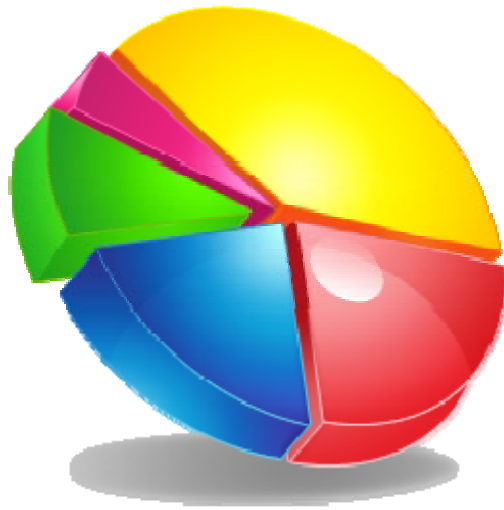


VISTAT PLAN

Goldfields



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1.introduction

Background

The Department of Environment and Conservation primary recreation and tourism objective in the management of its lands and waters is *“to facilitate the public enjoyment of the natural attributes of public lands and reserved waters in a manner that does not compromise conservation and other management objectives”*.

The main aim of the Department's Visitor Information and Statistics (VISTAT) Program is *“To ensure that we have access to the type of visitor information needed to make strategic decisions on all facets of planning, funding, developing, managing and monitoring nature based recreation and tourism opportunities. It is important that this data is accurate, reliable, up-to-date and cost effective to collect”*. (VISTAT 2000)

Informed decisions on the management of recreation need to be made, to achieve these objectives. Establishing visitor usage levels and patterns, aids this process. The responsibility for recording and processing visitor data is shared between the Department's Districts, Regions, and the Social Research Unit. It is a requirement that Regions and Districts collect data on visitor numbers.

(VISTAT 2000, Guidelines for the Collection of Visitor Information Data on CALM Managed Lands and Waters, 1999)

Aim

To collect information on visitor numbers at recreation sites within the Gold fields Region so as to meet operational and corporate needs.

Objectives of this plan

This plan will specify:

- The data collection techniques to be employed within the Region;
- Which areas are to be included in the data collection program and specific locations where vehicle and pedestrian counters are to be installed;
- How often different data such as traffic counter readings are to be collected or
- visitor satisfaction surveys conducted; and
- The staff responsible for collecting, processing and maintaining visitor data

2. VISTAT priority settings

Priority one sites

These sites are monitored continuously, due to the sites having high visitation through out the year, which provides a base line on visitor numbers to the Goldfields Region. By collecting data continuously these sites will also show indicative seasonal peaks, which will be able to monitored every year, were as lower priority sites will only be able to be compared once every three years. Reports will be able to be written in reference to visitation per financial year and calendar year once a full set of data is collected.

The priority one site includes:

- Kalgoorlie Arboretum
- Boondi
- Rowles Lagoon

Priority two sites

The priority two sites will be collected for one financial year out of every two financial years on a roller over plan. This means that a 6 month period will be measured each calendar year on a six month alternate rotation. After four financial years a yearly visitation comparison between all priority two sites will be able to be compiled, until such time only yearly breakdown will be available

Priority two sites include:

- Burra
- Holland Track
- Cave Hill
- Vic Rock
- Goongarrie
- Wallaroo

Priority three sites

The priority three sites will be collected for two financial years in a row, every four financial years. By the end of a rotation enough data will be collected for a yearly visitation comparison between two financial years, and a full set of data for a calendar year, which is useful for writing reports which refer to calendar years. Due to the lower visitation currently seen at these sites a longer rotation period has been set for these site, but has being counterbalanced by extending the monitoring period.

Priority three sites include:

- Jaurdi
- Credo
- Lake Mason
- Queen Victoria Spring Nature Reserve

3. VISTAT ratio monitoring

As part of the current VISTAT system, vehicle numbers must be turned into visit numbers. This is done by placing two estimate values of number of visitors (visits) per vehicle into the VISTAT database under two categories. The first category is the number of visitors per class 2 and 3 vehicles (passenger vehicles to four wheel drives) and the second category includes class 4 and 5 (trucks and buses). Once the values have being inputted, the database converts the number of vehicles into the number of visits. Vehicles classified under class1, includes vehicles such as motor bikes and push bikes, no conversion value is needed as it assumed that class 1 vehicles only have 1 visitor.

