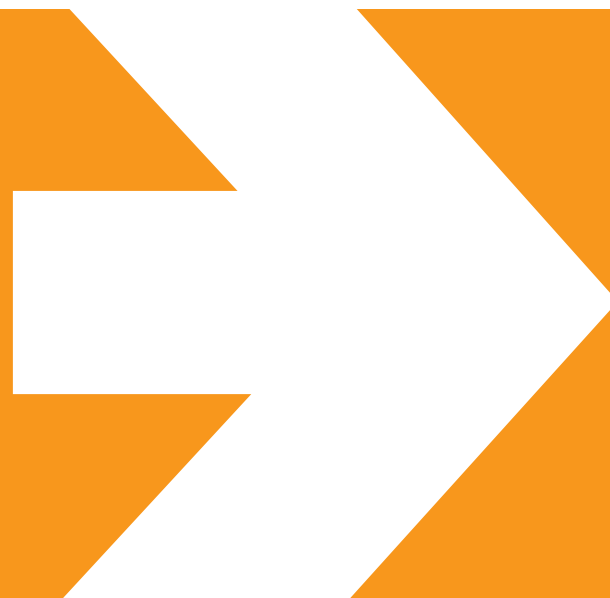




Wayfinding signage strategy

Submitted to:



September 2022 - FINAL

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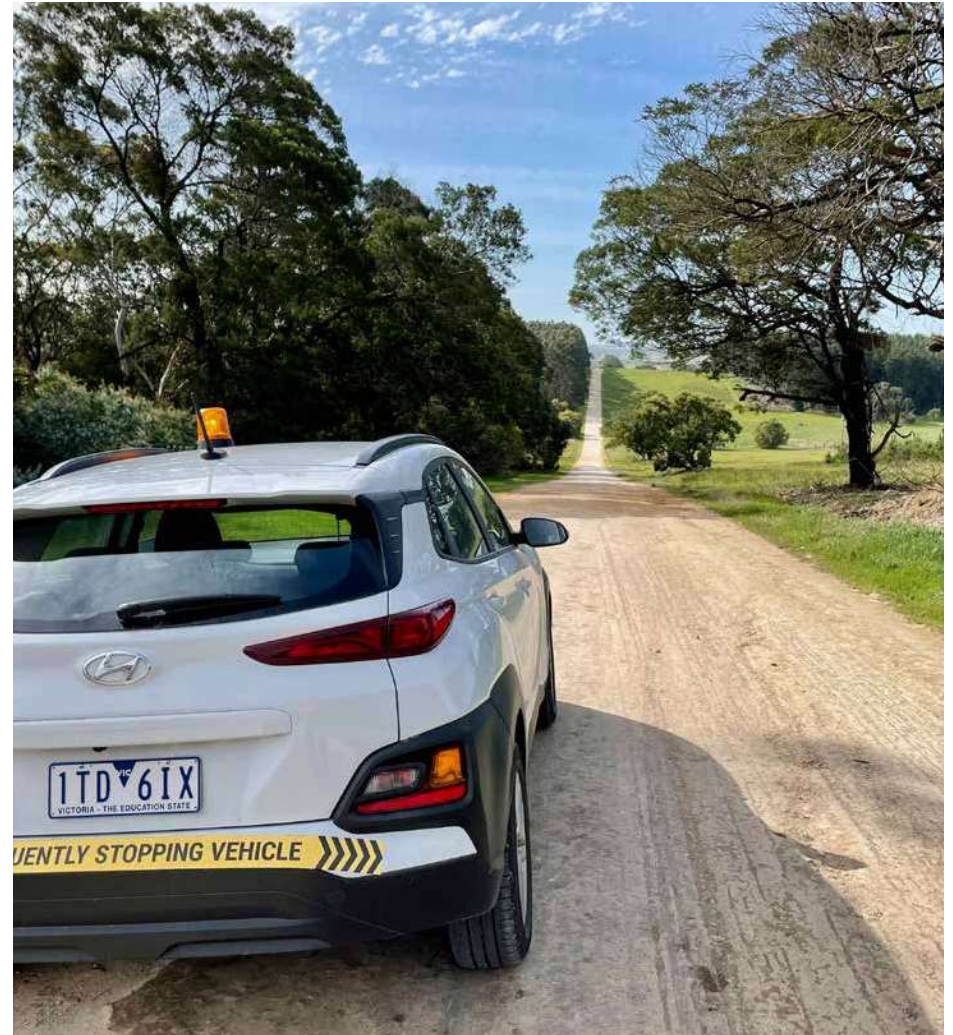
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DEFINITION OF TERMS

- **Promotional billboards** are used in tourism for destination marketing. This type of advertising is often found strategically positioned along roadsides. The object of the roadside promotional billboard is to spark or prompt a spontaneous decision during a traveller's current trip. The signage basically helps them to 'exit and experience'. The promotional message is used to remind and reinforce, keep a destination or attraction in the mind, increasing brand awareness over time and influencing future decisions.
- **LGA Entry Statements** mark and define the entry to the LGA. Well designed, high quality boundary signs do more than define a geographic region. Entry statements can grow tourism, attract investment and even become a destination on their own right. They convey the vibrancy of the local culture and maintain a strong harmony with the surrounding environment.
- **Town entry statements** capture a sense of arrival, beautify the entry point and help to establish the identity of the city or town for tourists and local residents alike. Effective gateway signage has a positive impact on local economic development and tourism.
- **Visitor Information Boards** are usually installed at rest areas and in-town stopping points. They provide information that helps with wayfinding and orientation (eg: contain maps of the area), attractions and features, visitor information services, and services, facilities and amenities available in the area.
- **Temporary/Event Banners & signs** are temporary promotional signs and banners that are used to highlight events and activities but are not permanent signs.
- **Interpretive Panels** provide information about attractions, historic sites, lookouts, etc. and can be arranged single signs or groups of signs.





SECTION 1. INTRODUCTION

SECTION 1. INTRODUCTION

1.1 PROJECT BACKGROUND



Wattle Range Council (WRC) commissioned signage consultancy Wayfound to develop a whole of destination integrated wayfinding strategy (the Strategy). The purpose of the Strategy is twofold;

1. To ensure that current and future signage facilitates safe and positive journeys and enhances the dispersal of visitors and their connection with the people and the places of the Wattle Range region.
2. To improve pedestrian wayfinding within the principle towns for both visitors and locals alike.

Tourism signage is an extremely important element of any destination's branding, marketing and visitor information strategies. Signage is critically important to presenting a consistent experience and to retaining and dispersing visitors throughout the WRC region. Signage also provides opportunities to raise awareness of the area's attractions and features and encourage people to stop and visit.

Much of the existing tourism related signage in the WRC does not enhance the visitor experience or adequately direct visitors to the area's many attractions. Business and tourism organisations along with business operators have requested that Council develop a Strategy to address this, with some of their concerns being:

1. Lack of wayfinding and tourism signage to let visitors know the attractions, services and facilities available within the WRC and its towns and townships.

2. Lack of unique and distinctive signage and imagery that showcases the WRC's tourism experiences and entices visitors to stop, explore and stay longer.

Wayfinding is about finding one's way and relates to how a person orientates him/herself and navigates through an area or place.

In 2021 WRC commissioned town planning and landscape architectural practice Wax Design to develop town centre concept designs for both Millicent and Penola. This project delivered an extensive list of priorities one of which was improved town pedestrian wayfinding.

WHAT'S INCLUDED IN THE STRATEGY?

The Strategy forms part of a suite of initiatives by WRC. These are to encourage visitors to stop, extend their length of stay and increase expenditure in the WRC and to improve pedestrian wayfinding.

Specification of services included: cycle/walking path directional signs as well as signs for the Coonawarra Rail Trail.

Signage is critically important to presenting a consistent tourism experience and to retaining and dispersing visitors throughout the Local Government Area.



SECTION 1. INTRODUCTION

1.2 WHAT ARE WE TRYING TO ACHIEVE?

The Strategy provides the framework for Council to make decisions on the location and style of all future tourism signage and wayfinding in the Wattle Range Council Region. The Strategy contains clear guidelines for developing a suite of distinctive, innovative and consistent tourism signage and supports achievement of Council's Strategic Plan 2018-2021.

Theme One: Community Vibrancy & Presentation

Strategy 1.1 - Enhance Public space areas including parks, public places, car parking, street lighting and streetscapes to provide vibrant, attractive areas.

Theme Two: Economic Prosperity

Strategy 2.1 - Support and advocate for improved infrastructure that enhances and creates economic and business opportunities.

It gives direction for choosing the right signage for the particular circumstance, for locating signs and for further development of signage policies and processes. Priorities for action and an implementation plan are also included.

It has a number of objectives which are to:

- Improve how visitors are made aware of, and guided to, the diverse experiences, attractions and tourism services across the Wattle Range Region and its towns and townships.
- Improve access to the WRC and its destinations, particularly those with tours, products and experiences that visitors can enjoy.
- Enhance the visitor experience and the amenity of the community.
- Enhance the image of the WRC as a tourism destination by encouraging consistent themes and innovative and distinctive signage across the Council.
- Link to goals developed in the recently developed Millicent and Penola Town Centre Concept Design.

The design of future signage will align with the Wattle Range Council Branding.

STAKEHOLDER SESSIONS

Engaging and informing the community, particularly stakeholders involved in tourism-related activities and businesses, was a key component of developing the Strategy. Their feedback and input has been considered and incorporated into this strategy and its recommendations.

In September 2021, WRC invited representatives from local tourism groups within the Local Government Area (LGA) to tell us what signage, works well, what could be improved, as well as share ideas about signage and wayfinding elements for the WRC. Due to the tight time frame of our visit stakeholder consultation was held individually with stakeholders when in their local area. We also set up an on-line survey and phone call meetings with local tourism operators.

STAKEHOLDER CONSULTATION

Who	When
Emma Clay, Kirsten Falt, Margo Phillips Wattle Range Council	Monday 6th September
WRC Informal Information Session Wattle Range Council	Tuesday 7th September
Heidi Prouse Southern Ocean Tourist Park, Beachport	Tuesday 7th September
Cate Cooper Must@Coonawarra, Penola	Wednesday 8th September
Ockert Le Roux Coonawarra Vignerons, Penola	Wednesday 8th September
Maria Valenzuela Mary McKillop Penola Centre, Penola	Thursday 9th September
Sue Wheal Bompas, Beachport	Tuesday 21st September
Mark Wright Mayura Station Tasting Room	Wednesday 22nd September
Julie Palmer Southend Sands Caravan Park	Wednesday 22nd September

Engaging and informing the community was a key component of developing the Strategy.

HOW WAS THE STRATEGY CREATED?

Developing the Strategy involved a number of stages.

STAGE 01

Review of previous reports and documents

- Wattle Range Strategic Plan 2018-2021
- Council, regional and state tourism plans and strategies to understand the context for tourism signage.
- Local, State (Department of Infrastructure & Transport) and relevant national tourism signage guidelines and standards, e.g. NTSRG.
- Best practice principles and guidelines for tourism wayfinding signage.

STAGE 02

Site visits

- Site visits to identify and document tourism signage issues and opportunities throughout the Wattle Range Council.

STAGE 03

Community & stakeholder consultation

- Meeting with tourism and business operators and associations (see table on page 6).
- Internal meetings with Council staff involved in tourism, traffic management and infrastructure development.

STAGE 04

Development of the Strategy

- Based on consultation, research, signage best practice and signage data.
- Consideration of submissions received by Council before deciding whether to adopt the Strategy.

SECTION 1. INTRODUCTION

1.3 ABOUT THE WATTLE RANGE COUNCIL AREA

Wattle Range Council (WRC) is located approximately 400kms south-east of Adelaide and is part of the Limestone Coast tourist region. The WRC was formed with the amalgamation of the Millicent, Beachport and Penola councils. The main administrative and commercial centre is the town of Millicent. The western side of WRC is dominated by fishing, grazing and forestry. The eastern side of WRC adjoins the Victorian border and is home to the Coonawarra wine region. The other main towns of WRC are Beachport and Penola along with eleven small townships spread throughout the WRC.

