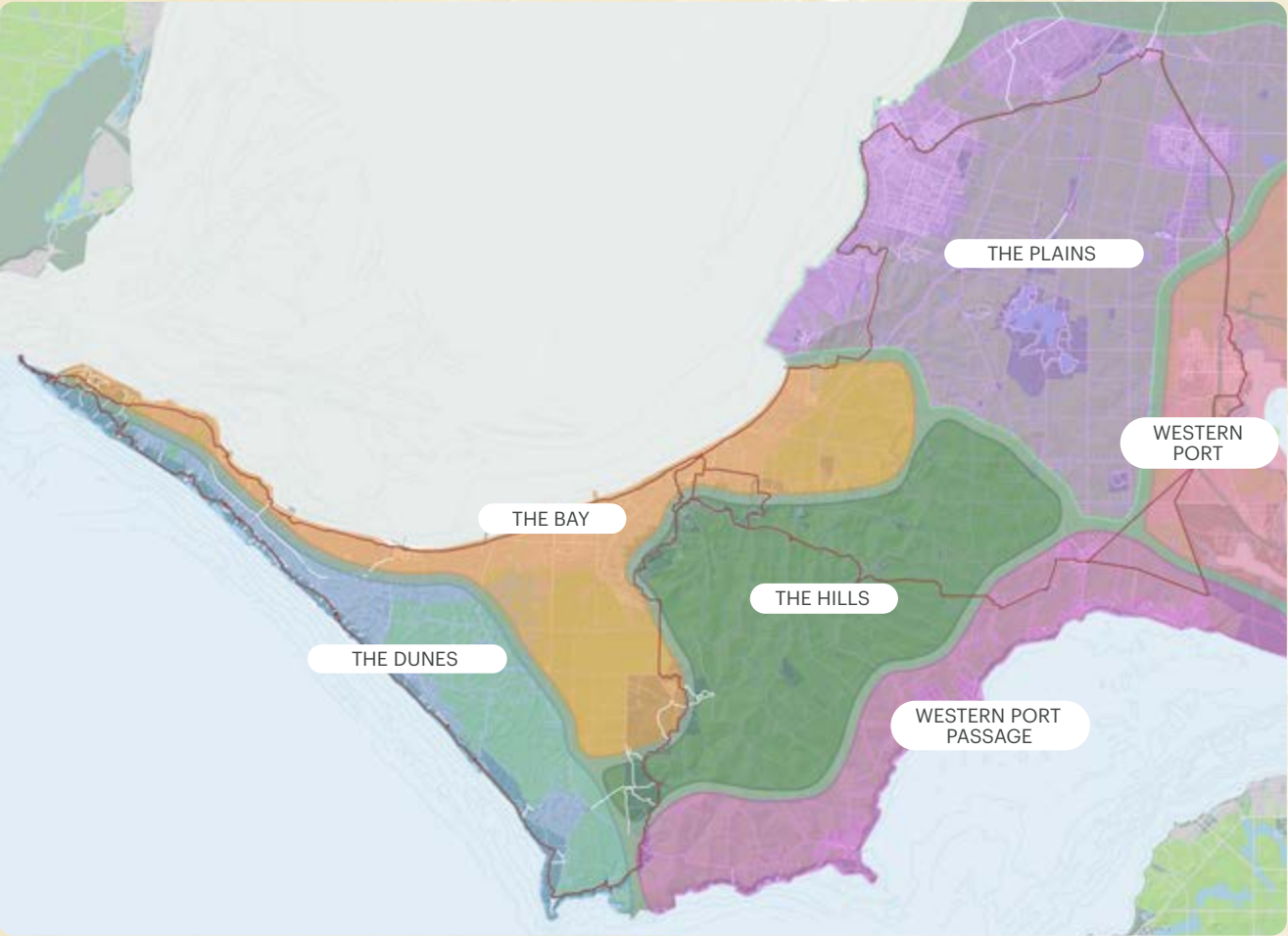

Figure 4. The trail master plan with different character zones identified.

Table 1: Landscape Character Zones

Zone	Description
The Bay	From Dromana and Safety Beach west to Portsea along the Port Phillip Bay Coast Line. The Bay is characterised by sandy calm beaches, busy seasonal visitation and strong growing communities.
The Dunes	The ocean side of the Peninsula from Cape Schanck to Point Nepean is characterised by wild beaches, dunes, National Park, and low-density residential housing.
The Hills	From Balnarring up to Red Hill and Arthurs Seat, the hills are characterised by small acreages, wineries, tall forest and spectacular views.
Western Port Passage	The entrance to Western Port Bay from Cape Schanck to Somers. This coastline is mostly inaccessible with private property between the main road and the beach. Coastal access is via some isolated points or within the several small communities of Flinders, Shoreham, Merricks, Somers and more. A mix of cleared agricultural land, coastal tourism communities and wild coastline.
Western Port	From Somers North along the Western Port Bay coastline. Here the coastline is characteristic of much of the Western Port with intertidal mud flats and mangroves. Hastings is a large community with significant industrial facilities.
The Plains	The northern end of the Peninsula with gently rolling hills at the doorstep of Melbourne's growing fringe. The communities within this area are growing rapidly as agricultural land is being subdivided. The coast is not as a defining feature of this landscape.

4.2 Trail Typologies

The trail typologies (Table 2) reflect the diversity of what the Mornington Peninsula Trails offers – one trail, multiple functions or experiences. Each trail type generates separate benefits and will help to inform trail design, funding position and therefore advocacy. A trail type may extend across multiple key connections and existing trails.

The trail alignments shown are indicative and final alignments are subject to further investigations.

Table 2: Trail typologies

Connector
Trail

A traditional urban trail network that provides:

- Opportunities for local residents to have access to public open space and recreational infrastructure

- Opportunities to commute safely to work, school, shops and services

- Connections to the metropolitan Melbourne trail network

- Community health and wellbeing benefits through encouraging active transport and getting outdoors

- Social benefits through connections across the Mornington Peninsula, connecting communities and providing opportunities for social connection.

Rail
Trail

A trail network for the emerging rail trail market provided by:

- The Frankston to Stoney Point Rail Trail (Existing)

- The Moorooduc Rail Trail (Opportunity, further investigation required)

- The Red Hill "Orchard" Rail Trail (Existing)

These three trails are interconnected, which is unique in Victoria.

Short Break
Trail

A traditional domestic tourism market trail network that provides:

- Opportunities for relaxed, low key weekend getaway

- Opportunities for Melbournians to experience nature

- Options for recreational, family and group activities that add to the options menu for holiday makers

- Opportunities for the summer camping and holiday experience

- Connections to attractions that form a multi stop experience and/or commercial product.

International
Trail

The emerging high value tourism market trail network that provides for:

- Supporting multi-day walk, ride and cycle experiences targeted at emerging growth segments

- Supporting health and wellbeing markets through connections of the spa, springs and nature experiences

- Connecting the existing – iconic quality art precincts and food and wine businesses.

Event
Trail

A trail network that becomes the base infrastructure for major and community events and provides:

- Opportunities for hosting Melbourne, Victorian and national trail based signature events that are designed specifically to attract tourism market visitation including art/sculpture exhibitions and sporting pursuits

- Opportunities for charity, cause and fundraising events to utilise the trail

- Opportunities for short term community facilitated activation.

Diamond Bay, Back Beach Sorrento

The Connector Trail

The Connector Trails provide opportunities for local residents to access open space, commute to work, and access shops and services.

These trail sections provide community health benefits, by encouraging active transport use, access to recreation infrastructure, they also provide social benefits by connecting communities with each other.
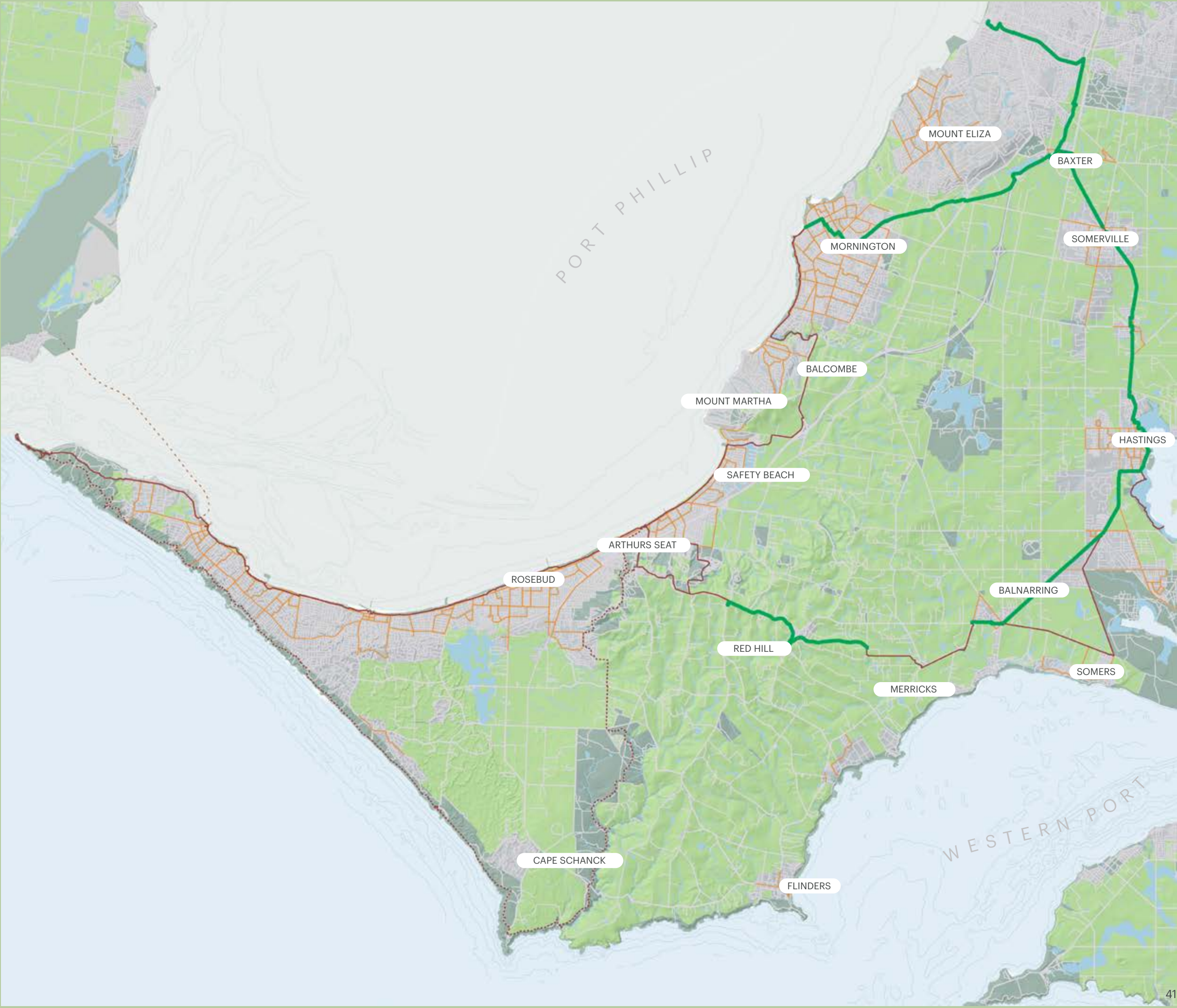
Legend

- **Connector Trail**
- **Peninsula Trails**
- **Peninsula Trails (bushwalking only)**
- **Principal Pedestrian Network**
- **Ferry Connections**

SCALE 1:150,000 @A3

N

05km   10km

PORT PHILLIP

WESTERN PORT

MOUNT ELIZA
BAXTER
SOMERVILLE
MORNINGTON
BALCOMBE
MOUNT MARTHA
HASTINGS
SAFETY BEACH
ARTHURS SEAT
ROSEBUD
BALNARRING
RED HILL
SOMERS
MERRICKS
CAPE SCHANCK
FLINDERS

The Rail Trail

Rail Trails are unique trails that follow, or are constructed beside railway infrastructure. These sections offer glimpses of railway infrastructure and heritage, rural vistas and natural scenery.

