**Client Website Information**

**Club:** Happy Trekkers

**Target audience:**

**Age:** 20-70 years old, mostly 40+ members

**Location:** Kalamunda is where we start all walks, but members come from across Perth Metro area.

**Gender:** All genders

**Income level:** Middle to high income

**Education level:** No specific education level

**Marital or family status:** unimportant

**Occupation:** Working professionals, Uni students and retirees

**Summary:** The goal of the website is to provide useful information for the Happy Trekkers Hiking Club membership, as well as information for people interested in becoming members.

The website should have a natural and adventurous look, with a theme that reflects the club's colours of green and brown.

### Main Contact for Website development:

**Ti Walker**Club President  
Happy Trekkers Hiking Club

5 Hills Crescent, Kalamunda WA 6076  
Ph: 9293 0001  
Email: happy.trekkers@gmail.com

**The website content should cover various topics, including:**

**Example websites:**

Umbrella organisation HikeWest

<https://www.hikewest.org.au/>

Bushwalkers of WA

<https://bushwalkerswa.asn.au/>

Perth bush walkers

<https://perthbushwalkers.asn.au/>

Western walking club

<https://www.westernwalkers.com.au/>

**1. Homepage:**

Have a clickable logo (back to home) at left and a menu to the right.

Like <https://www.hikewest.org.au/> layout of logo on left, menu on right. No need for “Home”.

The socials in same location, but Insta and Facebook. No search.

Also hero image, but like to have our club slogan on the image (centre justified like theirs). Like the casual font used by HikeWest (for the slogan only).

Image should be of Perth Hills scenery – attractive walking scene. If possible walkers in it.

Slogan: “*Trekking our way to health and happiness; respecting the earth we tread on!”*

Heading below hero-image:

*“Welcome to Happy Trekkers”*

*As our slogan says, we believe trekking is a great way both to keep health and happy. We also value the companionship of walking with others and sharing tips and walking trail stories along the way.*

*See the other pages of our website for more information on how to join, what we do and who to contact.*

*Hope to see you out on the track!*

Footer should have copyright notice and “member of HikeWest” with logo (we are affiliated with), like the <https://perthbushwalkers.asn.au/> footer, but also a “Become a Member” button linking to the Membership page (similar to <https://www.westernwalkers.com.au/> footer).

**2. About Us:**

**About Us** heading

The Happy Trekkers Club was founded in 1972. We actively supported the establishment of the Bibbulmun Track and still assist with maintenance of the Northern Terminus and track through to Mundaring. We co-ordinate walks on the Track with the Bibbulmun Track Foundation (have a link to the foundation).

**Our Mission**

*To promote fitness and community via bushwalking, foster bush care and increase respect for our natural environment.*

**Our Committee**

2024 Members are:

* President: Ti Walker
* Secretary: Sam Kaur
* Treasurer: Alice Pappas
* Walks Coordinator: Terrie Steere
* Member: Sara Ferrari
* Member: Magnus Adar

**Affiliate Club**

We are a member club of HikeWest which was formerly called The Federation of WA Bushwalkers. HikeWest underwrite our insurance and make sure our members have insurance coverage for club events and walks. As a member club it is important that we respect their rules, available in the below downloadable PDF document.

Rules\_of\_HikeWest\_Membership\_2022.pdf – have as a button like the one in the footer.

**3. Events:** Information about upcoming hiking events, trail maintenance activities, and social gatherings.

We arrange and attend a number of key hiking relevant events across the Calendar year. To see which events our Club will have a presence at, see the Calendar of events below.

