



BAY OF FIRES MASTERPLAN EXHIBITION DRAFT

Prepared by Hansen Partnership for Break O'Day Council
and Tasmania Parks and Wildlife Service
February 2026



ACKNOWLEDGEMENT OF COUNTRY

Hansen Partnership acknowledges the Traditional Owners of the diverse lands on which we live and work and recognise their deep spiritual connection to land, air and water as Custodians of Country.

We pay our respects to all First Nations people and to their ancient and enduring culture.

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1 INTRODUCTION

1.1 PROJECT OVERVIEW

Hansen Partnership has been engaged by Break O'Day Council and the Tasmania Parks and Wildlife Service ('PWS' hereafter) to prepare the Bay of Fires Masterplan. The East Coast is one of Tasmania's fastest growing tourism region with an increase in both interstate and international visitors. With visitation rising, there is an urgent need to consider how to sustainably manage tourism growth and ensure that the right type of infrastructure is in place to protect the significant environmental, cultural, social and economic values of this coast.

This Masterplan builds upon the community engagement and analysis work undertaken to date and presents a framework that responds to the key issues and opportunities identified for the Bay of Fires.

1.2 PROJECT OBJECTIVES

The project objective is to deliver **a high quality environmentally, economically and socially sustainable Bay of Fires experience for the next fifteen years to 2040.**

To deliver on that objective, the Masterplan must have regard to:

- The need for protection and enhancement of the natural environment.
- The need for protection and enhancement of cultural values.
- The needs of the community and residents.
- The drivers of the local economy.

1.3 STUDY AREA

The study area is known as the Bay of Fires, comprising both private and public land, including the Bay of Fires Conservation Area and parts of the Mount William National Park. The study area extends from just north of Eddystone Point (Larapuna) down to Moulting Bay. It includes the Bay of Fires beaches and surrounding campgrounds, as well as the freehold land within this boundary. Refer to **Figure 1: Study Area Map.**

While this defined study area is the focal point for the Masterplan, it is acknowledged that the visitor experience often begins earlier in the journey, beyond the immediate study area in St Helens.





Legend











-  Study area Bay of Fires masterplan
-  National park & reserves
-  State forest
-  Road route number
-  Arterial road
-  Major road
-  Tracks
-  Lagoon
-  Rivers or creeks
-  Beach

Figure 1: Study Area Map

1.4 PROJECT PROGRESS

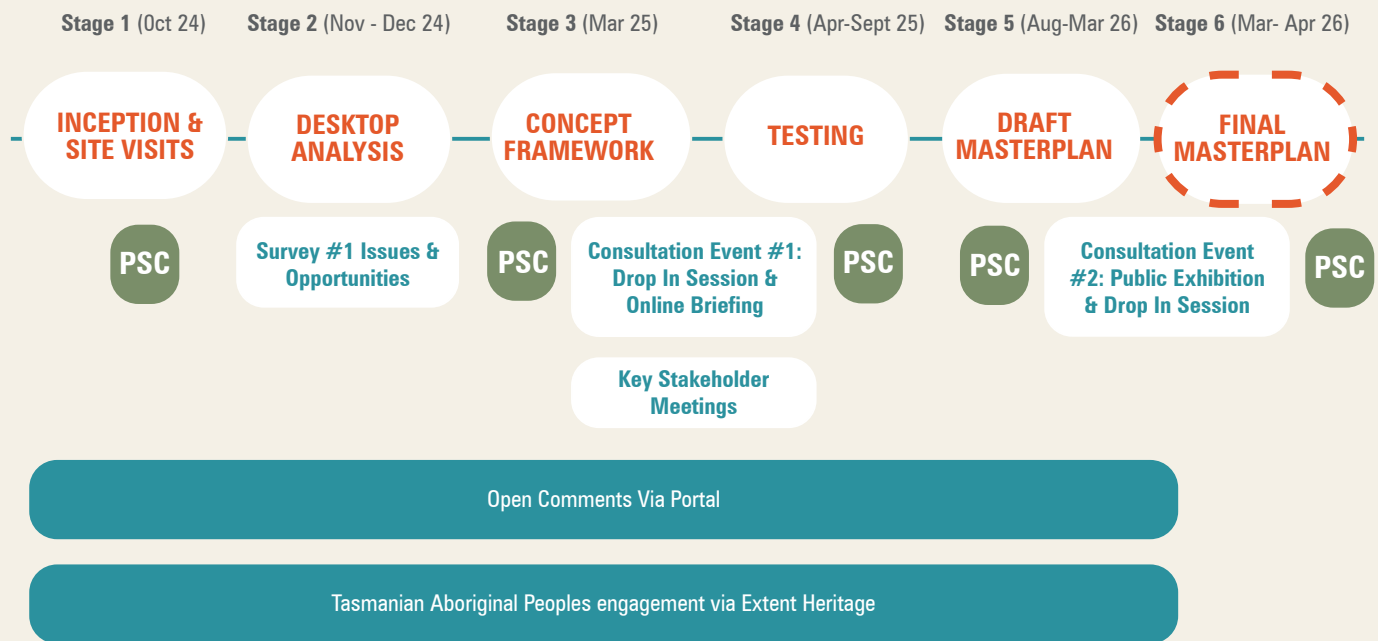
The project process to date has been through the following phases of work:

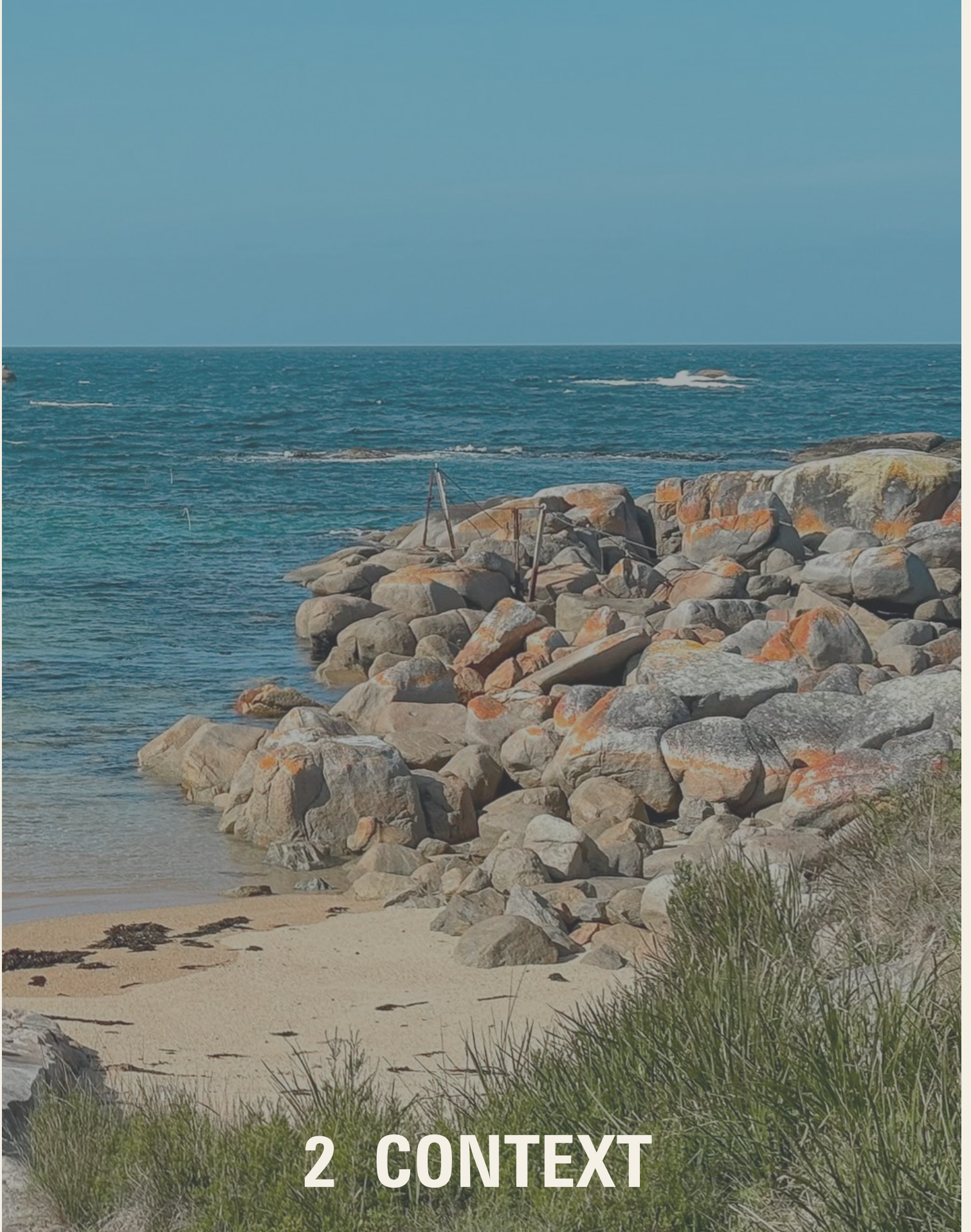
- **Stage 1** which included site visits of the study area and surrounds.
- **Stage 2** which included the background analysis through the review of key relevant documents.

During the early stages of engagement across both Stage 1 and 2, consultation efforts focused on establishing an initial understanding of the issues affecting the study area from perspectives of those who live and work in the area, along with those who visit the area. In parallel, engagement with Tasmanian Aboriginal Peoples was undertaken and has continued throughout the project. In addition to comments from the Project Working Group, survey answers and portal comments were received from 361 respondents.

- **Stage 3** involved developing and testing a Concept Framework. The framework has drawn from a strong basis of background analysis work and site visits and was then tested with the Project Working Group.
- **Stage 4** which tested the findings the first survey and the concepts developed as part of the Concept Framework through in-person and online consultation opportunities in May 2025.
- **Stage 5** involved the preparation of the draft masterplan, followed by further review from the Project Working Group and the current public exhibition.
- **Stage 6** will be the finalisation of the masterplan, informed by the feedback and comments from the draft.

We encourage you to stay up to date with the project as it progresses via the online project portal at <https://bayoffiresmasterplan.org/>





2 CONTEXT

2 CONTEXT

The following pages 'set the scene' and provide a snapshot of the context across the study area:

- DEMOGRAPHIC PROFILE
- SETTLEMENTS
- ACTIVITY NODES
- ENVIRONMENTAL VALUES
- CULTURAL VALUES
- TOURISM PROFILE
- ACCESS & MOVEMENT
- PLANNING & LAND MANAGEMENT

2.1 DEMOGRAPHIC PROFILE

The demographic profile snapshot is based on 2021 ABS Census data and 2024 ABS estimates for the entirety of the Break O'Day Council.

POPULATION

The total population estimate for the Break O'Day Council area is 7,163 (as of June 2024 based on the ABS' Estimated Residential Population). This represents an 1.9% increase from the previous year.

In the absence of specific 'study area' only population data, this ABS population estimate includes settlements and areas beyond the study area itself (ie. St Helens which is the largest coastal town in the north east of Tasmania, which had a recorded population of 2,206 in the 2021 Census). [2.2 Settlements](#) provides a more focused estimate of residents across the key settlement areas in the study area.

AGE

Over half of the recorded population (58%) in the Break O'Day Council area are over the age of 50. Compared to Tasmania, the entirety of the Break O'Day Council area has:

- A larger percentage of 'empty nesters and retirees' (60-69 years old) (22.3% compared to 12.2%) and 'seniors' (70 to 84 years old) (18.4% compared to 12.3%).
- A smaller percentage of 'young workforce' (25 to 34 years old) (7.2% compared to 12.7%) and 'tertiary education and independence' (18 to 24 year olds) (4.5% compared to 7.6%).

HOUSEHOLD TENURE & TYPE

- Individual / separate houses make up nearly the entirety of the recorded dwelling types (~90%).
- Household tenure in the area is predominantly home-owners (70%), while 20% of households are renters. The remainder fall into other or unspecified tenure categories.

2.2 SETTLEMENTS

The study area includes the key settlement areas of **Ansons Bay, The Gardens and Binalong Bay**. They are the key 'clusters' of privately owned / rented shacks and homes that cater to the local community and visitors, with Binalong Bay being the largest settlement. An overview of the 2021 ABS Census results for the number of residents and private dwellings is provided below.

St Helens also has an important role as the largest settlement along the north east coast, particularly given it is a key gateway to the Bay of Fires and it also provides a range of essential services and facilities for the local community and visitors. It is therefore relied on heavily for fuel, water and providing general services. While it is not located in the immediate study area, its significant role / function, dependency and interconnectedness to other settlements and locations is acknowledged for the preparation of the Masterplan.

Private dwellings within the study area are not all permanently occupied, but are instead used seasonally as holiday homes or visitor accommodation. This means that population and activity levels fluctuate throughout the year, with peak occupancy during holiday periods. These seasonal variations are an important consideration for understanding settlement character and patterns of demand on local infrastructure (e.g. car parking) and services.



62 residents
223 private dwellings



16 residents
27 private dwellings



247 residents
358 private dwellings



2.3 ACTIVITY NODES

The study area comprises various 'activity nodes' throughout, including the settlement areas and other areas that attract a range of users and visitors because of their natural features, camping, facilities and / or recreational activity opportunities that are on offer. As identified in the project's initial community engagement survey, **locals and visitors most visited locations are Binalong Bay, The Gardens and Cosy Corner.**

While variations in the availability of built and soft infrastructure, and services / specific amenities, may influence the time spent and 'activity' undertaken at each node, their primary shared function is as nature-based, recreational and ecological destinations. Collectively, their spatial distribution / relationship and mix of offerings support links between locations - physically (e.g. trails) and /or perceptually (e.g. views, personal connection, memories). Therefore, there is a level of interconnectedness between these activity node locations which reinforce the Bay of Fires in its entirety as a coastal destination.

- **Ansons Bay** is a small township with a mix of privately owned / holiday rental shacks and some emerging modern houses. With its direct access to Ansons Bay, it provides for a range of fishing and marine-based recreation activities. With its settlement and small population, it offers a quieter alternative to the more frequently visited locations within the Bay of Fires region.
- **The Gardens** has been identified as one of the most visited locations, providing some of the best vistas and is frequented by those wanting to explore its surrounding rocky inlets and beaches. It also includes a small number of private residences and a boat ramp, supporting small boats, kayaking and other marine-based recreational activities. Whilst the time spent in the location can be limited by the lack of availability of infrastructure (ie. public toilets), it is still considered a key activity node.
- **Binalong Bay** functions as a key activity node and the primary southern gateway to the Bay of Fires, serving as the main entry point for visitors from St Helens. As one of the most frequented locations in the study area (and largest settlement), it supports both local and visitor activity with a cafe / restaurant, park and picnic facilities (including public toilets), and a range of accommodation options. Its connection to the foreshore makes it a central hub of activity for locals and visitors. Binalong Bay also provides a dual lane concrete boat ramp which is accessible at all tides.
- **Eddystone Point (Larapuna)** is a relatively remote spot yet significant historic and cultural heritage landmark location, drawing in visitors to its historic lighthouse and coastal surrounds. As a local, State and national heritage site, it is a key location for heritage tourism and also a location of Aboriginal cultural significance. It is currently leased to the Aboriginal Land Council of Tasmania.
- **Grants Lagoon** is a popular recreational activity node supporting boating and other marine-based activities. Activity is centred around the lagoon itself and its connection to the ocean, offering coastal access and other informal recreation activities.
- **Cosy Corner** includes the popular north and south campgrounds (with on-site toilets), and, based on the initial project survey, was recognised as one of the most visited location. Access to sheltered beaches provides opportunities for beach and water activity.

Other areas such as Swimcart Beach also attracts high visitation as it plays a significant role in the Bay of Fires, supporting camping, day use, fishing, and connection to the Mountain Biking Trail network.

2.4 ENVIRONMENTAL VALUES

Consistently valued across both locals and visitors is the pristine natural environment with a particular focus on the conservation, reserve and National Park areas, with specific emphasis given to the beaches, lagoons and wetlands, vegetation, local wildlife and vistas.

CONSERVATION, RESERVE & NATIONAL PARK AREAS

The study area includes a mix of reserve estates:

- Ansons Bay Conservation Area
- Ansons River Conservation Area
- Bay of Fires Conservation Area
- Doctors Peak Regional Reserve (part)
- Humbug Point Nature Recreation Area
- Mount Pearson State Reserve (part)
- Mount William National Park (part)

PWS is responsible for the management of these protected areas.

COASTAL BEACHES

The coastal values underpin and are central to the character of the study area, which is known for its beaches and the iconic orange-lichen granite boulders that line parts of the shore.

Well known and loved beaches include (but are not limited to) Binalong Bay, The Gardens, Cosy Corner, Swimcart and Jeanneret Beach. Locals and visitors value the coastal beaches for their recreational opportunities such as swimming, kayaking, fishing and snorkeling. The coastal beaches provide the essential ecosystem services and benefits including habitat and natural processes.

LAGOONS & WETLANDS

Along with the coastal beaches, there are various lagoons and wetland systems throughout the study area which attract visitors for their recreational opportunities and scenic value. Importantly, these bodies of water support aquatic plant and sea life, and contribute to carbon sequestration. The lagoons and wetlands differ, with shallow systems to larger coastal lagoons including key spots such as Gardens Lagoon, Big Lagoon and Sloop Lagoon.

VEGETATION

With reference to the Tasmanian Government's *'Natural Values Atlas'* online tool and TASMAR, the north east coast provides for threatened and conservation significant flora, and includes (but not limited to) the following groups:

- **Scrub, heathland and coastal complexes:** Eddystone Point, Policemans Point and Gardens Lagoon.
- **Wet eucalypt forest and woodland:** Ansons Bay.
- **Dry eucalypt forest and woodland:** Ansons Bay, Gardens Lagoon, Big Lagoon, Sloop Lagoon, Cosy Corner North and South, Swimcart, Grants Lagoon, Binalong Bay and Humbug Point Nature Reserve Area.
- **Saltmarsh and wetland:** Grants Lagoon.

Beyond the areas managed by PWS, there are also ecologically important vegetation areas located on private properties.

LOCAL WILDLIFE

There is a diverse range of local wildlife across the study area, from terrestrial wildlife to the marine realm. Shorebirds can be spotted along the beaches and whales are present through the migration period. Surrounding bushland also supports habitat for wildlife.

With reference to the Tasmanian Government's *'Natural Values Atlas'* online tool and TASMAR, the north east coast provides habitat for threatened species (i.e. vulnerable, endangered, critically endangered) including (but not limited to):

- **Aquatic birds** such as the Black-faced Cormorant, Pacific Gull, Australasian Gannet, Musk Duck, Australian Pelican, Black Swan, Kelp Gull, and Fairy Tern.
- Other birds such as the Hooded Plover and White Bellied Sea Eagle.
- **Fish** such as the Purple Wrasse and Snapper.
- **Mammals** such as the New Holland Mouse, Tasmanian Devil and Red-necked Wallaby
- Other fauna including the Blue Ant and Snakeskin Chiton.

Beyond these and other threatened species, local wildlife provide significant value in ecosystem function. Therefore habitat protection, mitigating any threats to potential habitat loss or impacts from human activity, and ensuring that there is ongoing to locals / visitors is critical.

VISTAS & VIEWS

Vistas and views showcase the unique and picturesque landscapes of the study area. Although the entirety of the study area provides (formal / informal) points to appreciate the vistas and views, key areas include lookouts at The Gardens, Binalong Bay and Eddystone Point (Larapuna).

THREATS TO ENVIRONMENTAL VALUES

Management of Weeds

Weed Management Act 1999 provides for the control and eradication of declared weeds which include, but are not limited to, the weeds identified at some of the locations below via TASMALP:

- Bridal creeper (Binalong Bay).
- Bluebell creeper (Swimcart Beach, Grants Lagoon, and Binalong Bay).
- Spanish heath (along the Binalong Bay Road corridor, between Binalong Bay and south to St Helens).

Other 'Priority weeds' identified via TASMALP include:

- Blackberry and slender thistle (The Gardens).
- Blackberry (Policemans Point Campground, Binalong Bay).
- Winged and slender thistle, and *Agapanthus* (Jeanneret Beach Campground).

Climate Change, Coastal Hazards & Bushfire

The study area is at risk of various environmental hazards - natural and / or exacerbated by climate change - across low, medium and high scales of risk. The locational extent of these are embedded within the planning system via the overlay maps and corresponding codes, and therefore part of the decision making within these potential risk areas - as further discussed in [Section 2.8 Planning & Land Management](#).

The following hazards are interconnected with the environmental value of this coastline, and all present a low, medium and / or high level of risk depending on the location (as well as additional investigation areas):

- **Landslip:** Identified risk throughout the study area and not necessarily a localised issue for a certain area.
- **Coastal erosion:** Identified risk exists along majority of the coastline and around parts of Ansons Bay, Gardens Lagoon, Big Lagoon, Sloop Lagoon, Swimcart Lagoon and Grants Lagoon. Where a specific hazard band does not apply, there are additional pockets of coastal erosion 'investigation areas' that apply to these remaining parts of these lagoons.
- **Coastal inundation:** This notably includes parts of Ansons Bay, Swimcart Beach, Jeanneret Beach and south to Binalong Bay (including Grants Lagoon) and along the coastline toward St Helens. Where not in a band risk level, most of the remaining coastline is within an 'investigation area'.
- **Flooding:** Flood-prone areas are identified in parts of Ansons Bay and further south around Dora Point, down to and around St Helens.

Along with these hazards, climate change poses a threat to biodiversity, ecosystem services and ocean acidification with potential implications to all the above mentioned environmental values of this area.

Human Activity & Development

Human activity in the area presents a real threat to the environmental values of the area, including through:

- **Campground expansion:** As linked to the discussion on growing visitation and camping in [Section 2.6 Tourism Profile](#), camping in unauthorised areas ('informal expansion') is resulting in the loss of vegetation, erosion issues and habitat damage.
- **Waste management:** The closest waste disposal point for visitors is the St Helens Waste Transfer Centre. There are no on-site waste disposal facilities at the campgrounds, therefore visitors have to responsibly dispose of their rubbish in St Helens. Despite the 'leave no trace' principle, rubbish and waste continue to be left at campgrounds, which has been flagged as an issue consistently through engagement so far. The lack of toilet facilities at The Gardens also creates issues with human waste.
- **Informal access:** As also discussed through [Section 2.7 Access & Movement](#), informal tracks and access points have been created by pedestrians, cyclists and vehicles, impacting the natural landscape corridors.
- **The balance of recreation and conservation:** There are challenges in balancing the recreational pursuits of locals and visitors with the ecological integrity of the area's coastal environments and waterways. This includes managing pressures associated with activities such as vehicle use on beaches, dog access (including off-lead dog activity in restricted areas), and other forms of non-compliance with access controls, as well as protecting sensitive lagoon systems such as (but not limited to) Grants Lagoon. Unauthorised recreational activities, including the use of bicycles and mountain bikes in areas where they are not approved, can also contribute to environmental degradation.