Besides primary industry, tourism play a large part in the local economy. Each town and township in the WRC has developed a community town plan. In these town plans almost every community identified attracting more tourists as a top 5 priority.

MAIN ROUTES THROUGH THE WRC

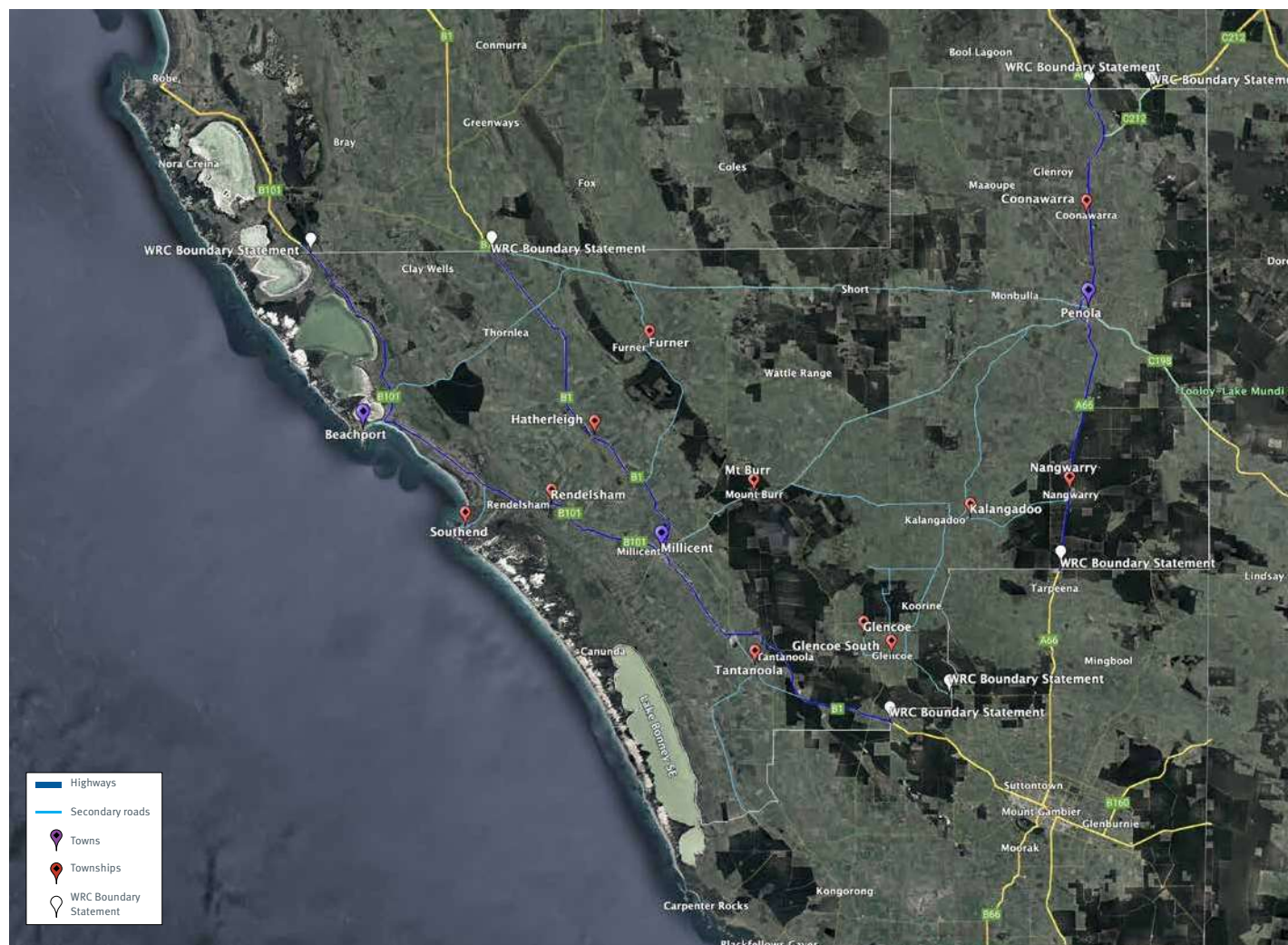
The main arterial routes through the WRC are the Riddoch and Princes Highway (Hwy). Both of these highways ultimately connect Adelaide with the regional city centre of Mt Gambier and onward into western Victoria. The other regional highway is the Southern Ports Highway a coastal route between Kingston SE and Millicent.

- The longest highway section running through the WRC is the Princes Hwy approximately 70km in length, followed by the Riddoch and Southern Ports Hwy both of approximately 50kms.
- Traveling the Princes Hwy takes around 45 minutes to travel from the northern boundary near the locality of Kangaroo Inn to the southern WRC boundary just north of the locality of Burrungule.

Secondary routes through the region include the Beachport-Penola Rd, Clay Wells Rd and the Mt Burr Rd which are the main routes used by locals and visitor to traverse the WRC between the coast and Penola/Coonawarra on the eastern side of the WRC.

Current vehicle trip times to Millicent from Adelaide is just over 4.25hrs, 30mins from Mt Gambier, 2.0hrs from Hamilton and 2.75hrs from Warnambool.

We found evidence of different touring routes passing through WRC, apart from the Southern Ocean Drive the others appear to be no longer supported.



Major & secondary roads audited within Wattle Range Council



SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.0 TYPES OF TOURISM SIGNAGE

This section provides information about the purpose of tourism signage, best practice for wayfinding, signage design and relevant policies and standards for signage. The roles and responsibilities of Government of South Australia (SA) Dept for Infrastructure and Transport (DIT), National Tourism Signage Reference Group (NTSRG) and WRC in determining signage eligibility, priorities and guidelines are also explained. This information is provided because it has been used in the formulation of this Strategy and provides the decision-making process by these regulatory authorities.

A TOURISM SIGNAGE SYSTEM IS MADE UP OF TWO DISTINCT CATEGORIES OF SIGNS.

Road Signage

Road signs are primarily for wayfinding to destinations and attractions and are subject to specific guidelines and standards. These signs are explained further in Section 3 of this Strategy.

Green - Directional

Brown - Tourism

Blue - Services

Destination Signage

Destination signage supports the tourism road signage and, while being subject to the policy requirements of the relevant road authority, can be designed to reflect the area's unique character and tourism branding. They usually have a standard design, layout, materials and construction to create a seamless journey and enhance the visitor experience. They should be placed in similar locations at sites so that visitors understand where to look for information. These signs are explained further in Section 4 of this Strategy (Refer to Definition of Terms Page 3)

Promotional Billboards

WRC Entry Statements

Town Entry Statements

Visitor Information Boards (VIBs)

Temporary/Event Banners & Signs

Interpretive Panels

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.1 THE PURPOSE OF TOURISM SIGNAGE

Tourist signs are an important part of creating a visitor-friendly destination and defining the community's image.

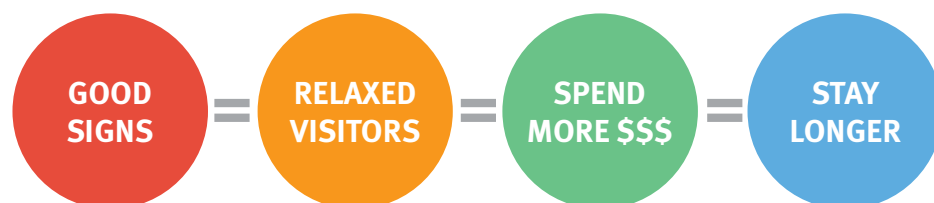
The two main purposes of tourism signs are to:

- 01 Safely and efficiently guide visitors to their destination.**
- 02 Inform visitors of the range of attractions and services available at a destination.**

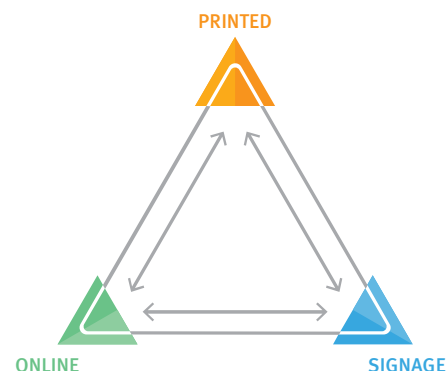
To achieve this, tourist signs have a range of functions that need to be considered in their design and planning including:

- Giving advance notice of experiences and services, particularly where a change in direction is required.
- Giving immediate notice of an attraction or service and facilitating safe access.
- Directing visitors to sources of tourist information (eg. visitor information centres, visitor information bays and interpretative centres).
- Reassuring visitors that they are traveling in the right direction.

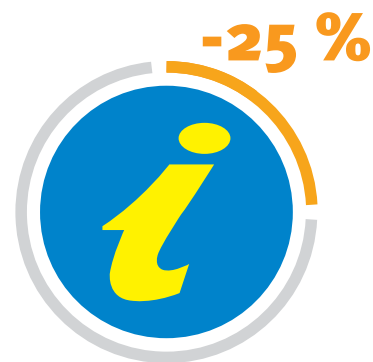
When visitors know where to find the services and experiences they are looking for, they can focus more on enjoying the experience and less on worrying about how to get there and even worse, how to get back to where they came from if they get lost.



Effective road signage can mean the difference between visitors stopping to explore a town or attraction, or just driving past.



It is important to understand that signage is only one part of the system that visitors use to learn about a destination and to find their way around. They get information from a variety of sources before and during their visit including online, printed materials, Visitor Information Centres, word of mouth from locals or other visitors, and from road signs.



Wattle Range Council is unusual in that it owns and operates three accredited Visitor Information Centres (VICs) at Penola, Millicent and Beachport.

Since 2015 the VICs have seen almost a 25% reduction in the number of enquiries they service annually.

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.1 THE PURPOSE OF TOURISM SIGNAGE

The underlying approach emphasised in the state and national signage guidelines is always to limit the number of signs approved and installed on the road network. This is to ensure road safety and to minimise clutter. Generally, the maximum number of signs that are allowed to be installed at an intersection is four signs (the maximum number of signs that can be read, understood, and acted upon with safety [depending on length of legends]). This would include a road nameplate, a green/white- geographic destination sign and up to two tourist attraction or service signs. This strategy complies with the Australian standard signposting principles.

The DIT view is that visitors plan their journey in advance and only key services that benefit the wider community should be signed from the Highway. Australian Standard (AS 1742.5:2017) states there are more effective ways for operators to assist people to reach their destination, including providing a clear address and a map on their printed and online materials. Most people now have access to online maps or GPS and this can frequently be used in place of signage if the address is clearly defined.

The National Tourism Signing Reference Groups' (NTSRG) document, "Tourist Signing Rationalisation: A practical guide for road signing practitioners" explains that the purpose of tourism signage is NOT to replace marketing and information provided by tourism businesses and destination.

The NTSRG guidelines specify that:

- A directional sign should be the last link in the communication chain between the business (or destination) and their customers.
- Almost all visitors to a destination arrive armed with some level of awareness and information. So, the primary signing need is directional, and not motivational.
- Visitors are initially motivated to visit a town, city or region because of preconceived knowledge about the destination. This may be acquired through a variety of means, but rarely because of road signage.
- Directional and reassurance signs simply confirm that they're heading in the right direction.



Road signing to tourism attractions and services can be a contentious issue for road authorities. The cause of the tension is often the absence of clear, fair and equitable guidelines for the tourism industry. There is also a misperception by many operators that signs are promotional tools.

(source: NTSRG)



Typical brown tourist signs in WRC



SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.2 SIGNAGE POLICIES & GUIDELINES

WRC has no formalised signage policies or guidelines, what little policy guidelines that do exist deals only with private business advertising.

Currently there is no formalised process to apply for signage. This results in frustration and private businesses installing their own signage without council approval.