The Trail interconnects with three sections of Rail Trail:

Due to planning and development over time, some Rail Trails are fragmented. These have been identified as missing rail trails in the map.

- The Frankston to Stony Point Rail Trail
- The Mornington Railside Trail (opportunity)
- The Red Hill Rail Trail

Legend

▬	Existing / Proposed Rail Trail
▬▬▬	Future Rail Trail Opportunity
▬	Peninsula Trails
▬ ▬	Peninsula Trails (bushwalking only)
▬	Principal Pedestrian Network
- - - -	Ferry Connections

SCALE   1:150,000 @A3

N

05km   10km

*The trail alignments shown are indicative and final alignments are subject to further investigations.

PORT PHILLIP

MOUNT ELIZA

BAXTER

SOMERVILLE

MORNINGTON

BALCOMBE

MOUNT MARTHA

HASTINGS

PORTSEA

SAFETY BEACH

SORRENTO

ARTHURS SEAT

BLAIRGOWRIE

ROSEBUD

BALNARRING

RED HILL

SOMERS

MERRICKS

CAPE SCHANCK

FLINDERS

BASS STRAIT

WESTERN PORT
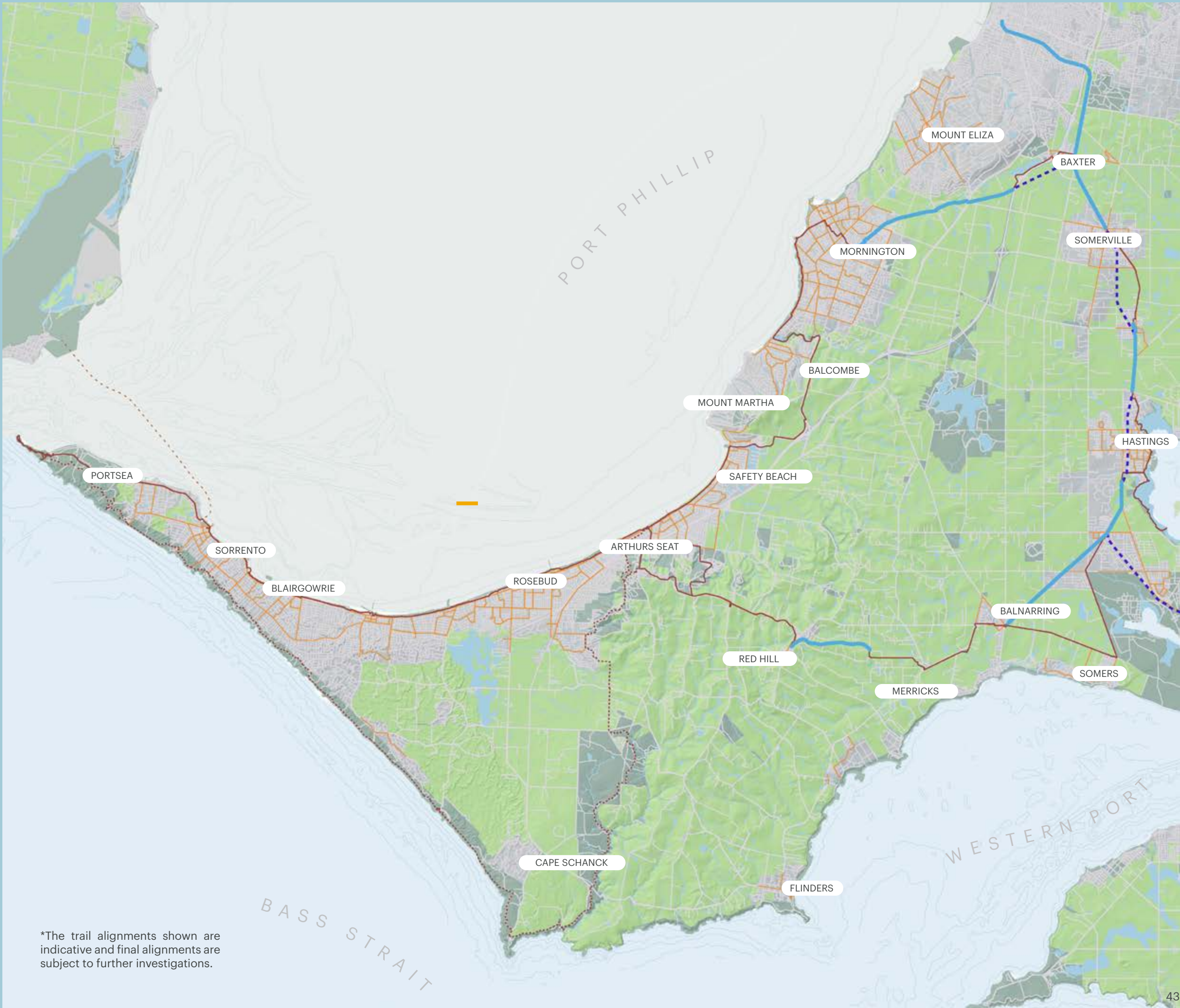
The Short Break

The Short Break Trail caters for local and regional visitors seeking recreation and respite. These Trails provide opportunities for family and group activities, camping, holiday activities, multi-stop weekend trips. They also provide opportunities to experience nature, rural and coastal settings. While also connecting visitors to key attractions and destinations along the Peninsula.

Legend

- ▬ **Short Break Trail (walking and cycling)**
- ▬ **Short Break Trail (walking only)**
- ▬ **Peninsula Trails**
- ▬ **Principal Pedestrian Network**
- ···· **Ferry Connections**

SCALE   1:150,000 @A3

N

05km   10km

PORT PHILLIP

MOUNT ELIZA
BAXTER
SOMERVILLE
MORNINGTON
BALCOMBE
MOUNT MARTHA
HASTINGS
SAFETY BEACH
ARTHURS SEAT
PORTSEA
SORRENTO
BLAIRGOWRIE
ROSEBUD
BALNARRING
RED HILL
SOMERS
MERRICKS
CAPE SCHANCK
FLINDERS
WESTERN PORT

BASS STRAIT
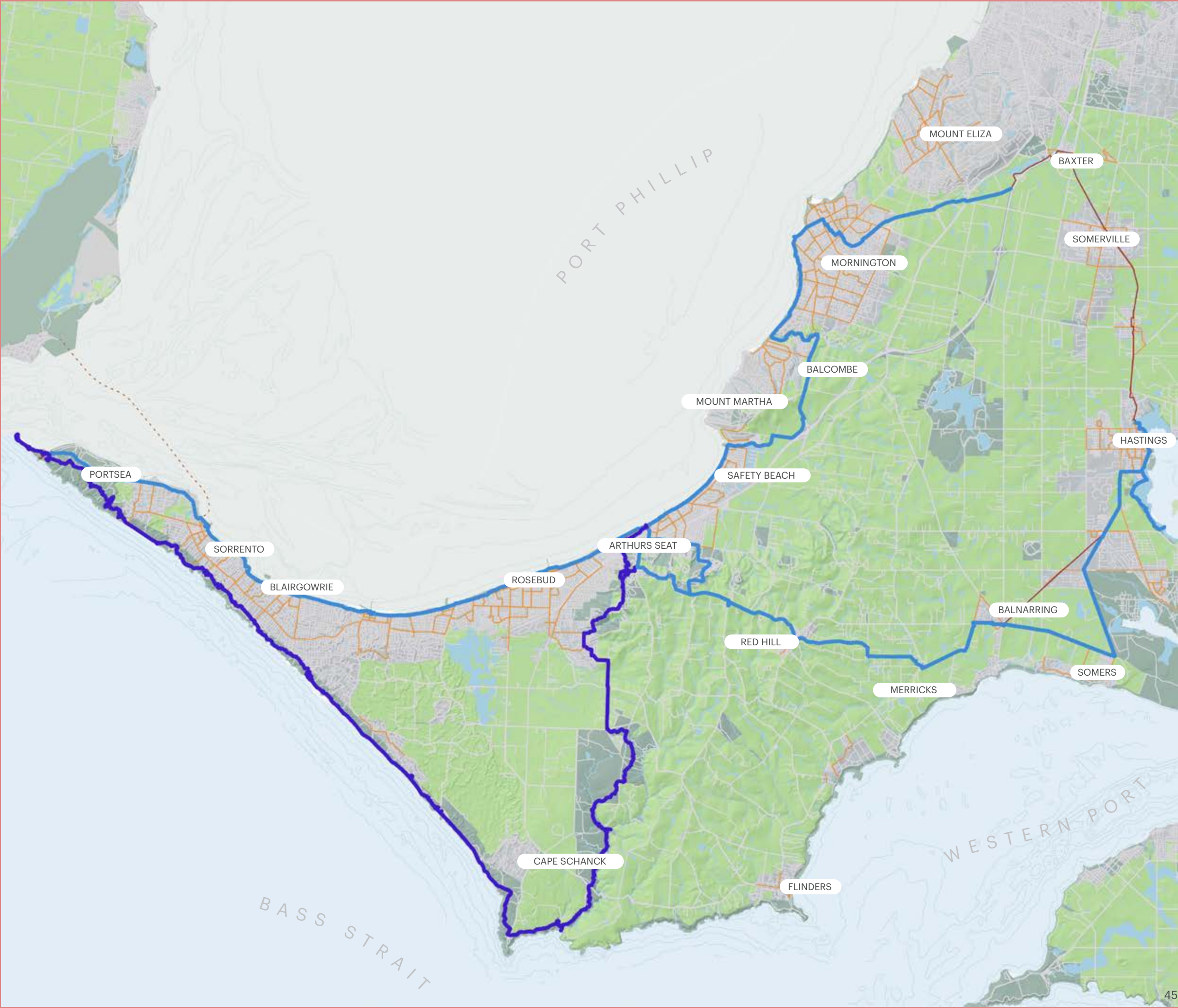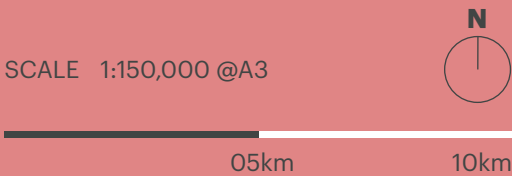
The International Trail

These Trail sections are considered to be of international quality. They feature highly visible visitor attractions, natural features, and scenery. These sections may be key draw cards for international and interstate visitors seeking supported multi-day walking and cycling experiences, and day trips from Melbourne. These sections also connect to health and well-being offerings through connections to spas, springs, and nature.