Where recreation is encouraged in key locations, there will be a need to carefully balance use with conservation outcomes. In areas of higher ecological sensitivity, it may be appropriate to prioritise conservation values over recreational access to protect environmental integrity.

- **Campfire management:** Campfire use and firewood collection within PWS campgrounds and day-use areas are subject to restrictions, with significant non-compliance observed during restricted periods.
- **Development:** The natural appeal and values of the area is enhanced by the area's minimal development. Locals and visitors value the 'untouched and undisturbed' feel of the landscape, as well as the lack of physical infrastructure.

There is risk of incompatible development (e.g. built infrastructure and commercial activity) in highly ecologically sensitive areas, as well as more broadly, impacting the environmental values of the area. Beyond this future risk, there are also areas in the study area with existing infrastructure that has been flagged by locals and visitors as inappropriate or adhoc given it does not respond to the surrounding natural environmental context.

In addition, development on private properties adjoining beaches and reserves has, in some locations, resulted in informal or unauthorised access tracks through native vegetation to gain direct beach access. These access points can contribute to vegetation loss, erosion and broader impacts on the reserve estate, further diminishing environmental values.

While there are a range of pressures and threats, PWS plays an active role in managing the reserve estate, including ranger presence and waste management. However, increasing visitation is placing growing pressure on the area, and addressing this will require building on existing management efforts to ensure the long-term protection of the area.

2.5 CULTURAL VALUES

ABORIGINAL CULTURAL HERITAGE

The study area has rich cultural heritage, with an interconnected cultural landscape of significance to local Aboriginal peoples and the broader Tasmanian Aboriginal Peoples that extends across the area's land, sea and sky Country. The east coast is characterised by rock markings, stone arrangements, quarries, artefact scatters, shell middens, sand dunes and rocky high points.

There are key sites and a significant number of Registered Places within the study area recorded in the Tasmanian Aboriginal Heritage Register, all of which are subject to statutory obligations under the *Aboriginal Heritage Act 1975*. In addition, there may be cultural heritage places that have not yet been recorded due to the absence of recent comprehensive site surveys. These sites, along with the Registered Places, are sensitive locations with both tangible and intangible values that require protection now and into the future. Beyond individual sites, the study area as a whole represents an important living cultural landscape and should be recognised and managed accordingly.

There are also key significant sites and Registered Places located outside the immediate study area, but contribute to the understanding of the broader interconnectedness of the Aboriginal cultural landscape.

POST-CONTACT HERITAGE

Post-contact heritage reflects historical developments and changes in the region, playing a role in shaping cultural values associated with the study area. Along with its inclusion in the Tasmania Heritage Register, the Eddystone Point Lighthouse is a historical landmark which is also included in the Commonwealth Heritage Register. It was built between 1887 and 1889 and is recognised for its association with the development of navigational aids in the Bass Strait region. Its Commonwealth registration means it is protected under the *Environment Protection and Biodiversity Conservation Act 1999* and has its own heritage management plan (the *Eddystone Point Lighthouse Heritage Management Plan*).

Offshore also includes historic shipwrecks protected at the Commonwealth level under the *Historic Shipwrecks Act 1976* and a shipwreck south east of Ansons Bay which is included in the Australian National Shipwreck Database.

2.6 TOURISM PROFILE

Tourism along Tasmania's east coast, particularly in the Bay of Fires, continues to grow as visitors seek to experience its distinctive environmental landscapes and pristine coastline. The region has been recognised through tourism industry accolades, further boosting its appeal to visitors and contributing to its increasing profile nationally and internationally. As visitation continues to rise, ensuring that tourism is managed in a sustainable manner is more important than ever.

VISITOR NUMBERS & TRENDS

There has been a substantial increase in the number of campers and day visitors to the Bay of Fires area. Visitors are a mix of intrastate, interstate and international visitors. From 2013-14 to 2023-24, the increase of visitors, particularly from interstate and overseas grew significantly.

Peak Season

Visitation like many coastal destinations is season, weather and school holiday dependent. The 'peak' season is late December through to the Easter period. As highlighted by those who live, work and visit the area, the peak season reveals the inability of existing infrastructure to cater for these (growing) visitor numbers. There is an evident strain on the area's management and infrastructure (ie. roads, campgrounds) through these months which have flow on impacts to the local community's experience of the area. Locals (and even visitors) value the peacefulness of the off peak season.

While there is some off-season visitation, the area does not have a consistent year-round flow of visitor numbers and therefore the local tourism economy relies heavily on those peak season months.

The 'Future' of Tourism

The tourism market is dynamic and changing. With the growing interest and demand for eco and nature-based tourism, Tasmania's recent visitor economy strategy *2030 Visitor Economy Strategy* (by the Tasmanian Government and the Tourism Industry Council Tasmania) presented a vision and directions that are underpinned by sustainability. With reference to this strategy, sustainability for the visitor economy includes reducing carbon emissions (ie. through an ambitious visitor opt-in net zero visit), and protecting the environment and community values. This is also aligned with the work being undertaken by East Coast Tourism Tasmania through its 'Positive Impact Planning' approach, which seeks to ensure that tourism growth delivers net benefits for communities, visitors and the environment.

There is a strong appreciation of the area's serenity and unique natural environmental character which is central to generating tourism. In considering the future of tourism, coupled with the values of the area, it is critical that there is the right balance for long-term sustainability of the tourism economy - accommodating the reality of growing visitor numbers with the area's unique environmental assets, their 'carrying capacity', along with the ideals and expectations of the local community that live and work in this area.

ATTRACTIONS, JOURNEYS & TRAILS

The study area's natural attractions are central to visitation - these being the conservation areas, beaches and national parks - and their recreational opportunities. In the study area, the Bay of Fires Conservation Area and the Mount William National Park are the key attractions.

Synonymous with the natural attractions are the journeys and trails in and around these conservation areas, beaches and national parks. These include:

- Great Eastern Drive
- Bay of Fires Trail
- Blue Derby's Blue Tier Trail
- East Coast Whale Trail

Other attractions are located in St Helens, such as additional mountain bike trails, museum / history rooms and sporting options (golf, tennis, fishing).

VISITOR CENTERED INFORMATION, GUIDES & TOURS

There is no visitor information centre within the immediate study area. The St Helens Visitor Information Centre is the closest 'physical' point for visitor information. The centre supports visitors to plan itineraries, obtain maps and directions, use booking services for accommodation and tours, and generally hear local knowledge and insights.

In the absence of a physical information centre in the study area (other than information notice boards with posters), online information from key websites such as Discover Tasmania, and East Coast Tasmania, provide the 'easiest' point for additional information. Having access to this inevitably requires telecommunication network access (in the absence of having a typical internet / wifi source), however the reliability of network coverage in the Bay of Fires has been acknowledged as a challenge from both visitors and locals, especially in peak periods.

There are a few tour operators that are located within Binalong Bay. There are also fishing charters, kayaking and mountain bike tours nearby in St Helens.

ACCOMMODATION

Camping Options

There are camping spots across the following campgrounds below. These are often close to, at or beyond their 'formal' capacity in the peak period:

- Deep Creek (booking fee - pit toilets)
- Cosy Corner North (free - serviced with hybrid toilets)
- Cosy Corner South (free - serviced with hybrid toilets)
- Big Lagoon (free - no toilet facilities)
- Dora Point (free - includes toilets that are accessible with assistance, and showers).
- Grants Lagoon (free - pit toilets)
- Moulting Bay (free - pit toilets)
- Policemans Point (free - hybrid toilets)
- Seatons Cove (free - no toilet facilities)
- Sloop Lagoon (free - pit toilets)
- Sloop Reef (free - no toilet facilities)
- Swimcart Beach (free - pit and hybrid toilets)
- Jeanneret (free - hybrid toilets)

Campgrounds are subject to a 28 day maximum stay limit. PWS have an active role in managing campgrounds including monitoring stays, toilet facilities, fencing and access.

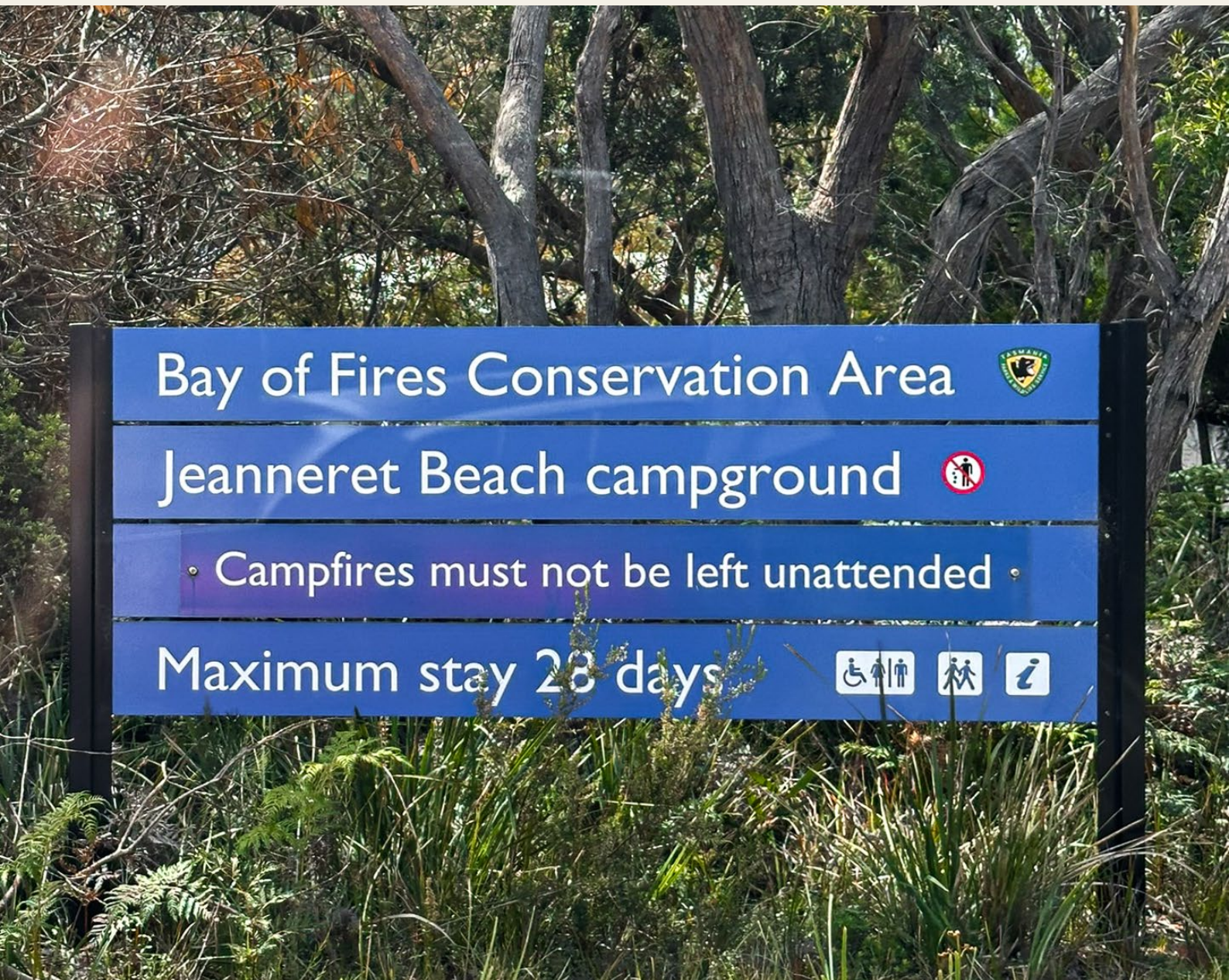
Despite this ongoing management, 'ghost camping' continues to occur which is where a campsite is held without the camper being present (e.g. using a tent or caravan onsite while residing elsewhere). In some locations, campgrounds are exceeding capacity with evidence of informal expansion which has consequential environmental impacts, including loss of vegetation. It is noted that sites at Dora Point are fenced and numbered, preventing many of the issues which affect other sites.

Other Accommodation

For the non-campers and other holiday goers, there are alternative short stay accommodation options in Binalong Bay (e.g beach houses, shacks and guest rooms). Other clusters of accommodation are located in Ansons Bay and The Gardens, which include beach houses and cottages. St Helens, outside of the immediate study area, provides the greatest range of accommodation.

There are also emerging eco and nature type accommodation options such as 'glamping' retreats which still offer the 'out-door experience' of typical camping but are located on private land and managed by private operators.

Additional accommodation is available outside the immediate study area in St Helens, including commercial holiday parks, serviced accommodation and a Council-provided 24-hour RV stop.



2.7 ACCESS & MOVEMENT

The study area is characterised by its remote 'secluded' location which presents a unique 'access and movement' context. There are a range of factors that play a role and influence how people (and fauna) move through and experience the area. These are grouped and summarised as follows below.

AIR & SEA

Air and sea ports are critical points of entry and influence the dispersal of visitor activity and movement. The study area's geographical remoteness limits direct air and sea gateway options, meaning access is reliant on a small number of key routes.

There is no direct air access to the east coast; visitors rely on Launceston Airport (approximately a two-hour drive) and Hobart Airport (up to a four-hour drive, with a wider range of flight connections) as air gateways. St Helens Airport operates nearby, primarily servicing private and charter flights rather than regular domestic services.

The Binalong Bay and Ansons Bay boat ramps provide a level of sea access for visitors, local residents and small vessels. The nearby St Helens Wharf and Marina, and Georges Bay, also provide access for fishing and recreational boating and other marine activities.

PEDESTRIAN & CYCLING

Pedestrian movement is centred on casual recreational walking, hiking, access to vantage points, and exploration of the area's unique coastal environment. Key trails and circuit walks include the beaches of the Bay of Fires, the Blue Tier Trails, the Binalong Bay Coastal Walk, and The Gardens Track.

The Bay of Fires MTB is the key (formal) cycling route, providing a link between Blue Tier and Swimcart Beach. Cycle touring occurs on existing tracks and public roads, contributing to visitor transport choice and broader dispersal.

Pedestrian access throughout the study area to the foreshore and other coastal vantage points is ad hoc, via a mix of formalised and informal paths and tracks. A lack of consistent and appropriate wayfinding, signage and other information has contributed to repetitive informal access through environmentally sensitive areas. The absence of a continuous walking / cycling track between St Helens and Binalong Bay is particularly noted.

ROADS & VEHICLES

Private vehicles are the predominant mode of transport to, from and within the study area for both locals and visitors. Visitors also move through the area via tourism-operated or private shuttle buses, including school groups and commercial touring groups.

Gardens Road and Ansons Bay Road serve as the key road access routes, linking Binalong Bay to The Gardens and connecting the northern extent of the Bay of Fires to the Tasman Highway, a major arterial route along the east coast managed by the State. Other key roads include Eddystone Point Road and Binalong Bay Road. These local roads are essential for movement within the area and also provide scenic views of the coastline and surrounding bushland. Locals and visitors have highlighted that sections of these roads (and others), including unsealed segments, can be unsafe and affect vehicular safety and traffic flow.

In the absence of a public transport network, private vehicles remain the most common and reliable mode of transport for locals and visitors. Correspondingly, there is significant demand for the availability of car parking and appropriate parking spaces at key locations.

WILDLIFE & HABITAT CORRIDORS

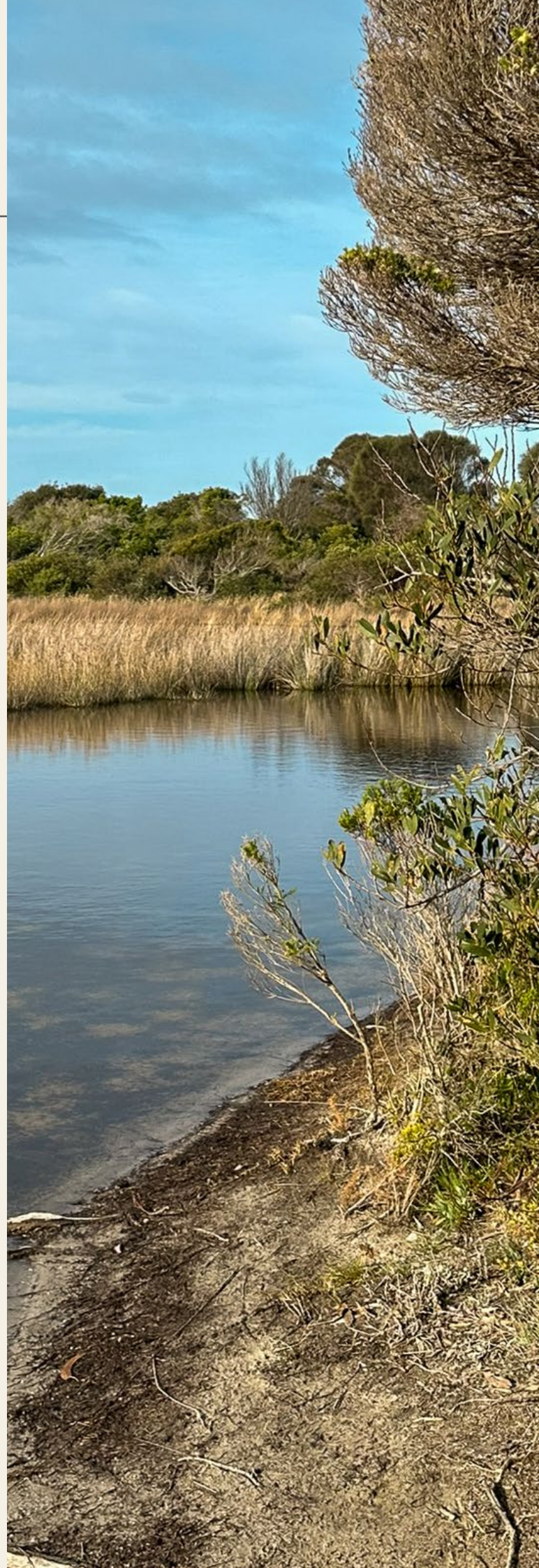
Access and movement are also considered for wildlife, and are as important - if not more so - than how humans interact with and move through the area. The coastal zone supports vegetation communities that are both widespread and locally specific, providing habitat for high species diversity and maintaining ecological connectivity. Beyond facilitating wildlife movement, vegetated landscape corridors also provide critical environmental connections between surrounding natural landscapes.

2.8 PLANNING & LAND MANAGEMENT

RESERVES MANAGED BY TASMANIA PARKS AND WILDLIFE SERVICE

PWS is responsible for the management of the protected areas within the study area which include Humbug Point Nature Recreation Area, Ansons Bay Conservation Area, Ansons River Conservation Area, Bay of Fires Conservation Area, Doctors Peak Regional Reserve, Mount Pearson State Reserve and Mount William National Park. PWS are guided by legislative requirements and objectives for the reserves.

Any activity or development proposal within these areas are considered and assessed through the Reserve Activity Assessment ('RAA') process. The RAA process ensures consistency with any applicable statutory management plan or, in the absence of a statutory plan, the reserve class purpose and management objectives. The PWS develop non statutory plans, policy and guidance documents to support decision making through the RAA process.



TASMANIAN PLANNING SCHEME & BREAK O'DAY LOCAL PROVISIONS SCHEDULE

Outside of the areas managed by PWS, planning and land management is guided by the Tasmanian Planning Scheme which includes the State Planning Provisions (SPPs) and the Local Provisions Schedule (LPS) for Break O'Day.

The following zones, overlays and codes are applicable to the study area.

Zone

The following zones apply to the study area:

- **Agriculture Zone:** supports and protects land for agricultural purposes.
- **Community Purpose Zone:** provides for community facilities and services (ie. health, education and government).
- **Environmental Management Zone:** it protects, conserves and manages land with significant ecological, scientific, cultural or scenic value. This is the predominant zoning in the study area and is generally applied to public / Crown land, land with significant natural hazards, and / or private land where use and development should be limited because of its values.
- **General Business Zone:** provides for business, commercial and retail functions.
- **General Industries Zone:** protects and provides for industrial uses and activities.
- **General Residential Zone:** provides for residential uses and compatible non-residential uses.
- **Landscape Conservation Zone:** protects, conserves and manages landscape values (ie. large areas of bushland or areas of important scenic value).
- **Low Density Residential Zone:** provides for low scale residential uses and compatible non-residential uses.
- **Open Space Zone:** provides for open space purposes, such as public parks, gardens, playground and urban reserves.
- **Particular Purpose Zone - Ansons Bay Small Lot Residential:** protects residential amenity and waterfront character, and manages natural hazards (including local area objectives).
- **Particular Purpose Zone - Coastal Settlement:** protects residential amenity, including existing settlement pattern and coastal character, and manages natural hazards and other compatible uses.
- **Recreation Zone:** protects and provides for small to large scale recreational uses.
- **Rural Living Zone:** provides for residential and other compatible uses and development that protects the rural setting and existing uses.
- **Rural Zone:** protects and provides for uses and development that is compatible with surrounding rural land and agricultural uses.
- **Utilities Zone:** provides for major utilities installations and corridors.
- **Village Zone:** provides for small rural centres with a mix of residential, community services and commercial activities.

Overlays & Codes

The following overlays and / or corresponding codes apply to the study area:

- **Bushfire-Prone Area overlay** identifies areas of bushfire risk. It applies the Bushfire-Prone Areas Code which seeks to ensure the use and development is appropriate and reduce risk to human life and property from bushfire.
- **Coastal Erosion Investigation Area overlay** identifies investigation areas for coastal erosion. The Coastal Erosion Hazard Code can apply, which ensures the use and development is appropriate and manages risk from coastal erosion, without increasing risk or exposure to an unacceptable level of risk (people, property and infrastructure).
- **Coastal Inundation Investigation Area overlay** identifies investigation areas for coastal inundation. The Coastal Inundation Hazard Code can apply, which ensures the use and development is appropriate and manages risk from coastal inundation, without increasing risk or exposure to an unacceptable level of risk (people, property and infrastructure).
- **Flood Prone Areas overlay** identifies areas prone to flood - it applies the Flood-Prone Areas Hazard Code which ensures the use and development is appropriate and manages risk from flooding, without increasing risk or exposure to an unacceptable level of risk (people, property and infrastructure).
- **Future Coastal Refugia Area overlay** identifies potential coastal refugia areas based on predicted sea level rise and storm surge height - it applies the Natural Assets Code to protect these coastal areas and natural processes.
- **Low, Medium and High Coastal Erosion Hazard Bands overlays** classifies land within a coastal erosion hazard area into a low, medium or high hazard band - it applies the Coastal Erosion Hazard Code to appropriately manage risk.
- **Low, Medium and High Coastal Inundation Hazard Bands overlays** classifies land within a coastal inundation hazard area into a low, medium or high hazard band - it applies the Coastal Inundation Hazard Code to appropriately manage risk.
- **Low, Medium and High Landslip Hazard Bands overlays** classifies land within a coastal landslip hazard area into a low, medium or high hazard band - it applies the Landslip Hazard Code to appropriately manage landslip risk.
- **Priority Vegetation Area overlay** identifies areas with potentially threatened native vegetation or fauna habitat, or locally important native vegetation - it applies the Natural Assets Code if within a particular zone.
- **Scenic Road Corridor overlay** identifies Eddystone Point Road, Ansons Bay Road, Binalong Bay Road and Gardens Road as scenic road corridors - it applies the Scenic Protection Code which protects their landscapes and their scenic values.
- **Waterway and Coastal Protection Area overlay** identifies waterways, wetlands, and coastlines, focusing on managing riparian vegetation and potential impacts to water quality or habitat - it applies the Natural Assets Code to protect these waterways and coastal areas.
- **Local Historic Heritage Code** applies to the local heritage places of Bayley Rocks, the Bay of Fires Area, Eddystone Light Station, and Stone Cottages, and significant trees at Binalong Bay.
- **Parking and Sustainable Transport Code** is not applied by any overlay mapping but may apply to a new use or development.
- **Road and Railway Assets Code** is not applied by any overlay mapping but may apply to a new use or development that requires new vehicle crossing or increases vehicle traffic.
- **Signs Code** is not applied by any overlay mapping but may apply to any new signage.