Due to the two values inputted into the database having the largest impact on the output of number of visits, accept for the vehicle number itself, it is integral that this number be accurate. Otherwise over or under estimation of the number of visits will occur.

A general conversion value of 2.5 per class two/ three vehicles and 12 per class four and five vehicles is currently being used in the Goldfields Region. Though this number is commonly used among other regions, there is no evidence to show that this is the number of visits that the Goldfields obtain from each vehicle entering the region.

The visitor number form (Attachment **) has been created to be carried in the field and will be filled out whilst doing rec runs or weekend patrols. Once the sheets have been completed the value should be updated on a 3 month basis. By collecting such data a more evidence based value will be used, which will provide the Goldfield's with a more accurate number of visits.

General assumptions that will be made by using attachment **::

- All rec sites have the same number of visitors per vehicle
- There will be no major difference in the number of visitors per vehicle per month during the each 3 month sampling period.

4. Site Plans.

Site: Rowles Lagoon

Rowles Lagoon is a developed site with access to seasonal swimming and water skiing.. It has well-developed sites and good year round access. The Golden Quest Heritage Drive Trail also passes through the reserve and is an attraction for 4WD and history enthusiasts. Rowles Lagoon attracts water skiers during the warmer months when the water level is high enough. It is well known by locals for weekend camping or day trips. Tourists traveling from Kalgoorlie and Coolgardie often make the drive for a nature-based experience, especially bird watching and the unique wetland. It is adjacent to Clear, Muddy Lakes Nature Reserve.

As this site is a priority one site a vehicle counter will be permanently located at an entrance into Rowles Lagoon capturing an accurate account of the number of visitors to the reserve. As there is only one main entry to this site, the counter will remain on this access track as it will provide the most accurate counts of vehicles entering the site.

Other type of visitor measurement that may be carried out at the site include

- Visitor survey
- Field Observation

Site surveys should be carried out at the recreation site when visitors are at the site whilst any site works are being carried out.

Site: Boondi

The redeveloped Boondi Rock recreational area is expected to continue to attract increased visitation. The majority of visits are commuters, people towing caravans camping for the night or pulling over for a rest period and 4WD trippers and campers from Goldfields towns and elsewhere.

As this site is a priority one site a vehicle counter will be permanently located between the fee site and the recreation site enabling the counter to capture an accurate account of the number of visitors to the reserve. As there is only one main entry to this site, the counter will remain on this access track as it will provide the most accurate counts of vehicles entering the site.

Other type of visitor measurement that may be carried out at the site include

- Visitor survey
- Field Observation
- Number of people paying fees to enter the site

Site: Queen Victoria springs Nature reserve

Queen Victoria Springs has no current PVS developments, but Queen Victoria Spring Nature Reserve is an established destination for people, 4WD enthusiasts following early explorer routes. Certain sites are frequently used for camping, any increasing visitation to the area must be roughly estimated or measured as to allow reasoning for any future development required to protect the area.

This site has several entry points, though a main track exists where most visitors to the site access the reserve. A counter will be placed on the northern entry/exit point of the main track within the reserve, as the most accurate count can be achieved as traffic is funneled past this point. Entries to the east will not be measured as it is thought that these access points may be overgrown or non-existent any more. Minor entry points are only used by people with local knowledge, local traffic not using the main road could be estimated by adding 5% to the total number of visits recorded by the counter whilst on rotation at the site.

Other type of visitor measurement that may be carried out at the site include

- Visitor survey
- Field Observation
- Number of people who have recorded in the Visitor book should also be taken into consideration

This site is a priority three site.