Legend

- **International Trail (walking only)**
- **International Trail (walking and cycling)**
- **Peninsula Trails**
- **Peninsula Trails (bushwalking only)**
- **Principal Pedestrian Network**
- **Ferry Connections**

SCALE   1:150,000 @A3

N

05km   10km

PORT PHILLIP

WESTERN PORT

MOUNT ELIZA

BAXTER

MORNINGTON

SOMERVILLE

BALCOMBE

MOUNT MARTHA

HASTINGS

SAFETY BEACH

ARTHURS SEAT

ROSEBUD

BALNARRING

RED HILL

SOMERS

MERRICKS

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FLINDERS
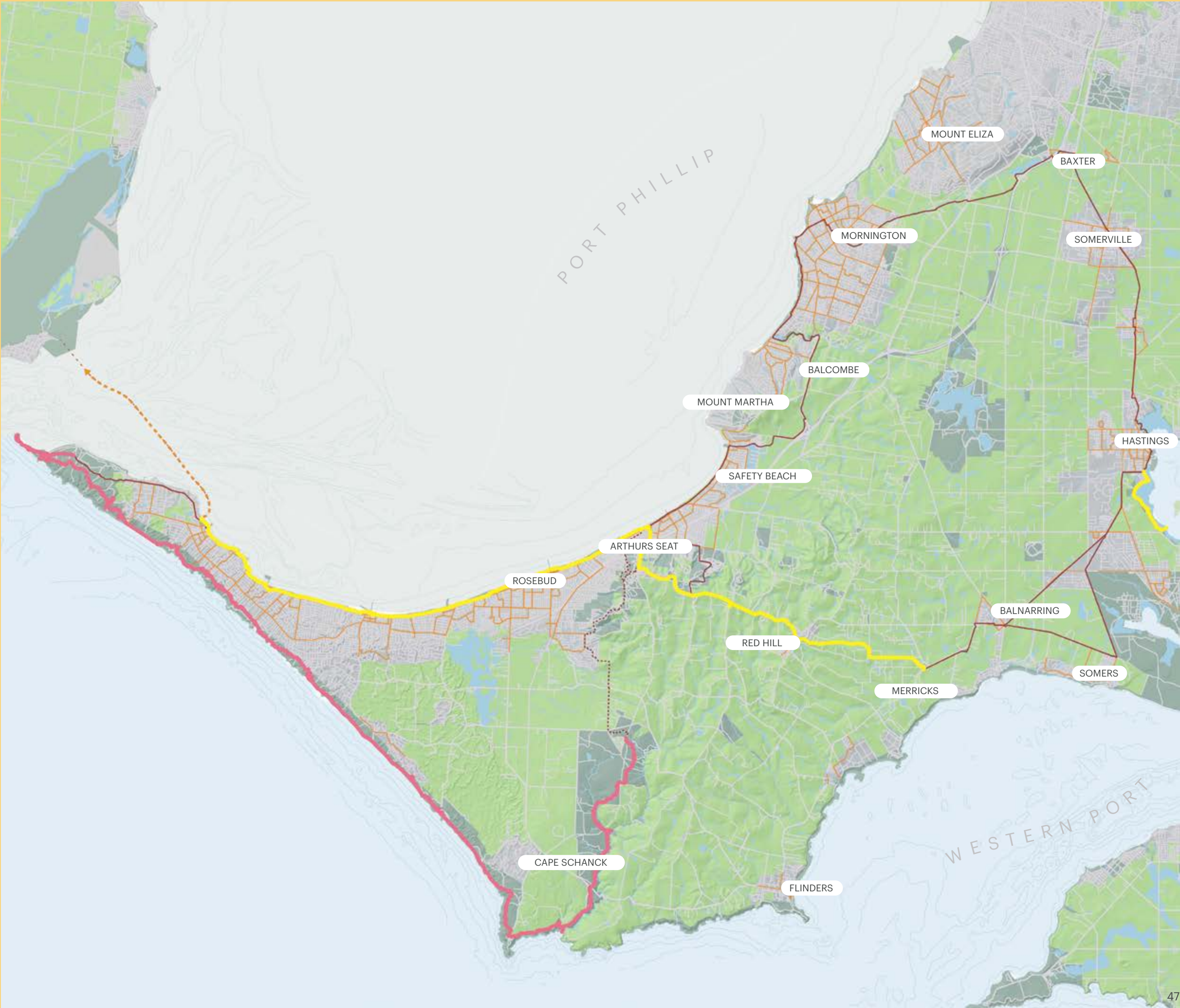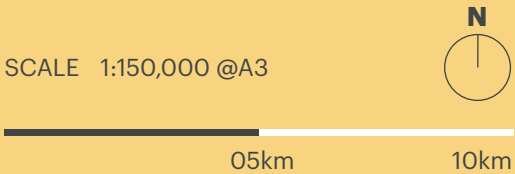
The Event Trail

Event Trails will be able to accommodate both major and community events. From fun runs to sculpture trails, winery walks, and marathons. There are long-term opportunities for signature events that attract specific groups to the Peninsula, and boost the awareness of the Trail.

Three key trail users groups are identified on this map. The Trail is considered the base infrastructure with suitability of events for different sections being determined by key factors including infrastructure capacity, amenities, trail surface, and topography.

Legend

▬	**Shared Path (Walking, Riding, and Running)**
▬	**Bush Walking and Beach and Trail Running**
▬	**Shared Path (with Horse Riding)**
▬	**Peninsula Trails**
▬	**Principal Pedestrian Network**
- - -	**Ferry Connections**

SCALE   1:150,000 @A3

N

05km   10km

PORT PHILLIP

MOUNT ELIZA

BAXTER

MORNINGTON

SOMERVILLE

BALCOMBE

MOUNT MARTHA

HASTINGS

SAFETY BEACH

ARTHURS SEAT

ROSEBUD

BALNARRING

RED HILL

MERRICKS

SOMERS

CAPE SCHANCK

FLINDERS

WESTERN PORT
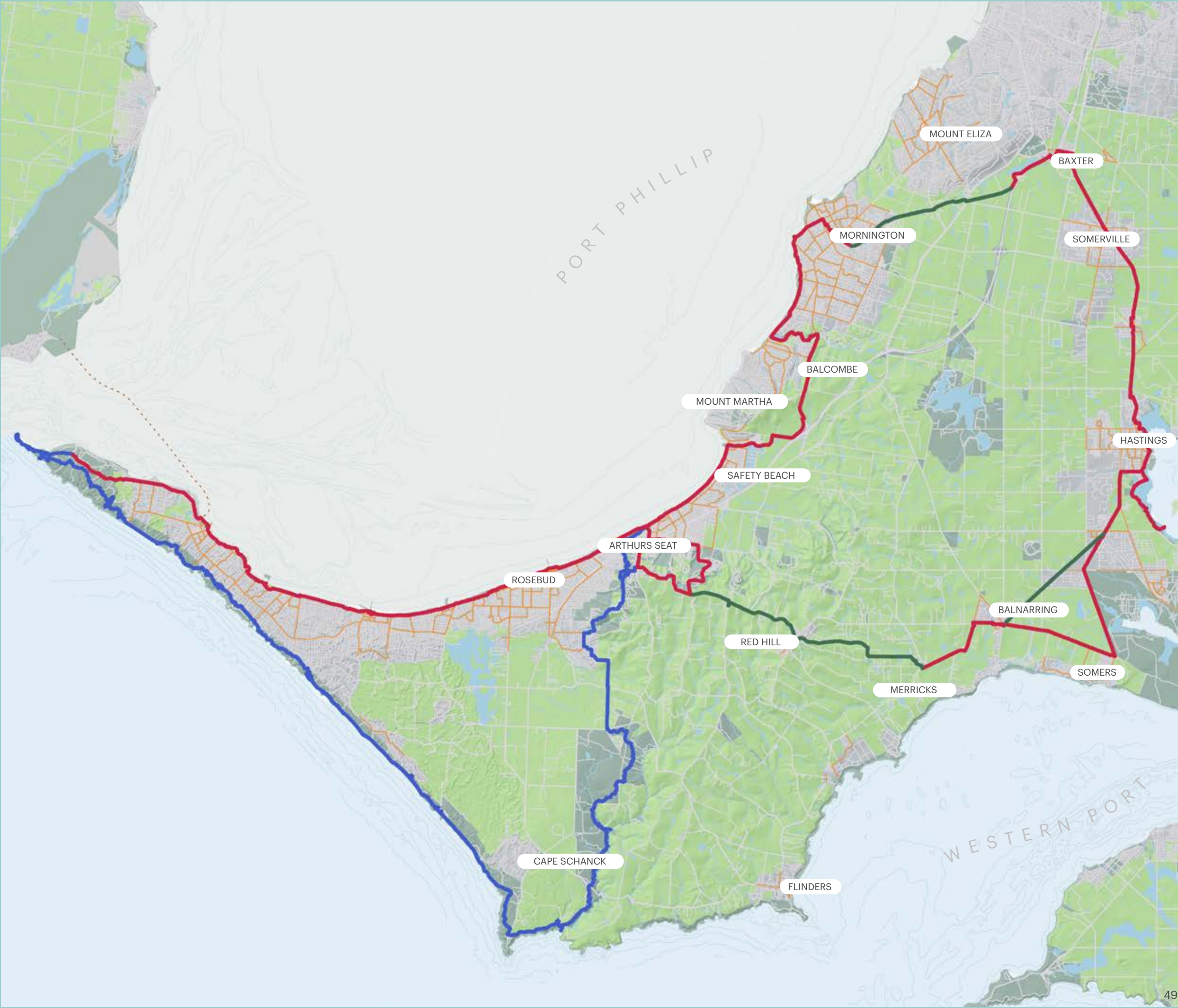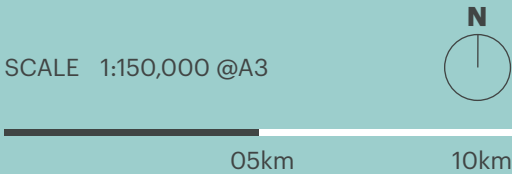
4.3 Trail Surface Typologies

The following typologies reflect the type and form of trails on the Mornington Peninsula. Looking at these typologies, provides an understanding of how the surface and materiality of the trails will change based upon the nuances of each place, its ecology, and user groups.

Table 3: Trail surface typologies by context

Urban Areas

Trail Surface	Exposed aggregate concrete
User Group	Walking, Running, Recreational Cycling
Trail Typologies	Connector Trail, Short Break Trail, Event Trail

Existing trail in Balnarring

Rural / Coastal / Parklands (High Use)

Trail Surface	Exposed aggregate concrete
User Group	Walking, Running, Recreational Cycling
Trail Typologies	Connector Trail, Short Break Trail, Event Trail, International Trail, Rail Trail

Existing trail in Safety Beach

Rural / Coastal / Parklands (Moderate Use)

Trail Surface	Granitic gravel
User Group	Walking, Running, Recreational Cycling, Horse Riding
Trail Typologies	Short Break Trail, Event Trail, International Trail, Rail Trail

Existing Trail near Dromana

Sensitive Ecosystems / Creeks / Wetlands / Marine

Trail Surface	Boardwalk / elevated path of fibre reinforced polymer (FRP)
User Group	Walking, Running, Recreational Cycling
Trail Typologies	Connector Trail, Short Break Trail, Event Trail, International Trail

Trail example from Albury, NSW

Table 3: Trail surface typologies by context (Continued)

Bushwalking trail

Trail Surface	Gravel / insitu dirt/ sand	
User Group	Bushwalking Mountain Biking (Where applicable)	
Trail Typologies	Short Break Trail, Event Trail, International Trail	

Existing trail along the Two Bays Trail

Marina Boardwalk in Martha Cove

4.4 Key Connections

The following section presents details for key trail connections that are required to link up the existing Peninsula Trails Network. Many of these key connections will be difficult to make however these challenges also present great opportunities to create defining moments along the network.

SECTION 1: The Plains and The Bay

01   Moorooduc to Mornington

02   Mount Martha to Safety Beach – via Bruce Road

03   Anthony's Nose

04   Whitecliffs

05   Blairgowrie Yacht Squadron

06   Hughes Rd

SECTION 2: The Hills

07   Point Nepean Rd to Arthurs Seat

08   Arthurs Seat to Red Hill

SECTION 3: Western Port

09   Merricks to Balnarring

10   Balnarring to Bittern

*The trail alignments shown are indicative and final alignments are subject to further investigations.

**Figure 5: The trail master plan with the key connections located.**

01 Moorooduc to Mornington

The key connection between Mornington and Moorooduc will generate great community value. This part of the Peninsula has several schools, a growing population, and several significant roads that suffer from congestion. This trail will serve this growing population and help to alleviate congestion by creating a safe alternative to private vehicles, especially during peak school drop-off and pick-up times.