Specific Area Plan

The **Stormwater Management Specific Area Plan** applies to parts of Binalong Bay.

STATE, REGIONAL, MUNICIPAL AND LOCAL DOCUMENTS

Along with the provisions of the Planning Scheme, a range of State, regional, municipality and local level strategies, policies, plans and guidelines inform and guide decision-making for planning and land management in the study area.

An overview of the key documents relevant to the study area is provided herein. However, the background review was not limited to these documents alone, extending to a broader range of materials, both directly and indirectly relevant to the preparation of the masterplan.

State Level

- **Tasmanian State Coastal Policy (1996, revised 2003 & 2009)** - guides planning and development in coastal areas.
- **Tasmanian Reserve Management Code of Practice (2003)** - sets standards and practices for new activities in land-based reserves.
- **Tasmanian Coastal Works Manual (2010)** - sets statutory and legal obligations for coastal development and works.

Regional Level

- **Marine and Safety Tasmania - East Coast Marine Infrastructure Strategy (2013)** - establishes a regional framework for marine infrastructure investment, including upgrades to the Binalong Bay Boat Ramp.

Municipal Level

- **Break O'Day Strategic Plan 2017-2027 (revised 2022)** - the municipality's strategy for development and sustainable growth, including relevant economic and environmental objectives.
- **Break O'Day Council Municipal Management Plan (2016)** - the key overarching plan for managing land use, infrastructure and natural resources. This also includes the following plans that are part of the broader Municipal Management Plan:
 - *Coastal Plan* - guides land use, environmental protection and infrastructure priorities along the coastline (including Ansons Bay, The Gardens, and Binalong Bay).
 - *Recreation & Open Space Strategy* - provides a framework for enhancing recreational spaces, including the Blue Tier Trail.

- *Responding to Climate Change* - identifies climate risks (e.g sea level risk, bushfire risk) and adaptation measures (while the risk profile and climate has continued to change and evolve since this time, it emphasises the need to plan and adapt for climate change).
- **Break O'Day Council Community Infrastructure Design Guidelines (2013)** - establishes standards for public infrastructure, roads, parks, and community facilities.
- **Break O'Day Recreational Trails Strategy (2022)** - guides the development and activation of a sustainable trail network to maximise social, economic and health benefits.

Local Level

- **Binalong Bay Foreshore Masterplan (2014)** - outlines the long term foreshore planning strategy (based on 2013 community consultation) and includes site analysis of key destinations, connections and views, with key planning principles, directions and projects.
- **St Helens and Surrounds Structure Plan (2013)** - provides a strategic vision for land use and development in St Helens and its surrounds (which includes Binalong Bay, The Gardens, and other nearby coastal settlements) over the next 20 years.

Other Documents (Tourism & Economy)

- **Positive Impact Plan (underway)** - is currently being developed by East Coast Tasmania Tourism in collaboration with the community, industry and key stakeholders. It focuses on building an understanding of community aspirations and using this as the foundation for future tourism development.
- **2030 Visitor Economy Strategy (2023)** - outlines priorities and actions for Tasmania's visitor economy, with short term action plans to address changing market needs and success across community, industry and government.
- **East Coast Destination Management Plan (2013)** - provides recommendations for sustainable tourism growth on Tasmania's East Coast, focusing on product development and marketing.
- **Break O'Day Economic Strategy (2013)** - focuses on tourism development, infrastructure investment, and economic sustainability.



3 ISSUES & OPPORTUNITIES

Based on site visits, background review, consultation and engagement to date, this section presents the consolidated emerging issues and opportunities for Masterplan consideration. While this section spans a wide range of issues and opportunities, there are two key critical areas that were consistently highlighted from the feedback and engagement to date:

- **Protection of the natural environment:** The quality and characteristics of the surrounding natural environment underpin the reasons why the local community chooses to live here and why visitor numbers are increasing. The natural environment is also tied to Aboriginal biocultural values that reflect the deep relationships Tasmanian Aboriginal Peoples have with the land and waterways. Everything is interconnected to the area's natural environment and while there is an individual 'natural environment' theme, the consideration of the environment extends across all themes and their issues / opportunities.
- **Improved and safer access:** Vehicular movement and the management of roads has been consistently flagged as a significant issue for the area. Improved and safer access is intertwined with overall experience of the area, and there also needs to be the prioritisation of modes of transport other than cars through improved linkages.

While the other emerging issues and opportunities follow under the subheadings of **ACCESS, IDENTITY, ENVIRONMENT** and **ACTIVITY**, we recognise that these are often 'cross-theme' issues and opportunities, and are not necessarily to be considered 'in silo' from one another. These themes are directly linked to the type of actions and recommendations that can be made through the development of a Masterplan.

3.1 ACCESS

Access directly influences how locals and visitors interact with and experience their surrounding environment. Considering access more holistically will ensure that every aspect of movement and access through the Masterplan creates an inclusive and connected environment – understanding that functionality and experience are intertwined. The key issues and opportunities have been grouped under the key areas that follow.

PRIORITISING & IMPROVING ALTERNATIVE MODES OF TRANSPORT

Access to, from and within the study area is currently dominated by private vehicles for both locals and visitors. Based on existing infrastructure and access and movement conditions, private vehicles are generally considered the most convenient option. Some of the area's key drawcards and experiences are also vehicle-oriented, including journeys along the Great Eastern Drive and travel along scenic corridor roads.

With private vehicles the overwhelmingly dominant mode of transport, ongoing growth in tourism has resulted - and will continue to result - in increased numbers of vehicles and caravans on local roads, unless improved access for alternative transport modes (such as walking and cycling) is prioritised through the Masterplan. With access identified as a clear issue through engagement to date, it is critical that transport and access arrangements are explored to enable these alternative modes to become viable options to private vehicle travel. There has been consistent feedback regarding the need to 'bridge the gap' in pedestrian and cycling connections to St Helens through the provision of new linkages.

Improving alternative transport modes is important not only for enhancing access and movement to, from and within the study area, but also from a sustainability perspective and in aligning with broader State-wide visitor economy directions, including the reduction of greenhouse gas emissions. Prioritising non-vehicle travel can also assist in reducing the actual and potential impacts of vehicle use on ecological and cultural heritage values. Reducing reliance on private vehicles further supports protection of the surrounding landscape and natural environment, which remains a shared priority for both the local community and visitors.

FORMAL & ALL ABILITIES ACCESS

There are areas of informal track development and access that are resulting in vegetation loss and damage. Ensuring that the Masterplan carefully considers the location of appropriate formal access points will help to avoid the prevalence of unwarranted access routes and informal track creation. As discussed further, formal access can also be improved through the provision of appropriate signage and wayfinding information for visitors. There is also an opportunity to improve accessible beach access in selected locations where this is most appropriate and feasible.

ROAD SAFETY & EFFICIENCY

Synonymous with private vehicles dominating the way locals and visitors move throughout the area, there is an added strain on existing road infrastructure during peak periods. This includes the sealed and unsealed roads, as well as particular concerns raised by the local community about intersection safety and the movement of larger vehicles. Other than the nearby Tasman Highway, access roads within the reserve estate are managed and maintained by the PWS, which is an important consideration when planning for future improvements and highlights the need for a coordinated approach between land managers to address current pressures and future demand (ie. general maintenance, speed and managing car parking).

VISITOR DISPERSAL & MANAGEMENT

Impacts to the safety and efficiency of the roads also stems from 'key sites' being the most popular and tourist heavy locations to visit.

Feedback has suggested that wayfinding and signage could be improved to disperse and direct visitors to alternative locations they may not have necessarily known about previously. However this needs to be carefully guided to avoid directing visitors into environmentally sensitive locations. Within the reserve estate, visitor management should be informed by the *Reserve Standards Framework* applied by the PWS.

Beyond what wayfinding and signage improvements can offer is looking at how the dispersal of people can be influenced. Opportunities for visitor dispersal and management which could ease the congestion of people (and vehicles), allowing for the transfer between different modes of transport will be important to explore as longer term, access via private vehicle only is likely to be incompatible with the protection of environmental values. A centralised point for visitor dispersal also brings an opportunity to have a hub of information in the immediate study area which is lacking (physically) given St Helens provides the closest service centre.

With St Helens being predominant 'start of trip' point, there is an opportunity to position a 'Gateway' between St Helens and Binalong Bay. While we would seek to test exactly what the local community and visitors want and expect to see in a 'Gateway' location like this, some initial ideas include opportunities to present storytelling of the history of the area, as well as provide educational resources for responsible, low-impact and eco tourism, and bushfire and coastal hazard information.

3.2 IDENTITY

Considering identity as a theme ensures that future uses and development respect the past while contributing to an authentic and meaningful sense of place moving forward into the future. This ensures that the unique character, heritage and values of the area are captured in the creation of the Masterplan.

ABORIGINAL CULTURAL HERITAGE

The area has rich cultural values which continue to be explored and understood through Extent Heritage's Aboriginal community engagement process. At present, there is limited publicly available information about the location, extent and nature of Aboriginal cultural heritage across the coastal landscape, and further work is required to identify, document and appropriately manage these values.

While the key issues and opportunities will be developed through this collaborative process, there is a distinct lack of tangible representation and recognition of Aboriginal cultural heritage on the coast. There are clear opportunities to improve meaningful cultural engagement and storytelling. This will be undertaken through work with the Tasmanian Aboriginal Peoples to consider appropriate cultural references in key areas / locations (i.e. lookouts), interpretative signage, public art and cultural trails that reflect knowledge and stories of the land and the Aboriginal cultural landscape to deepen the understanding of the surrounding natural environment through a cultural lens.

POST-CONTACT HERITAGE

There is also a significantly valued post-contact heritage of the area linked to the maritime history and local, State and nationally significant Eddystone Lighthouse. This is a valued location and landmark, and there is opportunity to showcase local stories and interpret this heritage and other historical information of the wider area through displays and other informational aids. In the case of Eddystone, this would need to be in consultation with the leaseholder, the Aboriginal Land Council of Tasmania.

'LANDSCAPE RESPONSIVE' MATERIALITY & DESIGN

Locals and visitors value the lack of development in the area and are worried about inappropriate built and physical infrastructure and development impacting these values. Concern was also expressed through feedback around some recently built infrastructure and the appropriateness of past responses to the landscape and context.

There is an opportunity to improve the materiality and visual prominence of more 'sustainable and natural' materials and colours to better align with visitor expectations and improve sustainability - such as prioritising the use of timber and planting over the use of concrete and asphalt. Through the Masterplan, materiality and a more landscape contextual response could avoid the adhoc and conflicting visual appearance of built vs natural. By putting a 'landscape lens' over everything, this can greatly increase the biodiversity of plantings in key public areas to ensure that any new amenities or facilities are fit for purpose.

While the coastal character is undoubtedly the inherent feature across each settlement, they also have their own unique qualities based on their locational positioning and offerings. Like Ansons Bay (i.e. through development standards in the Particular Purpose Zone), there is opportunity to recognise the different identities of these settlements, improving the management of these areas through other supporting mechanisms such as design guidelines to ensure the character of these locations are protected.

ENGAGEMENT & INFORMATION FOR ALL AGES

With the lack of a physical information point / centre, and other signage through the study area, the translation of real stories and educational information is limited for visitors. As discussed, the potential 'Gateway' hub point can be established to improve the availability of information and allow visitors to really engage with the area thoughtfully. The area being a well-loved 'family destination' also brings opportunities to strengthen the engagement for all ages. There are opportunities to harness the use of digital media through the area with trails, kids games and selfie spots. There are also opportunities to further explore ways in which younger visitors can be more engaged with the history of the area, particularly the Aboriginal cultural history, through the integration of stories within the landscape (ie. proposed areas for play, digital media).

3.3 ENVIRONMENT

As recognised upfront, the natural environment is understandably the key consideration for the development of the Masterplan. The environment is central to the economic and social vitality of Bay of Fires and the wider north-east coast. Conservation of the environment are inherently tied to the protection of Aboriginal cultural heritage and values. Its ongoing conservation and restoration is critical both now and into the future in the face of a changing climate.

ECOLOGICAL SENSITIVITY

With areas of different levels of ecological sensitivity, there is a need to identify and classify these in the Masterplan to ensure that their locations are clearly understood and recognised. Importantly, there is an opportunity to ensure that the areas of particularly higher ecological value are safeguarded and that vulnerable and / or endangered communities are protected. This identification and classification is important to direct any potential development to areas where there will not be impacts to environmental values in highly sensitive locations.

This also promotes the identification of areas of the highest ecological value on private land for ongoing management - engaging with and encouraging private landowners to identify and manage these areas to conserve ecological values and habitat. This process should also involve engagement with Tasmanian Aboriginal Peoples to support ecological surveys and the identification of culturally informed environmental values and places.

In conjunction with the discussion in the **Activity** theme next, there is a need to protect the coastal and waterway areas, their marine-based activities and what happens in the associated 'buffer' areas surrounding these (i.e. balance recreation uses or formally designate and manage conservation purposes only). There also needs to be emphasis on addressing potential water quality impacts by identifying and managing key sources of pollution (i.e. disturbance of surrounding land uses and road / trail run off impacts).

WILDLIFE CORRIDORS & LANDSCAPE CONNECTIVITY

Wildlife corridors and landscape connectivity are increasingly threatened by human activity, particularly through informal access and movement within the study area. This is evident in camping and day use areas where vehicles, caravans and tents are extending their campsite footprints into adjoining vegetation areas. This disrupts natural vegetation pathways, again further compounding the broader impacts of human-induced disturbances in these areas.

Across the interconnected landscape, emphasis should be placed on enhancing landscape connectivity and to identify and protect wildlife corridors to promote long-term biocultural and ecological health and resilience. Opportunities to embed this in the considerations of the Masterplan include clearly defining and improving formal access, managing roadside vegetation (balancing habitat connectivity with bushfire risk mitigation) and managing the definition of campground and day use areas.

WASTE MANAGEMENT

Greater numbers of people in the area naturally lead to increased human activity and waste production. Waste management is a key issue and particularly amplified during peak periods. The Masterplan will consider the function of the St Helens Waste Transfer Centre in supporting visitor waste disposal, alongside other opportunities that support the PWS' 'leave no trace' approach - ensuring visitors take all rubbish with them when they leave. The management of human waste in areas lacking toilet facilities is also a significant environmental issue.

CAMPFIRE MANAGEMENT

There are concerns with campfires, including where and when fires are lit (particularly during fire restriction and ban periods). Campers are expected to bring their own firewood. Firewood collection is available from Sustainable Timber Tasmania firewood coupes, outside the reserve estate.

Seasonal fire restrictions apply across all PWS campgrounds in the study area to minimise fire risk. There is opportunity to strengthen campfire management through the Masterplan with clearer definition of where campfires are permitted, consistent messaging regarding fire restrictions, and improved guidance for visitors on appropriate firewood sourcing.

SEPTIC SYSTEM MANAGEMENT

Increased visitation and changes in the use of private dwellings (particularly where former family shacks are now operating as short-stay holiday rentals) have placed additional pressure on existing on-site wastewater systems. As many of these systems were originally intended for private residential use, they may not be suitable to accommodate the higher occupancy rates and frequency of use associated with holiday rental accommodation.

The Masterplan can note the importance of ongoing septic system management as part of broader environmental considerations associated with increased visitation, including the potential environmental and public health risks.

CLIMATE RESILIENCE

Along with the natural processes of the coastline and waterways, the study area faces various levels of exposure to all coastal hazards. The levels of risk are likely to be exacerbated as a result of climate change into the future. Applying a climate resilience lens into environmental considerations and decision-making ensures a level of 'future-proofing' while enabling the Masterplan to remain adaptive and responsive to both the knowns and unknowns of climate change.

Strengthening ecological communities is critical to their ability to adapt to climate change. As per the defined coastal refugia areas, there are key priority areas for biodiversity retreat which should be translated appropriately into the Masterplan. The Masterplan has the opportunity to ensure that there is flexibility in understanding that the landscapes may shift and evolve over time. This also has implications on infrastructure delivery, in terms of locational selection and design specifications / requirements.

3.4 ACTIVITY

The study area includes a mix of activities and land uses such as formal / informal recreation, camping, and other human / environment interaction points through physical and non-physical infrastructure (i.e. water-based activities) - all of which need consideration in the Masterplan.

CAMPING

With the long-established existence of free camping, there are current and future issues associated with its sustainable management. The strain on the area's campgrounds is particularly evident during peak periods and as visitation to the region continues to increase, this is expected to continue and potentially worsen. Despite the 28 day maximum-stay limit, 'ghost camping' continues to occur (where a campsite is held without the camper being present) and some evidence of overstay is also noted. In some locations, this contributes to campgrounds already near, at capacity, or beyond capacity. This becomes a space issue and limits the availability for usual, holiday campers, resulting in informal campground expansion.

Feedback so far has also heavily focused on improving the management of all campgrounds such as through the use of a booking system and options to define sites.

With this, there have also been suggestions to move away from the fee-free camping and introduce a payment process - with the intention to 'give back' to the local area through using these fees for upgrades and general maintenance of the area. However, this free accommodation option is also highly valued by visitors, allowing them to bring their whole family and spend money in the local area in other ways.

The Masterplan acknowledges the risk of flow-on impacts to northern campgrounds. Any future changes to campground management would need to be carefully considered in the context of broader visitor behaviour, environmental sensitivity, and existing state-level camping and tourism strategies, to avoid overflow into other environmentally sensitive areas.

MANAGING CONSERVATION PRIORITIES

The coastal areas and lagoons are valued recreational spots for locals and visitors. However in response to the ecological and cultural sensitivities of these areas, the balance for these areas need to be resolved. Most critical to this is ensuring that current and future activities and land uses do not impact on conservation priorities, and that they are context-specific to fit with the unique priorities of this coast.

In particular, Grants Lagoon has historically been subject to discussion around whether the priority should mix both recreation and conservation, or clearly define the buffer area and appropriate water-based activities through a more conservation lens. Conservation priorities, in particular for Grants Lagoon, present opportunities to also improve the Day Use Area and for signage to appropriately manage activity in the area.

In conjunction with the opportunity to clearly identify ecologically sensitive locations, there should be a clear and simple guide for investors (ie. areas encouraged and areas discouraged), to promote conservation priority areas as distinct from investment areas.

COHESIVE PLANNING & LAND MANAGEMENT

With a mix of land owned and managed by Council, the PWS, and private owners, there is a need to ensure that decision making around planning and land management accounts for this mix and that the Masterplan develops a cohesive and clear approach. One opportunity to support this is reviewing the existing subdivision and zoning of private land in the study area, to ensure that they works cohesively with the region's community and environmental goals and ambitions.

Fire risk management is also a key consideration and there is opportunity to ensure a consistent management approach to protect human life and the environment. The Masterplan can also review the provision of essential services such as reticulated water and sewerage, ensuring that key areas can be managed sustainably and that servicing meets local and visitor expectations, particularly in peak periods where demand and pressure is higher.

IMPROVED, FIT FOR PURPOSE FACILITIES / AMENITIES

Activity at the 'key locations' (i.e. time spent, and the way in which humans engage / interact with the natural environment) is largely dependent on the supporting co-located facilities and amenities. While there is some satisfaction with the study area's existing conditions and offering, there are several opportunities for improvement.

The PWS has undertaken an ongoing program of infrastructure upgrades across the Bay of Fires area in recent years. These works have included fencing to exclude access from sensitive vegetation areas, clearer delineation of sites and movement corridors, new and upgraded toilet facilities, signage, and campground hardening to protect environmental values and improve functionality.

Some missing facilities that have been noted are outdoor showers and picnic / shade areas. Feedback from engagement so far has flagged the potential to improve small, day-to-day needs that would be beneficial to both locals and visitors such as public toilets. There is also opportunity to identify the existing facilities and amenities, ensuring that they are fit for purpose through ongoing maintenance and improvements as necessary.

The availability of facilities and amenities plays an essential role in the dispersal of visitation across the area, ensuring that there is more balanced access to natural assets / values (such as maintaining that 'peace' and 'less crowding' which locals / visitors value). With this, there is opportunity to further explore how facilities and amenities can meet the needs of the local residents, as well as visitors, and consider whether they should remain shared or if there is feasibility in some separated facilities to ensure that there is no conflict between users (ie. during the peak periods).

NATURE-BASED & DIVERSITY IN EXPERIENCE OPTIONS

There should be diversity in recreational experiences and activity while ensuring that they respect the region's natural values. This ensures that all user groups abilities can engage with the area in a meaningful way. Binalong Bay serves as the largest settlement and activity node, loved by locals and visitors as the most visited location in the study area. There is an opportunity to enhance this role as a central activity hub, with a revitalised (or 'reimagined') nature-based playground and information hub. Beyond the coast and into the marine-realm, there is also opportunity to explore the potential for shipwreck activation through guided boat tours and dive opportunities to / from Binalong Bay. Ansons Bay also has the potential to diversify its recreational offering with a new park / playground to cater for children and families.

There is also opportunity to improve lookouts and establishing a thread / connected network of viewing points that cater to different users. This is a low-impact way to engage with the surrounding environment and presents other opportunities for story telling and educational information to support these locations too. Working in partnership with Tasmanian Aboriginal Peoples, these initiatives could also support culturally informed interpretation and storytelling that reflects the Aboriginal cultural landscape and deepens understanding of place.