Site: Goongarrie Homestead

The Former Goongarrie Pastoral Station has a large number of visitors per year due to location, development and promotion. Goongarrie attracts group events, locals camping and people travelling along the Goldfields Highway. Tourists can drive into Goongarrie for a visit, rest stop or to camp the night and experience the old station buildings. With only an hour travelling time, many people from Kalgoorlie visit or camp at Goongarrie for the weekend. The facilities are ideal for groups or weekend functions.

The Goongarrie traffic counter when on rotation will be situated at the main entrance; however, there are other access points to the homestead, these may need to be taken into consideration by adding 5% value to the total number of visits at the end of each financial year.

Other type of visitor measurement that may be carried out at the site include

- Visitor survey
- Field Observation
- Number of people who have recorded in the Visitor comments book should also be taken into consideration
- Bookings for camping should also be taken into consideration as a way to measure visitation when the counter is not in place. This number should be taken from collating the bookings booklet in the front office as all stays are recorded in this booklet. Plus an added value of 20% to the total number of visitors who camp to account for day visits.

This site is a priority two site.

Site: Credo Homestead

There are multiple recreation activities available at Credo Station. Prospectors, day trippers, history buffs and 4WD tours may all pass through Credo. The Golden Guest discovery trail passes through the reserve, it is adjacent to Rowles Lagoon and there are good access roads.

The Credo Homestead traffic counter when on rotation will be situated on the main entrance; however, there are other access points to the homestead, these may need to be taken into consideration by adding 5% value to the total number of visits at the end of each financial year.

Other type of visitor measurement that may be carried out at the site include

- Visitor survey
- Field Observation

- Number of people who have recoded in the Visitor comments book should also be taken into consideration
- Bookings for camping should also be taken into consideration as a way to measure visitation when the counter is not in place. This number should be taken from collating the bookings booklet in the front office as all stays are recorded in this booklet. Plus an added value of 20% to the total number of visitors who camp to account for day visits.

This site is a priority three site.

Site: Jaurdi Home stead

Jaurdi is a former pastoral station with a proposed tenure of Conservation Park. It has well-developed facilities at the homestead site. The main type of visitation is from local Goldfields and Southern Cross residents camping for a weekend and groups.. Long weekends and school holidays are often booked out in advance. Mining operations have used Jaurdi as a long-term base for exploration. An active visitor book is located at the station accommodation, which provides an indication of the number of visitors. The Regional office takes bookings for the homestead facilities and from these good estimates the number of campers can be made.

The Jaurdi Homestead traffic counter when on rotation will be situated on the southern main entrance, which comes off the railway access track, due to most traffic entering or leaving the site via this entry/exit track. There are other access points to the homestead, these may need to be taken into consideration by adding 10% value to the total number of visits at the end of each financial year.

Other type of visitor measurement that may be carried out at the site include

- Visitor survey
- Field Observation
- Number of people who have recoded in the Visitor comments book should also be taken into consideration
- Bookings for camping should also be taken into consideration as a way to measure visitation when the counter is not in place. This number should be taken from collating the bookings booklet in the front office as all stays are recorded in this booklet.

Site: Lake Mason homestead

Mainly local residents of Sandstone, outback travelers, 4WD groups, prospectors, campers and homestead hosts visit the site. The Department maintains the Lake Mason facilities for camping recreation and supports campground Homestead Hosts at the station complex.

The Lake Mason Homestead traffic counter when on rotation will be situated on the main entrance, due to most traffic entering or leaving the site via this entry/exit track. There are other access points to the homestead, these may need to be taken into consideration by adding 5% value to the total number of visits at the end of each financial year.

Other type of visitor measurement that may be carried out at the site include

- Visitor survey
- Field Observation
- Number of people who have recoded in the Visitor comments book should also be taken into consideration
- Bookings for camping should also be taken into consideration as a way to measure visitation when the counter is not in place. This number should be taken from collating the bookings booklet in the front office as all stays are recorded in this booklet.

This site is a priority three site.

Site: Holland Track

The Holland track runs through the Goldfields Woodlands National Park, it is assumed most users are four wheel driver owners. By measuring the track use we can estimate use of Thursday rocks and other sites associated that are used along the track.