WRC should establish a permit system for private informational/directional signage. These permits grant the right to use the portion of road reserve for a period of three years, after which time the appropriateness and efficacy of the sign may be reassessed. Applicant's are charged a fee for the cost of manufacture and installation and for a permit to display such signage.

Recommendation

- WRC to establish signage Guideline and application process.
- Conduct annual audits of tourist signs against Council's Informational & Directional Signage Policy and progressively remove signage that is not compliant.



Example of old and poorly maintained private and illegal directional signage in MWRC

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.2 SIGNAGE POLICIES & GUIDELINES

There are four main types of road signs used by visitors to find tourist attractions and facilities in Australia. These are:

- Directional signs (white on green)
- Tourist attraction signs (white on brown)
- Services signs (white on blue)
- Community facility signs (white on blue)

These signs are explained in detail in the Government of SA DIT Road Sign Guidelines Manual (23/06/21). The signs are internationally recognised by most visitors, especially when standard universal symbols are used.

DIT AND COUNCIL RESPONSIBILITIES

DIT are responsible and accountable for all aspects of the provision of tourist and service signs and the resultant liability on roads under their control. Only DIT and its approved contractors are permitted to install, maintain, replace or re-erect signs on roads under DIT control.

Road signing for visitors may involve a number of stakeholders – road authorities, government agencies, councils, tourist organisations and tourist operators.

DIT is the road authority responsible for the management of arterial roads in South Australia. Local government (ie council) is the road authority responsible for the management of the local road network.

THE ROLE OF SOUTH AUSTRALIAN TOURISM COMMISSION (SATC)

To be eligible for tourist signs, businesses must register with the Australian Tourism Data Warehouse (ATDW) which is the national platform for tourism information in Australia.

Registration enables the SATC to accurately represent tourism businesses and allows tourism operators the opportunity to participate in SATC programs and activities.

Registered businesses are listed free of charge on www.southaustralia.com.

Registration forms and information regarding the registration process can be found at www.tourism.sa.gov.au/support/atdw.

COORDINATION BETWEEN DIT AND COUNCIL

As DIT and Council control different parts of the road network, it is essential that policies, processes and decisions are aligned and coordinated so that, in practice, signage is consistent and makes sense to the travelling public as they navigate the road network.

Council and DIT must work together closely to ensure signage facilitates connectivity between signage. For example signage to a tourist attraction from Princes Highway cannot be approved by DIT until Council has installed signage on the local roads to the attraction.

IMPROVING SIGNAGE POLICIES AND PRACTICES

The NTSRG recommends that local government authorities develop a formal structure or committee that assists them to manage all aspects of tourism signage, including identifying requirements and priorities in a collaborative, well-informed way. The committee membership should include:

- A Council officer assigned to manage tourism signage.
- An officer from the DIT who has the authority to assist with tourism signage management and decision-making.
- A representative with expertise in tourism.



Directional signs (white on green)



Tourist attraction signs (white on brown)



Tourist Services signs (white on blue)



Community facility signs (white on blue)

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.2 SIGNAGE POLICIES & GUIDELINES

LAYOUT/CONTENT

- Tourist signs identify the type of attraction (eg. Historic Site) with a symbol. Major attractions usually also note the name of the attraction.
- The signs typically contain two to three words and use of standard internationally recognised symbols.
- Symbols are generally based Australian Standard AS 2899.1 – 1986 (Public information symbol signs) and international standard ISO 7001.

THE HIERARCHY OF TOURISM ATTRACTION SIGNS

There is a defined hierarchy (or family) of brown tourist signs that should be used. In their entirety, they create a connectivity from sign to sign, ensuring the visitor's journey to their destination is smooth, safe and efficient.

SA TOURIST ATTRACTION CRITERIA

Types of attractions

- Aboriginal Attractions
- Galleries & Craft Outlets
- Geographic & Natural Features
- Historic sites & precincts
- Monuments & Cairns
- Museums
- Scenic Lookouts
- Wine Tourism
- Other types of Tourist Attractions

An individual attraction is a place, feature or activity of interest to visitors. It may be either built, natural or organised and should be capable of attracting tourists and satisfying their expectations by providing a tangible visitor experience and reasonable level of visitor amenity.

South Australia DIT - Eligibility requirements

- The attraction is established and already operating.
- Registered with TICSA
- Attraction has all relevant local, state and commonwealth approvals to operate (before applying)
- No pre-booking is required to visit the attraction. It is expected that tourist attractions warranting signing will cater for casual visitors without the need for pre-booking.
- Opening times - attractions must be open for a minimum of five days a week, including weekends and public holidays (but excluding Good Friday and Christmas Day). On open days attractions are expected to be open during the main daylight hours for a minimum of six hours e.g. 10 am to 4 pm.
- Parking - Adequate car parking must be available either on-site or within close and convenient proximity to the attraction.
- Marketing collateral - Attractions must be supported by a marketing brochure, printed material or website that includes a map to provide clear directions to the attraction, details of the opening hours and information about the visitor experience. Printed material should be available at the nearest VIC.
- Toilets - All attractions are required to provide conveniently located toilet facilities that comply with disability access legislation.
- Property signing - The entrance should be clearly identified (within the property boundary) with the attraction name, the opening days, hours of operation and contact details.
- Seasonal Attractions - Attractions must be open for a minimum of nine months of the year to be eligible for permanent signing. Signs for approved seasonal attractions should indicate the months of operation and not the closed dates.



Diagrammatic advance warning sign



Trailhead sign



Advance warning sign



Intersection sign



SA Dept of Infrastructure & Transport - Road Sign Guidelines Manual

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.2 SIGNAGE POLICIES & GUIDELINES

TOURIST ATTRACTION SIGNS

Tourist attraction signs use white lettering on a brown background. They identify tourist attractions of significant recreational and cultural interest, and may make use of tourist attraction symbols.

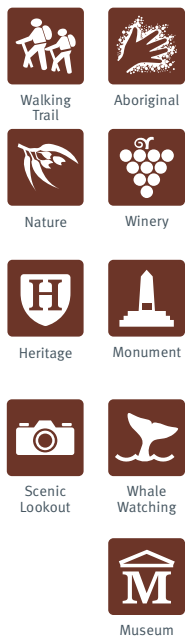
Overall, apart from wineries very few brown signs are present on the roads in WRC. This either means that the tourist attractions that meet the DIT eligibility criteria are limited or there are attractions that qualify that have not been signed properly. Therefore, the region may be missing out on alerting travelers to all it has to offer.

Scenic Lookouts are attractions that could qualify for brown signs and also provide a reason for people to stop and explore a destination. Lookouts are generally poorly signed in WRC.

A frustration for some community members is a perceived lack of consistency in the approval, installation and removal process for brown and white signs (e.g. wineries). This points to a need to improve the clarity and accessibility of policy guidelines. There were also examples of brown signs being used incorrectly. For example, most directional signage in Southend have brown signs instead of blue signs.

Many of these brown tourist attraction signs that currently exist are faded or poorly maintained.

DIT approved tourism symbols



Brown tourist symbols used throughout WRC

2.2 SIGNAGE POLICIES & GUIDELINES

Blue services signs feature on road signs to forewarn motorists of upcoming services. These can include fuel, accommodation, meals etc. These signs usually feature Australian Standard symbols.

There are two types of signs that fall into this category.

Services signs have white lettering on a blue background. They use Australian Standards symbols and direct motorists to essential facilities and services that may benefit them.

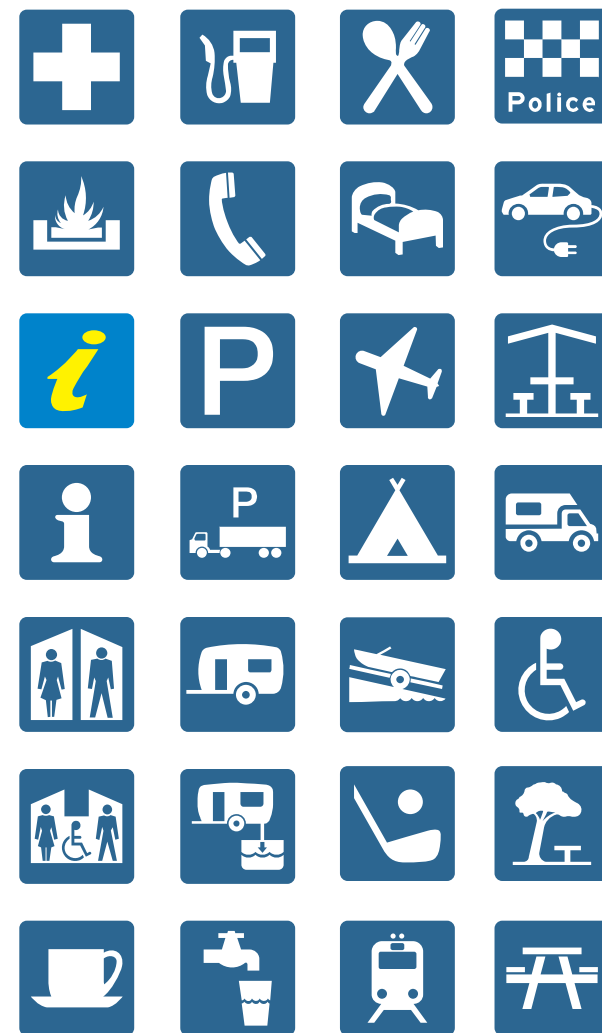
- Accommodation facilities
- Caravan and camping parks/areas
- Visitor information centres
- Tourist information boards/bays
- Visitor radio services
- Service stations
- Public toilets
- Rest areas
- Parking areas

These signs have white lettering on a blue background and denote facilities of a non-commercial nature which are located on side streets (reference page 13). Eligible facilities are restricted to those that are likely to be sought by a significant number of visitors to the area. They may be used by visitors and, in some cases, attract visitors in their own right.

- Town halls, civic centres and municipal offices
- Municipal depots/waste facilities
- Sporting and recreational grounds/facilities
- Hospitals
- Railway and bus stations
- Post Offices
- Tertiary education institutions
- Churches and religious institutions
- Airports
- Shopping centres



Example of Australian Standard services symbols in use



Australian Standard Symbols

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.2 SIGNAGE POLICIES & GUIDELINES

DIRECTIONAL SIGNS

Directional signs use white lettering on a green background. They provide directions to towns and cities and particular locations. Most include reference to a route numbering system or road name. They reassure motorists that they are traveling in the right direction, and facilitate traffic movement in the safest and most direct way.

In general, green signs were found to be functional and clear throughout the WRC although some signs are damaged and in need of replacement.

Green directional signs are subject to the Austroads Guides (Guide to Traffic Management) and Australian Standards (AS 1742, 1743 & 2890), which the DIT adopted in 2011 as its primary technical reference for directional signs.

SIGNAGE TYPES

Advance Direction signs

Advanced direction signs are placed prior to a major intersection (White on Green sign) or turn off to a significant tourist attraction (White on Brown sign). These signs are designed to inform motorists of upcoming important intersections. These signs are erected at a distance of 300 to 400 meters if the approach speed is greater than 75km/h and approximately 200 meters if the approach speed is 75km/h or less.

Reassurance signs

The purpose of reassurance signs are to reassure the motorist that they have turned on to the correct road. Reassurance signs are usually positioned as soon as practicable after the intersection. These signs will have the name and the distance to the town(s) along this route (White on Green). If it is a list of attractions (e.g.: wineries), then the same order applies but the sign is White on Brown (see example on page 13) with the closest town or attraction at the top of the list. Reassurance signs are placed as soon as practicable after the intersection, generally 400 meters beyond the intersection in rural areas and 150 – 200 meters in urban areas.

Intersection signs

Intersection signs are generally double sided and positioned adjacent the turning point or intersection. These signs are distinctive by their large white chevron/arrowhead.