This trail may follow the existing rail line where a safe and beautiful trail experience can be created within and beside the rail reserve. Within the rail reserve there is significant biodiversity value that must be protected. This trail presents the opportunity to enhance biodiversity through weed eradication and repair to the degraded Balcombe Creek. If a suitable trail cannot be accommodated within the rail reserve, alternative routes will be investigated

Key considerations include accommodating existing user groups, biodiversity values and connecting to surrounding schools and transport networks.
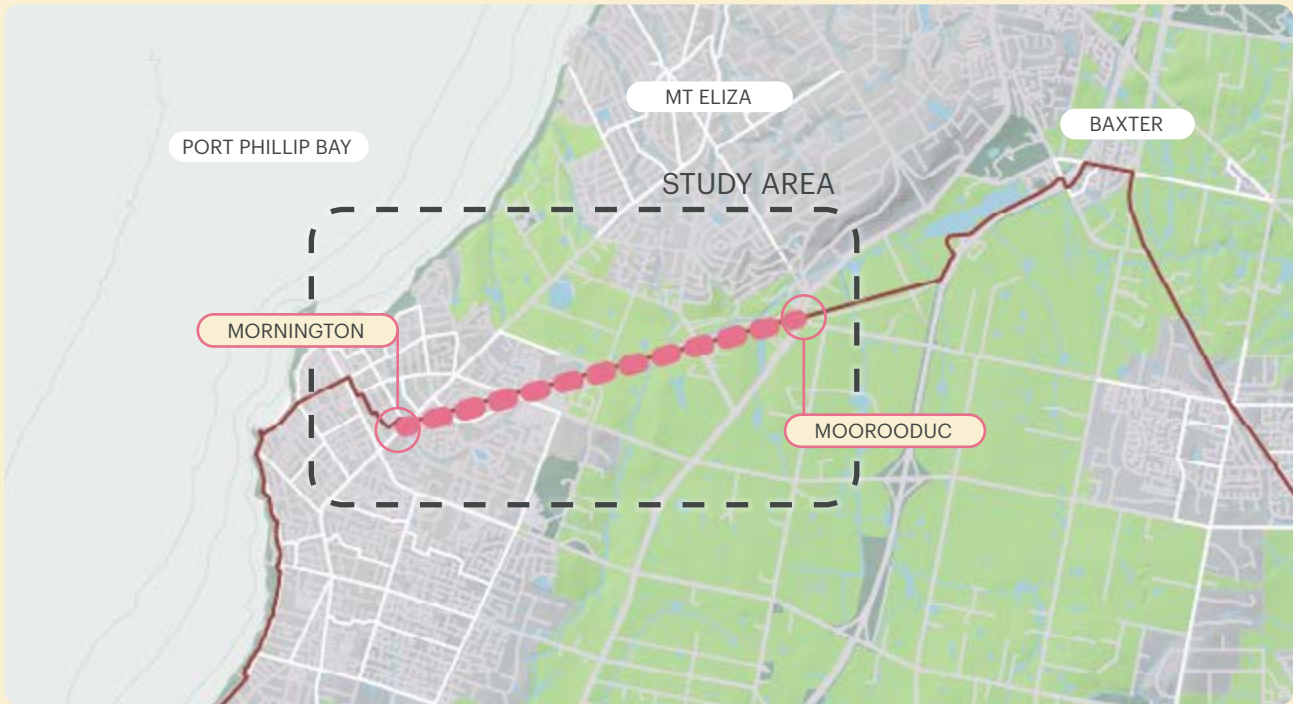
KEY METRICS

User Groups

Walking, Running, Recreational Cycling, Horse Riding

Potential Surface Finish

Decorative concrete south of Oakbank Rd, Gravel north of Oakbank Rd

Potential Width

3+1m (gravel bridle trail) south of Oakbank Rd, 2-3m north of Oakbank Rd

Implementation Phase

Phase 2 (next 5 years)
2-3m north of Oakbank Rd

TRAIL TYPE

Connector

Short Break

Rail

Event

LOCATION PLAN

*The trail alignments shown are indicative and final alignments are subject to further investigations.
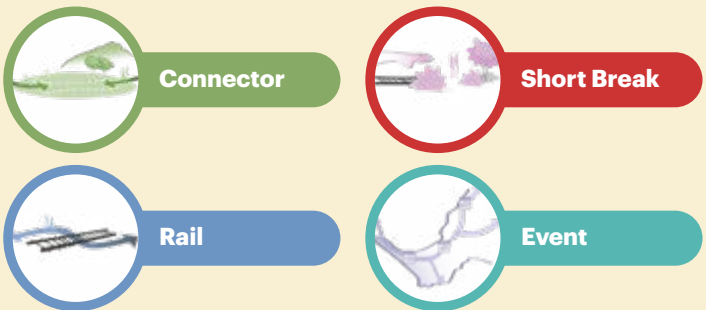
Existing informal trail near Moorooduc Station

Existing informal trail near Balcombe Creek

02 Mount Martha to Safety Beach

This key connection will link northern Peninsula communities to the Bay. It will connect the natural beauty of Balcombe Creek, historic Briars Homestead and Martha Cove. The trail passes through an undulating landscape along the Nepean Highway before flattening out along Bruce Road.

This trail will offer health and wellbeing alongside an all season tourism experience.

Key considerations include Nepean Highway Crossings, water management along Bruce Road and connecting to Martha Cove.
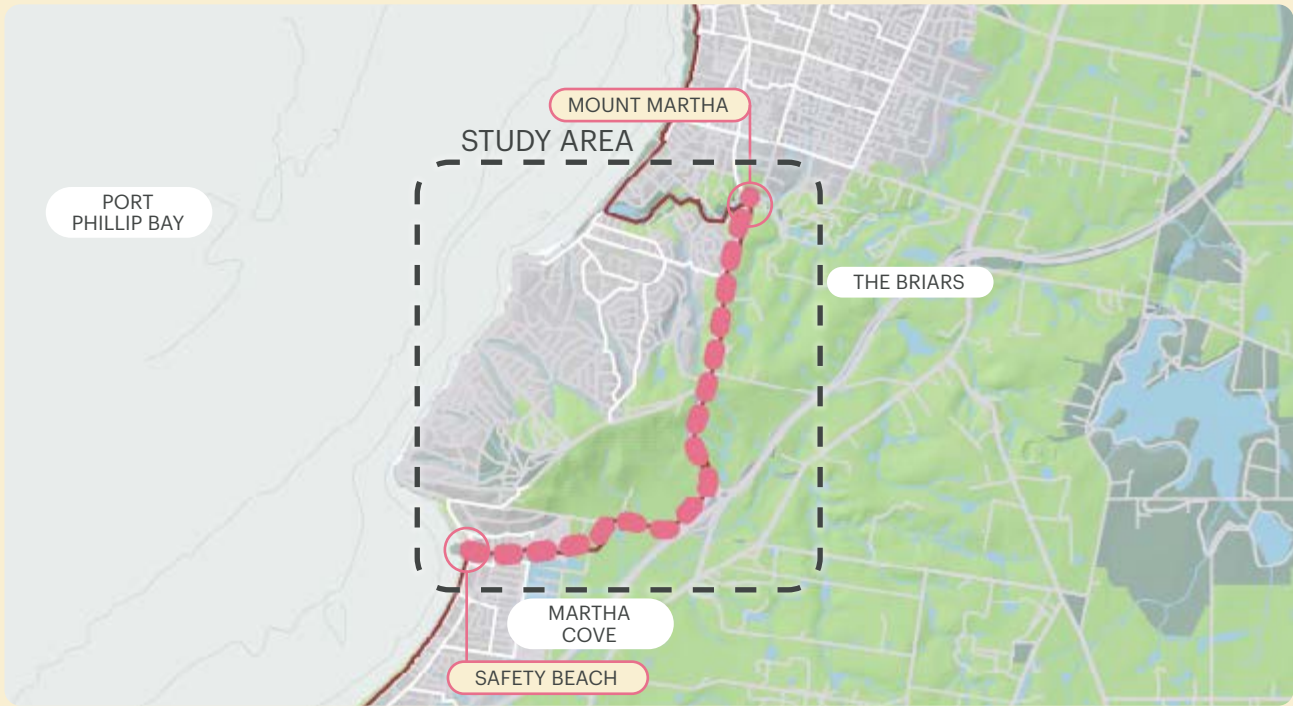
KEY METRICS

User Groups

Walking, Running, Recreational Cycling,

Potential Surface Finish

Decorative concrete

Potential Width

2-3m

Implementation Phase

Phase 2 (next 5 years)

TRAIL TYPE

Event

Short Break

LOCATION PLAN

MOUNT MARTHA

STUDY AREA

PORT PHILLIP BAY

THE BRIARS

MARTHA COVE

SAFETY BEACH

*The trail alignments shown are indicative and final alignments are subject to further investigations.

Martha Cove Marina Boardwalk may form part of the trail

The existing boardwalk along Balcombe Creek near the Nepean Highway may form part of the trail

03 Anthonys Nose

Anthony's Nose is a spectacular stretch of coastline where Arthur's Seat meets Port Phillip Bay. The steep topography has meant that Point Nepean Road, held up by a historic seawall, seemingly hovers over the water. This key connection could offer this experience to people on foot and bike and better link the existing Bay Trail and foreshore communities.

Key considerations include traffic management, connecting into foreshore camping grounds, seawall heritage value and structural integrity.

KEY METRICS

User Groups

Walking, Running, Recreational Cycling,

Potential Surface Finish

Decorative concrete

Potential Width

2-3m

Implementation Phase

Phase 2 (next 5 years)

TRAIL TYPE

Event

Short Break

International

LOCATION PLAN

*The trail alignments shown are indicative and final alignments are subject to further investigations.

Below the seawall at Anthonys Nose

On top of the seawall at Anthonys Nose

04 Whitecliffs

Whitecliffs is one of the more scenic locations along the Bay Trail with colonial cultural heritage and fantastic views across the Bay. The Bay Trail arrives at either end of Whitecliffs stopp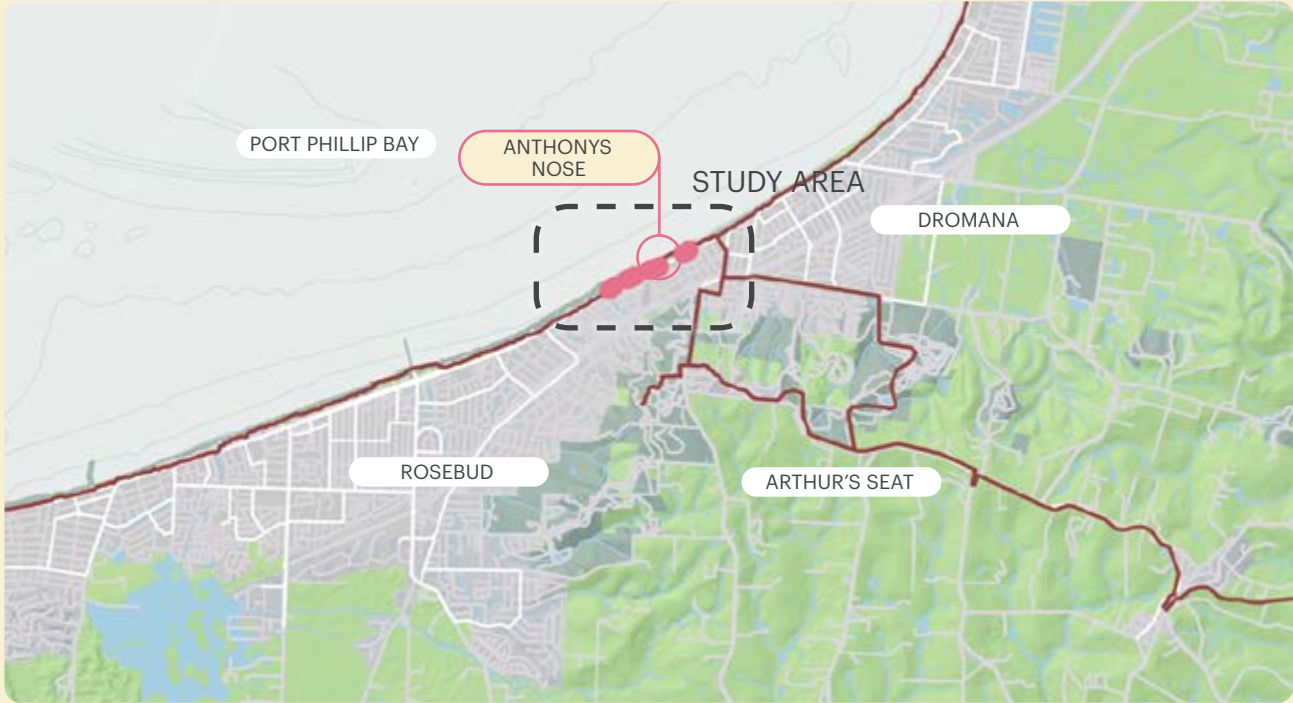ing abruptly in camp grounds. This busy stretch of coastline will benefit from a universally accessible trail connection that will increase the useability and connectivity of the Bay Trail.