Other type of visitor measurement that may be carried out at the site include

- Visitor survey
- Field Observation

Site surveys should be carried out at the recreation site when visitors are at the site whilst any track works are being carried out.

This site is a priority two site.

Site: Vic Rock

Vic Rock has campsites designed both for small and large groups, interpretation facilities and a day use area. Vic Rock's proximity to the population centres of the Goldfields makes it an attractive and popular destination for visitors.

The site has only one entry point making it easy to install a metro counter for site measurement. The counter should be placed between along the entry track to count all visitors to the site.

Other type of visitor measurement that may be carried out at the site include

- Visitor survey
- Field Observation

Site surveys should be carried out at the recreation site when visitors are at the site whilst any site works are being carried out.

This site is a priority two site.

Site: Burra Rock

Burra Rock has campsites, interpretation facilities and a day use area. The link road between Coolgardie and Widgiemooltha through Cave Hill and Burra Rock provides good accessibility and should continue to encourage visitors to explore the area. Burra Rock's proximity to the population centres of the Goldfields and the old Woodline dam makes it an attractive and popular destination for visitors.

The site has only one entry point making it easy to install a metro counter for site measurement. The counter should be placed between the Burra and Cave Hill road intersection and the recreation site to count all visitors to the site.

Other type of visitor measurement that may be carried out at the site include

- Visitor survey
- Field Observation

Site surveys should be carried out at the recreation site when visitors are at the site whilst any site works are being carried out.

This site is a priority two site.

Site: Kalgoorlie Arboretum

The Kalgoorlie Arboretum currently has the highest visitation of the Region's reserves. As the city population grows, visits to the Arboretum will increase as visitors are mainly local residents walking, often with their dogs. As the Arboretum is located within a residential area and has the only area dogs can swim in Kalgoorlie, a large number of people visit it regularly. The area is also regularly used for picnics. The dual use walk path that passes through the Arboretum also attracts walkers and bicycle riders. The second attraction is the walk trails, interpretation ("window to the woodlands") and historical planting of Goldfields Eucalypts, which provide tourists and locals with information.

The vehicle counter used at the Arboretum has been located at the sole vehicle entrance for the last few years, this counter will be permanently located at the site as this site is classified as a priority one site on the site Goldfields site priority listing. As many people walk or ride to the Arboretum their visits are not counted in the current reading, to tackle this problem correction figures could be used from visitor surveys data, or the installation of a pedestrian counter at one of the pedestrian entrances. This figure could then be multiplied by three to count for all the pedestrian entries to the site, though this number will be a rough estimate of visits to the recreation site.

Other type of visitor measurement that may be carried out at the site include

- Visitor survey
- Field Observation

Site: Wallaroo Rocks

Wallaroo Rock is a new DEC reserve (constructed in 2007) and a popular site for recreation in the Goldfields Region; the site has several Woodline dams, 4WD tracks and large granite rock outcrops. Wallaroo Rock is located reasonably close to the population centres and thus is popular with local residents for weekend excursions and camping.

This site has one main entry point, which leads from the Rail Access Road to the Wallaroo recreation site. The only other potential access point to the site is a four wheel drive track that intersects the entry track before the site entry. Thus meaning when a metro counter is installed on the site rotation roster, it should be installed after the four wheel drive and main entry track intersection, so all vehicles potentially entering the site are counted.

Other type of visitor measurement that may be carried out at the site include

- Visitor survey
- Field Observation

Site surveys should be carried out at the recreation site when visitors are at the site whilst any site works are being carried out.

This site is a priority two site.

Site: Cave hill

The site at Cave Hill is well-developed. PVS facilities include a walk trail, campsites, viewing platform, toilets, regional ecological information and day use area.

Potential users of the Cave Hill recreation site are Goldfields residents, general tourists and 4WD clubs as a weekend camping spot, or day drive due to its proximity to Coolgardie.

The site has several entry points including

- The link road constructed in 2003 by the Coolgardie Shire between Coolgardie and Widgiemooltha
- The Woodline four wheel drive track
- The four wheel drive track to Higginsville
- And a unnamed four wheel drive track that enters the site from the south.