Advance Warning



Reassurance



Intersection



Positional

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.3 WAYFINDING PRINCIPLES/GUIDELINES

Wayfinding is about finding one's way and relates to how a person orientates him/herself and navigates through an area or place. A wayfinding system is a unified series of related informational, advisory and directional aids to help visitors travel around successfully, safely and with confidence.

A good wayfinding system aims to answer the following basic questions:

- Where am I?
- How do I get where I want to go?
- What is the quickest route? The safest? The most attractive?
- How long will it take or how far is it?
- Where can I find amenities I may need or want, such as toilets, places to rest, places to eat, shopping or places of interest?
- Where can I get help or additional information?

The visitor needs a logical progression of orderly information, which becomes more detailed as they approach their destination.

Best practice for signage design is guided by the need to be coherent, conspicuous, legible and functional.

The principles underpinning WRC's signage system

Principle	Description
Compliant	Signs must meet required Australian standards and align with available Roads and Maritime Services manuals, guidelines, policies or other guidance.
Clear and functional	Legible, high contrast, easily recognisable, concise, easily understood.
Consider journeys	Logical connection and progression between signs to tourism products and experiences, visible, advance warning, safe, limit the number of signs to the minimum necessary.
Minimal impact to environment and visual amenity	Signs should not clutter the landscape or reduce aesthetic beauty or vistas, signs should be attractive and fit well in the environment. Avoid and minimise impacts to the environment e.g. vegetation.
Design	Designs that incorporate sculpture and art considered where reasonable, feasible and add value.
Acknowledgement of Aboriginal cultural heritage	Local traditional names, designs and languages are incorporated where appropriate and in consultation with Aboriginal communities.
Accessibility	Cater for diverse abilities and languages.
Adaptability	Fit for purpose, adaptable to be easily updated or changed.
Cost-effective	Good quality, durable, easily and locally sourced materials, easily accessed and maintained, low whole of life cost.
Maintenance	Assessment, cleaning and maintenance should be scheduled and completed on a regular basis. Outdated, inconsistent signs or those in poor condition should be replaced or removed.

SIGNAGE PLANNING

Before undertaking any wayfinding signage project it is critical that the entire proposed route is walked/driven and a signage plan is developed for the project.

DESIGN

- Design, colour palettes and style elements should be locally meaningful and universally appealing.
- Sign background and lettering colours should be high contrast.
- Colours should be chosen to stand-out from the surroundings.
- Clear, legible typefaces that are large enough to be seen at a distance should be used. Title-case is usually the most legible.
- A limited, easily recognisable and consistent palette of symbols and pictograms should be used throughout.

BEST PRACTICE IN WAYFINDING SIGNAGE DESIGN

Wayfinding signage needs to be coherent, conspicuous, legible and functional.

CONTENT

- Signs should be uncluttered – using the minimum amount of information and text possible.
- Only major landmarks/attractions should be included with detailed interpretation panels provided at sites.
- Terminology should be concise, easily understandable and unabbreviated.
- Information should be provided in different formats to cater to a wide range of user abilities and limitations (such as non-English speakers and people with disabilities).

LOCATION

- Sign location should be decided by documenting trip origin points, destination points, circulation pathways, decision making points and sight lines.
- Information signs should be in logical places where people might expect to find them to be – e.g.: outside of train or bus stations or the visitor information centre.
- Signs should not be obstructed by other signs.
- Point in the right direction.
- Be consistently located so pedestrians know where to expect them throughout the journey.

By following these practices it is possible to implement a comprehensive wayfinding system for almost every application.

FUNCTION

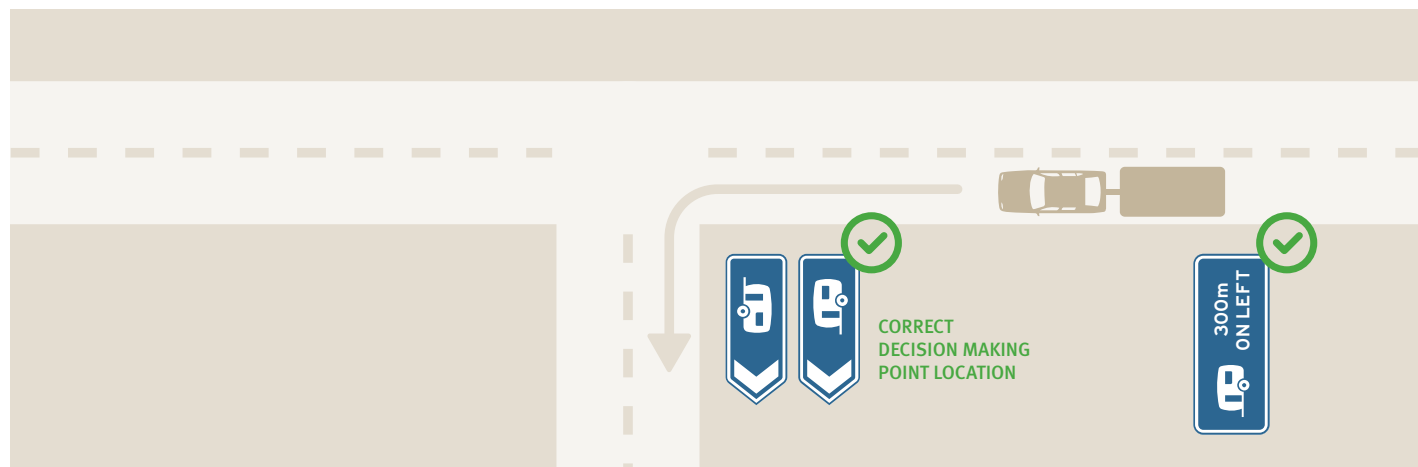
- Wayfinding systems generally consist of combinations of signs – information panels, navigation and orientation.
- Sign design and materials are durable, flexible and adaptable to accommodate changes or future requirements.
- Signage fits the environment well – striking the balance between being obvious but not jarring.
- Has a combination of whole journey information and segmented or sequential information.

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.4 SIGNAGE PLACEMENT

DECISION MAKING POINTS (EXAMPLE)

One of the most important steps in signage planning is understanding where the decision making points are. Decision making points are where the navigator must make a wayfinding decision (for example, whether to continue along the current route or to change direction). It is important that signage is placed at these points giving navigators ample time to process the message and make the required directional decision. The higher the speed limit, the more time is required for decision making. At highway speeds a minimum of 300m is required.



Correct decision making point scheme



Incorrect decision making point scheme

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.5 SIGNAGE CONSOLIDATION

When undertaking a signage plan it is also important to see where the new signs can be consolidated with existing sign messages to create one sign. Too often sign clusters are continually added, creating a totem pole effect. When too many signs are added, there are too many competing messages and the intent is lost.

TIME DELAYS & FRUSTRATION CAUSED BY POOR WAYFINDING SIGNAGE

Poor wayfinding signage can result in time delays, frustration and loss of enjoyment. It takes about 15 minutes every time you need to stop, check directions, consult maps and look for signs. This can turn what is supposed to be an enjoyable visit into a frustrating experience taking far longer than it should.

SIGNAGE CONSOLIDATION

Throughout the WRC there are numerous signage structures that have been added to and added to over years to the point where the structures no longer deliver the intended message. The message(s) have become lost and where there are now so many messages that it becomes overwhelming and the motorist simply cannot take in the amount of information given or simply gives up.

Recommendation

Review all large signage structures and consolidate information. Where possible use Australian standard symbols (see page 16 & 17).



EXISTING - Sign clusters



EXAMPLE - Consolidated signage suggested for Beachport



SECTION 3. WRC SIGNAGE AUDIT

SECTION 3. WRC SIGNAGE AUDIT

3.1 WRC GREEN DIRECTIONAL SIGNS

GREEN DIRECTIONAL SIGNAGE

Green directional signage throughout WRC are generally good with advance warning, intersection and reassurance signs well positioned on the road reserve. In some instances additional signs have been added to the original structures and review and consolidation is required.

In the southern end of the WRC there are a lot of old green directional signs that are near end-of-life and should be marked for replacement. These signs typically are made from the old non-reflective vinyl and are much deeper green than the Australian standard for directional signage. They are generally noticeable as they feature a much narrower chevron on the intersection signs.

A lot of directional signs are infested with a parasitic lichen to a point where they become difficult to read.

Recommendation

- Review intersections with large sign clusters and consolidate signage structure.
- Conduct a regular asset review of all WRC controlled road signage.
- High pressure clean lichen infested road signage on WRC controlled roads.
- Advocate for regular maintenance of road signage on DIT controlled roads (Princes, Southern Ports and Riddoch Hwy's).
- Replace damaged and faded signs on WRC controlled roads.



SECTION 3. WRC SIGNAGE AUDIT

3.2 WRC BROWN DIRECTIONAL SIGNS

BROWN DIRECTIONAL SIGNAGE

Throughout the WRC brown tourist signs are applied inconsistently and incorrectly. Tourist attractions that meet SATC guidelines don't have signs yet other institutions that don't qualify do.

Millicent - Brown tourist signs have been installed on occasions throughout the town, some of these signs are so old they pre-date aluminium which became the Australian standard in the 1980's.

There is no directional signage to Canunda NP or the Windfarm Tourist Drive in Millicent. Signage should be installed at the obvious jump off points at the North Tce/Princes Hwy Intersection and either end of the Williams Rd Bypass. The museum has no advance warning signs to inform visitors that they are approaching the museum entrance. Another strange occurrence is the brown "Redelsham Road and Sale Yards" signs at the intersection of Southern Ports Hwy and Park Tce. Neither of which are tourist attractions.

Beachport - Problems start at the intersection of Millicent Rd and Railway Tce. Brown signs positioned here give directions to "Bowman Scenic Drive" and there is another sign directing to a location called 5 mile drift which turns out to be a locality within Beachport Conservation Park which isn't signed at all. Around the corner on Railway Tce is a trailhead sign for the start finish of the "Beachport Tourist Dr" is this another name for "Bowman Scenic Dr?" There are no directional signs to Durant's Lookout.

Penola - The biggest issue in Penola is there is a lack of directional signage to the Mary MacKillop Penola Centre, what signs that are in place are for an old Mary MacKillop Drive trail which is no longer supported.

Recommendation

- Review all institutions with brown tourist signs to determine if they are lawful and meet DIT & TICSAs guidelines eligibility criteria and are they properly signed.
- Replace damaged and faded signs.

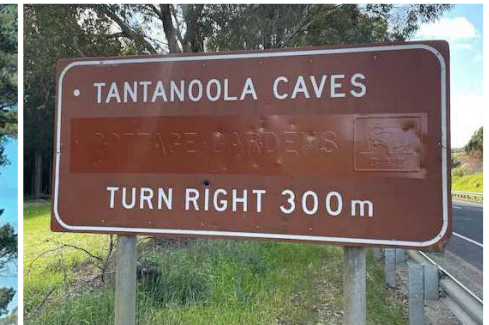
REFER TO PAGE 14 FOR SA - DIT
ELIGIBILITY REQUIREMENTS



Tantanoola - signage maintenance required - Lichen removal



Hatherleigh - Incorrectly signed, golf courses are not tourist attractions, sign should be blue



Replace sign - why was a bed & breakfast even listed?



Replace signs - so old they pre-date aluminium



Incorrectly signed - Rendelsham Rd and sale yards are not tourist attractions



Replace sign - Should read Bowman Scenic Drive



Incorrectly signed - Brown signs are for tourist attractions not localities



Incorrectly signed - Sailing Club is not a tourist attractions



Replace sign panel

SECTION 3. WRC SIGNAGE AUDIT

3.3 WRC BLUE DIRECTIONAL SIGNS

BLUE SERVICES SIGNS

Throughout the WRC there are numerous blue services signs in need of replacement, refurbishment or removal. Frequently, directional signage for facilities and services that do exist, are missing or inconsistently positioned.