An existing track behind a seawall is located under the cliffs which offers a good connection for walkers and runners. Additionally, Point Nepean Road's bike lanes offer a connection for more confident cyclists. However, there is the need to create a universally accessible connection between these popular summer camping destination.

Key considerations include traffic management, impacts (if any) to dunes and connectivity into summer foreshore camping.
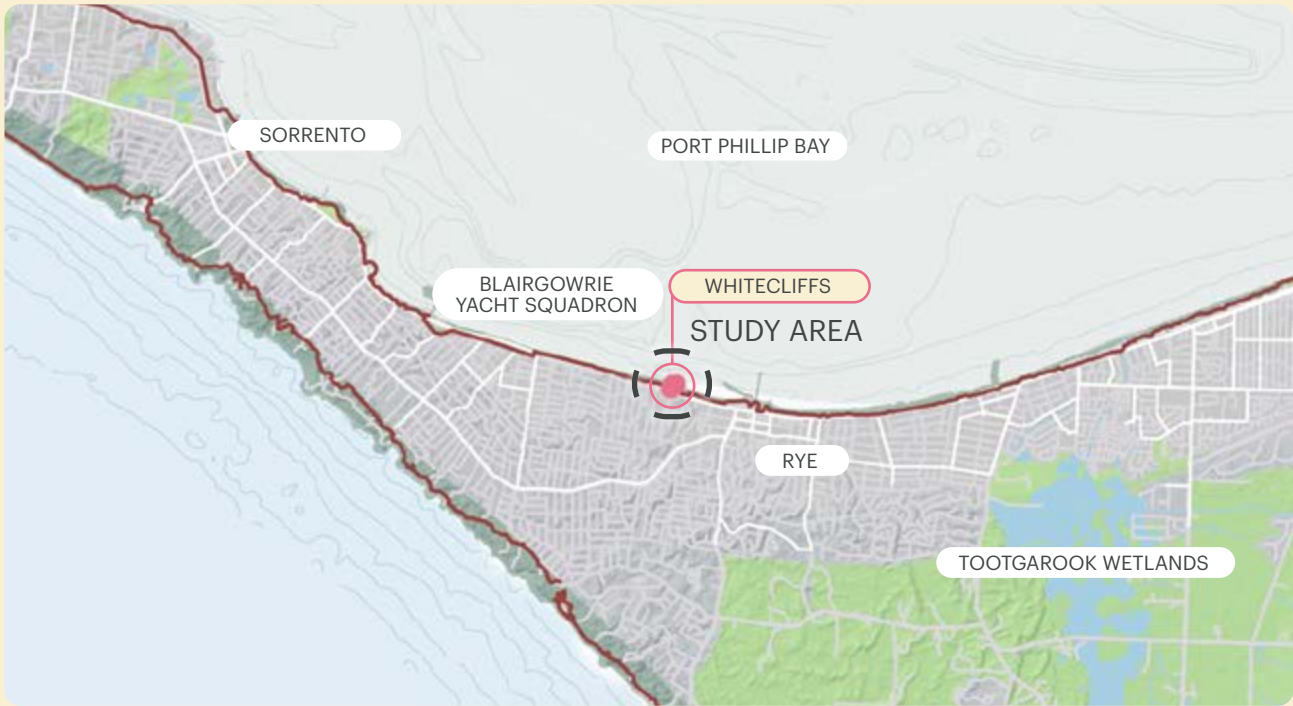
KEY METRICS

User Groups
Recreational cycling, limited mobility users

Potential Surface Finish
Painted asphalt, gravel, FRP bridge

Potential Width
2-3m

Implementation Phase
Phase 2 (next 5 years)

TRAIL TYPE

International
Short Break
Event

LOCATION PLAN

*The trail alignments shown are indicative and final alignments are subject to further investigations.

SORRENTO · PORT PHILLIP BAY · BLAIRGOWRIE YACHT SQUADRON · WHITECLIFFS · STUDY AREA · RYE · TOOTGAROOK WETLANDS
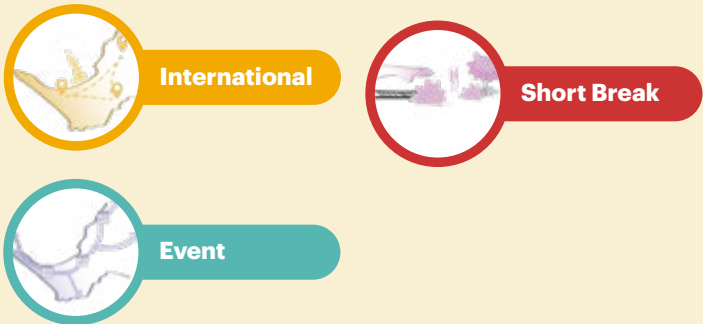
The existing trail behind the seawall offers a great connection for people on foot

View towards Arthurs Seat from the top of Whitecliffs

05 Blairgowrie Yacht Squadron

Alongside Anthony's Nose, Blairgowrie Yacht Squadron is the longest missing piece of the Bay Trail. This area traverses from Canterbury Jetty Rd in the east to Blairgowrie Yacht Squadron in the west with the Blairgowrie shops in the middle. Along this key connection the foreshore reserve is narrow with fragile dunes and beaches sandwiched between Point Nepean Road and the waters of the Bay.

There is limited opportunity to provide a formalized path on the north side of the Point Nepean Road. However, there is great opportunity to improve the connections and quality of the existing footpath on the south side of Point Nepean Road. Improvements here will focus on safety by improving road crossings and separation from vehicular traffic. This will improve access to the Blairgowrie shops and help to connect Blairgowrie to the broader Bay Trail network.

Key considerations include traffic management along Point Nepean Road, connecting to Blairgowrie shops and improving pedestrian crossings.

KEY METRICS

User Groups

Walking, Running, Recreational Cycling

Potential Surface Finish

Existing

Potential Width

Existing. Provide 2-3m path where required

Implementation Phase

Phase 2 (next 5 years)

TRAIL TYPE

International

Short Break

Event

LOCATION PLAN

SORRENTO

PORT PHILLIP BAY

BLAIRGOWRIE YACHT SQUADRON

STUDY AREA

WHITECLIFFS

RYE

TOOTGAROOK WETLANDS

*The trail alignments shown are indicative and final alignments are subject to further investigations.

The existing Bay Trail provides a magical experience through Moonah woodlands

The fragile dunes along the beach are not suitable for a formailsed trail

06 Hughes Road

Hughes Rd is a 200m long missing piece of the Bay Trail near Cameron's Bight Jetty between Blairgowrie and Sorrento. Small calm beaches and summer camping in the foreshore reserve characterise this area.

The foreshore reserve between Point Nepean Road and the Bay is comprised almost entirely of protected sand dunes. There is limited opportunity to provide a formalized path within this area.

Given these constraints Council could investigate an opportunity to build a trail over the water to make this key connection. There is an opportunity to make this an iconic piece of Peninsula Trail that typifies the trails experiential quality. This water trail could support additional recreational uses like swimming and fishing that may be of increasing value as sea levels rise and populations increase.

Key considerations will include cost, constructability, and infrastructure to support increased visitation.
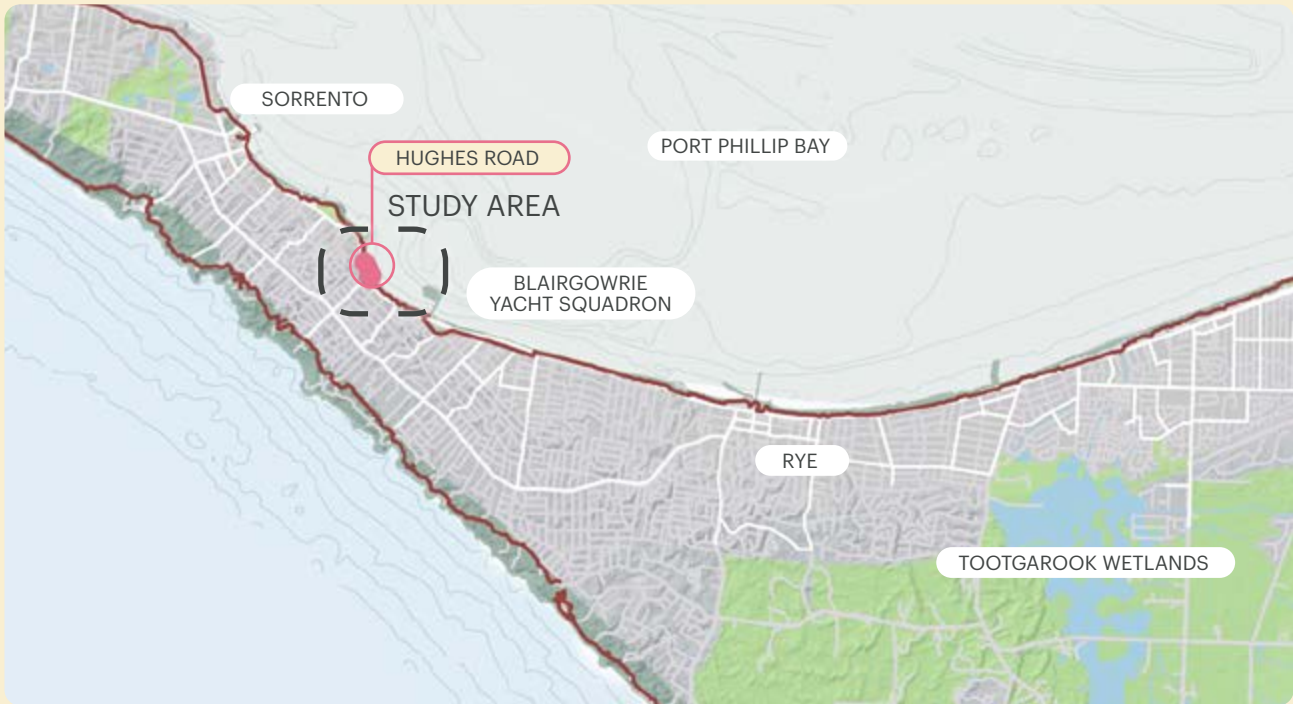
KEY METRICS

User Groups

Walking, Running, Recreational Cycling

Potential Surface Finish

FRP and composite material for deck / boardwalk

Potential Width

3 - 5m with additional areas for recreational uses

Implementation Phase

Phase 2 (next 5 years)

TRAIL TYPE

International

Short Break

Event

LOCATION PLAN

SORRENTO
HUGHES ROAD
STUDY AREA
PORT PHILLIP BAY
BLAIRGOWRIE YACHT SQUADRON
RYE
TOOTGAROOK WETLANDS

*The trail alignments shown are indicative and final alignments are subject to further investigations.

The Cameron's Bight Jetty

The beach is narrow with water coming up to the dunes during high tide

07 Point Nepean Road to Arthurs Seat

This key connection links the Bay to the summit of Arthur's Seat 314m above. Spectacular views across the Bay and Peninsula greet visitors who conquer this steep ascent. Due to this significant ascent, there is no easy un-aided trail option. Fortunately, there are several existing options that can be improved upon to offer a great experience for all user groups.

The Two Bays Trail can be accessed by fit bush walkers. The Red Hill MTN bike park connects adventurist bike riders, whilst the Eagle Gondola offers a connection for all other users with or without a bike.