There are other opportunities to improve key infrastructure at The Gardens, including the turning circle, picnic spot, toilets and upgrades to the causeway area, to enhance user experience and support longer stays. The design and components of these areas needs to be carefully considered to ensure that additional issues (for instance with waste disposal) are not created.



4 MASTERPLAN

4 MASTERPLAN OVERVIEW

This section of the report contains the Masterplan for the Bay of Fires. It is framed around three key elements:

- **The Vision** – this statement seeks to encapsulate the clear vision that was communicated by stakeholders, residents and others who value the Bay of Fires area. It reflects 'guiding principles' tested during engagement and underpins the Guiding and Masterplan Actions which follow.
- **Guiding Actions** – these are overarching actions which affect the whole or large parts of the study area. The recommendations contained within represent important steps to protect and enhance the valued characteristics and to support sustainable development in the area.
- **Masterplan Actions** – these are more place specific actions which include clear direction around certain parts of the study area. The study area has been split into three sections and a number of recommendations are included for each section.

The 'Bay of Fires' is now an internationally renowned destination. Unlike most 'destinations' however, what the 'Bay of Fires' is (e.g. location / geographical extent, overall identity etc) remains poorly defined. Given the extensive area this lack of clarity around destination is at the root of many of the challenges facing the area. Visitors are not sure which areas to head to for which activities and distances, road types and levels of accessibility are not clear before a 'point of no return' is reached. Infrastructure such as car parking areas remains very informal and, as a result, is used inefficiently. At peak times this not only creates unnecessary congestion, but the informal nature also encourages damage to the surrounding coastal environment as areas are 'informally' expanded over time. A lack of options for access – relying almost entirely on private vehicle usage is growing increasingly unsustainable in peak periods.

The challenge is how to provide better definition and protection for the environment while maintaining the 'informal' character which is an important and valued part of the character of the Bay of Fires. This 'non-urban' informality is also a key contributor to the type of tourism offer identified as most suitable in various tourism strategies for the area, which places particular value on sustainable, nature-based experiences.

That is the role of masterplans such as this one.

The Bay of Fires area is also made up of a number of different areas managed by both Break O'Day Council and the Tasmanian Parks and Wildlife Service. The area also includes a mix of private and public land, including 'legacy' subdivisions in highly environmentally and visually sensitive areas. Funding streams for both are limited, so opportunities for State and Federal funding are important. Acknowledging the iconic nature of the Bay of Fires area highlights the need for investment from State and Federal Government to ensure the area is managed and developed in a sensitive manner. A Masterplan provides a clear blueprint that helps guide and coordinate future investment decisions.

Critically it also allows for the development over time of a consistent approach, even where funding for projects identified in the document may be delivered over a number of years, depending on the ability for Council, the PWS and community groups to source funding for projects.

THE VISION

The Bay of Fires will continue to grow as a tourism destination, and visitation to the area will be actively managed to ensure that the beautiful environment and the tangible and intangible natural and cultural values of the coastline and its stories are protected into the future.

The Bay of Fires will join other sites in Tasmania as an exemplar of areas which sensitively manage large volumes of visitors in a manner which not only protects but enhances the environment as it exists today.

The Bay of Fires will develop as a world class destination, sensitively managed and cohesive. Future development will not further damage, but will work to repair and enhance the landscape and associated ecology.

Access to the area will be significantly diversified and improved and those visiting will have a wide variety of opportunities to learn about the land, its history and those who inhabit it.

5 GUIDING ACTIONS

5.1 GUIDING ACTION 1 ('GA1')

RECOGNISE THE ECOLOGICAL VALUES AS THE CORE OF THE BAY OF FIRES IDENTITY

The natural environment is what draws people to the Bay of Fires area. It is absolutely fundamental to the value that the local community, Tasmanian Aboriginal Peoples and the many tourists who visit see in this area.

As a coastal environment however, it is one of the most delicate and dynamic ecosystems and the current way the area has been used and developed is not sustainable, particularly as visitor numbers increase, vehicles and campers get bigger and climate change impacts further.

Protecting the ecosystems that underpin this incredible place can be compatible with people living in and visiting the area - it just requires deliberate choices and careful management. Feedback from engagement overwhelmingly called for this to be prioritised and key tourism studies for the Bay of Fires have highlighted that the future of the area lies in sustainable, nature-based tourism. Prioritising environmental values in high-yield tourism areas has significant precedent not only globally but also within Tasmania and this Masterplan applies that same lens to the Bay of Fires.

There is already sufficient land cleared or otherwise available, if used more efficiently, to support the needs of the area, including within existing settlements. Importantly, this Masterplan is guided by a principle of avoiding unnecessary land clearing, with any clearing associated with tourism-related activities to be minimised and limited to what is required for environmental remediation, safety, access, or essential facilities. All proposed 'spatial actions' including the concepts contained in the Masterplan utilise cleared land. Any large scale new uses should be located outside of the study area or on suitable land which has already been cleared where any development is designed to very high standards of environmental sustainability.

It is acknowledged however, that most of the actions that are needed to ensure the ongoing health of the ecosystems that define the Bay of Fires sit beyond the scope of this Masterplan work. They rest with the actions of land managers - both public and private - across the area. There are limitations in terms of statutory requirements as a result of different tenures and land categorisation. There is also much work already being done in this space by both formal land managers and local environmental groups. However, one way this action could manifest itself is in a shared document across PWS, Council and major landowners within the area to identify key actions to maintain the health of the environment. While PWS may manage the majority of land, environmental weeds or migration paths do not recognise these 'human' boundaries and so a collective commitment to identify and act in response to key environmental challenges is encouraged.

Climate change, both in the form of sea level rise, but also increased bushfires is likely to have a significant impact on the Bay of Fires. While this Masterplan has had regard to these likely impacts, it is considered that more in-depth work needs to be undertaken for this area to understand these holistically. While climate change pressures are recognised, there has not yet been a big-picture look at how physical infrastructure (such as roads and campgrounds) interacts with the natural environment. An initial, high-level review of where these pressures occur, and how they might be managed, would help land managers address potential issues early and protect the area into the future.

The Masterplan seeks to embed a greater weighting of ecological values as a guiding action in a number of ways and other elements of the Masterplan which touch on the protection of the ecosystem include recommendations to:

- Transition some camping areas.
- Consolidate and improve access tracks, both vehicular and walking.
- Better define parking and camping areas to prevent 'spillover'.
- Improve management of camping areas.
- Introduce a new format of infrastructure which focus on environmental sustainability and sensitivity.
- Improve monitoring of the impacts of lagoon side dwellings.
- Increase focus on additional planting as part of any physical works, with local species prioritised.
- Review controls which may allow additional subdivision.
- Prepare guidelines to help those outside of settlement areas to reduce their impacts.

5.2 GUIDING ACTION 2 ('GA2')

ESTABLISH CLEAR ROLES AND FUNCTIONS FOR AREAS WITHIN THE BAY OF FIRES TO GUIDE CONSISTENT DECISION-MAKING

One of the key messages that has emerged through engagement was the distinct lack of clarity about 'what' the Bay of Fires was and 'where' it was. A number of other actions work together to try to address this issue, however, this action is core to establishing clarity. In order to be able to communicate who should go where to do what, the role of different areas within the Bay of Fires needs to be defined. This definition also supports an understanding of the type of supporting infrastructure that would be suitable in different areas. It also supports clear mapping that can be used to better inform visitors, including which areas are suitable for day use or different types of camping. This Masterplan identifies the following 'types' of area:

- **Settlement:** A main settlement where there are larger number of permanent and semi-permanent residents. Some ongoing growth and redevelopment can be expected in these areas in line with relevant planning controls. No expansion of the footprints of these settlements is proposed as part of this Masterplan.
- **Settlement Node:** A cluster of houses within the study area which is not an identified settlement. While housing within these areas will remain, any expansion or intensification of development in these areas is not supported and growth should be directed to more formal settlements. This also applies to tourism developments which should not be the basis for increased intensity of development in these nodes, which are frequently in areas of very high environmental sensitivity.
- **Key Activity Nodes:** These are areas within the study area where a wider range or intensity of activity is anticipated to occur and, as such, a wider range of services and facilities may be present.
- **Tier One Campgrounds:** These are larger campgrounds with toilets, information nodes etc. They can generally accommodate a wider range of camping types.
- **Tier Two Campgrounds:** These are smaller campgrounds that may have limited access, not be suitable for some types of camping or which may have lower service levels.
- **Day Use Areas:** Areas suitable for picnics or other day uses. They may be the starting point for walks and will generally include picnic facilities and information nodes.
- **Boating Node:** Areas where boat launching is possible. These areas should have associated parking and facilities available.

What does this action mean?

- Define different areas for different levels / types of use and plan them in accordance with that definition. This designation informs area specific actions found in the next section of this report.
- Define areas as follows below.

TABLE 1. AREA TYPES & LOCATIONS	
TYPE OF AREA	LOCATION
Settlement	Binalong Bay, Ansons Bay
Settlement Node	The Gardens, Baileys Rocks
Key Activity Node	Binalong Bay, The Gardens, Swimcart
Tier One Campgrounds	Dora Point, Grants Lagoon, Swimcart, Policemans Point
Tier Two Campgrounds	Moulting Bay, Jennerette, Cosy North, Cosy South
Day Use Areas	Swimcart, Policemans Point, Anson Bay, Seatons Cove, Sloop Reef, Big Lagoon, The Causeway, Binalong Bay (South & Central), Skeleton Point, Irapuna / Eddystone Point, The Gardens
Boating Node	Binalong Gulch, Grants Lagoon, The Gardens, Ansons Bay, Irapuna / Eddystone Point

Refer to supporting Figure 2-4: Area Type Maps.

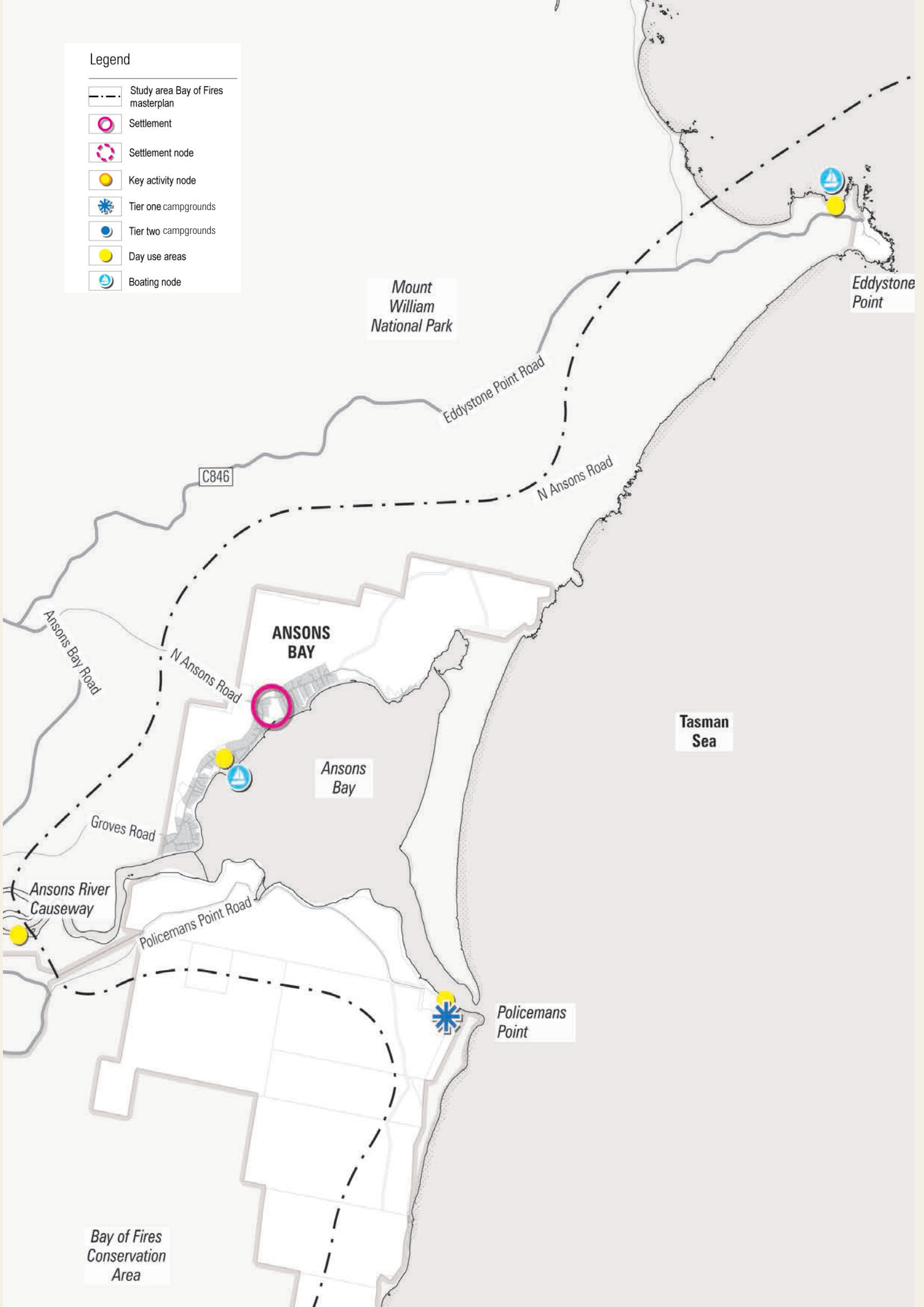
Importantly, as part of this definition a clear series of 'day use areas' should also be established. These are detailed in the spatial Masterplan Actions. The identification of specific day use areas is important for a number of reasons:

- To provide clear 'destinations' for visitors, either day trippers or those staying longer in the area.
- To allow for a planned separation of uses which can currently cause conflicts (e.g. day use areas separate from boating nodes).
- To allow for an understanding of where day use facilities should be provided.

However, it is important to note that, consistent with other Guiding Actions, the infrastructure provided at these Day Use Areas should be very modest and aligned with the principles of minimising environmental impact. In designated 'Key Activity Nodes' and settlements, additional infrastructure such as BBQs and/or shelters may also be appropriate.

Legend

- Study area Bay of Fires masterplan
- Settlement
- Settlement node
- Key activity node
- Tier one campgrounds
- Tier two campgrounds
- Day use areas
- Boating node



Legend

- Study area Bay of Fires masterplan
- Settlement
- Settlement node
- Key activity node
- Tier one campsites
- Tier two campsites
- Day use areas
- Boating node



Figure 3: Area Types (2/3)

Mt Pearson
State Reserve

Cosy Corner

Swimcart
Beach

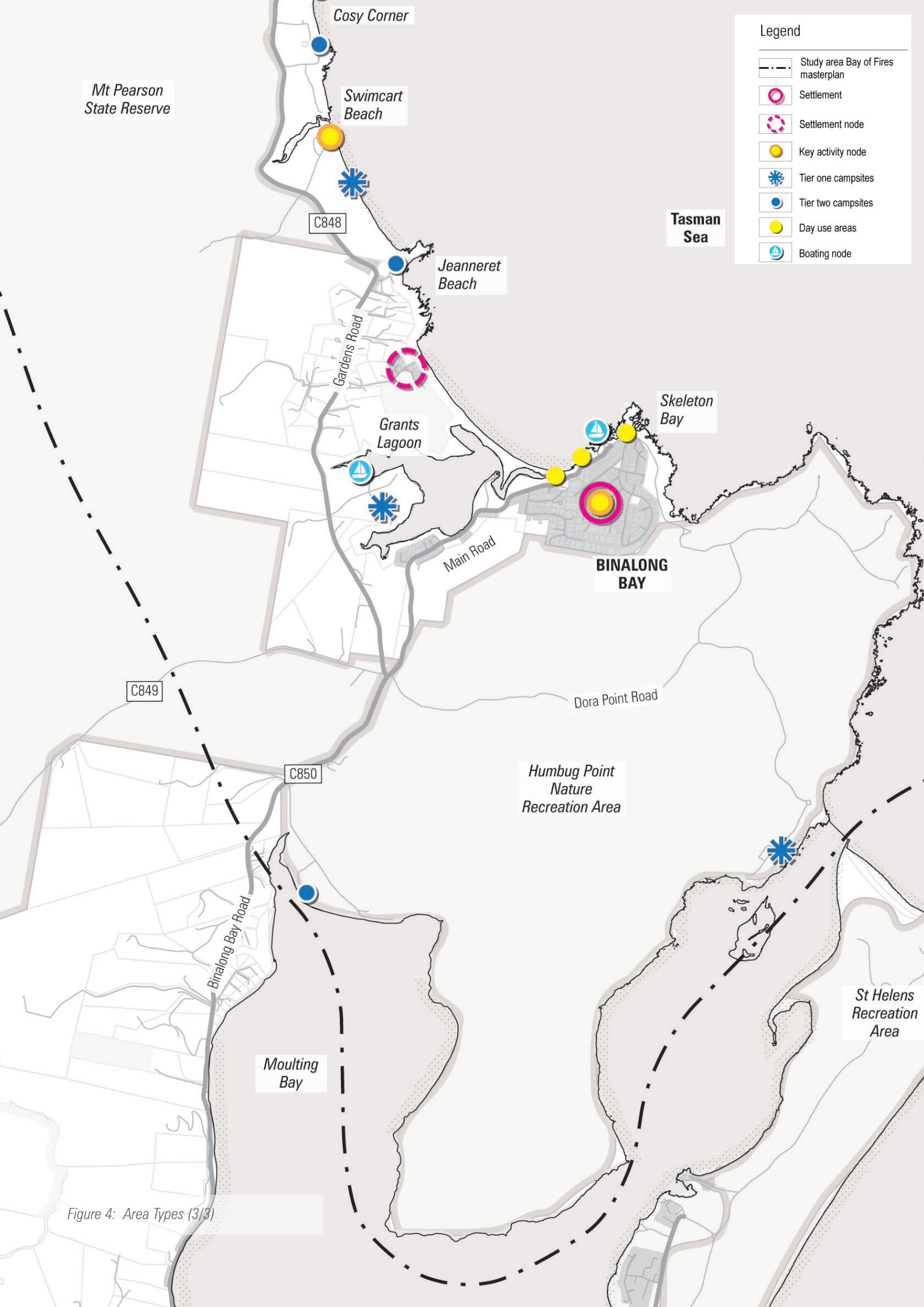


Figure 4: Area Types (3/3)

5.3 GUIDING ACTION 3 ('GA3')

ENGAGE EARLY TO ENSURE PROTECTION AND CELEBRATION OF CULTURAL HERITAGE

The Bay of Fires is intrinsically linked to the lives of the Tasmanian Aboriginal Peoples – indeed, the story is that the name itself is derived from their cultural practices. As such, it is very important that any plans for this area include engagement with both formal and informal representatives of Tasmanian Aboriginal Peoples who have a connection to this place. In particular, any of the 'built' actions highlighted in this Masterplan (see Guiding Action 4) should include, in the earliest stages of planning, discussions with relevant parties. This is important to ensure that any proposed projects can be delivered in a sensitive manner which is respectful of any cultural values – understanding both tangible and intangible values.

This Masterplan has been underpinned by a 'desktop' assessment of cultural values but also a number of conversations with local representative groups. The core Vision of this Masterplan includes an aspiration to protect the environmental values of this special place and to ensure that future development does not further damage, but works to repair and enhance the landscape and associated ecology. The inclusion of this concept within the Vision is intended to recognise the deeply embedded notion of Caring for Country, which is critical to the values of those who have lived on and visited this land for countless generations.

The Masterplan however, only 'sets the framework' for future projects and a critical part of this Guiding Action is to ensure that conversations with Tasmanian Aboriginal Peoples representatives, and other interested people occurs early in the design processes for any built facilities, to not only ensure that important values and places are protected, but also so that the stories of different places can be embedded early in design thinking.

It is recommended that this manifests itself in two key ways. The first is that the Cultural Heritage Assessment report which has been prepared as part of this work is expanded upon, as part of a broader program of engagement with interested Tasmanian Aboriginal Peoples including walking on Country to support more detailed site investigations and clarification of bio-cultural landscapes. This should support the broader story telling and education about the history of the Bay of Fires. Consultation has identified the potential value of developing a comprehensive Cultural Heritage Management Plan to provide a longer-term framework for identifying, protecting and managing cultural heritage across the area.

The second is that, before any further progression of the concepts outlined in this document, the proposed areas of work should be subject to more detailed investigations to confirm the appropriateness of the recommendations. Critically, this should occur prior to the development of any project brief.

The study area contains extensive and culturally significant Aboriginal heritage across the landscape, and further work is acknowledged to be required. For example, while a shared path connection between Binalong Bay and Swimcart is identified as an ambition of this Masterplan, both GA1 and this Guiding Action (GA3) recognise that further consideration is required, as the area around the mouth of Grants Lagoon has been identified as an important cultural gathering area.

5.4 GUIDING ACTION 4 ('GA4')

TELL STORIES ALONG THE COASTLINE

Visitors are increasingly interested in stories about the places they visit. These might be stories about the history of an area or stories about the flora and fauna. Being able to access these narratives is a key focus of many recent tourism strategies. GA4 seeks to ensure that 'telling the stories' is a key part of planning for these areas, and to articulate potential themes and locations. Recommendations in this report should be taken as draft – engagement with local communities, experts and Tasmanian Aboriginal Peoples should all inform the final outcomes but this recommendation seeks to frame a few key points.

What kind of stories might be told?

- **Natural stories** – flora, fauna, and geology.
- **Stories of cultural and history** – Tasmanian Aboriginal Peoples stories (as they wish them to be told), stories of environmental protection, stories of fishing, and of European settlement.
- **Kid friendly stories** – tied to treasure hunts or activities to help younger visitors understand and appreciate the environment around them.

Critically – see Guiding Action 7 – these stories need to be delivered in a coordinated way across the study area. The ways they are presented should be instantly recognisable as part of a 'Bay of Fires story' with colours used to distinguish between the differing threads of narrative along the coastline. Where multiple stories overlap in a place these should be presented together, and in areas where 'information nodes' are identified. These stories should be embedded with other practical information of relevance to visitor. This is important to avoid 'visual clutter'.

5.5 GUIDING ACTION 5 ('GA5')

PRIORITISE ACCESS IMPROVEMENTS AND CONTROL TOURISM TRAFFIC BETTER

Traffic management, in particular that associated with private vehicles, emerged strongly as a key issue for local communities and visitors. Many of the issues identified in both survey responses and in conversations with stakeholders appear to stem from a series of interlinked issues, including:

- A lack of clarity around 'where' the 'Bay of Fires' is, leading to many people driving around trying to 'find it' and traffic management issues where people are trying to reverse direction or get out of areas.
- A lack of clarity around which roads or areas are suitable for which type of vehicles, leading to many vehicles accessing inappropriate areas.
- Accessways and car parking arrangements vary across the study area, including both formal and informal access points. This can contribute to inefficient use of space and impacts on the coastal environment.
- Conflicts have between day-trip tourists and locals accessing boat launch facilities.