Millicent - Blue services while fairly minimal in number have been installed in an ad hoc fashion throughout the town. Most blue signs have been installed past the decision making point (refer to page 19). Advanced warning is particularly important to visitors towing caravans. Generally the caravan related signage is confusing or too small.

Beachport - Beachport has the luxury of only having one road access into and out of town. Blue directional signage is poorly positioned especially prior to the decision making points at the Railway Tce T junction and the roundabout at the Railway Tce - Beach Rd intersection.

Penola - Here the blue services are fairly randomly distributed with no clear pattern as to their provision. There is no directional signage to the caravan park until the parks front entrance off Church St. The RV dump point is hidden in the sports complex off Cameron St with a tiny sign at the entrance and no positional signage at the actual dump point. There are no signs directing to the swimming pool off Church St.

Recommendation

- Review all blue visitor services and locations. Revise signage accordingly.
- Consolidate groupings of signs into one unified sign.
- Position all signage prior to the decision making point (see example page 19).



Remove - Old Millicent Council Road Safety Signage



Consolidate and relocate - blue services at Millicent round-about



Consolidate and relocate - too small, wrong location



Replace signage, relocate to position prior to decision making point



Replace signage



Replace sign - confusing layout



Remove and consolidate with brown signs at this location (see page 20)



Maintenance required - remove lichen. Whiskas Woolshed permanently closed



"Cyclists" - Beachport - Penola Rd, only signs of this type in the WRC. Correct caution signs should be black on yellow

SECTION 3. WRC SIGNAGE AUDIT

3.4 WRC TOURIST DRIVES

TOURIST DRIVES

There are two designated tourist drives in WRC, these are:

1. Tourist Drive 2 - Bowman Scenic Drive.
2. Woakwine Range Wind Farm Tourist Drive.

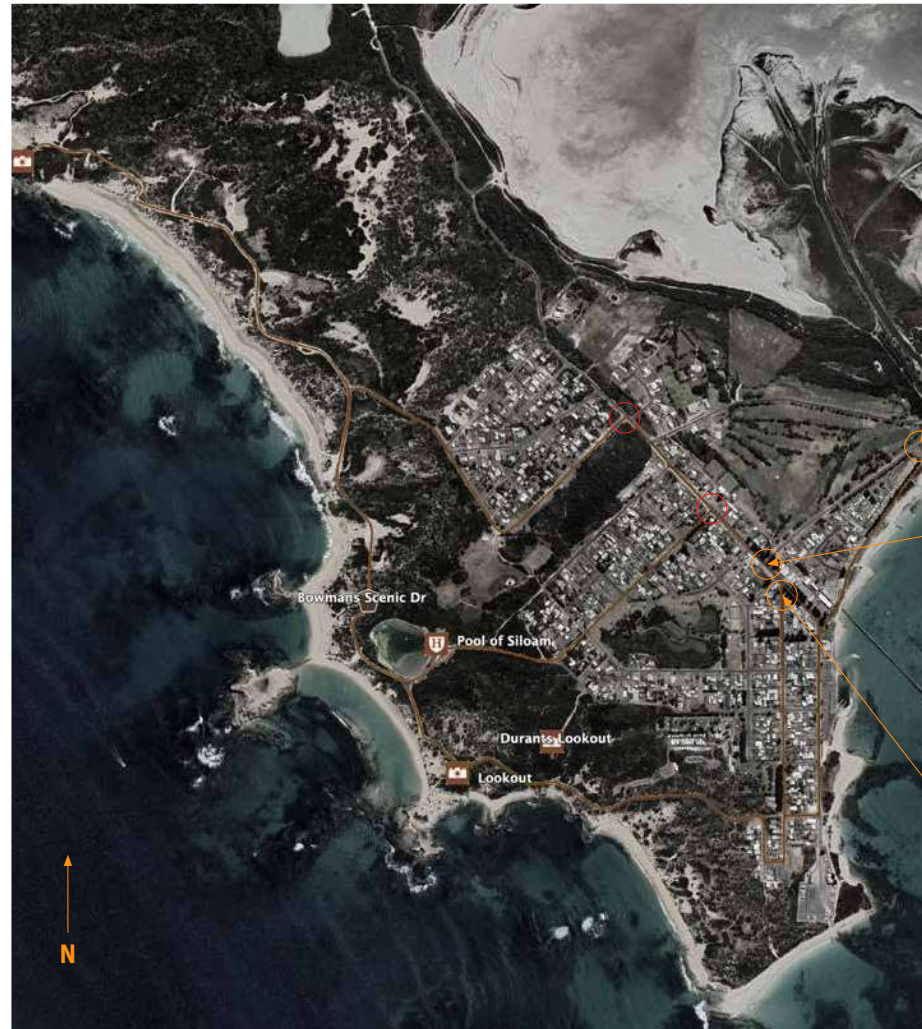
Bowman Scenic Drive - This Scenic Drive is an 8km coastal drive starting in Beachport and heads out of town following the coastline north.

Whilst the Drive generally follows the coastline it currently has 3 start points and 2 finish points. The first start points begin east of Beachport where Beach Rd splits off from Millicent Rd east of the Beachport Caravan Park. The next start point seems to be just as you turn left off Millicent onto Railway Tce where the "Beachport Tourist Dr" sign is situated just north of the bakery (although it has a different name it appears to be the same trail - No 2?). Further west along Railway Tce at the Foster St intersection is another start point for the Bowman Scenic Dr. Foster St is the more direct route to the headland but it misses the bay side drive along Beach St.

Once the headland beyond the lighthouse is reached following the tourist drive is fairly simple with lots of stopping points and access to the various beaches along the way. But the return journey does not seem to be clearly signed you can return either by SW Terrace or McCourt St. Neither return routes are clearly signed. If you take the SW Terrace route you miss the Pool of Siloam and Durant's Lookout (called "Beachport Viewpoint" on Google Maps and WRC's website). Both routes eventually join Railway Tce just north of the Beachport commercial precinct. Currently there are no "Trail End" signs in place at either trail finishing point.

Recommendation

- Refine the Bowman Scenic Dr to one well signed route with a start point (trailhead) consistent trail markers and an end point.
- Standardise trail signage suite utilising the correct trail markers and symbols. Currently there at least 8 different signs styles used.



Bowman Scenic Drive - Start points 1, 2 and 3

SECTION 3. WRC SIGNAGE AUDIT

3.4 WRC TOURIST DRIVES

- Return route - direct visitors to use the McCourt St route as this will encourage visitors to visit the Pool of Siloam and Durant's Lookout.
- Improve interpretive signage at viewpoints along this tourist drive. Currently what exists is very sparse and mostly in need of replacement.
- Improve signage at the Cape Martin Lighthouse car park to encourage visitors to walk the trail to the lighthouse.
- "Scenic drive" is a generic name, consider a minor name change to something like "Bowman Ocean Dr" or "Bowman Surf Coast Dr" something that clearly defines this drive as a coastal experience.
- Improve signage for Beachport Conservation Park. Currently there is no signage for this important conservation area until you reach the park entry point. By improving signage for the Beachport Conservation Park where the Bowman Scenic Dr finishes will encourage people to make the left turn and visit this park which expands the visitor offer from a short drive along the coast to at least an half-day outing.



A typical signage suite for a short localised scenic drive



Use standard trail markers for all trail directional signage



Non standard directional signage



Use standard trail markers, additional signs are not required



Replace with Tourist Drive Trail markers



Replace with Tourist Drive Trail markers



Redirect the return trip via McCourt St to take in Durant's Lookout and Pool of Siloam



Correct trail marker



Lookouts should feature the Australian standard lookout symbol (Camera)



Replace sign with standard brown positional sign type

SECTION 3. WRC SIGNAGE AUDIT

3.4 WRC TOURIST DRIVES

Woakwine Range Wind Farm Tourist Drive - This Scenic Drive is a 28km drive along the Woakwine Range starting in either Millicent or Tantanoola. Signing along this drive trail is generally adequate with signage at the southern end commencing from the southern exit to Tantanoola (Railway Tce East) on the Princes Hwy with trail markers and directional signage at all intersection. But for some reason there is no trailhead or directional signage at the Millicent end? The first trail sign you encounter when travelling from the northern end is the directional sign at the Lossie/Canunda-Frontage Rd intersection 7kms from the actual start point.

Recommendation

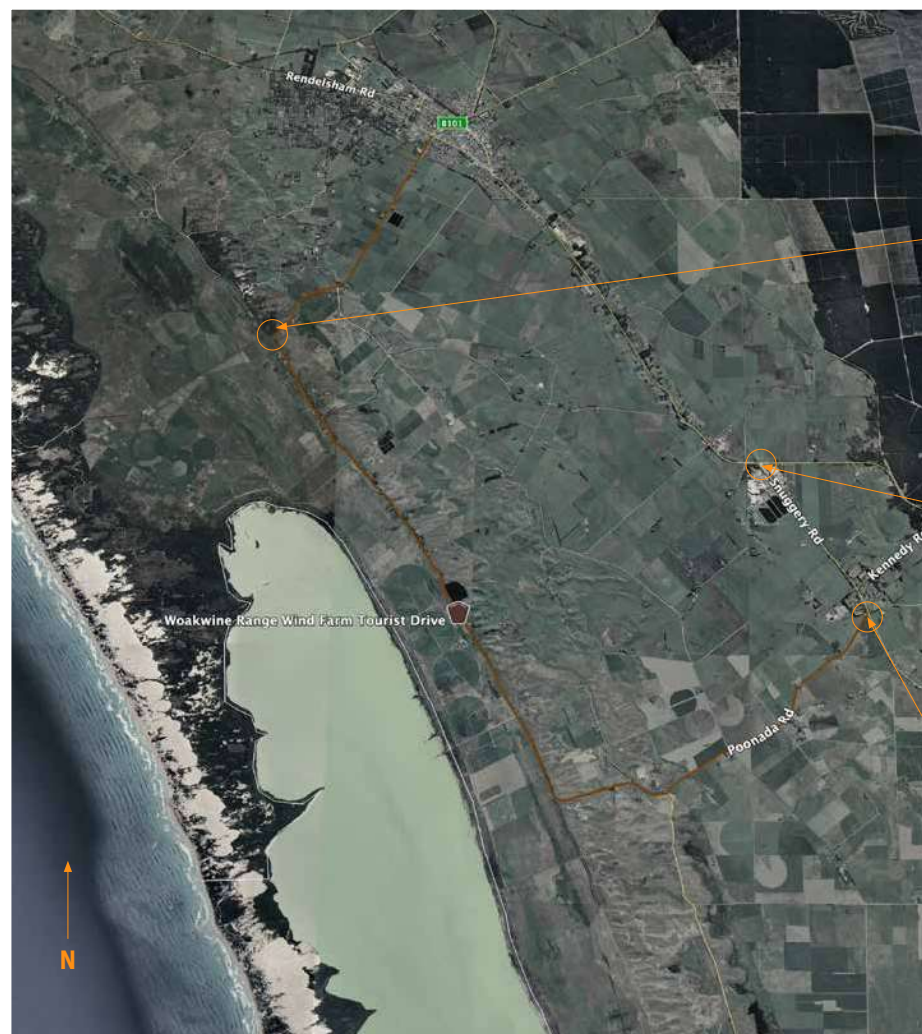
- Install trailhead and directional signage starting at the North Tce/Princes Hwy intersection and at either end of the Williams Rd Bypass.
- Install trail directional signage at the North Tce/William Rd intersection.
- Install trail directional signage at the William Rd/Lossie Rd intersection.
- This signage plan should also apply to Canunda NP (see example layout on page 28).

OTHER TOURIST DRIVES

Southern Ocean Drive - This is a drive trail starting/ending at the Victorian border and takes in the Limestone Coast, Fleurieu Peninsula and Kangaroo Island. Apart from a few lollipop trail markers (only viewable to north bound travellers) there is not much else to go by. This trail route features on the South Australia Tourism website and there is an A4 trail map available on line for download. This trail is more a notional extension of the Great Ocean Drive.