Key considerations include improving the pedestrian and cycle experience between the Bay and the base of the gondola, wayfinding and communication strategies.
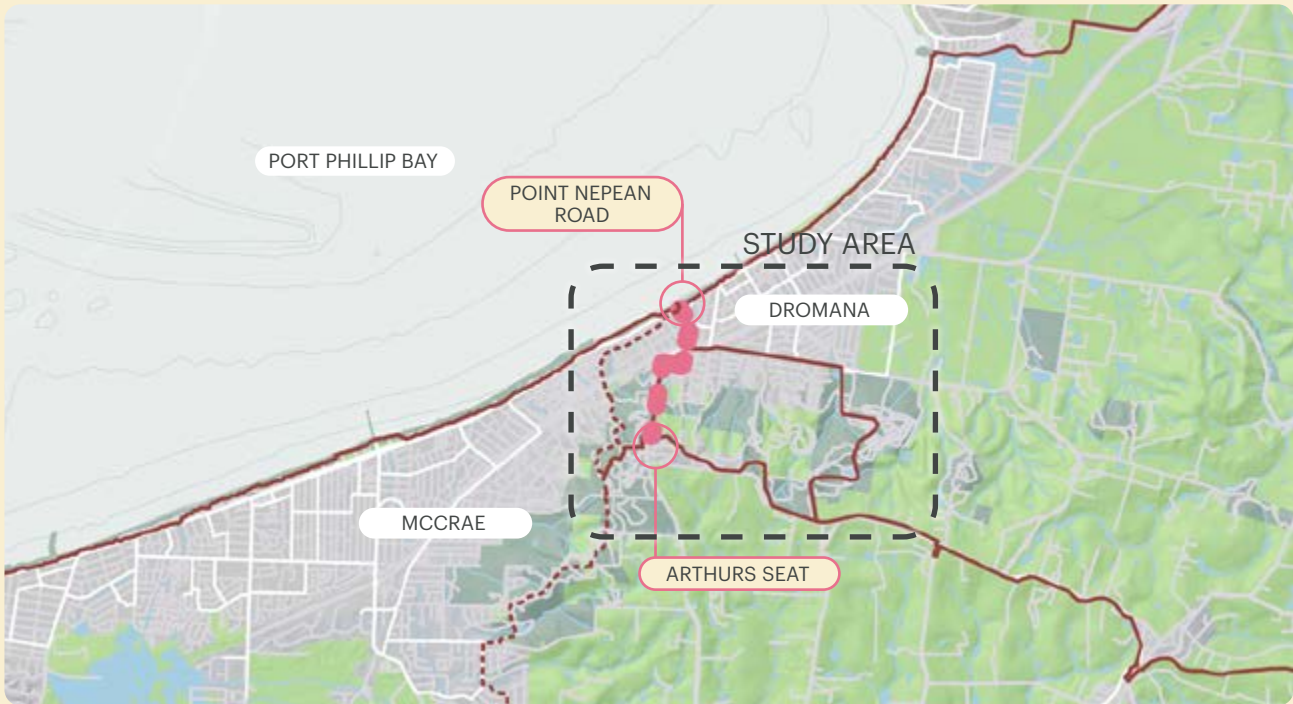
KEY METRICS

User Groups

Walking, Running, Recreational Cycling,

Potential Surface Finish

Concrete from Eagle to Bay

Potential Width

2-3m from Eagle to Bay

Implementation Phase

Phase 3 (next 5-10 years)

TRAIL TYPE

International

Short Break

Event

LOCATION PLAN

PORT PHILLIP BAY
POINT NEPEAN ROAD
STUDY AREA
DROMANA
MCCRAE
ARTHURS SEAT

*The trail alignments shown are indicative and final alignments are subject to further investigations.

A rest stop within the Red Hill MTB Park. The trails here are accessible to fit walkers and skilled Cyclists.

Arthurs Seat Eagle Gondola provides a great connection with scenic views

08 Arthurs Seat to Red Hill

The future trail will descend from Arthur's Seat through forest with spectacular views across rolling hills to Red Hill. It connects the semi-rural community that lives along the ridgeline and offers great opportunities for local health and fitness as well as appealing to tourists from further afield.

Much of the trail can utilize existing gravel service roads within the Arthur's Seat State Park. However as part of that network there will be the need to improve connectivity and wayfinding.

Key considerations include traffic management on shared roads, a road crossing in Red Hill and protection of existing vegetation and biodiversity values.
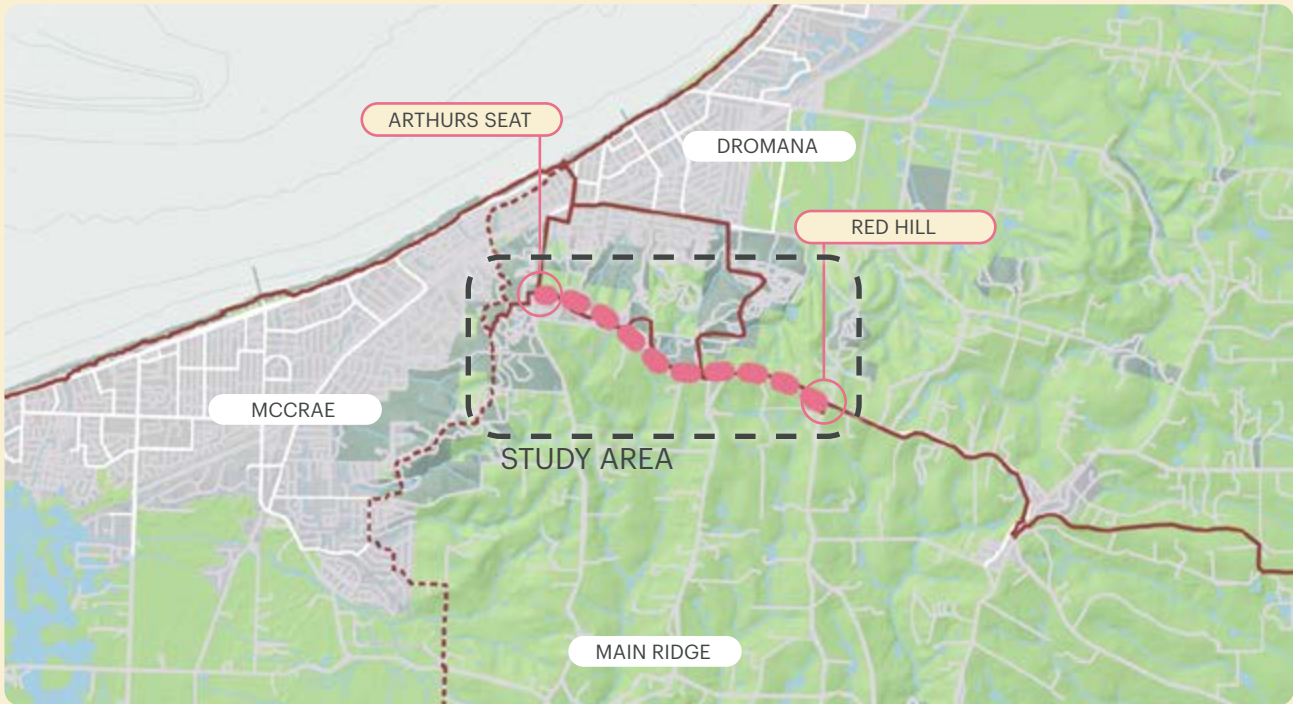
KEY METRICS

User Groups

Walking, Running, Recreational Cycling, Horse Riding

Potential Surface Finish

Gravel

Potential Width

2-3m

Implementation Phase

Phase 3 (next 5-10 years)

TRAIL TYPE

International

Short Break

Event

LOCATION PLAN

*The trail alignments shown are indicative and final alignments are subject to further investigations.

The existing trail through Red Hill provides a great experience moving through this stunning landscape

An existing trail within the Arthurs Seat State Park that may form part of the trail

09 Merricks to Balnarring

This key connection will link the growing population in Balnarring with Merricks and Red Hill beyond. The trail will sit within the Frankston-Flinders Road reserve and given the scale of the road reserve there is opportunity to provide adequate separation and create a pleasant landscape to move through whilst protecting most existing trees.

A rural living landscape characterises the trail in this area that is popular with horse riders. The trail will cross Hann's Creek, a valuable biodiverse landscape where there is a great opportunity to experience the paperbark swamp.

Key considerations include traffic management, road crossings, connecting with Hanns Creek Reserve, protecting and enhancing biodiversity values.
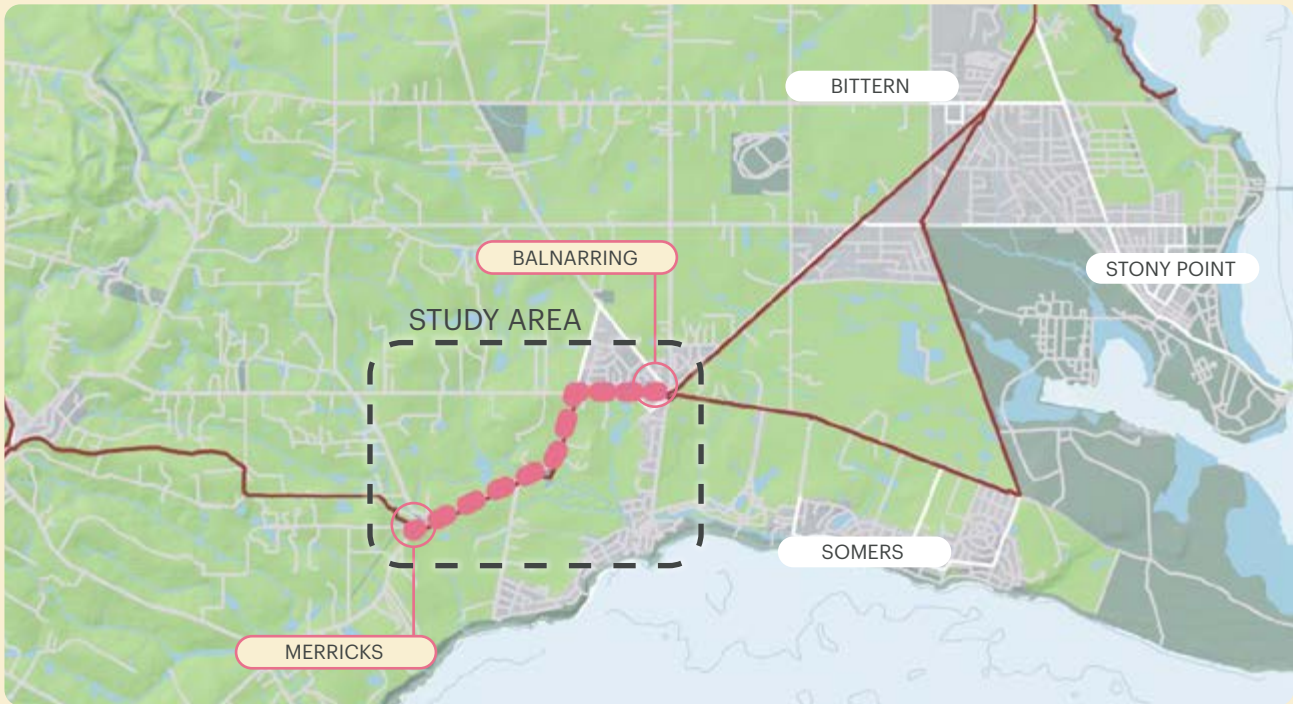
KEY METRICS

User Groups

Walking, Running, Recreational Cycling, Horse riding

Potential Surface Finish

Decorative concrete or gravel

Potential Width

2-3m

Implementation Phase

Phase 3 (next 5-10 years)

TRAIL TYPE

Connector

Short Break

Event

LOCATION PLAN

BITTERN

BALNARRING

STUDY AREA

STONY POINT

SOMERS

MERRICKS

*The trail alignments shown are indicative and final alignments are subject to further investigations.
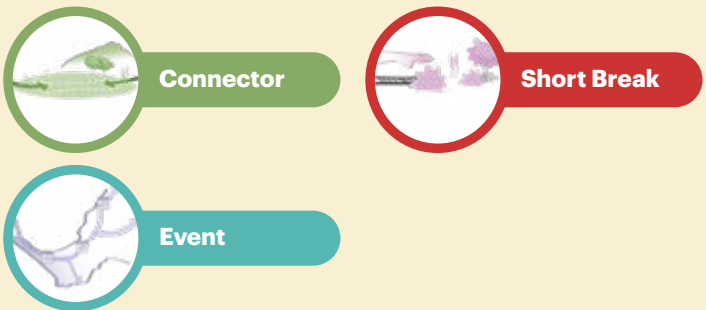
Melaleuca Swamp in and around Hanns Creek.