The Masterplan includes a number of recommendations which will all have a cumulative impact in resolving some of the above issues. Key elements of the Masterplan aimed at resolving current access issues include the following:

- **Better definition of places and their roles** to ensure appropriate use and access of different areas depending on this capacity.
- **Clearer signage and wayfinding** to communicate this to visitors and users.
- **Development of a gateway hub** to reduce reliance of private vehicles, assist with way finding and provide options for walking and cycling.

The other critical matter which has been identified through this project and informs a range of specific spatial recommendations is that Bay of Fires is currently very difficult to access for those who are not able bodied.

In the first instance, the following recommendations form part of the Masterplan:

- Ensure that appropriately designed (i.e. respectful of the environment) beach access for those in wheelchairs, or otherwise less mobile is available at one of the beach access points in Binalong Bay
- Establish an accessible boardwalk leading to two lookout points at The Gardens along the alignment of the existing main path and ensure this is connected by ramp to disabled car parking spaces.

5.6 GUIDING ACTION 6 ('GA6')

REFINE & MANAGE CAMPING AREAS TO PRESERVE VALUES

The management of campgrounds emerged as a key issue during engagement. Of particular note were the wide range of concerns expressed in terms of the impacts that camping was having on the fragile coastal environment that makes the Bay of Fires so special. While certainly not an exhaustive list, these included:

- The removal or damage of coastal vegetation to create new or expand existing camping areas.
- The cutting down of trees and removal of vegetation important to the coastal ecosystems to provide firewood.
- Damage to dune systems by numerous informal access tracks to the beaches.
- Ghost camping - 'reserving' of sites with cheap tents which then pollute the environment and perceived 'hogging' of sites.
- Overcrowding and poor use of space resulting in fewer people being able to access camping at some areas.
- Impacts of unmanaged or informal camping on Aboriginal cultural heritage.

Campgrounds in the Bay of Fires area are all on reserve land and are managed by the PWS. This means the campgrounds are managed as part of a broader network and this Masterplan has some limitations in what recommendations can be made. However, the issue of campground management is important to address as part of this Masterplan, given the significance of these sites in the context of the area and in stakeholder feedback. There are two clear recommendations for campgrounds within the Bay of Fires area which should be considered as part of PWS management.

- The first is that campgrounds should be **defined**. This means that the spatial area that comprises the campground boundary should be clearly understood, whether through fencing or other means, to prevent ad-hoc encroachment into sensitive environmental or cultural areas surrounding campgrounds.
- The second is that campgrounds should be **bookable**. This means the Bay of Fires should transition away from the current 'first in best dressed' approach which applies to most Bay of Fires campgrounds, to one where sites are reserved by campers in advance through a booking service (noting the introduction of such a system is currently underway as part of a statewide PWS program).

This approach aligns with standard practice across many public reserves in Australia. While it is acknowledged that

some stakeholders may not be comfortable with this, the increasing environmental pressures and rising visitation numbers make this an essential step. Without doing so, the environmental values that are deeply significant to Tasmanian Aboriginal Peoples, local residents, and visitors alike risk being compromised. How areas are defined, the extent of fencing and nature of any booking system will be considered as part of State-wide planning by PWS.

A campground fee is likely to be necessary to support a booking system, noting that decisions regarding the structure, amount and implementation of any fee will be determined by PWS through its ongoing state-wide review of booking systems and fees across all PWS-managed campgrounds. However, management options deployed elsewhere which could be considered by PWS as part of their on-going review include:

- Fees are frequently varied depending on the 'level of service' available at campgrounds.
- Fees vary depending on the 'type' of site (i.e. motorhome site, double site, tent site etc).
- In addition, sometimes free camping is offered to longer term campers who perform a 'host' role, monitoring the use of the areas for rangers, selling firewood during non fire ban periods to prevent illegal clearing etc.

A camping fee provides a range of benefits, including funding for the ongoing maintenance and management of facilities and amenities, as well as broader flow-on benefits to surrounding conservation and land management programs.

In addition to the above management recommendations, the Masterplan makes further recommendations in relation to campgrounds including:

- The transition of some sites to Day Use areas (Sloop Reef and Seatons Cove).
- The careful monitoring of the impact of camping at Jennerette on the penguin colony.
- The identification of a 'hierarchy' allowing for an understanding of the level of service and suitability for larger vehicles / campers.

The Bay of Fires has a long tradition of group camping, and there is also evidence of overstaying in certain areas. This will need to be carefully managed through any future transition.

In addition to the public campgrounds, there are opportunities for private camping, glamping, and/or additional camper sites. Lower impact options such as glamping may be appropriately accommodated within the study area, whereas larger camper sites could be better suited to locations outside the study area and closer to St Helens, consistent with current arrangements.

5.7 GUIDING ACTION 7 ('GA7')

ENSURE SENSITIVE INFRASTRUCTURE UPGRADES AND DESIGN OUTCOMES THAT 'MATCH' THE ENVIRONMENTAL CONTEXT.

Previously decisions around infrastructure such as BBQ areas, fencing, picnic tables, signage etc have been undertaken in an adhoc and incremental manner. This is partly as a result of multiple land managers operating in the area, partly the long timeframe over which the infrastructure has been developed and partly due to funding decisions. The adoption of an approach which implements a consistent suite of infrastructure across the Bay of Fires area is important in the short and long term. It will complement the other aspects of the Masterplan such as minimising environmental impact as this should be a key part of the infrastructure design decisions. It will also be a crucial part of defining the 'Bay of Fires' area.

Technical details about construction in coastal environments can be found in relevant PWS manuals which apply across the State. This document concerns itself therefore primarily with the 'look and feel' of how infrastructure is delivered in this area. The most critical part of this is a shift from recent infrastructure delivered which has had a very 'urban' feel to a more 'natural' palette. This also includes a greater emphasis on the integration of planting within any design. This planting should draw from the existing endemic coastal species.

Unless otherwise specified the following applies:

- **Car parking** – should be as per Irapuna / Eddystone Point car parking area, sand coloured compacted gravel, natural materials (i.e. rocks) used as barriers, car parking spots identified by placement of wheel stops to ensure efficient use of space. For higher use carparks (which would include Binalong Bay foreshore, the Gateway and the Gardens) these should be sealed and line marked – grey informal gravel should not be used.
- **Fencing** – should be as unobtrusive as possible, favouring post and wire or similar.
- **Picnic facilities** – two tiers, formal and informal. Sets used should be consistent across the whole area for all projects whether they are undertaken by PWS or Council. Where 'informal' facilities are proposed, tables which require use of concrete foundation slabs should be avoided.
- **Paths** – should be compacted gravel (sand coloured) or wooden boardwalks. Concrete and asphalt paths should be avoided. Other materials which deliver high environmental standards and which 'blend' with the environment could also be considered. Where guardrails or handrails / posts are required, these should be designed to fit unobtrusively in the environment.

It is also recommended that any design briefs developed for sites within the area should also include a strong emphasis on the integration of Integrated Water Management principles. The proximity to critically important water bodies and the sensitivity of the environment means building in consideration of how water is managed to support the wider ecosystem into any design.

5.8 GUIDING ACTION 8 ('GA8')

ENCOURAGE TOURISM INFRASTRUCTURE THAT BENEFITS LOCAL COMMUNITIES.

As a small regional Council, the funding and delivery of community infrastructure can often be challenging. While, management of the Bay of Fires also involves the PWS and other funding partners, many of these face similar funding and delivery constraints.

There are significant opportunities for investment in tourism infrastructure to meet the needs of local community members. There are opportunities for Federal and State funding of infrastructure to support economic and environmental outcomes in the area which are not available in other areas, given the high profile of the Bay of Fires. Ensuring that this investment, where it can be secured, delivers multi-beneficial outcomes is considered logical. GA8 has been established to ensure that when decisions are made about infrastructure, there is a process in place to consider how that infrastructure might be designed, adjusted or programmed to support local community needs.

Integrating the needs of the community infrastructure with tourism development is important for a number of reasons. Firstly, it provides a tangible benefit from tourism to local community members who otherwise bear the load of sharing their local environment, facilities and spaces with visitors. While the vast majority of locals support, and indeed rely on, tourism, everyone has stories of personal impacts - particularly

in summer months. Ensuring that the community also benefits from investment is an important way of responding to those issues. But importantly, the Bay of Fires tourism does have peak and off peak seasons, and designing infrastructure for community use supports the utilisation of facilities or services throughout the year, improving the overall benefits year-round of any such investment.

This integration should occur in relation to the development of physical infrastructure and should in the first instance involve ensuring that local communities have the opportunity to input into the design phase of any project to ensure that how they use spaces and facilities is understood early in the design process. This can be actioned through the inclusion of these requirements in project briefs.

6 MASTERPLAN ACTIONS

While the Guiding Actions outlined in the preceding section of this document apply across the whole study area, this section outlines the specific spatial recommendations which form part of the Masterplan.

The Bay of Fires is a large area. In order to enable effective communication of the key actions within the Masterplan the study area has been divided into three main zones, as shown on Figure 5: Masterplan Precinct Key Map.

- The **NORTH precinct** extends from Yucca Creek, south of The Causeway to just north of Irapuna / Eddystone Point.
- The **CENTRAL precinct** extends from Gardens Lagoon south to Swimcart Lagoon.
- The **SOUTH precinct** continues south from the central precinct, picking up the south of Jeanerette and extending south to south to Humbug Point and Bayview.

For each precinct, a series of Key Initiatives has been identified. Where a spatial concept has been developed, additional pages are included to illustrate these initiatives in greater detail and describe what is envisaged for each area. Plans are provided for each precinct to allow actions to be spatially cross-referenced. The final section of this document consolidates all actions into an Implementation Table, incorporating relevant recommendations from the earlier Guiding Actions section and identifying priorities, indicative costs, and responsibilities.

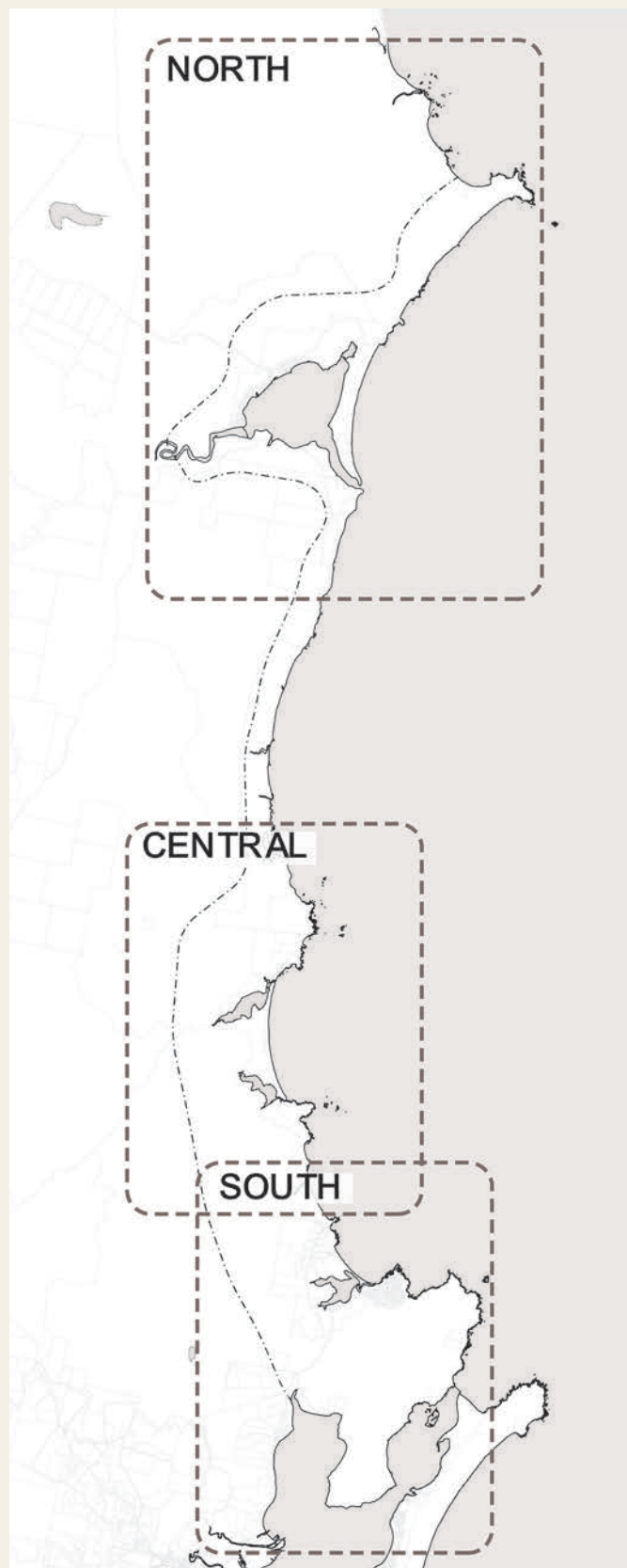
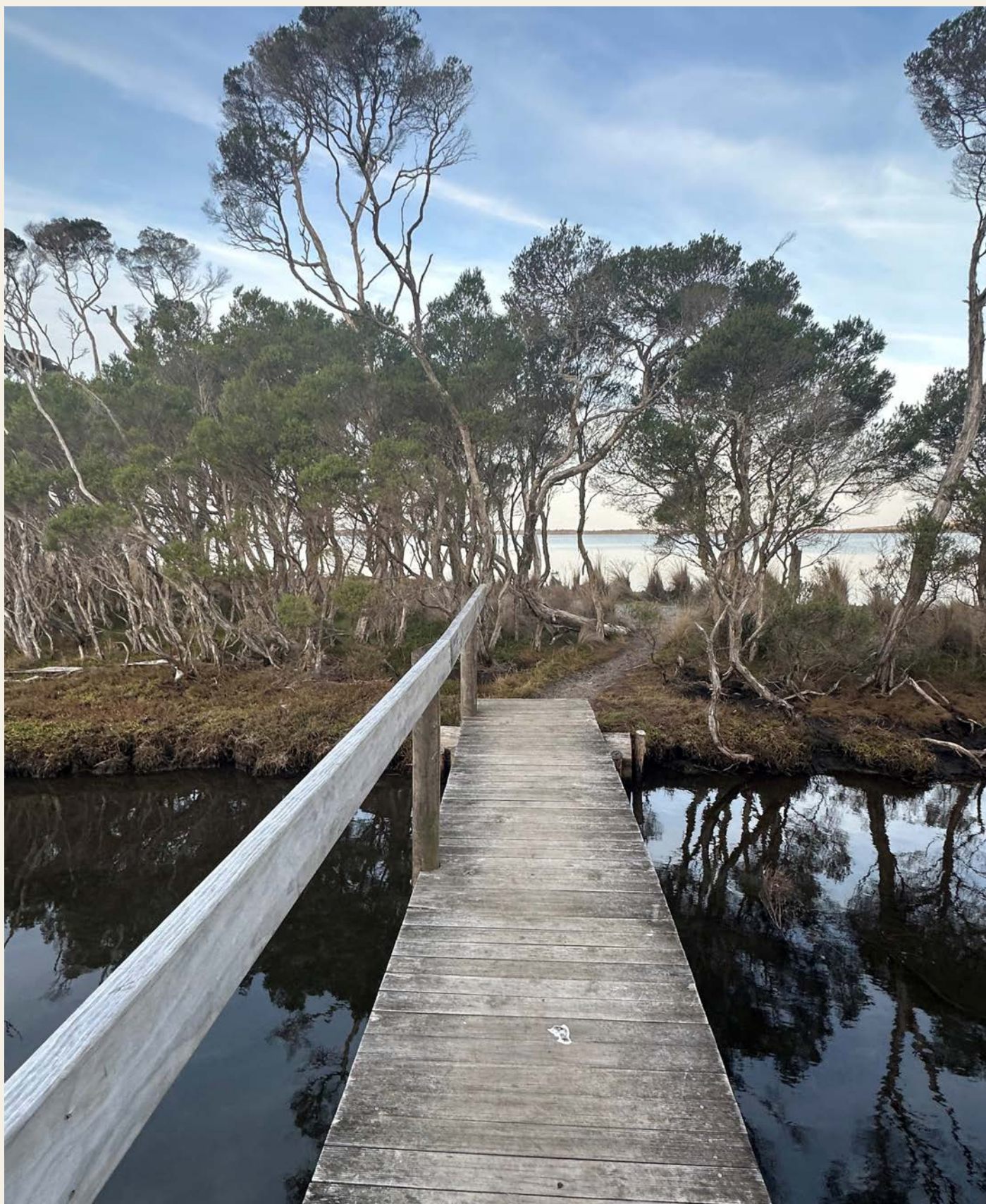


Figure 5: Masterplan Precinct Key Map

6.1 NORTH





Legend

- Study area Bay of Fires masterplan
- Proposed key initiatives
- Existing towns
- Settlement areas
- Revegetation areas
- Private land near Gateway
- National park & reserves
- State forest
- Road route number
- Arterial road
- Major road
- Tracks
- Lagoon
- Rivers or creeks
- Beach

TEXT REFERENCE NUMBER

X

Figure 6: North Precinct Masterplan Actions

NORTH

Refer to Figure 6: North Precinct Masterplan Actions.

- Northern Gateway** – Install landscape focused gateway signage to demarcate entry into the Bay of Fires area for those travelling from the north. Ideally this should include landscape elements that communicate visually the ‘Bay of Fires’, as well as large scale signage. This signage should be in keeping and coordinated with all other signage in the area to support broader wayfinding improvements and to be aligned and coordinated with the Southern Gateway.

Wayfinding Signage – Clear wayfinding signage including destinations, distances and road types should be installed at key junctions. This signage should be larger than ‘traditional’ road signage. These areas are shown on Figure 7: North Precinct Wayfinding Locations below.

- Larapuna / Eddystone** – Liaise with leaseholders to identify opportunities for improvements at the eastern extent of Larapuna / Eddystone Point. Key considerations include resolving potential pedestrian–vehicle conflict between the lighthouse and the cottages (including exploration of pedestrian-only options), the provision of picnic facilities in an appropriate location, and consideration of potential additional services or activities.

NORTH PRECINCT WAYFINDING LOCATIONS



Figure 7: North Precinct Wayfinding Locations

- 3 **Ansons Bay** – Maintain the informality of the settlement, avoiding expansion of the settlement footprint. Ansons Bay should essentially remain ‘as it is’ with projects within this area focused on addressing identified issues. The key area for resolution is the picnic area / boat ramp which is identified as one of the Bay of Fires Day Use Areas, as well as a Boating Node. Proposed upgrades to this area as identified as **Key Initiative #1** and are shown in more detail in Figure 8: Key Initiative #1 - Ansons Bay Day Use Area. Key to the changes are clear separation of ‘day use’ and boating activity. This is balanced with the protection of the existing coastal vegetation. Noting the Guiding Actions, all infrastructure should reflect the informal character of the area and be designed to support ongoing resilience to sea level rise.
- 4

the Ansons Bay community, where the area has remained largely untouched, aside from minor improvements such as beach access and barbeque facilities.