The main point of entry would be the link road between Coolgardie and Widgiemooltha, though vehicles do enter the site from the other various entries and this should be taken into consideration when calculating the amount visits the site receives.

A metro counter placed on the main entry point will count all vehicles entering the site, and outgoing vehicles. Previous data collected from this counter placement has shown there is a larger number of a vehicle's entering the site, which we could assume means that some vehicles are leaving via the other points of entry. Thus meaning when site analysis is being carried out, the field (in or out going vehicles) with the larger number of vehicles recorded in it, needs to be entered into VISTAT database. As more vehicles may enter the site through the main point of entry or through another point of entry and leave via the main point of entry. The assumption made for this analysis is that all vehicles are either entering or leaving via the main point of entry and that vehicles are not entering and leaving via the four wheel drive tracks.

Other type of visitor measurement that may be carried out at the site include

- Visitor survey
- Field Observation

Site surveys should be carried out at the recreation site when visitors are at the site whilst any site works are being carried out.

This site is a priority two site.

5. Visitor satisfaction

The principal methods of gauging visitor satisfaction are visitor satisfaction surveys and comments made by the public either verbally or written. Letters of comment are replied to and any issues of concern are considered and dealt with in the appropriate manner. Although this method is not assessable, the process will continue, as it is important that any public concerns are addressed.

Visitor books provide another means to gauge visitor satisfaction and number of visitors to recreation sites. These should be collected on a six monthly schedule. The collection should include photocopying the comments made and placing the originals on the corporate filing system under the reserve code from which the file was taken. The copy should be bound with a cover page and protective cover, so it can be returned to the site from which it came from as a record of previous visits.

To be able to have a report compiled on visitor satisfaction, a minimum of a 100 surveys must be collected within a financial year. Due to most recreation sites in the Goldfields being remote and some sites having low visitation during weekdays when works are being completed at the sites , the region shall be separated into three different survey areas to enable enough surveys to be collected so that reports can be written across the different recreational activity the goldfield region supplies, as follows:

- Kalgoorlie arboretum, due to this site having the highest visitation within the Goldfields Region, it is appropriate to have a survey completed here every year. The surveys should be collected using the following techniques:
 - Random survey- surveys that will be conducted whilst employees are carrying out work at the arboretum
 - Three monthly survey days- where a table is set up at the arboretum so that surveys can be conducted.
 - By request – surveys should be kept in the front office so both positive feedback and negative feedback from the public can be recorded at the front office
- General Goldfields recreation sites- this will include all the major recreation sites within the region, such as Burrra, Boondi, Wallaroo, Cave Hill, ETC. The surveys should be collected using the following techniques:
 - Random survey- surveys that will be conducted whilst employees are carrying out work various sites.
 - By request – surveys should be kept in the front office so both positive feedback and negative feedback from the public can be recorded at the front office
- Goldfields stations – This includes all the stations that currently have care takers, camp ground hosts or facilities to be able to facilitate survey being filled out. The surveys should be collected using the following techniques:
 - Care taker survey- care takers will facilitate the filling out of surveys at each station to ensure most visitors fill out a survey.
 - By request – surveys should be kept in the front office so both positive feedback and negative feedback from the public can be recorded at the front office.
 - Station booking – surveys should be handed to or sent the public when a booking is made to stay at a station.

6. Recording

All data collected in the field shall be placed in the VISTAT database, so the most accurate number of visits across the region is recorded for reporting.

Data shall be broken down into the following data sets:

- Hard copies
 - Vehicle break down forms- (see attachment***) this form is used to break down the data provided by MC report into a hard copy for the region. It also allows for easier estimation of vehicles number for when a data set is not complete. Once this form has been completed per month, it should be filed in the VISTAT Operations file under the vehicle data tab. At the end of each financial year, all completed vehicle break down sheets should be moved over to the VISTAT archive file and placed under a new tab stating what financial year.
 - The visitor number form – on completion should be filed in the vehicle data tab. The data from this form should be inputted into the visit conversion factor excel sheet
- Digital copies
 - Local visits data table- this excel table will contain the number of visits to each site per month, the number of visits is taken from the vehicle breakdown form, which is filled in from the VISTAT database output. This should be done every three months.