The existing footpath provides an adequate connection into Balnarring.

10 Balnarring to Bittern

This key connection between the two growing communities of Balnarring and Bittern offers a great opportunity to improve active transport for commuting to shops, schools, and other important community infrastructure. It is proposed that the trail will travel within the Frankston-Flinders Road reserve where there is sufficient width to provide full separation between the trail and vehicular traffic.

Key considerations include traffic management, road crossings and connecting into the townships of Balnarring and Bittern and trail networks beyond.

KEY METRICS

User Groups

Walking, Running, Recreational Cycling, Horse riding

Potential Surface Finish

Decorative concrete

Potential Width

2-3m

Implementation Phase

Phase 3 (next 5-10 years)

TRAIL TYPE

Connector

Short Break

Event

LOCATION PLAN

STUDY AREA

BALNARRING

BITTERN

STONY POINT

MERRICKS

SOMERS
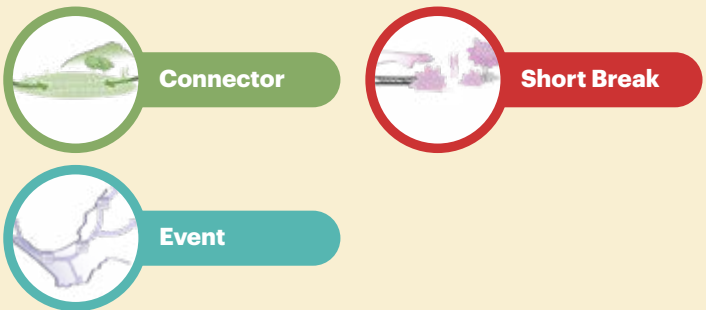
*The trail alignments shown are indicative and final alignments are subject to further investigations.

The west side of the Frankston-Flinders Rd in Balnarring

The east side of the Frankston-Flinders Rd in Balnarring

5 Implementation Plan

Community members walking on one of the many trails in the Mornington Peninsula
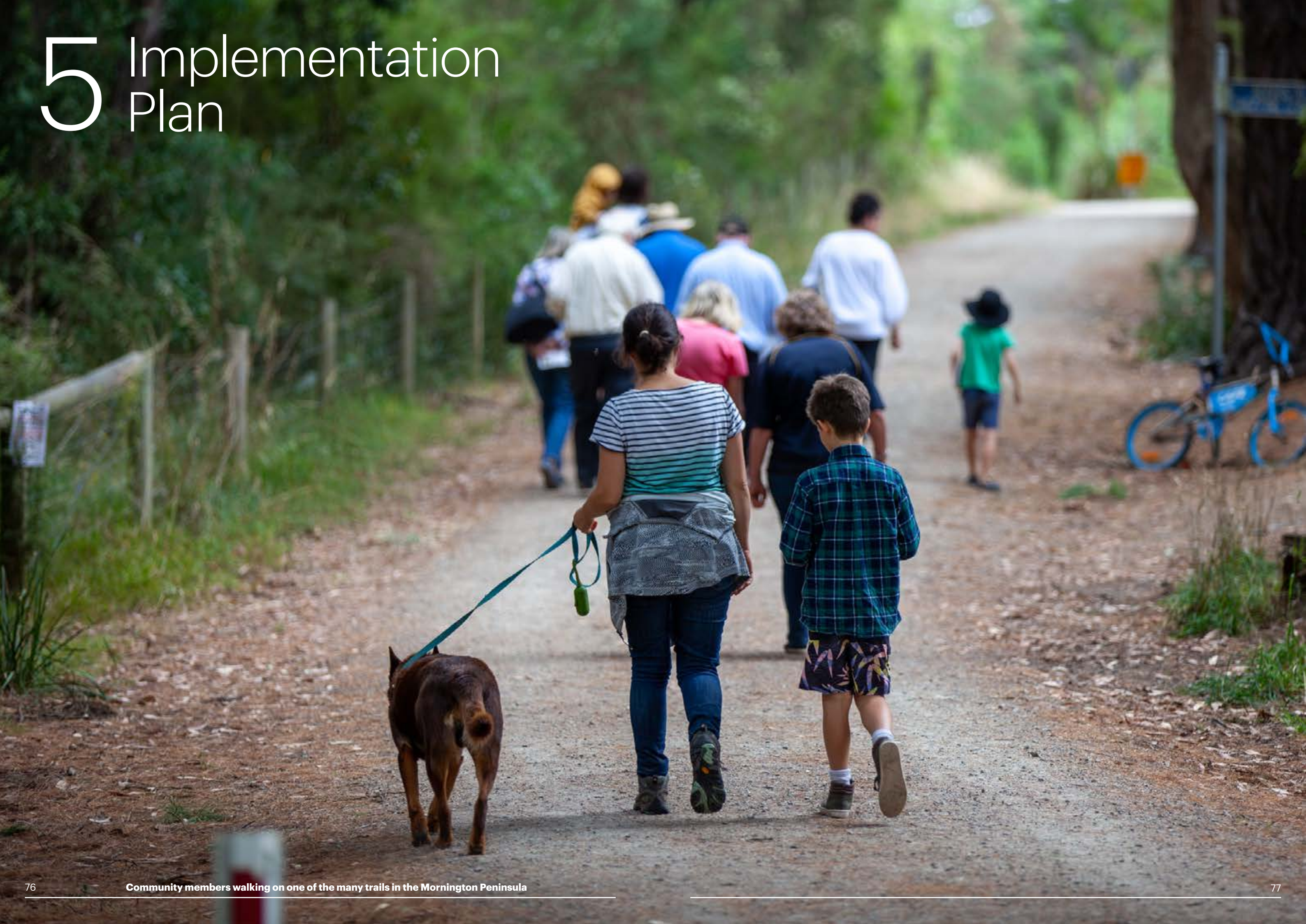
5.1   Implementation Framework

This section provides a logical framework for the prioritisation of all works required to guide the development of the Mornington Peninsula Trails and achieve the vision. The Implementation Plan is intended to support the Strategic Framework with actions that provide further information on the trail management, project governance and investment funding attraction.

Further planning of the key connectors will help clarify priorities subject to the present Council and Wellbeing Plan (2021-2025) and available funding. At present the priorities reflect previous planning consultation. The development of further detailed planning for each key connector will assist in setting priorities in conjunction with community consultation. Trail typologies are subject to revision once preferred trail alignments have been determined in the masterplan.

Actions

- Traditional Owner
- Governance
- Activation
- Strategy
- Creation

Prioritisation

Phase 1 (essential tasks completed by mid-2025)

Phase 2 (2024-2029)

Phase 3 (2029-2034)

Phase 4 (2034 onwards)

Figure 6: Implementation Framework

Figure 7: Implementation phases

1
Essential tasks
(Completed by mid-2025)

2
2024 to 2029

3
2029 to 2034

4
2034 onwards

Engage with the Bunurong Land Council (BLC).

Establish the leadership and advocacy elements (institutional, BLC, partnership, community, internal project management).

Undertake strategy actions including brand development process and revisiting the logo.

Continue to engage the community and key stakeholders.

Progress the development of an overarching Mornington Peninsula Trails Master Plan.

Complete the Somerville to Baxter link currently funded and in progress.

Key Actions:

- TO1 to TO4
- G3 to G5
- S1 to S2 & S5
- G12
- C1

Focus on the following critical links:

- Mornington to Moorooduc
- Anthony's Nose
- Whitecliffs
- Hughes Rd
- Red Hill to Arthurs Seat

Embed the leadership and advocacy elements.

Continue to implement the strategy actions.

Continue to engage the community and key stakeholders.

Implement trail creation actions for delivery of critical links.

Encourage activation of the existing trail components / elements (refer to activation actions)

Key Actions:

- C2 to C3
- C6 to C7
- TO9 & A1
- S5 to S6
- G12
- C1

Focus on the following critical links:

- Blairgowrie Yacht Squadron
- Arthurs Seat to Point Nepean Rd
- Merricks to Balnarring
- Balnarring to Bittern
- Mount Martha to Safety Beach

Explore new links into the 'wellbeing region' – Tootgarook and Hot Springs

Grow the leadership and advocacy elements.

Continue to engage the community and key stakeholders.

Implement trail creation actions for delivery of critical links.

Encourage activation of the trail components / elements (refer to activation actions)

Key Actions:

- C4 to C5
- G6

Explore improved cycling experience along the back beach.

Explore improved trail connections to Devil Bend, Portsea to Point Nepean, Sorrento (Hotham Rd) to Point Nepean, Merricks to Cape Schanck

Established management and maintenance of Mornington Peninsula Trails

Established activation of the trail components / elements
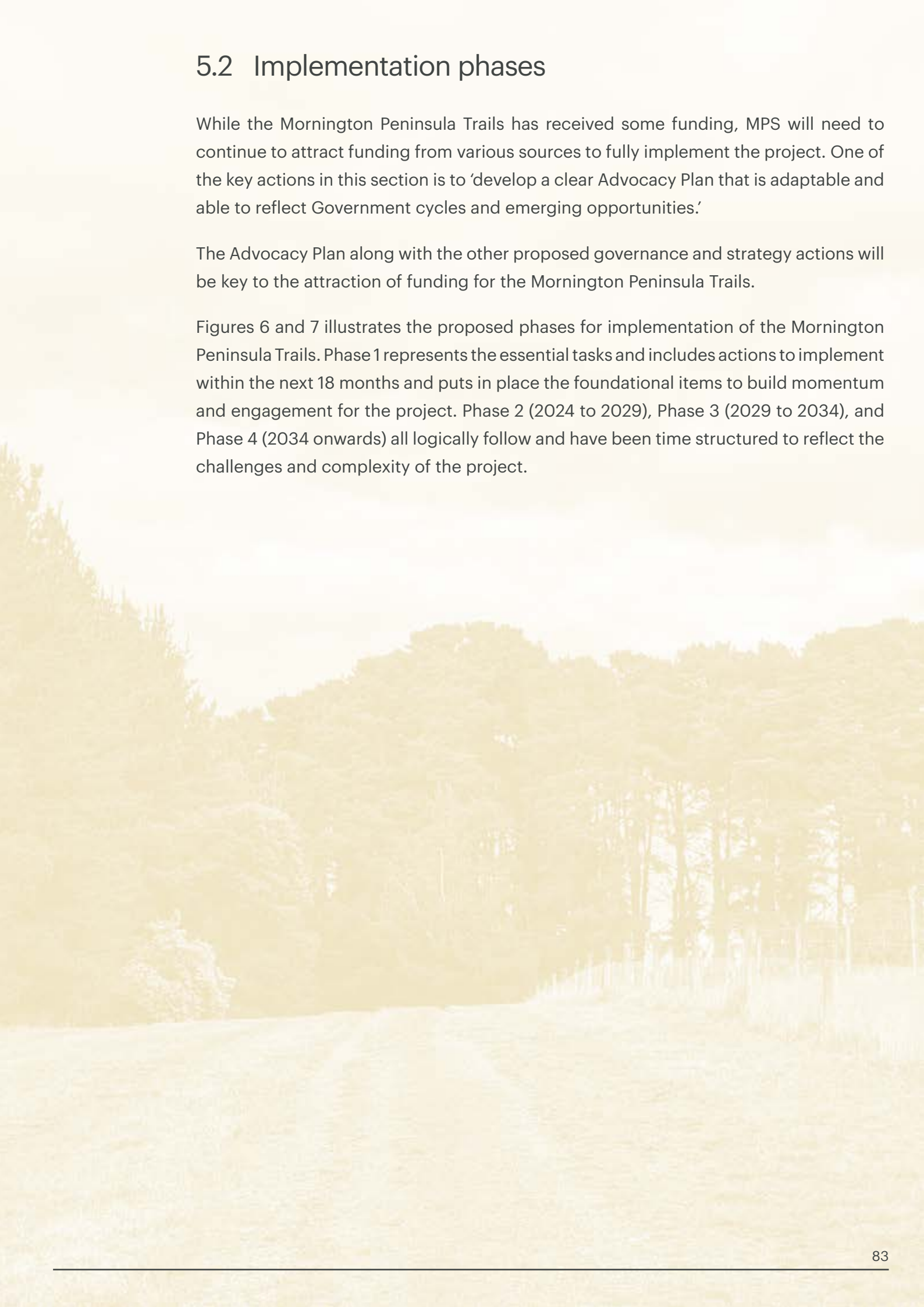
Key Actions:

- C10 & G6

5.2   Implementation phases

While the Mornington Peninsula Trails has received some funding, MPS will need to continue to attract funding from various sources to fully implement the project. One of the key actions in this section is to 'develop a clear Advocacy Plan that is adaptable and able to reflect Government cycles and emerging opportunities.'