Mary MacKillop Tourist Drive - This was a drive trail set up in the 90's and is no longer supported though the ghostly trail marker logo does appear on old signage that has not been removed.

Tourist Drive 73 - Only found one trail marker for this tourist drive on Diagonal Rd North of the Glencoe Rd intersection. There is no online information and it appears as though this trail is no longer supported.



Bowman Scenic Drive - Start points 1, 2 and 3

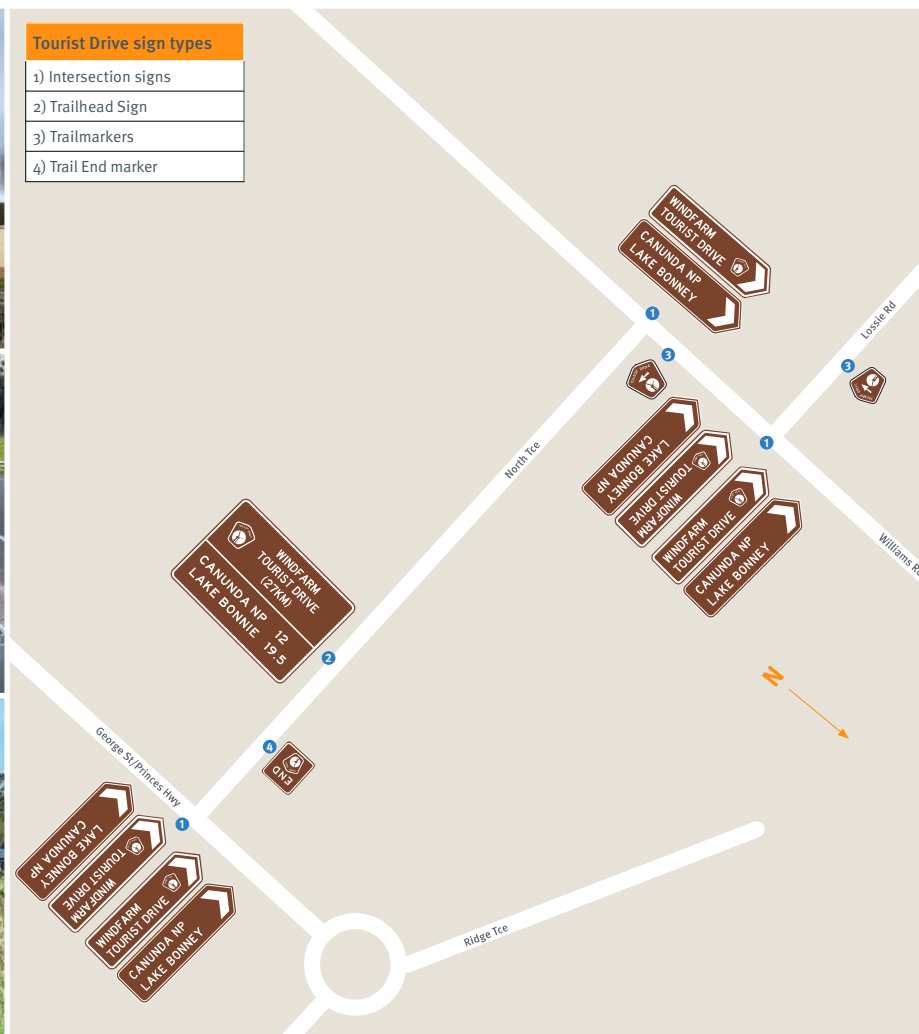
SECTION 3. WRC SIGNAGE AUDIT

3.4 WRC TOURIST DRIVES



Tourist Drive sign types

- 1) Intersection signs
- 2) Trailhead Sign
- 3) Trailmarkers
- 4) Trail End marker



Suggested signage plan for the Millicent Trailhead of the Windfarm Tourist Dr

SECTION 3. WRC SIGNAGE AUDIT

3.5 COONAWARRA RAIL TRAIL

Coonawarra Rail Trail - Recently the Coonawarra Rail Trail project has gotten underway with contractors on site to start the project. At this stage WRC plans to develop a 16km trail which will utilise a section of the disused rail corridor north from Penola to finish at Penola Hundred Line. WRC is also talking with the Naracoorte-Lucindale Council about the trail eventually linking with their section of the rail corridor to finish at the Naracoorte Caves.

Rail Trail Access Rail trails are easy to ride, with their gentle gradients. The hardest part often is finding the trailheads and jumping off points along the trail where visitors can park, offload their bikes and ride the trail. It is important to plan and install directional signage to these key starting points once the trail is developed. These type of signs also have a secondary purpose of building awareness of the trail and the route that it takes.

Trailheads At the trailhead its important to establish the trail brand. This brand will act as a marketing tool and be present on all trail markers and trail marketing material. Consistent branding helps build brand awareness of the trail, particularly with the casual visitor who might consider a trail ride whilst on holiday. Besides branding the main trailheads should contain an overview of the entire trail, the overall trail distance and distances to the various stopping points along the trail. There should also be interpretive signage where required.

Trail Distance Markers These should be placed at regular intervals along the rail trail so visitors know how far they have to ride/walk to the next stopping point and how far they have come. For a fairly short trail like the Coonawarra Rail Trail every 1 to 2Kms should be sufficient.

Side Trails The Coonawarra Rail Trail will pass through the Coonawarra wine region making it an ideal way for visitors to visit the various wineries, cellar doors and restaurant experiences in the region. Therefore it is important for visitors to know where they are along the trail and what experiences can be visited on the various side trails/minor roads that link to the rail trail. In Rutherglen, Victoria these side trail intersections each have a directory of the experiences available, each of which has the appropriate service icons and a QR code for visitors to scan to get more



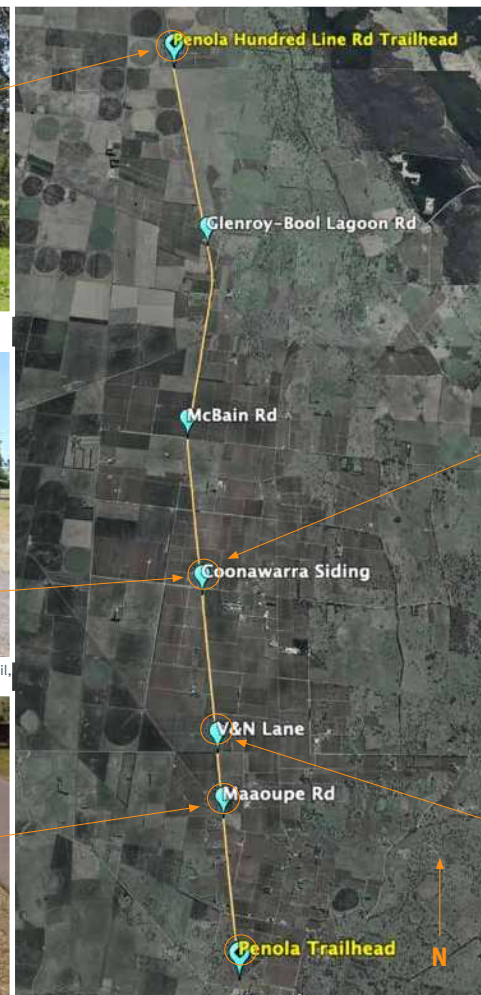
Example - Major Trailhead, Great Victorian Rail Trail, Mansfield, Victoria



Example - Rail Trail History and trail overview, Murray to Mountains Rail Trail, Rutherglen, Victoria



Example - Trail distance marker, Murray to Mountains Rail Trail, Beechworth, Victoria



Coonawarra Rail Trail route



Example - Rutherglen section of the Murray to Mountains Rail Trail, side trail directional signs.



Example - Minor road crossing hoop rail, Murray to Mountains Rail Trail, Beechworth.

SECTION 3. WRC SIGNAGE AUDIT

3.5 COONAWARRA RAIL TRAIL

information about the experience, or contact details for more information.

Road Crossing Points The Coonawarra Rail Trail crosses both major and minor roads. It is extremely important that the trail incorporates a full suite of the correct road and trail yellow warning signs to advise both cyclist and road traffic that they are approaching a road crossing point (see example below). At road crossings install hoop rails at the crossing points. These allow cyclists to come to a stop at crossings, hold on to the rail without having to dismount. With reflective panels installed they act as another device to warn motorists that they are approaching a crossing point. These reflective panels can also carry trail branding. Crossing points should be carefully selected with good visibility both ways

and the crossing should be perpendicular to the road. As some of the wineries lay on the eastern side of the busy Riddoch Hwy suitable crossing points will need to be carefully selected along Riddoch Hwy.

Recommendation

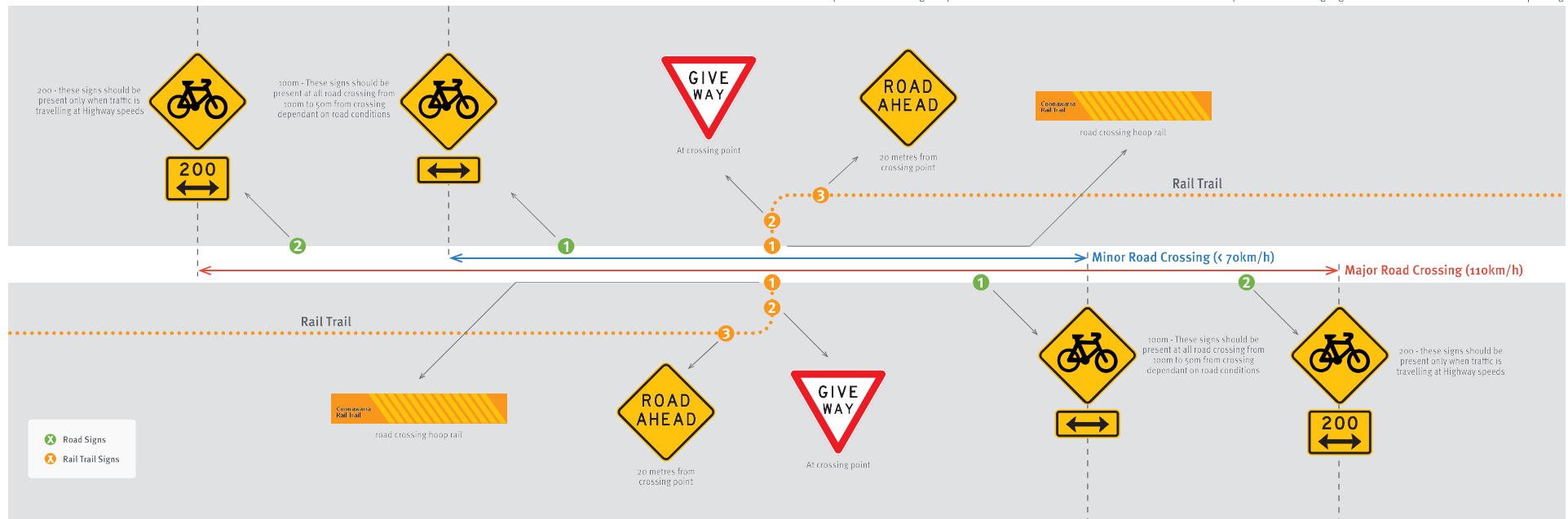
- Develop a trail brand for the Coonawarra Rail Trail.
- Install a full suite of trail signs as recommended.
- When the trail opens update the railtrails.org.au listing which currently lists the trail as "possible".



Example - Road crossing hoop rail



Example - Directional signage to Great Victorian Rail Trail mid-trail parking



Recommended Road Crossing yellow warning sign suite

SECTION 3. WRC SIGNAGE AUDIT

3.6 WRC WINE TOURISM SIGNS

COONAWARRA WINE TOURISM SIGNS

The Coonawarra wine region is famous for producing some of the worlds best Cabernet Sauvignon wine. This wine region occupies a narrow strip north of Penola running on either side of the Riddoch Hwy.