**2024 Calendar of events** heading

Create a data table with the upcoming events:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Event | Organiser | Venue & Information link | Time | Date/s |
| WA Hiking Expo 2023 | HikeWest | Perth Hills Discovery Centre, Allen Rd, Mundaring<https://www.wahikingexpo.com.au/> | 9.00 am - 2.00 pm Sunday | 30 June 2024 |
| WA Hiking Trails 2023 | HikeWest | Perth Hills Discovery Centre, Allen Rd, Mundaring<https://www.wahikingexpo.com.au/> | 9.00 am - 2.00 pm Sunday | 2 July 2024 |
| WA Hiking Expo 2023 | HikeWest | Perth Hills Discovery Centre, Allen Rd, Mundaring<https://www.wahikingexpo.com.au/> | 9.00 am - 2.00 pm Sunday | 1 September 2024 |
| Happy Trekkers 2023 AGM | Happy Trekkers | 5 Hills Crescent, Kalamunda WA 6076 | 7.00 -8.30 pm | 13 October 2024 |
| WA Trails Forum 2022 | Happy Trekkers | Jorgenson Park Community Centre.<https://www.dlgsc.wa.gov.au/department/events/event/2022/10/21/sport-and-recreation/2022-trails-forum> | All day. (Times TBA.) | 21 Oct. 2024 |
| Have A Go Day 2023  (includes HikeWest marquee) | Seniors Recreation Council of WA | Burswood Park | 9.00 am - 3.00 pm | 11 November 2024 |
| Jorgenson Park Sustainability Fair (includes HikeWest marquee) | Kalamunda Rotary | Jorgenson Park, Kalamunda.  HikeWest at stall #5.<https://www.hydeparkfair.com.au/> | 10.00 -5.00 pm Sun; 10.00 -5.00 pm Mon; | 1-2 Dec 2024 |

Hyperlink link to Rotary, HikeWest, Seniors Council as Organisers of each event.

Under a heading of:

**Club Safety Procedures**

Please make sure that you download and read the following important documents before attending any of our events or trail walks.

Incident\_Report\_form.docx and the Club\_Emergency\_Contact\_Procedure\_guidelines.docx (as buttons)

**WalkGPS**

Also check out the WalkGPS website (link to <https://www.walkgps.com.au/> ) as a great resource for more information about bushwalks in the Perth Hills and greater Southwest region of WA.

We encourage members to subscribe to this site as it has great resources and, being privately sponsored, will only be able to keep up-to-date with assistance from those of us that use it.

**4. Trails:** [BLANK FOR NOW] Detailed information about the hiking trails that the club visits, including maps, difficulty level, and suggested gear.

**5. Membership:** Information about membership benefits, fees, and how to join the club.

Narrower right SIDE

**2024 Membership Fees**

$5 Introductory walk, to be assessed for membership (part of our risk assessment strategy)

$40 per annum (once accepted)

**Safety forms**

Forms members must fill in and bring with you to your Introductory walk:

* Member\_Emergency\_Contact\_form.docx ,
* Acknowledgment\_of\_risk\_form\_for\_members.docx
* Acknowledgment\_of\_risk\_form\_for\_temporary\_members\_visitors\_Clubs.docx

(have as buttons, once under)

Wider left SIDE

**How to join**:Due to the distances and inaccessible and hilly regions walks are done in, prospective members need to be reasonably fit. For this reason, an introductory walk must be successfully completed before membership can be accepted. Up to two Introductory walks can be done in a season. (Have this above the form)

**Expression of interest**

Include Form for people to contact the Club on the wider left side of the page, similar to https://www.westernwalkers.com.au/membership#join. Do not have the terms and conditions underneath.

[Express interest] button instead of [Sign Up]

**6. Contact Us:** Contact information for the club, including phone number, email, and location.

Two column layout again, like Western Walkers/Perth Bushwalkers

On wider left side

**Club House**

Happy Trekkers Hiking Club

5 Hills Crescent, Kalamunda WA 6076  
Ph: 9293 0001  
Email: happy.trekkers@gmail.com

This is where meetings and social events are held.

**Meeting Point**

The Jorgensen Park Meeting Point, which has :

2 Crescent Rd, Kalamunda WA 6076

For Jorgensen Park Facilities see: <https://www.kalamunda.wa.gov.au/facility-details/jorgensen-park>

Then at bottom of page a custom Google map, showing from Kalamunda townsite to the Jorgensen Park parking area, to fit neatly int hat column.

Right narrower side: a basic enquiry form, same as the Western Walking Contact us form, but without separate fields for first/last names. All fields same width.

### Design

In terms of design requirements, the website should include the club's colours of green and brown, and can use complementary colours such as white or beige. The website should use natural and rustic fonts, and include the club's logo prominently on the homepage. The website design should be dynamic, with a natural and adventurous feel that reflects the beauty of hiking.

We like clean layout of homepage banner, menu and content at

Like the fonts used on the Hiking Club of WA site for headings and body https://www.hikingclubofwa.asn.au/. Use a more casual cursive script for hero-text though.

For headings use Poppins – like Wester Walker. Also for buttons and Menu.

For body text – use Helvetica – like Perth Bushwalkers.

Use Helvetica for body text, like Perth Bushwalkers.

Footer like Western Walker footer is preferred but want the footer ‘logo’ to “HikeWest” logo, that links to them.