The Advocacy Plan along with the other proposed governance and strategy actions will be key to the attraction of funding for the Mornington Peninsula Trails.

Figures 6 and 7 illustrates the proposed phases for implementation of the Mornington Peninsula Trails. Phase 1 represents the essential tasks and includes actions to implement within the next 18 months and puts in place the foundational items to build momentum and engagement for the project. Phase 2 (2024 to 2029), Phase 3 (2029 to 2034), and Phase 4 (2034 onwards) all logically follow and have been time structured to reflect the challenges and complexity of the project.

Existing trail at Whitecliffs Foreshore Reserve

5.3 Action Plan

The key actions regarding Traditional Owners are presented first as a reflection of our commitment to reconciliation. Then strategic actions for the Mornington Peninsula Trails are presented in the following categories: Governance, Strategy, Creation, and Activation.

Table 4: Actions

Actions with Traditional Owners

No.	Action	Phase
Governance		
T01	Engage with the BLC to be a foundational partner for trails planning, delivery, maintenance and management.	1
T02	Establish with the BLC an aspiration statement of being "On Country" for the Mornington Peninsula Trails.	1
T03	Establish a set of principles regarding how the Shire will work with the BLC on the Mornington Peninsula Trails.	1
T04	Invite BLC to participate in the detailed scoping and trail design process before the commencement of the consent process.	1
T05	Work with BLC to determine indigenous language and names for the trail and features if appropriate.	2
T06	With BLC consent and involvement, host an annual On Country trail network review of delivering on BLC aspirations for the trail network.	2
Activation		
T07	Invite the BLC to be involved in the Activation Strategy.	2
T08	Work with the Traditional Owners to explore commercial opportunities and experiences and provide opportunities to support indigenous businesses.	On-going
Creation		
T09	Working with the BLC, ensure any future BLC meeting places and visitor nodes are serviced by the trail.	On-going
T010	Enable active involvement of celebrating BLC culture through trail design and activation (as directed by the BLC).	2

Governance Actions

The actions below reflect leadership and advocacy led by MPS, partners and champions that will help deliver the Mornington Peninsula Trails, and community involvement. Governance delivers a unified approach across the whole of the project from strategy, through creation, and activation.

No.	Action	Phase
Institutional		
G1	Ensure the Mornington Peninsula Trails concept is included in all Shire policies and strategies.	On-Going
G2	Participate in the development of State and Federal Government policies and strategies and advocate the benefit of the Mornington Peninsula Trails across the following areas: health, tourism and visitor economy, metropolitan open space, walking and cycling, social inclusion and equity.	On-Going
G3	Establish the Mornington Peninsula Trails Partnership Committee with representation from key partners.	1
G4	Establish the Mornington Peninsula Trails Reference Group to provide regular advice on furthering the concept from interested organisations, user groups and community representatives.	1
G5	Develop a clear Advocacy and Funding Plan that is adaptable to reflect Government cycles and emerging opportunities. This plan will also encompass funding opportunities thru Actions: T01, G7, G8, C9 to C11 and C13 and C14	1
G6	Develop a process for monitoring, review and evaluation including reporting on progress every year, and revisiting the Mornington Peninsula Trails concept every 5 years or when new opportunities emerge. Refer Section5.4 Measuring Success for further details.	2,3,4
G7	Develop trail management/maintenance plans in collaboration with key stakeholders (including landowners/managers and volunteer groups) to agree on ongoing maintenance responsibilities and establish suitable funding.	2,3

No.	Action	Phase
Partnership		
G8	Work with Mornington Peninsula Regional Tourism Board to engage with long distance walk, ride and cycle tour operators to explore opportunities for activation on the nationally famous Two Bays experience.	3
G9	Host a Mornington Peninsula Trails forum to explore progress and opportunities.	2
G10	Develop a partnership model for major entities to support the Mornington Peninsula Trails.	2
G11	Develop a Trail Charter that businesses, environmental groups and communities can sign onto.	2
Community		
G12	Continue to undertake community engagement activities in line with the MPS Peninsula Trails Communications and Engagement Plan.	On-going

Activation Actions

Activation includes actions that can be undertaken immediately and others once trails are created. Ongoing activation will be critical to the success of the trail network.

No.	Action	Phase
Key Connectors		
A1	Develop an Activation Strategy with Partners.	2
A2	Explore potential for a trail festival with key partners, BLC and Community.	On-going
A3	Encourage and facilitate community activation of the Trail through events and grants programs.	3
A4	Develop with Rotary an annual Rotary trail challenge to strengthen the leadership provided by Rotary on the Mornington Peninsula and to further partnership projects.	2

Strategy Actions

There are several strategies and additional planning pieces indicated in the actions below that will support MPS to deliver the Mornington Peninsula Trails.

No.	Action	Phase
S1	Undertake a professional Brand Development process including stakeholder input and BLC involvement. This process will inform the Hero trail network brand pyramid, logo design, marketing playbook, style guide and communication material. The Brand Development process would reflect the core principles of the Mornington Peninsula Strategic Plan. Refer to Section 3.3 - Strategic Brand and Visitor Experience framework for further details.	1
S2	Revisit the Mornington Peninsula Trails logo when the trail network has an agreed dedicated vision and professional brand development. Revisiting the logo would include BLC engagement, industry engagement and community consultation/ community design process.	1
S3	Ensure ownership by MPS of the intellectual property that includes the branding elements, by use of legal pathways of copyright or trademarking.	2
S4	MPS to develop a protocol and approval process for third party use of the trails brand, including commercial operators, event managers, community groups and merchandise companies.	2
S5	Develop an Interpretation Plan reflective of the Peninsula Trails Brand Playbook and landscape stories.	1
S6	Develop a Partnership Marketing Strategy with key Partners.	2
S7	Facilitate the involvement in the Mornington Peninsula Trails from commercial operators who are well experienced in this sector and hold the appropriate licences and accreditation and strong commitment to growing the market and visitor economy.	On-going
S8	Engage early with key operators and user groups to enhance both design outcomes, infrastructure provision and prospectus development. This will ensure that an enabling environment is created that supports commercial and community use and activations.	On-going

Creation Actions

The actions below relate to delivery and implementation of the Mornington Peninsula Trails across the whole network.

The detailed design process has not been reflected in actions as MPS will go through the appropriate processes including due diligence, BLC engagement and Cultural Heritage Management Plans, environmental assessments and climate studies, relevant permits and approvals, landowner/manager engagement, leases/agreements, and community consultation for each key connector as outlined in Section 4 – Trail Overview.

No.	Action	Phase
Key Connectors		
C1	Progress the development of an overarching Mornington Peninsula Trails Master Plan.	1
C2	Undertake investigation of alternative trail options in Phase 2 (next 5 years) for: • Anthony's Nose • Whitecliffs • Mornington to Moorooduc • Hughes Rd • Red Hill to Arthurs Seat	2
C3	Focus on building the following Key Connectors in Phase 2 (next 5 years): • Anthony's Nose • Whitecliffs • Mornington to Moorooduc • Hughes Rd • Red Hill to Arthurs Seat	2

No.	Action	Phase
C4	Undertake investigation of alternative trail options in Phase 3 (5 – 10 years) for: • Blairgowrie Yacht Squadron • Arthurs Seat to Point Nepean Rd • Merricks to Balnarring • Balnarring to Bittern • Mount Martha to Safety Beach	3
C5	Focus on building the following Key Connectors in Phase 3 (5 – 10 years): • Blairgowrie Yacht Squadron • Arthurs Seat to Point Nepean Rd • Merricks to Balnarring • Balnarring to Bittern • Mount Martha to Safety Beach	3
General		
C6	Undertake an infrastructure audit and explore opportunities to reuse/repurpose existing infrastructure and where new infrastructure is required to support the trails experience.	2
C7	Undertake an assessment of public transport links (ferry, train, bus) across the Mornington Peninsula to identify connections with the trail network and where directional signage required.	2
C8	Identify nodes, trails or products linked to the Mornington Peninsula Trails that require clear wayfinding, for example Red Hill wineries, Two Bays, specific experience trails (e.g. art trail, all accessible sections/loops).	3
C9	With BLC and MPS Arts and Culture explore opportunities for art along the trail and connecting to existing art and culture attractions. Investigate creating a connection between the McClelland Sculpture Parks and the Point Leo Estate Sculpture Park and using art to interpret the Western Port Biosphere and RAMSAR.	3

No.	Action	Phase
C10	Explore opportunities with relevant MPS departments and local environmental groups to coordinate planting and habitat creation with the trail delivery.	On-going
C11	Explore partnership opportunities for use of local sustainable materials in trail design and infrastructure.	On-going
C12	Develop nodal iconic starting / end points for key elements of the trail network such as The Two Bays Walk and the rail trail.	3
C13	Explore options for alternative funding such as not-for-profit partnerships.	3
C14	Explore different mechanisms with Rotary to fund the trail in partnership with all levels of Government and the community.	2

5.4 Measures of Success

Ongoing monitoring, review and evaluation of the Mornington Peninsula Trails will support the project and ensure it responds to emerging opportunities and challenges through a process of continuous improvement. Key review milestones include:

- Report on progress every year
- Revisit the concept every 5 years
- Review the trails when new opportunities emerge or in response to change (e.g. new attractions, major events).

The following table details measures of success for the Mornington Peninsula Trails linked to the anticipated social, environmental and economic benefits of the project.

Table 5: Measures of Success

Benefits	Description
Overarching	• Funding is achieved to deliver the trails. • The Key Connector links are delivered. • The BLC is engaged throughout the project and Traditional Owners acknowledged through trails and design including employment opportunities. • Partnerships with the MP Regional Tourism Board, stakeholder and community groups, and land management agencies are established and strengthened. • The Mornington Peninsula Trails are delivered in alignment with the proposed vision and principles. • The Mornington Peninsula Trails is a recognised brand and logo. • Ongoing funding is achieved for trail maintenance.
Social	• The trail network is used for both recreation and tourism. • Increased participation in walking and cycling activities. • Reduced health issues and improved physical and mental health across the Shire. • Increased trips to work and school by active transport. • Increased social connection and sense of place.
Environmental	• Reduced car use. • Reduced vandalism and environmental destruction in trail areas. • Enhanced natural connections. • Manage environmental footprint
Economic	• Increased visitation particularly outside of peak tourist times (off-peak and mid-week tourists). • Greater dispersal and distribution of visitors across the Mornington Peninsula. • Increased economic value from tourism and hospitality. • The trail construction and operation generate jobs. • The trail stimulates private investment. • Health and wellbeing cost savings through an increase in physical activity.

MORNINGTON
PENINSULA
Shire