Ansons Bay signage

KEY INITIATIVE #1 ('KI1') - ANSONS BAY DAY USE AREA

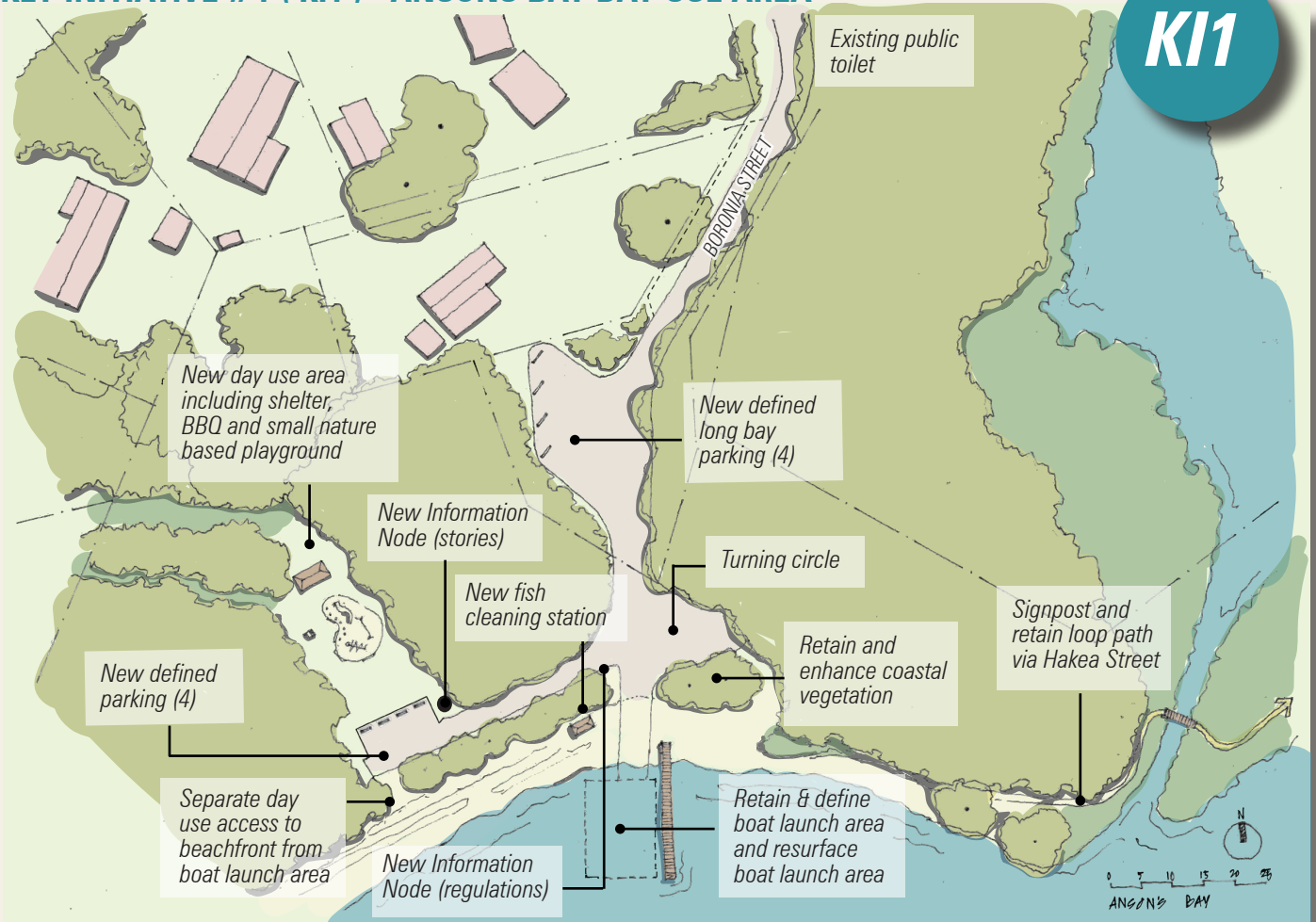


Figure 8: Key Initiative #1 - Ansons Bay Day Use Area & Boating node



Policemans Point



Policemans Point

KEY INITIATIVE #2 ('K12') - POLICEMANS POINT DAY USE AREA

K12

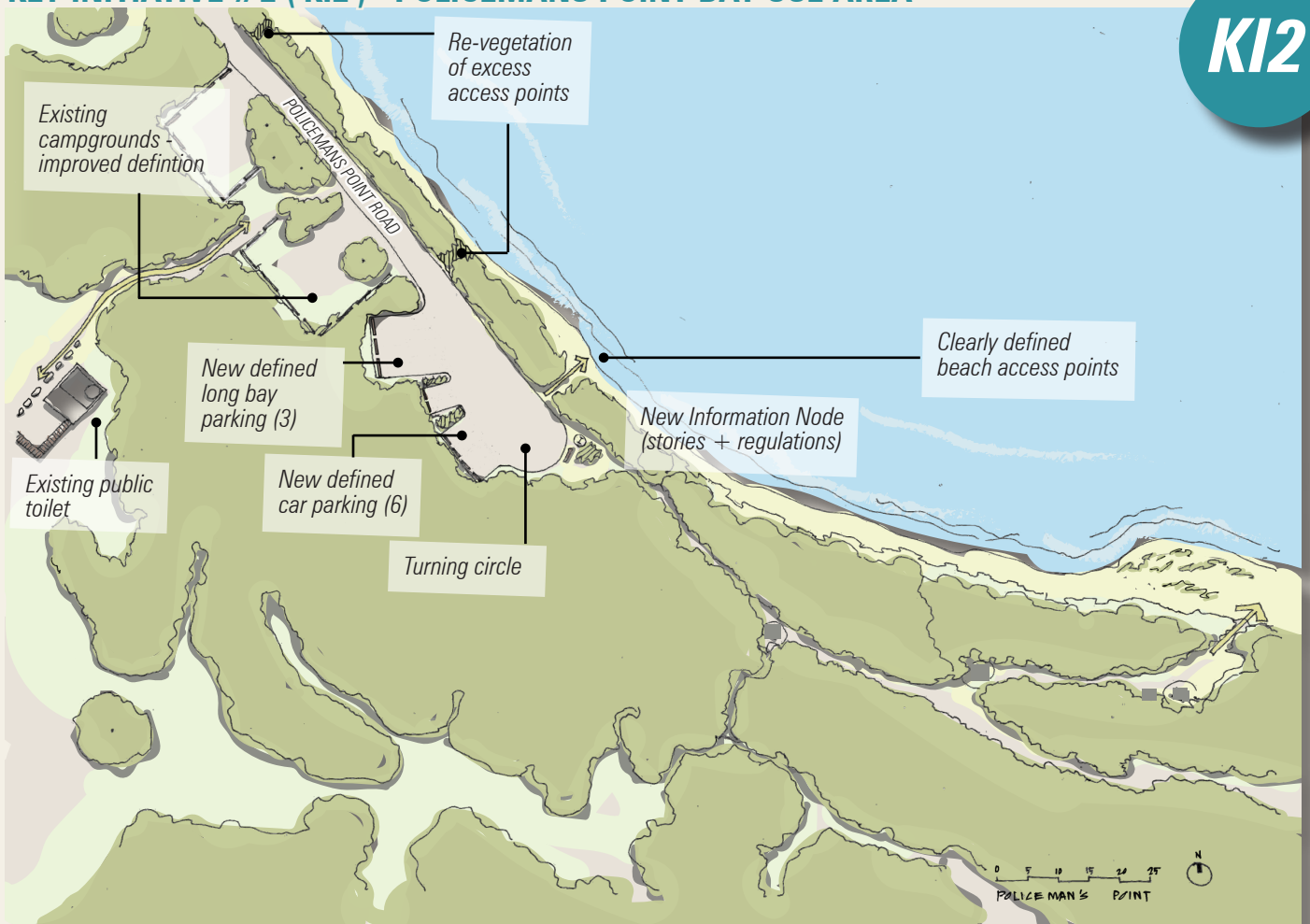


Figure 9: Key Initiative #2 - Policemans Point Day Use Area

6.2 CENTRAL



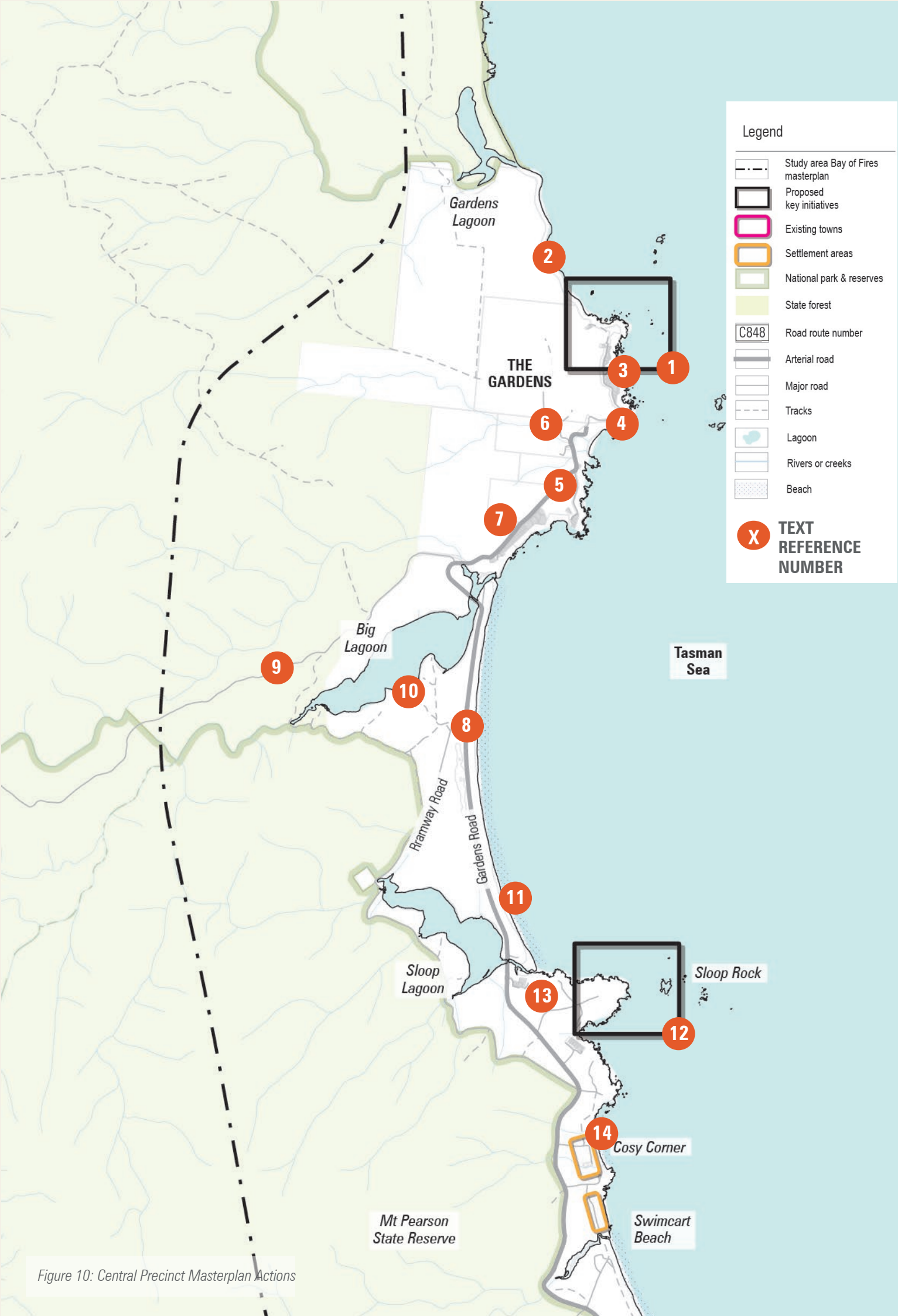


Figure 10: Central Precinct Masterplan Actions

CENTRAL

Refer to Figure 10: Central Precinct Masterplan Actions.

- 1 The Gardens** – The end of Gardens Road is a key focal point within the Bay of Fires area. It is currently not functional for a wide range of reasons and requires a fundamental reset. The most effective and functional long term solution requires the acquisition of a narrow strip of private land (in the order of 2500sqm) and the development of more formal car parking and visitor facilities at this point. No alternative options exist for this area that are viable or practical.

In addition, given the identification of this area as a Key Activity Node, upgrading some paths is proposed in order to provide access to less mobile visitors. These are an important part of the Masterplan's ambitions to increase the accessibility to the Bay of Fires. Proposed upgrades to this area as identified as **Key Initiative #3** / and are shown in more detail in Figure 11: Key Initiative #3 - The Gardens. The area proposed has been cleared of vegetation and is slightly elevated from the surrounds. Existing signage (which does not reflect current or future conditions) should be removed as part of this process. As part of this initiative, revegetation of areas impacted by informal tracks should also occur.
- 2 Longer Walk Investigations** – Currently, a number of visitors to The Gardens are seeking to access more northern beaches via private land and informal tracks. It is recommended that signage be installed identifying that public access beyond Mateys Glutch (Koala Rock) is not permitted, particularly as Google maps (used by many visitors) includes the alignment of the 'Bay of Fires Coastal Walk' in this location. Any investigation into a proposed walk would need to be undertaken in conjunction with the Tasmanian Aboriginal Peoples to ensure that the intent of Guiding Action 3 is delivered.
- 3 The Gardens Boating Node** – In line with other identified Boating Nodes this area should be 'formalised' with car parking, resurfacing of the boat ramp, picnic tables and informal seating and an information node (regulations) installed.
- 4 Beach Access Points** – The current large number of informal parking areas and beach access points should be formalised over time. As with other areas, the manner in which this is undertaken should be consistent with Guiding Actions 1 & 7. Areas where car parking should be provided are identified on the plan. This would provide defined access points to rock fishing, Suicide Beach (north and south) and Honeymoon Beach. These areas do not need to be large, accommodating between 3 and 6 spaces, with defined paths leading from these areas to beach (or rock) access points to reduce informal access which is currently damaging the coastal environment. When paths are established, informal paths should be revegetated to support clarity as to preferred routes.
- 5 Private Land** – there are a number of parcels of private land (zoned Agriculture) in this area. While the ongoing use of larger lots for agricultural purposes is supported, the emphasis should be on ensuring that the management of these parcels reflects the environmental sensitivity of the area and revegetation should be encouraged, particularly along the edge of Gardens Road. Any development on this land would need to meet very high thresholds for both visual and environmentally sensitive outcomes, in line with Guiding Actions. Consideration would need to be given to more extensive viewshed analysis to identify key areas of visual sensitivity of this privately held land beyond the standardised 'scenic corridor' control which currently applies to a narrow band along the Gardens Road.
- 6**
- 7 The Gardens Settlement** – There are a number of dwellings located along the Gardens Road in three separate clusters. These dwellings have existing use rights (zoned Coastal Settlement) and are anticipated to remain in place. The focus in these areas should be on proactively managing any environmental impacts of these existing dwellings (such as septic systems) and encouraging the integration of planting within these properties which reflects the local landscape.

Opportunities for to support these residents from a landscape management perspective could be explored. No further subdivision or substantial new built form should be supported in this area. These lots have been excluded from the Scenic Corridor Overlay, but controls to ensure that the built form of any extension or replacement of these existing buildings, as well as fencing is in keeping with the Guiding Action 7 of this document should be explored.

KEY INITIATIVE #3 ('KI3') - THE GARDENS

KI3

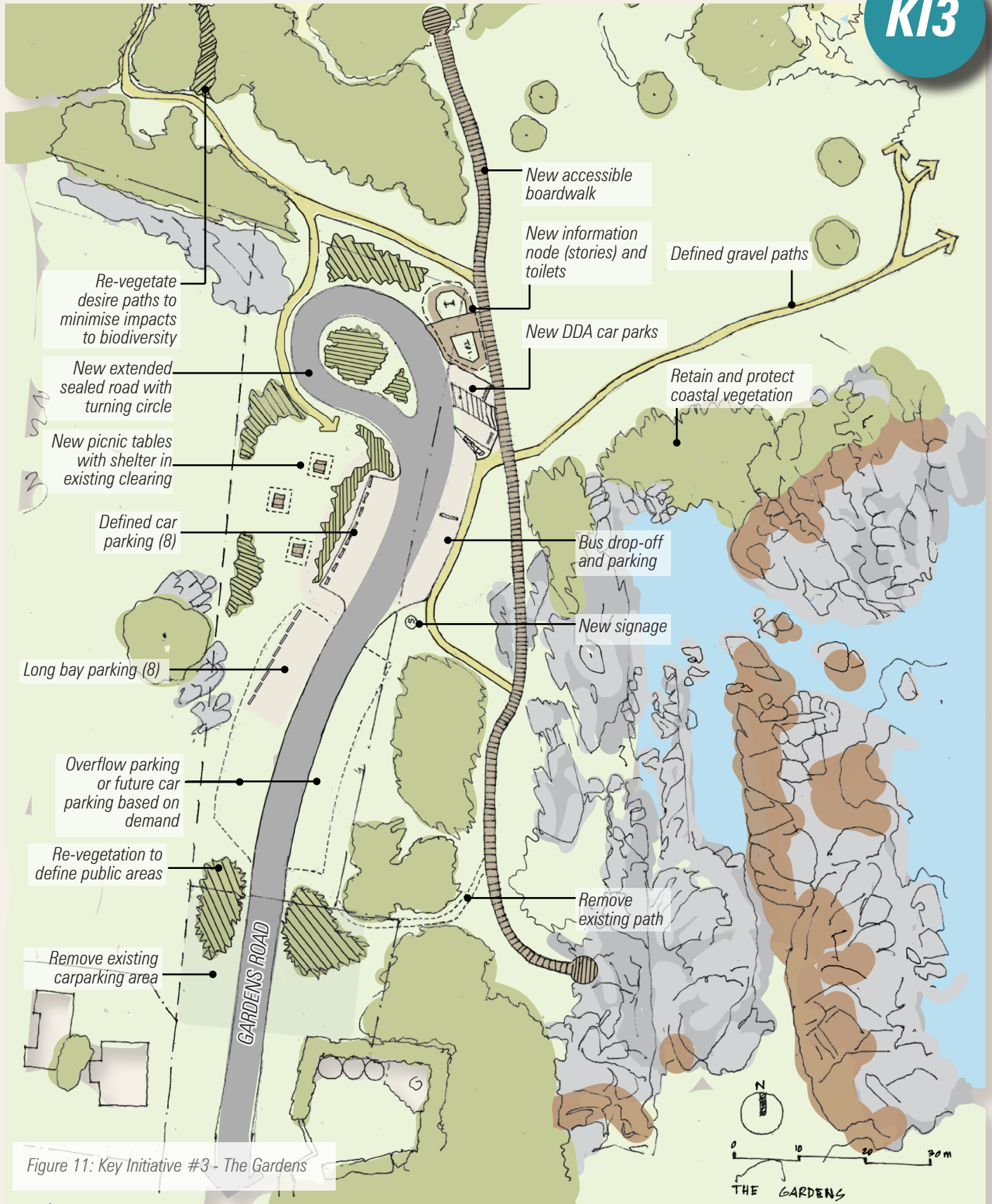


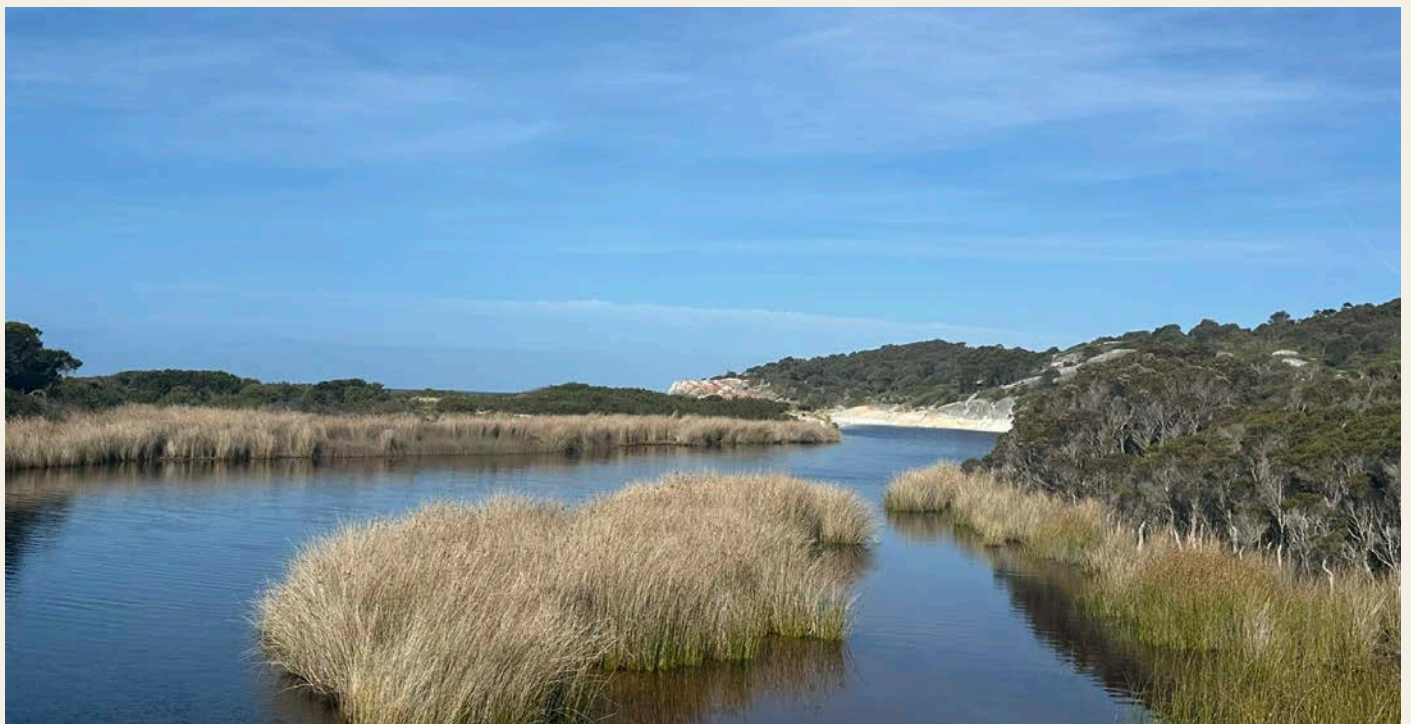
Figure 11: Key Initiative #3 - The Gardens

- 8 The Gardens Road** – Traffic along this road is anticipated to increase over time. The pressure to ‘upgrade’ the road and to expand its footprint will increase. It is the recommendation of the Masterplan that any road widening etc should be the very last resort – particularly given the sensitivity of the coastal environment and the risk of encouraging increased speeds. In preference, speed limits along the road should be reviewed and overtaking or pull over bays could be provided in areas of lesser sensitivity. As vehicle numbers increase, consideration should be given to line marking the edges of Gardens Road to denote area where parking on the sides of the road is not permitted.
- 9 Kennel Hill Road** – This road provides an alternate exit road from The Gardens connecting across to Ansons Bay Road. This road should be maintained as an all weather road from Ansons Bay Road to where it meets Gardens Road north of Big Lagoon to ensure alternate exit points are available from the area in case of emergencies. The Old Gardens Road to the south of Kennel Hill Road should have its purpose defined and access restricted or signposted as relevant to prevent informal and uninformed usage of these access roads.
- 10 Big Lagoon Day Use Areas** – Currently, there are a number of informal pull-in areas around Big Lagoon. Many of these areas are associated with informal tracks and accessways. These areas should be better defined, with tracks where vehicle movement is not permitted or required closed off, and areas intended for day use more clearly identified. Big Lagoon is used for both kayak launching and for fishing - the areas where this is preferred should be identified. Proposed areas for maintained / formalised access to Big Lagoon and areas where access is to be discouraged are shown on **Figure 12: Proposed Big Lagoon Access Consolidation**.
- 11 Taylors Beach Access Points** – There are eight separate access points along Taylors Beach. Some of these are larger than others and these should be better defined (e.g. by fencing and gravel surfacing) to ensure encroachment into sensitive dunes adjoining does not occur. These should continue to function as beach access areas only, with no camping permitted.
- 12 Sloop Reef and Seatons Cove** – these areas are recommended to be redefined from camping areas to Day Use Areas. The environmental conditions and damage which has occurred in this very sensitive area and the challenges in functionally accommodating camping, as well as lack of toilet facilities makes day use more suitable. As part of this transition, revegetation and rehabilitation of areas of damage should be prioritised.
- At Sloop Reef, there are two clear ‘picnic’ areas, which should be retained and supported. Proposed upgrades to these area are identified as **Key Initiative #4** and are shown in more detail in **Figure 13: Key Initiative #4 - Seatons Cove Day Use Area** and **Figure 14: Key Initiative #4 - Sloop Reef Day Use Area**. Car parking at the Sloop Reef Lookout should also be formalised. While some formalisation of Seatons Cove is also proposed, over time revegetation of this whole area should be considered, having regard to the impacts of sea level rise in this area (which are more significant than Sloop Reef).
- 13 Sloop Reef Housing** – As with The Gardens, there are two clusters of existing private residences located within the Bay of Fires Conservation Area. As per the settlement further north, these dwellings have existing uses rights (zoned Coastal Settlement) and are anticipated to remain in place.
- The focus in these areas should be on proactively managing any environmental impacts of these existing dwellings (such as septic systems) and encouraging the integration of planting within these properties which reflects the local landscape. Opportunities for incentives or the provision of free plants for these residents could be explored. No further subdivision or substantial new built form should be supported in this area. These lots have been excluded from the Scenic Corridor Overlay but controls to ensure that the built form of any extension or replacement of these existing buildings is in keeping with the Guiding Principles of this document should be explored.
- 14 Cosy Corner North and Cosy Corner South Campgrounds** – These two highly valued camping areas should remain and be addressed in line with Guiding Action 6. This includes definition of the campground extent, and better definition between accessways and campsites. It also includes the introduction of a booking system.