37 wineries occupy this famous strip with 23 of them offering a cellar door experience open to visitors. Most are open 7 days a week with some of the smaller operations open Thursday to Monday.

The Riddoch Hwy through the Coonawarra is signposted at a 110kms per hour and is frequented by many large truck/trailer combinations. This highway is also the main access point to the majority of winery cellar doors. Therefore it is critically important to know where the exit you are looking for is located well in advance.

The Coonawarra brown tourist signs are mostly well past their use by date either faded or damaged with the majority of them in need of replacement. Only where the bypass begins has new signage been installed.

Starting at the northern gateway to the region there is no signage to advise visitors of this fact that they are entering the Coonawarra Wine Region.

DIT Road Sign Guidelines advise the following - *It is recommended that the wine region entry point signs are not necessarily installed at the geographical boundary of the region, but instead signs should be erected within the region boundary at points approximately five kilometres before the location of the first winery.*



Wine Region Entry Point Sign

Therefore this type of trailhead sign should be installed north and south of the recognised Coonawarra region.

In other states where traffic is travelling at highway speeds it is recommended that advance warning signs be installed at least 300m from the cellar door turn-off to give visitors ample warning of their approaching turn-off. DIT Road Sign Guidelines makes no such recommendations but with the cellar doors being so closely packed together it would mostly be impractical to install such signage anyway.

Since the current positional signs were installed it seems some cellar doors have changed their operating practices. For instance Highbank Wines has a brown cellar door sign yet is only open by appointment therefore disqualifying their eligibility. Other wineries that do meet eligibility requirements include Bellwether Wines, Raidis Estate and Whistle Post Wines yet none of these three have the appropriate signage.

Recommendations

- Install wine region gateway signs at the northern and southern approaches to the Coonawarra Wine Region.
- Review eligibility and replace all old signage along the Riddoch Hwy.
- Review all winery eligibility requirements



The top sign I think says "Coonawarra Centenary Sculpture"



The sign is battered, the poles are battered



Highbank open by appointment only - therefore does not qualify



Leconfield - more like lichenfield



The only advance warning signs in the Coonawarra. Most likely to do with the fact that this winery is situated on a bend at the Penola turn-off



Whistle Post Wines - Eligible for cellar door signage

SECTION 3. WRC SIGNAGE AUDIT

3.7 MILLICENT ATTRACTIONS

Whilst Millicent does not have many tourist attractions it is the commercial hub of WRC and the jumping off point for visitors heading to Canunda NP or driving the Woakwine Range Windfarm Tourist Drive. Millicent is situated on the Princes Hwy and is the southern terminus of the Southern Ports Hwy. All traffic heading north or south along the Limestone Coast has to pass through Millicent.

ATTRACTIONS

Millicent National Trust Living History Museum This museum is one of the only two museums in South Australia to be endorsed by the History Trust of South Australia. The museum is open 7 days a week and has an extensive collection interpreting the early settlement of the region. The museum features on the "Millicent Attractions" sign at the town entry points and there is a brown intersection sign at the turn-off to the Museum/Visitor Centre car park. The museum used to have a non-standard advance warning sign on the northern approach on Mt Gambier Rd but this has been removed. There is no advance warning sign on the southern approach.

Lake McIntyre is situated at the north-western edge of town on Southern Ports Hwy. The reserve is a sanctuary for bird life and is popular for birdwatching and nature walks. This reserve is utilised by both locals and visitors and has gas barbecues, picnic tables and toilets. The location has both brown advance warning signs (from 1km) and intersection signs though some of these signs are faded and due for replacement. The park signage is very mixed and there appears to be no particular WRC style of signs for council owned parks and recreation sites.

Windfarm Tourist Dr, Canunda NP and Lake Bonney. Apart from the "Millicent Attractions" sign there is no further signage in Millicent directing visitors to these attractions (see recommended signage plan on page 28).

Millicent Gallery The gallery forms part of the Civic Centre/Library complex. The gallery hosts regular exhibitions. The gallery has a facility sign at the entrance and is listed on the blade sign at the front of the facility. This blade sign has a number of issues, basically it's trying act as a facility sign (it lists the different facilities within the Civic Centre) and for some



Millicent Attractions



Lake McIntyre Advance warning services signs - due for replacing



Lake McIntyre entry sign



Millicent's unique swimming lake should be better promoted



Some conjecture about Lake Bonney's suitability as a recreation area



Lake McIntyre directional sign



Living History Museum/Visitor Centre intersection sign on Mt Gambier Rd



Lake McIntyre interpretive centre



Canunda NP & Lake Bonney directional signs at North Tce/ Williams Rd

SECTION 3. WRC SIGNAGE AUDIT

3.7 MILLICENT ATTRACTIONS

strange reason it is also being used as a directional sign for other facilities that are not even within the complex such as McLaughlin Park and the Swimming Lake and Lake McIntyre which are in the opposite direction down Southern Ports Hwy.

Millicent Domain Playground This extensive playground is popular with both locals and visitors with children. The playground is situated in the Domain between George St and North Tce. Currently the only signage is a small fingerboard at the roundabout. Signage to this location should be improved.

Millicent Golf Course This golf course is rated as the best country golf course in South Australia. Directional signage is in place on the northern approach into Millicent albeit in the wrong location. The golf course is situated just west of Mt Burr. There is a private sign for the golf course at the intersection of Mt Burr Rd and Golf Course Rd but no road signs. When travelling at highway speeds it would be very easy to overshoot this turn-off especially when travelling east bound.

Recommendations

- Install advance warning signs for both north and south approaches to the Living History Museum.
- Replace faded directional signs for Lake McIntyre Reserve.
- Develop a standard sign set for all WRC parks and recreation area.
- Re-skin Civic Centre blade sign.
- Improve signage at Mt Burr/Golf Course Rd intersection with a double sided blue intersection sign and blue advance warning signs positioned at least 300m each side of the intersection.
- Improve directional signage to the Domain Playground. Consider promoting this playground on destination branding billboards on the approaches to Millicent.



Millicent Gallery entrance sign



Millicent Domain Playground (Stock photo)



Millicent Golf Course (Stock photo)



Millicent Civic Centre - re-skin this sign to list only facilities within the Civic Centre complex - e.g. Civic Centre, Library and Gallery



No signage at Mt Burr/Golf course Rd intersection



Directions to golf course on Millicent advance warning sign

SECTION 3. WRC SIGNAGE AUDIT

3.8 BEACHPORT ATTRACTIONS

Beachport is situated at the northern end of Rivoli Bay and is one of the oldest towns on the Limestone Coast. The town has a large commercial crayfishing fleet and is a popular holiday destination.

ATTRACTIONS

Bowman Scenic Dr This tourist drive is covered in detail on page 25 of this strategy.

Beachport Conservation Park The park contains Lake George, Wooley's Lake and large area of coastline north of Beachport. Whilst being one of Beachport's main attractions, this park is almost completely overlooked, there is no signage at the main intersection of Millicent Rd and Railway Tce apart from a small sign "5 Mile Drift". 5 Mile Drift is within the conservation park but it is not the proper name for the conservation park and is most likely only a name that locals would know. The only other signs for this park are at the intersection of Parkland Tce and Railway Tce on the return leg of Bowman Scenic Dr otherwise there is no signage for this attraction until you reach the park entrance.

Beachport Historic Buildings Beachport has a number of historic buildings dating from when the town was first founded. The towns history would be greatly enhanced with an interpretive walk trail explaining the history of the town and its inhabitants. Currently there is a home made brochure called "Beachport's Historic Buildings Drive" The total length of this drive trail is only 3.5kms. It would be better to reorganise this as a walk trail with interpretive signs or stopping points at the various buildings.

Pool of Siloam Whilst this attraction is generally viewed when driving the Bowman Scenic Dr there is nothing to inform the casual visitor that this attractions unique feature is that the water is nearly seven times saltier than sea water resulting in increased buoyancy to swimmers. This attraction should be better interpreted.

Cape Martin Lighthouse This location has one small blue sign at the car park at the top of Foster St. From here it is a short walk to the lighthouse and then down to the beach in front of Penguin Island. Signage should be improved at this location, there should be



Beachport Attractions



Beachport Conservation Park - First sign for this park is at the front entrance



Beachport Conservation Park - Information bay



Beachport Jetty - one of the few interpretive signs in Beachport



Beachport Jetty



Beachport Old Wool and Grain Store Museum



No street side interpretive signage for Beachport's heritage buildings. "Historic Buildings Drive" Brochure available at the VC



Replace intersection sign here (see example page 20)



Railway Tce, Beachport

SECTION 3. WRC SIGNAGE AUDIT

3.8 BEACHPORT ATTRACTIONS

a brown sign with the Lookout symbol installed here and a directional sign to the beach below.

Beachport Walking Trails Beachport has many short walk trails around the town and within the Beachport Conservation Park. These trails are listed on the WRC website and some trails are listed on the walksa.org.au and the southaustralia.com websites.

There appears to be no consistent approach to signing or promoting these trails. All trails should have a consistent suite of signs consisting of a brown trailhead sign with hiking symbol with information on how long the trail is, the degree of difficulty, how long it should take to walk and a map of the trail if necessary. Besides the trailhead sign there should be trail markers and directional signs.

Whaling Monument - Small monument at the west end of Beach St. This site is easily overlooked and there is no interpretive signage to tell the story of early whaling along the Limestone Coast - an opportunity missed.

WW2 Mine Explosion Memorial - Small monument located on the approach into town with interpretive. This location also has a large car park and toilet facilities.

Recommendations

- Install new signage directing visitors to the Beachport Conservation Park. This should consist of an advance warning sign prior to the Millicent Rd/ Railway Tce intersection and an intersection sign (see page 20 example).
- Consider developing a Beachport Historic Walk trail around town taking in the various building listed in the current brochure. Engage a historian to research the content - the stories should be about the people that lived/worked in these buildings, not just about the buildings.
- Improve signage and directions at Cape Martin.
- Consistently sign all Beachport Walk Trails, list all trails on the walksa.org.au website.
- Improve interpretive signage throughout Beachport.



Old and faded interpretive signage, Bowman Scenic Dr



Replace signage - does Bay Tree Cottage Crafts still trade, if so does it qualify for brown tourist signs? (see eligibility requirements page 14)



Replace Cape Martin Lighthouse Walkway with brown sign and lookout symbol



Blink and you'll miss it



What is it with boat ramp signage, it always ends up a big mess?



Lankys Well should be a brown sign



Like this one



Tiny fingerboards for Lake George & Wooley's Lake at the Parklands/Railway Tce intersection



Replace with standard brown positional sign, improve interpretation

SECTION 3. WRC SIGNAGE AUDIT

3.9 PENOLA ATTRACTIONS

Penola is the oldest inland town on the Limestone Coast. Widely recognised as a historic town with many of its buildings listed on the State Heritage Register. The town features many historic tourist attractions. Recently a bypass was completed around the western side of the town, this has removed the truck traffic that used to pass through town but some business owners are concerned that it has also affected passing visitor traffic. As part of the bypass project Penola is installing new town entry statements at each bypass turn-off.

Mary MacKillop Penola Centre - This is one of Penola's biggest attractions. The centre is located near the southern end of Portland St which runs parallel to Church St. Directional signage is very poor for this significant attraction. On the southern approach on Church St there is one old sign left over from the now defunct Mary MacKillop Tourist Drive. At the Church/Riddoch St intersection an old advance warning sign has been repositioned on Riddoch St well past the decision making point. On the northern approach to the Centre on Church St there is no directional signage to the Mary MacKillop Centre at all, this is also the case with the Casterton Rd route with no directional signage at the Julian/Portland St intersection (see suggested signage plan on page 38).

John Riddoch Centre This centre combines the Visitor Centre, gallery and WRC Penola offices. The centre is well signed from both approaches into town but only under its full name on the Penola attractions sign.