- The MC data set- this is the digital file of the data collected from the metro count unit, it should be stored under its site name in the correct financial year file within the T drive.
- The VISTAT data base- this is where all the data will be placed for corporate reporting.
- Visit conversion factor excel sheet- this sheet will store all the data from the visitor number form, and convert it into a value that should be used in the conversion factor when inputting data on in the VISTAT database. This should be done on a three monthly basis.
- The VISTAT asset database- this database is located under the RATES heading on the intranet homepage. This is to be kept up to date regarding counter movements and repairs.

7. Reporting

Reporting is an integral part of the visitor statistics program, reporting can be broken down into two levels:

Regional reports:

Reports shall be written on yearly basis at regional level, regional reports will include:

- Number of visits to each site
- Site comparisons
- Vehicle class breakdown per vehicle.

This should be done at the end of each financial year.

Corporate reports:

All input into the VISTAT database should be completed half way through June. From this the corporate report will be created for recreation sites across the state

When all visitor surveys have been handed in at the end of financial year a report should be compiled by the social research unit. Once the report has been produced and received by the region, it should be placed in corporate filing system under appropriate file number.

Attachment 1

All materials can be bought from metrocount, as shown below it is easy enough to make our own products for quarter the cost

Wire loops (cleats)

Product: the wire ties and brass clasp for holding the tubing in place

Providing company: Sling rig (see product contact details in section 12)



Product name

7 x7 stainless steel, steel core wire 2mm diameter - \$1.15 per metre

2.5mm feral - \$0.20 per clasp

All off the shelf.

How to make loop

- Obtain special crimping tool (looks like bolt cutters)
- Cut Stainless steel in 18cm lengths.
- Then loop and add feral
- User crimps to crimp the feral.

Centre Road Flaps.

Product: the material to hold down tubing in the middle of roads

Providing company: DEC



To get material call up any Southwest district office ask for any damaged or left over lay flat hose. Once the hose arrives cut into sections for installation. Holes will be made in the hose whilst hammering through the tube into the road.

Road nails and Spikes

The smaller nails are referred to as ***** and larger spikes are called decking spikes, both these products can be purchased form any hardware shop. (Bunnings)



Road tubing,

Can be purchased from CDJ Rubber in Sydney. (see contact details in section 12), better to buy in bulk as freight always costs a bit.



Attachment 2

NAME & ADDRESS	PHONE/FAX NO.	E-MAIL ADDRESS/Website	SERVICE PROVIDED
CDJ Rubber Products 65 LANGFORD DR KARIONG NSW 2250	Ph: 02 43401682 Fax (02) 4340 5144	cdj.rubber.products@bigpond.com.au website:cdjrubber.com.au	rubber tubing supplier CHEAP TUBING
Metrocount	9430 6164 Fax 08 9430 6187	sales@metrocount.com support@metrocount.com	Pneumatic counters and Accessories
Sling rig	Ph 97256380 Fax 97259371	http://www.slingrig.com.au/	wire and feral for tube holders
Social research unit Martin Randall Head office	Ph 9334 0595	Martin.Randall@dec.wa.gov.au	DEC VISTAT Coordinator

Attachment 3**VISTAT ANNUAL CALENDAR**
Goldfields Region

Time of Year	Task	Comments
December	Break down data collected from counters	
Jan	Purchase materials for the years activities Carry out ratio monitoring	
Feb	Field data collection Replace batteries in all counters	
March	Break down data collected from counters	
April	Ensure that all the data has being inputted into the VISTAT database on the RATIS site Carry out ratio monitoring	
June	Field data collection	Double check all data is inputted into the RATIS database
July	Create annaul VISTAT Report Move counters to locations stated in vistat rotation plan	
October	Carry out ratio monitoring	
November	Field data collection	

Attachment 4

Date	Rec site	Vehicle type number	Number of people in vehicle

Vehicle type numbers

1 = Motorbike

2= Passenger vehicle

3= Four wheel drive

4= Mini bus

5= Bus or
coach

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