PROPOSED BIG LAGOON ACCESS CONSOLIDATION



Figure 12: Proposed Big Lagoon Access Consolidation



Big Lagoon

KEY INITIATIVE #4 ('KI4') - SEATONS COVE DAY USE AREA

KI4

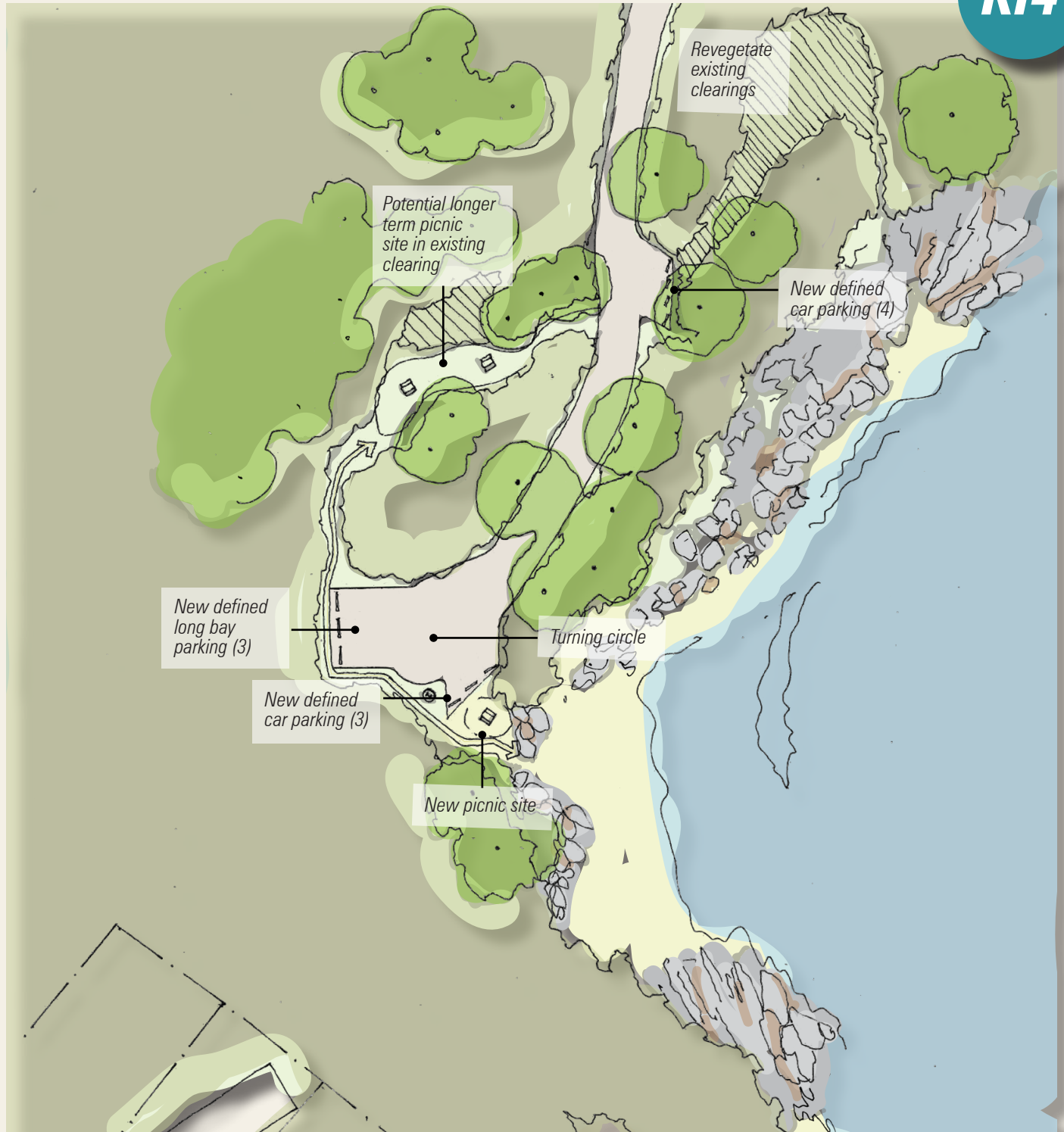


Figure 13: Key Initiative #4 - Seatons Cove Day Use Area

KEY INITIATIVE #4 ('K14') - SLOOP REEF DAY USE AREA

K14

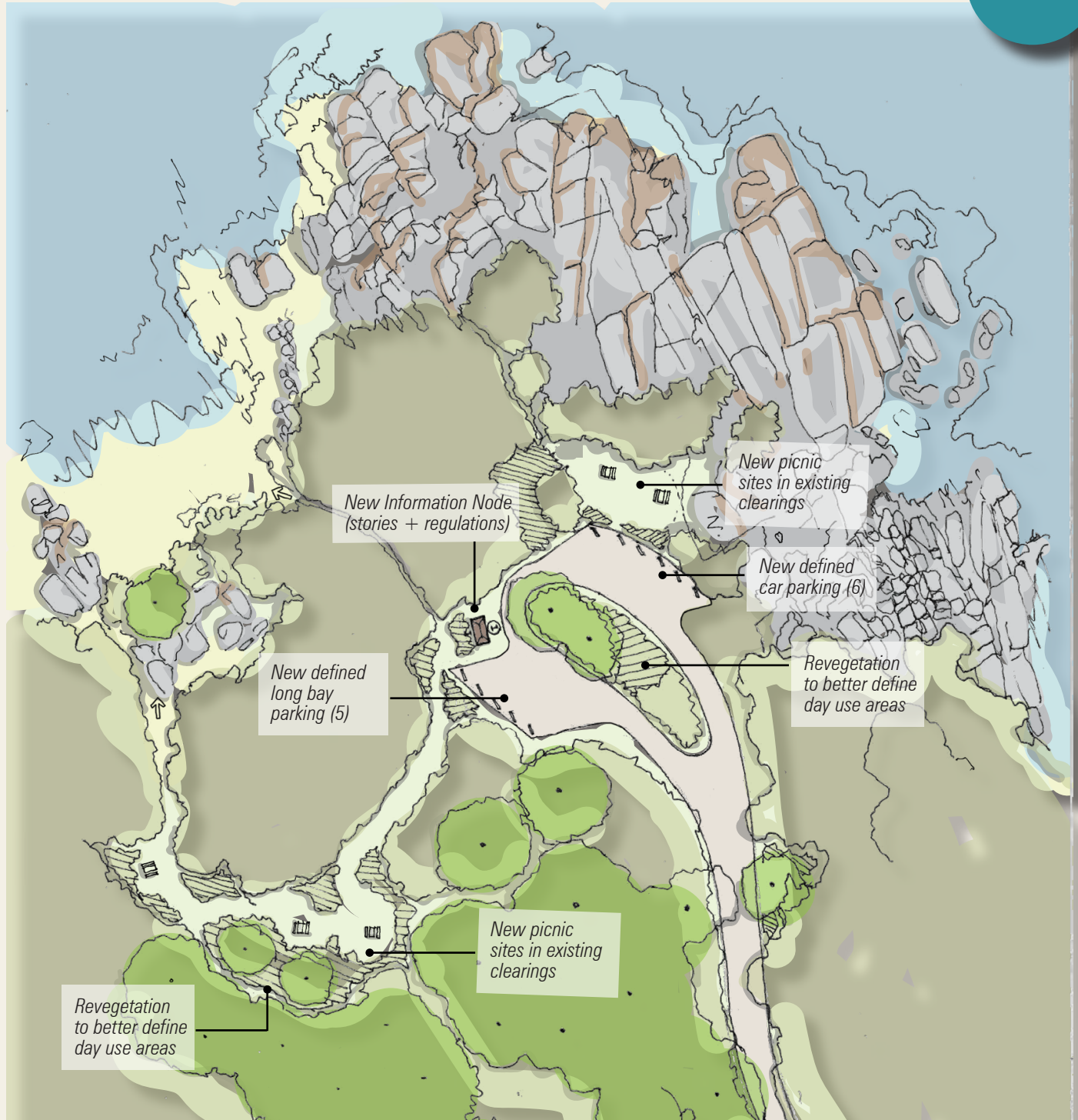
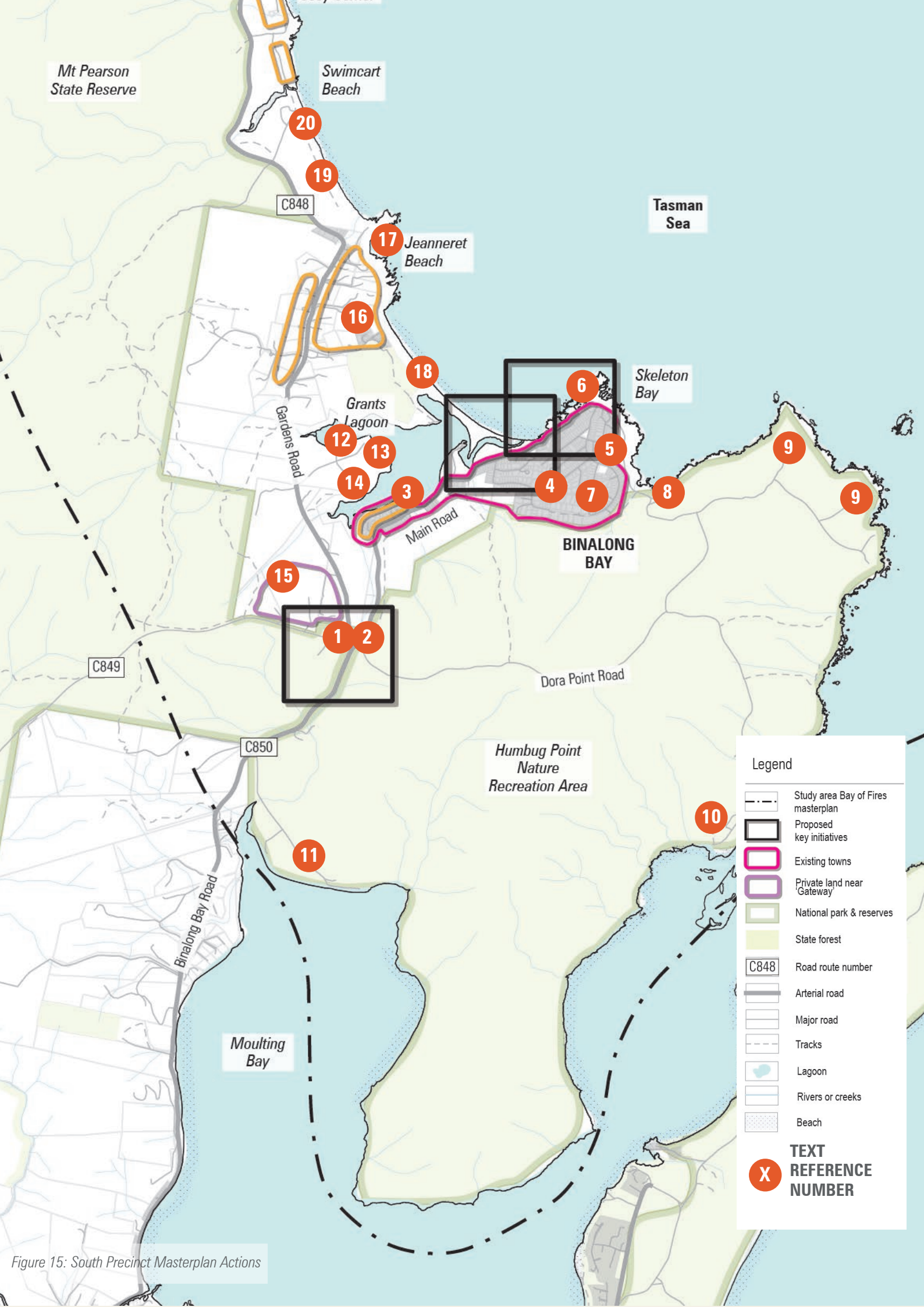


Figure 14: Key Initiative #4 - Sloop Reef Day Use Area

6.3 SOUTH





Mt Pearson State Reserve

Swimcart Beach

Tasman Sea

Jeanneret Beach

Skeleton Bay

Grants Lagoon

BINALONG BAY

Humbug Point Nature Recreation Area

Moulting Bay

Legend















-  Study area Bay of Fires masterplan
-  Proposed key initiatives
-  Existing towns
-  Private land near 'Gateway'
-  National park & reserves
-  State forest
-  Road route number
-  Arterial road
-  Major road
-  Tracks
-  Lagoon
-  Rivers or creeks
-  Beach
-  TEXT REFERENCE NUMBER

Figure 15: South Precinct Masterplan Actions

SOUTH

Refer to Figure 15: Central Precinct Masterplan Actions.

Shared Path – While it has been part of existing Council plans for a long time, this Masterplan supports and reiterates the importance of a shared path connection between St Helens and Binalong Bay. The advent of electric bicycles makes this journey far more likely, representing an important step in reducing reliance on private vehicles to access key areas of the Bay of Fires from St Helens, while also supporting local connectivity between the two settlements.

1 The Southern Gateway – Install landscape inspired gateway signage to demarcate entry into the Bay of Fires area for those travelling from the south. Ideally this should include landscape elements that communicate visually the Bay of Fires as well as large scale signage. This signage should be in keeping and coordinated with all other signage in the area to support broader wayfinding improvements. While the land proposed is within the Mount Pearson State Reserve, the area forms part of the road reserve and has been cleared and used as a storage area for material such as gravel. The works would therefore need to be consistent with the relevant management objectives. The 'gateway' feature and signage should be located so as to not preclude any future modification to the junction of Gardens Road and Binalong Bay Road. See Bay of Fires Visitor Education Centre concept for more details.

2 Bay of Fires Visitor Education Hub – one of the key projects identified within the Masterplan is the development of an 'on-site' Bay of Fires Visitor Education Hub (see Key Initiative #5). The Bay of Fires area is internationally renowned and sits alongside Freycinet and Cradle Mountain as a key Tasmanian destination (outside Hobart) in a wide range of tourism material. The development of a dedicated Bay of Fires Visitor Education Hub is well overdue. The identification of this as an 'education' hub is a critical part of this proposed action. Ensuring visitors to the area have an understanding of the fragile coastal ecosystem that makes the Bay of Fires so special is needed to avoid long term ecological damage as visitor numbers increase. This is consistent with good practice in numerous other areas. The Visitor Education Hub could also perform a range of other functions such as increased visibility of the areas cultural heritage, standard visitor information and / or as a meeting point for various private tours and activities in the area. Commencing more detailed planning for such as facility is a key next step for this Masterplan's implementation.

The proposed location for this Bay of Fires Visitor Education Hub is at a key junction within the area – where the dispersal of traffic is most effectively managed. It is proposed within the Mount Pearson State Reserve but it is considered that the Visitor Education Hub can be developed largely utilising cleared areas. The concept included as part of this Masterplan is indicative only and final site planning would rely on a range of matters including any plans for reconfiguration of the Gardens Road intersection. The site can be developed in a number of stages, having regard for other aspects of this Masterplan including the transition away from private vehicle usage – for example, the nearby old refuse centre on Reids Road could be a site for expanded car parking over time. Refer to Figure 16: Key Initiative #5 - The Southern Gateway & Bay of Fires Visitor Education Hub.



Wadden Sea (Vadehavsentret) Visitor Information Centre



Wadden Sea (Vadehavsentret) Visitor Information Centre



Act for Kids Child and Family Centre of Excellence



Freycinet National Park Visitor Centre

KEY INITIATIVE #5 ('KI5') - THE SOUTHERN GATEWAY & BAY OF FIRES VISITOR EDUCATION HUB

KI5

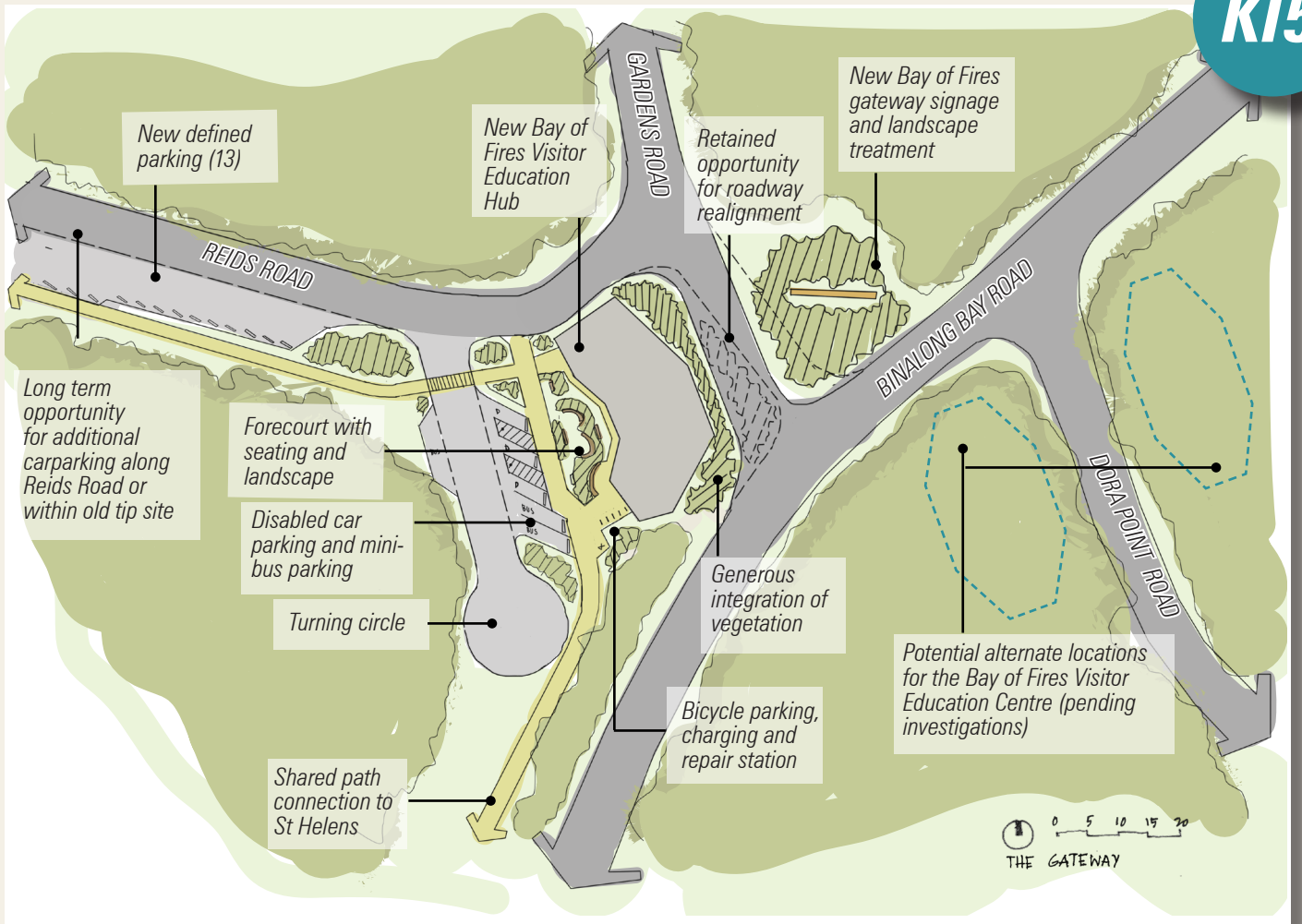


Figure 16: Key Initiative #5 - The Southern Gateway & Bay of Fires Visitor Education Centre

Wayfinding signage – Clear wayfinding signage including destinations, distances and road types should be installed at key junctions. This is a critical part of implementing GA5. This signage should be larger than ‘traditional’ road signage and should reflect a consistent ‘design language’ associated with the Bay of Fires area. This signage should be complemented by associated digital and hard copy maps for visitors. In addition to this wayfinding a significant Gateway signage installation should be included as part of the proposed Gateway. This should be integrated with landscape outcomes (in line with Guiding Actions). In this area, the Gateway signage is proposed at a key intersection opposite the proposed Bay of Fires Visitor Education Hub where cleared land forms part of the road reserve. The concept for this area shows a potential future road realignment which should inform the siting of this Gateway signage.

In this area these are shown on Figure 17: South Precinct Wayfinding Locations below.

3 Binalong Bay Grants Lagoon edge – Along with the main Binalong Bay settlement, there is an existing cluster of dwellings which have almost direct frontage to Grants Lagoon. Some of these dwellings, and associated pathways etc have begun to encroach on public conservation land. In addition, the sensitivity of this area and the reliance on septic systems has the potential to create very significant environmental issues as sea levels rise and associated saline groundwater recharge increases. It is noted that overlays appear to be based on 2016 data, and therefore do not reflect 2019 and 2024 updates to relevant Australian Standards.

The likely impacts on these properties should be subject to further investigation. Coastal erosion may also affect a number of the properties closest to the lagoon. It is important that ‘mitigation’ works for these properties does not occur on public conservation land. As such, a longer term plan for the relocation of some of these dwellings may need to be considered.

