

Support the Rottnest Island (Wadjemup) walk trail project

Rosalie Small, Rottnest Foundation



The Wadjemup Walk Trail project is a major recreation and conservation initiative which is set to become an internationally recognised environmental, cultural and tourism showpiece for Western Australia.

The first section of the Wadjemup Walk Trail, the Bickley Bay Walk opened in December 2013. This section of trail includes formalised beach access, revegetation and interpretive signage at Henrietta Rocks made possible by a Coastwest grant in 2012.

The trail consists of a 50 kilometre network of trails to provide public access and connection to the island's rich natural features, abundant wildlife and unique cultural heritage while also providing a strategy to minimise the pressures of tourism on the natural environment.

The trail will enable new, and enhance existing, recreational experiences; connect existing recreational sites to each other; and improve accessibility by linking with existing transport services and island facilities.

Interpretive signage will foster appreciation of the cultural significance, multiple histories and environmental dynamics of Rottnest and encourage visitors to better understand, protect and respect the island.

Visitors can take walks from one-hour to two days depending on how long they stay, (day-trippers or overnight stays), age, ability and interests (for example cultural, environmental or fitness). The trail will incorporate purpose-built disability access at main beaches and attractions to ensure that all members of the community can enjoy its highlights.

Establishing the trail has incorporated considerable community involvement in all aspects, with volunteers working on closing and rehabilitating ad-hoc access tracks and damaged coastal areas using site stabilisation, revegetation and fencing to prevent quokkas grazing on new seedlings. Revegetation of denuded areas will reduce the risk of erosion, minimise environmental degradation and increase habitat for island wildlife.

Wadjemup Walk Trail projects in progress

There are currently three grant-funded trail projects in progress:

- The Lakes Walk Trail section funded by the Department of Sport and Recreation, supported by Lotterywest - due for completion June 2014
- Formalised coastal access to Fairbridge Bluff and small surfing lookout funded by the Western

Australian Planning Commission and Caring for Our Country - due for completion December 2014

- Seal viewing platform at Cathedral Rocks funded by AusTrade - due for completion March 2015

Rottnest Foundation

The Rottnest Foundation is an independent not-for-profit volunteer organisation that aims to conserve the essence of Rottnest by raising public awareness of the island's fragile ecology and attaining funding to assist in the conservation of the island's natural and cultural assets. The foundation plays a central role in the management of the trail as a strategic partner with the Rottnest Island Authority, raising social and financial capital for the project.

Funding target - \$4.25 million!

This year marks the start of a major fundraising campaign in which the Rottnest Foundation has committed to raise \$4.25 million for the Wadjemup Walk Trail project. This funding, matched with dedicated volunteer support (the Rottnest Society, Winnit Club and Conservation Volunteers Australia) and Rottnest Island Authority operational funds, will enable our collective vision for a world-class recreational walk trail to become a reality, with a goal for completing the entire trail by 2018!

Benefit packages

Benefit packages are tailored to suit corporations' marketing strategies, programs, budget and objectives. Examples of benefits include, but are not limited to, inclusion in media releases, acknowledgement of sponsorship via social media, naming rights of a trail facility, incorporation of corporate logo on website(s), print material and signage, and establishment of a corporate volunteering program on Rottnest to directly connect your employees to this significant community project.

Support the Wadjemup Walk Trail

If you would like to become a sponsorship partner and connect your corporate brand to this sustainable project or if you would like to make a private donation, please contact the Rottnest Foundation Grants and Sponsorship Coordinator on 0447853820 or grants@rotnestfoundation.org.au.

For more information please visit www.rotnestfoundation.org.au/

Bickley Bay Walk courtesy Rottnest Island Authority