SOUTH PRECINCT WAYFINDING LOCATIONS

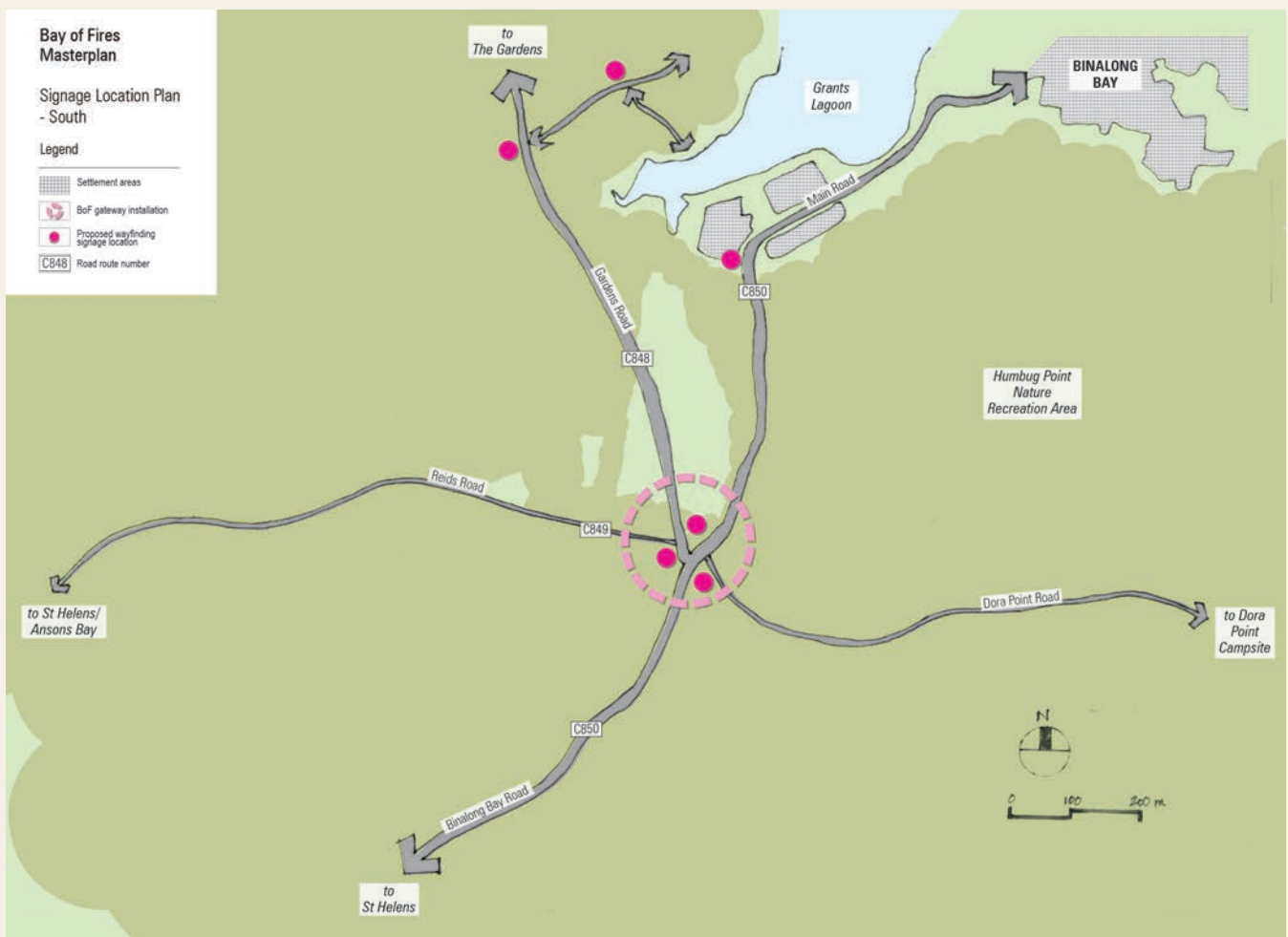


Figure 17: South Precinct Wayfinding Locations

4 Binalong Bay Foreshore (West) – This section of the foreshore encompasses the two car parking areas which provide beach access at Binalong Bay’s ‘town centre’. This area was upgraded following the preparation of a previous masterplan back in 2016. However, the delivery of that masterplan failed to consider the appropriate material palette for this area having regard to its tourism role, nor were appropriate planting considerations integrated. As such a number of modifications to the existing area are proposed to better reflect the ‘character’ of the Bay of Fires as articulated in this Masterplan – and in particular to introduce a ‘landscape lens’ to the area. Car parking areas are proposed for further formalising to increase efficient use of the space and to underpin future needs assessments. Proposed upgrades to this area as identified as **Key Initiative #6** and are shown in more detail in Figure 18: Key Initiative #6 - Binalong Bay Foreshore (West).



Binalong Bay

KI6

KEY INITIATIVE #6 ('KI6') - BINALONG BAY FORESHORE (WEST)

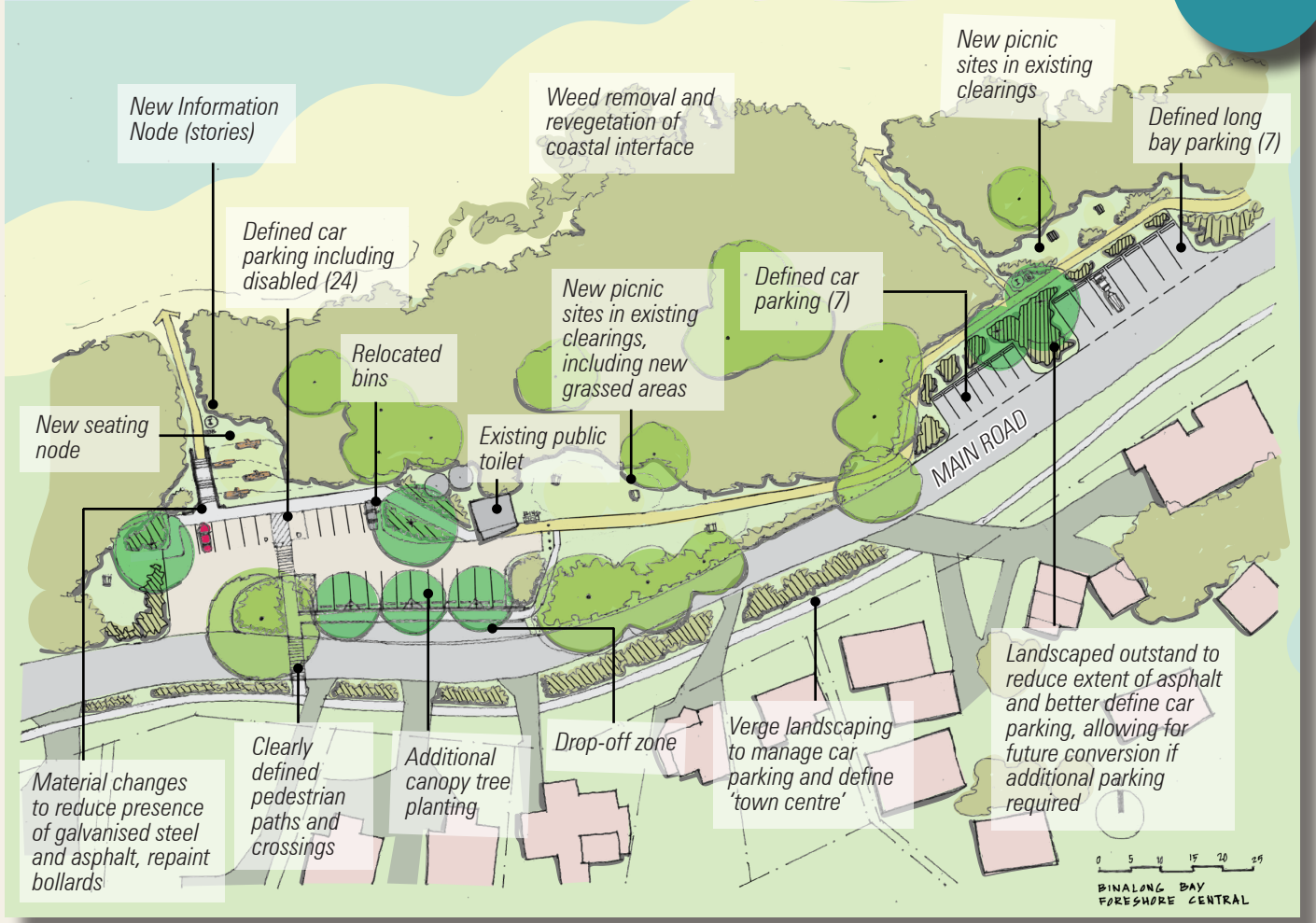


Figure 18: Key Initiative #6 - Binalong Bay Foreshore Precinct (West)

5 Binalong Bay Foreshore (Central) – this section of the foreshore encompasses the boat ramp area. This area was addressed by a previous masterplan in 2016 but recommended works were not implemented. This area is important both as a Day Use Area for picnics but is also envisaged as a focal point for marine based tourism in the area, building on the existing boat ramp and prior dive operations. Key Initiative 7 below remains generally consistent with the 2016 masterplan. As with other areas, an appropriate material palette for this area having regard to its tourism role and the introduction of a 'landscape lens' to the area is recommended. Importantly, as with other areas, formalised carparking is also proposed to ensure efficient use and support monitoring. Proposed upgrades to this area as identified as **Key Initiative #7** and are shown in more detail in Figure 19: Key Initiative #7 - Binalong Bay Foreshore (Central).



Binalong Bay

KEY INITIATIVE #7 ('K17') - BINALONG BAY FORESHORE (CENTRAL)

K17

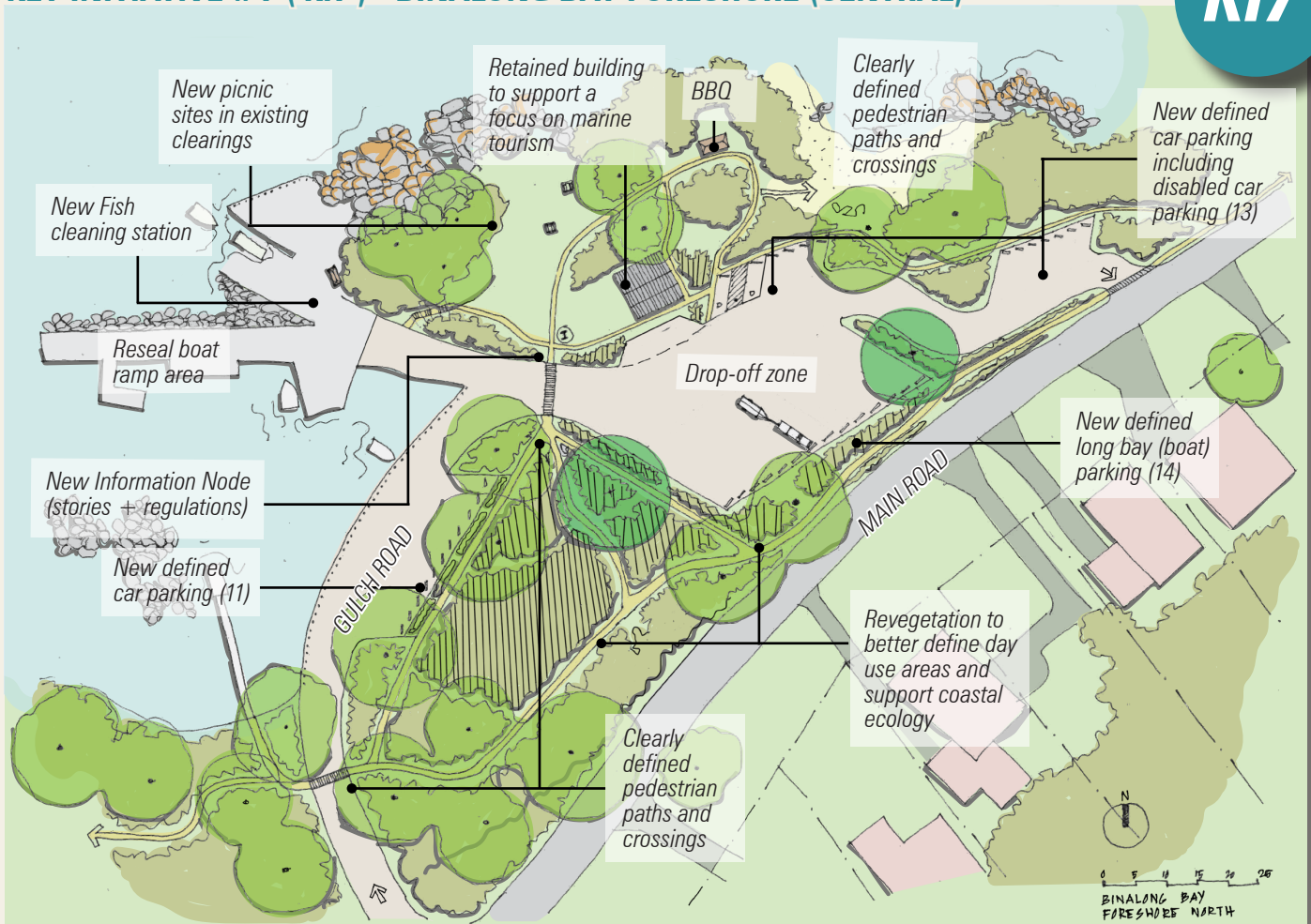


Figure 19: Key Initiative #7 - Binalong Bay Foreshore Precinct (Central)

-
- 6 Binalong Bay Foreshore (East)** – This area has been largely redeveloped under the most recent works undertaken, including the installation of the viewing platform. The Masterplan recommendations for this area include to retain this area broadly as a large grassed informal gathering space / picnic area. The car parking area and picnic table to the east of this should be formalised/ upgraded and access to Skeleton Point more clearly signposted.
- 7 Binalong Bay Settlement** – In keeping with a broader program of consistent infrastructure and wayfinding, consideration of the relocation of the existing Binalong Bay entry feature as a valued heritage element and the replacement with signage more in keeping with the increased focus on the natural and cultural values of the area should be considered. Other recommendations for Binalong Bay include replacing foreshore play equipment in the longer term with a contextual nature based play space. It is also recommend to undertake a formal assessment of car parking patterns at peak season along the foreshore (following definition of all car parking spaces to ensure efficient use) to ascertain any overflow, the characteristics of that overflow and to explore ways to address this in the shorter term in a manner which is consistent with the guiding principles of this Masterplan.
- 8 Skeleton Point Day Use Area** – This area is an important Day Use area. Ongoing upgrades should support its continued use as a Day Use Area within the existing footprint. A key ambition of the Masterplan is to improve the safety of the connection between this Day Use Area and the Binalong Bay settlement. Currently pedestrian access is via the roadway creating safety issues. As the area develops and continues to see increased tourism numbers, the development of a safer connection between Binalong Bay and Skeleton Point is recommended. This may be as simple as identifying this section of road as a shared roadway and adjusting speed limits.
- 9 East Skeleton picnic areas** – There are two areas with road access at Skeleton Point. It is recommended over time that these two sites are enhanced with low impact facilities that allow for picnics to be held at these scenic sites which provide access to the coast. Some additional fencing is also recommended in some of these sites to prevent some earlier examples of damage to surrounding vegetation.
- 10 Dora Point camping** – This camping area should remain and be addressed in line with the Guiding Action. This site serves as an example of where fencing and numbering has already been undertaken. The connections between this site and other parts of the Humbug Point peninsula should also be maintained (i.e. Skeleton Bay, Dora Point and Moulting Bay tracks). In the longer term the impacts of sea level rise may result in the need for some of these tracks to be reviewed and/or relocated (if primary connection tracks affected).
- 11 Moulting Bay camping** – This camping area should remain and be addressed in line with Guiding Action 6. This includes definition of the campground extent, and better definition between accessways and campsites. It also includes the introduction of a booking system.
- 12 Grants Lagoon Boat Ramp** – The boat launching area for Grants Lagoon is currently informal in nature and it is recommended that this area is rationalised to support a single access point and a defined turning circle etc to avoid further erosion of vegetation and ecological values at this node. Further, as per other boating nodes, an associated information node focused on regulations should be established.
- 13 Grants Lagoon Day Use Area** - Close to the Grants Lagoon Camping area is an access road which leads to a turning circle. This road serves no purpose, other than providing access to a track which allows access to the lagoon itself. There are opportunities to re-imagine this area as a day use area which includes a picnic table and a more formalised path to the lagoon edge.
- 14 Grants Lagoon Camping** - This camping area should remain and be addressed in line with GA6. This includes definition and booking of campgrounds, and better definition between accessways and campgrounds.
- 15 Private Property** – There are a number of private lots within this precinct. In particular, just to the north of the proposed Visitor Education Hub there are large areas of cleared land on either side of Gardens Road. These areas are both well located in terms of access to key tourism areas, but are also highly exposed and have some environmental sensitivity. Development of cleared private land to the west of Gardens Road is supported, particularly if this supports tourism, but only where this is consistent with GA1 and GA7 and existing planning controls which include a Landscape Conservation Zone. Land to the eastern side of Gardens Road is steeply sloping and in close proximity to the sensitive environment of Grants Lagoon. Development of parcels on the eastern side should therefore be treated with significant caution.
- 16 Baileys Rocks Settlement** – While not a formal settlement, there has been extensive residential development within the Baileys Rocks area. Given both the environmental and cultural sensitivity of this area, the increasing impacts of sea level rise and GA1 the

masterplan seeks to prevent any further subdivision and development within this area. This does not mean that existing properties should not be able to redevelop, rather further development sites should be avoided in this area. This should also apply to 'tourism' development which may require an amendment to planning controls.

17 Jennerette Beach camping - This camping area should remain and be addressed in line with the Guiding Action. This includes definition and booking of campgrounds, and better definition between accessways and campgrounds. The important habitat values of this area, in particular bird life should be a key driver of any refinement of camping areas.


18 Binalong Bay Tracks – A largely informal existing track runs between the Grants Lagoon bridge and the nominated Swimcart Beach Key Activity Node. However, this track is incomplete and traverses some very complex landscapes. The retention of this track and the connection it provides is supported by the Masterplan. It does however need to be further investigated, refined and signposted more clearly to support its use and to minimise impact on important environmental and cultural values. This may require different path treatments or varied alignments than currently exist.

19 Swimcart Beach camping – This highly valued camping area should remain and be addressed in line with the Guiding Action 6. This includes definition of the campground extent, and better definition between accessways and campsites. It also includes the introduction of a booking system. It is noted that the introduction of a booking system may need to be sensitively managed to ensure alternate accommodation options are available if overstay is linked to homelessness risk.

20 Swimcart Beach Activity Node – Swimcart Beach is one of the larger camping areas within the Bay of Fires area. It is also an area where events (such as fishing competitions) are held and where the Bay of Fires MTB Track terminates. As such, it is a natural focus for more significant levels of activity than many other campgrounds and day uses areas along the coastline. Recognising this role and planning accordingly can help manage activity in this area in a way that protects the surrounding environmental and cultural values. Understanding and considering the longer term impacts of climate change on the activities that occur in this area and planning for these is also recommended.



Swimcart Beach (existing day use area)



**TO BE FINALISED
BASED ON
ENGAGEMENT
FEEDBACK**

BAY OF FIRES MASTERPLAN IMPLEMENTATION

7 IMPLEMENTATION

7.1 IMPLEMENTATION STEPS

This Masterplan is by its nature a 'high level' Masterplan. Its role is to look at the whole area – a very large area – and seek to establish a coherent vision that supports not only the growing tourism within the area but also the aspirations of the Tasmanian Aboriginal Peoples and the local community. It is clear through the preparation of this Masterplan that the platform from which all of those can be achieved is the protection and enhancement of the natural values which make the Bay of Fires an international attraction.

The Guiding Actions of the Masterplan will not be achieved overnight. The role of the Masterplan is to provide a vision for how the area will develop and a 'roadmap' for how different parts of the Bay of Fires area will evolve over time so everyone is on the same page. However, there are a number of important 'first steps' that should be undertaken before any further site specific projects (i.e. Key Initiatives) are undertaken in the study area. These first steps are critical to ensuring that the Guiding Actions in this document can be achieved. What is fundamental to the delivery of this plan is ongoing coordination across the wide range of 'actors' (land managers and organisations) over the coming decades. While decision making is guided by established frameworks, maintaining alignment across the approaches, and ensuring that decisions account for the long-term impacts of climate change is critical to protect the very values that make this place so special.

These first steps are identified as **PRIORITIES** in [Table X below](#).

The responsibility for delivering the Masterplan will be shared. PWS and Break O'Day Council will shoulder most of this responsibility. However, they will need support and input from a wide range of others including community groups, Tasmanian Aboriginal Peoples and individuals. Critically, they also need funding support. Break O'Day Council is a small regional council with a wide range of responsibilities and a low ratepayer base. The Bay of Fires is an internationally significant tourism destination. As such, this Masterplan plays a key role in articulating projects and planning that can be supported by State and Federal funding to ensure this iconic site continues to sustainably contribute to the economic benefits of tourism visitation.

It is not envisaged that any specific amendment to planning controls will be needed to implement the Bay of Fires Masterplan itself, as controls are generally aligned with the Guiding Actions. However, specific changes are recommended as part of implementation steps, such as closing loopholes on subdivision permissions. Site specific development is likely to require a range of permissions but these will be established as part of the next stage of planning for those areas. However, it is noted that the broad approach taken by the Masterplan which seeks to direct any development to existing cleared or developed land is anticipated to reduce the complexity of many approvals.

7.2 IMPLEMENTATION ACTIONS

THESE ARE EXAMPLES TO BE TESTED AND EXPANDED UPON DURING ENGAGEMENT

- Investigate a landowner support package for private landowners within the Bay of Fires area to provide them with information regarding the ecology of the area and steps they can take to protect this. Explore opportunities to support them in this such as grants or provision of tube stock to support revegetation.
- Prepare 'design guidelines' for private development within the Bay of Fires area. These do not need to be integrated into planning controls but should allow residents to understand steps they can take to integrate their development with the environment. Guidelines should make a distinction between development within settlements (Ansons Bay and Binalong Bay) and disbursed development elsewhere in the study area and should also include guidance on matters such as Water Sensitive Urban Design or appropriate plant selection.
- Explore opportunities for Tasmanian Aboriginal Peoples, in particular younger people, to participate more actively in the environmental management of the area
- Engage further with Tasmanian Aboriginal Peoples to determine the best approach to support more detailed documentation and management of known and unknown Aboriginal cultural heritage and values, particularly in areas where development has, or may occur in the future.
- Ensure that the outcomes of the ongoing PWS statewide camping review, particularly in relation to camping fees and booking arrangements, have regard to and are consistent with the recommendations of this Masterplan.
- Undertake further investigations, including further engagement with Tasmanian Aboriginal Peoples, tourism bodies and the local community and develop a business case for the development of the proposed Bay of Fires Visitor Education Hub.
- Undertake detailed planning to confirm the appropriate alignments of the Binalong Bay to St Helens shared path and the Grant Lagoon to Swimcart Path. In line with the Guiding Actions these paths should prioritise protection of ecological and cultural values and as such 'non-standard' design responses and non-linear alignments may be required.
- Prepare more detailed site designs for the Binalong Bay South and Central nodes to improve functionality, to align presentation with visitor expectations and to improve environmental performance.
- Prepare a Bay of Fires specific infrastructure design manual following further engagement with key stakeholders. This should include specific direction regarding the design of fencing, picnic areas, information nodes etc as recommended by this Masterplan to ensure a consistent palette across both council and PWS land in this area.
- Prepare a signage and wayfinding strategy and palette. This should align with Guiding Action and could be undertaken from a single project.
- Explore opportunities to amend planning controls to prevent further subdivision in the Bay of Fires area, even where this is associated with tourism uses.
- Align campsite designations within broader PWS programs to reflect Masterplan findings
- Confirm transition and changes to campgrounds and access roads to improve protection. Complete campsite assessments and undertake upgrades to implement campsite booking systems.
- Work with and support community groups to undertake weed removal in dedicated 'hot spots'.
- Prepare a 'guiding principles' guideline for engagement with Tasmanian Aboriginal Peoples. It is recommended that Council and Parks Tasmania, and partners operating in Tasmania adopt and implement the following Guiding Principles for Engagement with Tasmanian Aboriginal Peoples. These principles are designed to ensure respectful, inclusive, and culturally informed engagement that recognises the unique rights, identity, and enduring connection of Tasmanian Aboriginal Peoples to Country.
- Consider development of a Aboriginal Heritage Management Plan outlining assessment procedures, risk mitigation, and ongoing monitoring, prior to implementation of Masterplan.
- Work with Tasmanian Aboriginal Peoples to implement interim protection measures for dune areas in the short term as the Masterplan is developed, such as temporary fencing.

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