Petticoat Lane Situated near the Mary MacKillop Penola Centre. The lane contains many early settler cottages and is well interpreted both through interpretive panels on site and through the SA Heritage app. Currently there are no directional signage to this site other than the fingerboards at the Petticoat Lane/Portland St intersection.

Walking with History Penola - Penola has an extensive interpretive trail around the town with nearly 50 interpretive sites. Besides the interpretive panels there is an app developed by SA Heritage which provides trail directions and interpretive information about the site. The app is great but finding it is really difficult. The "Walk With History - Penola" app is listed on the southaustralia.com website (<https://southaustralia.com/products/limestone-coast/>)



Blue Services advance warning sign



Penola attractions



Penola is now bypassed by the Riddoch Hwy



New partially completed town entry statements



Remove - Old Mary MacKillop Tourist Drive signs in Penola



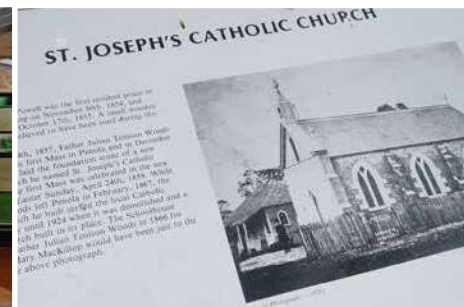
Poorly positioned advance warning sign. Looks like this sign was moved from its previous location which would have been on Church St.



Mary MacKillop Precinct



Mary MacKillop Precinct visitor and interpretation centre



Mary MacKillop Precinct interpretive signage

SECTION 3. WRC SIGNAGE AUDIT

3.9 PENOLA ATTRACTIONS

[attraction/walk-with-history-at-penola](#)) but the page is a dead end and unless you click on the "Book Now" button which will then take you to the National Trust SA - SA Heritage app web page (<https://www.nationaltrust.org.au/sa-heritage-app/?satcMcId=65188166462412741151084702930131065868>) Even then the link to download the app from the



Standard app store download icons

App Store or Google Play is lost amongst the text as SA Heritage haven't included the standard app store download buttons that people look for. The design of the app is very well designed but is likely underutilised due to the difficulty in finding and downloading the app.

Greenrise Reserve This reserve is located on the south side of Penola, the reserve has picnic tables, barbecues, toilets and a short walk trail through the arboretum. Since the building of the bypass all new signage has been installed and the location is well signed with advance warning signs and intersection signs.

Mary MacKillop Stable School Park This park is located at the corner of Bowden and Queen St. The park is well signed from Church St and there is interpretive signage and picnic facilities at the park.

Old Penola Cemetery Located at the northern edge of Penola this cemetery contains the graves of early pioneer settlers. The site has a Graves register and directional signage from the Church St intersection.

Recommendations

- Install new directional sign to the Mary MacKillop Centre from both Church St and Julian St (Casterton Rd). See signage plan next page.
- Improve the findability of the Walking With History Penola app on both the southaustralia.com and SA Heritage App.



John Riddoch Centre - Visitor Centre and gallery



Petticoat Lane fingerboard signs



Petticoat Lane cottage



Walking with History - Cobb & Co Booking Office on Riddoch St one of 49 interpretive sites on the SA Heritage App



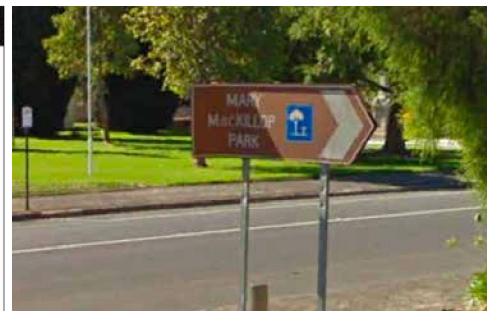
New signage for Greenrise Reserve



Old Penola Cemetery - Directional sign from Church St



Where's the app? - you need to click the "Book Now" button



Mary MacKillop Park - Directional sign from Church St

SECTION 3. WRC SIGNAGE AUDIT

3.9 PENOLA - MARY MACKILLOP PENOLA CENTRE SIGNAGE PLAN



SECTION 3. WRC SIGNAGE AUDIT

3.10 SOUTHEND ATTRACTIONS

Southend is located at the southern end of Rivoli Bay, it is made up of a mixture of commercial fishing, retirees and holiday makers. The town is located just inside the northern tip of Cape Buffon and while it doesn't have much in the way of tourist amenities it is blessed with beautiful beaches, rugged coastal walks and is the northern access point to Canunda NP. The approach road into Southend is overcrowded with signs and there should be a rationalisation of all signage along this route.

Southend Coastal Walks - There are two coast walk trails at Southend's Cape Buffon. These are the Seaview Hike (3.4Kms) within Canunda NP and the Cape Buffon Coastal Walk (1.5Kms) which takes in the Cape Buffon headland. Both walks join up at Cape Buffon. These walks are under the control of National Parks and Wildlife Service SA. The walk trail trailhead signs are very basic and give little to no information on the trail conditions. At the western trailhead for the Cape Buffon Walk there is no signage to show that this trailhead is also the northern trailhead for the Seaview Hike.

Geltwood Monument - This monument commemorates the shipwreck of the sailing barque Geltwood with the loss of all on board. At the memorial is one of the Geltwood's anchors, interpretive signage and memorial plaques dedicated to local mariners lost at sea. Travelling on Cape Buffon drive it is easy to miss this attraction but most visitors should be able to find it on the return trip. Whilst the content of the interpretive signage is good it has been let down by cheap and poorly fabricated signage not suitable for the harsh marine environment (see page 40 & 75).

Lake Frome Conservation Park - Situated near the turn-off to Southend. This conservation park is popular with bird watchers and is an important wetland for migratory birds. The park is well signed with both brown advance warning signs on the approaches and a large brown positional sign at the turn-off.

Recommendations

- Rationalise signage on the approach road into Southend.
- Install proper trailhead signs for Cape Buffon near Boozy Creek Rd.
- Improve trailhead signage at Cape Buffon and Seaview Hike Trailheads.



Southend - Destination branding



Southend advance warning



Canunda NP intersection sign



Welcome to Southend



Welcome to Southend - again



Southend visitor information bay



Southend visitor information bay



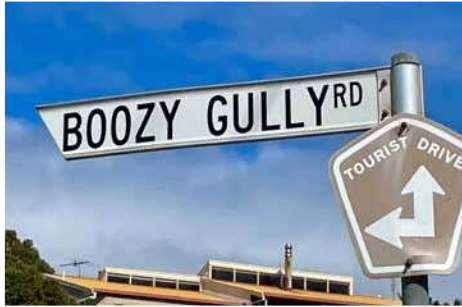
Directional signage for Cape Buffon - this should be replaced with a trailhead sign listing ALL attractions at Cape Buffon



Canunda National Park turn-off at Boozy Gully Rd

SECTION 3. WRC SIGNAGE AUDIT

3.10 SOUTHEND ATTRACTIONS



Unknown tourist drive from where to where?



Geltwood Memorial advance warning



Geltwood Memorial directional sign



Another unknown tourist drive sign



Cape Buffon Walk Trail- Eastern trailhead



Cape Buffon Walk Trail- Western trailhead



Walk trail signage at Cape Buffon



Canunda National Park - Coastal Bush Walks



Geltwood interpretive signage - wrong materials, poorly fabricated and de-laminating



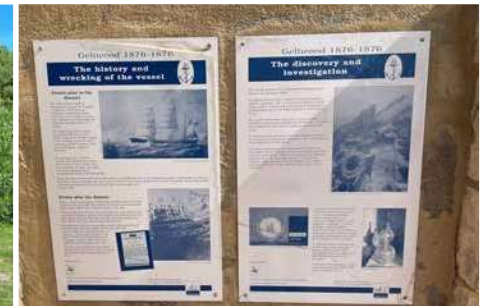
Lake Frome - Advance warning sign



Lake Frome - Positional sign at Southern Ports Hwy



Lake Frome - Trailhead interpretive



Geltwood interpretive signage

SECTION 3. WRC SIGNAGE AUDIT

3.10 OTHER WRC ATTRACTIONS

Outside of the main towns there are many major and minor attractions for visitors to see, some are well known and signed accordingly others are barely known at all.

Canunda National Park - This national park takes in over 40Kms of coastline from Cape Buffon in the north to Cape Banks in the south. The national park is made up of coastal beaches and rocky headlands. The park has three main access points, Cape Buffon, Millicent/Tantanoola and Cape Banks in the south (outside of WRC). The park is a popular camping (6 x camp sites), beach and rock fishing and 4WD recreation area.

Directional signage to this park is varied from well signed to almost non-existent. At the northern access point at Southend the park is well signed from Southern Ports Hwy with intersection signs at the Southend Access Rd/Southern Ports Hwy intersection and National Parks signage at the park turn-off at the Cape Buffon/Boozy Gully Rd intersection. At Millicent there are no directional signs from Princes Hwy at all. The first directional sign is located at the intersection of Williams Rd/North Tce from there, there isn't another sign till you reach the park turn-off at Canunda Causeway 8Kms away. The park can also be accessed via Tantanoola at Poonada Rd to Canunda Frontage Rd. Currently there is no directional signage for this route.

Recommendations

- Implement signage plan recommended for Millicent.
- Install directional signage at Lossie/Canunda Frontage Rd intersection.
- Install directional signage at the Tantanoola/Poonunda Rd intersection.

Father Wood Park - This park is located approximately 21Kms north of Penola. This park contains a series of seven Red Gum sculptures depicting the life of Father Julian Tenison Woods and Saint Mary of the Cross MacKillop. The park formed the northern terminus of the now defunct Mary MacKillop Tourist Drive and still carries signage with the old trail icon. There is extensive interpretive signage at this location with most interpretive panels requiring either cleaning or replacement.

Recommendations

- Clean and/or replace damaged interpretive signage.



Northern access - to Canunda NP Intersection sign at Southern Ports Hwy/ Southend Access Rd intersection



Turn-off to Canunda NP at Boozy Gully Rd



Canunda NP access road at Southend



Southern access - First directional signs for Canunda NP at Williams St/ North Tce intersection



No directional signage for Canunda NP at Lossie/Canunda Frontage Rd intersection



First directional signage for Canunda NP since leaving Millicent



Canunda NP visitor information bay - Millicent access point



Canunda NP visitor information bay - Southend access point



Directional signage for Canunda NP should be located at the Tantanoola/Poonada Rd intersection

SECTION 3. WRC SIGNAGE AUDIT

3.11 OTHER WRC ATTRACTIONS

Glencoe Woolshed - The Glencoe Woolshed is situated in the hamlet of Glencoe in the southern reaches of the WRC. The woolshed is listed with the National Trust. The woolshed is built of limestone blocks with hand sawn timber beams for the roof. The woolshed is well signed from the approaches off Princes Hwy (Mile Hill Rd and The Springs Rd) and from Kalangadoo (Kangaroo Flat Rd) but as soon as you get into Glencoe itself the signage is in a very dilapidated state. In some places the directional signage is named "Leake Brothers Glencoe Woolshed", "Glencoe Woolshed" and "National Trust Glencoe Woolshed".

Recommendations

- Replace all old Glencoe Woolshed directional signage within Glencoe township.
- Consistently name this attraction.

Lake Edward - Lake Edward is a small freshwater lake located approximately 7Kms north of Glencoe. The lake reserve has walk trails and picnic facilities.

Recommendations

- Install brown directional fingerboard signage from Glencoe, Lake Edward Rd and from Lake Leake Rd.

Lake Leake - Lake Leake is an extinct volcano situated about 10Kms north of Glencoe West. It has a "locals only" feel but multi-lingual "no fires" regulatory sign points to the fact that international visitors pass through regularly. The lakeside is available for camping and payment is by donation. The lake has a covered area, gas barbecues and flushing toilets.

Recommendations

Install brown directional fingerboard signage from Glencoe West and from Lake Leake/Kangaroo Flat Rd intersection.



Father Woods Park advance warning sign with Mary MacKillop Tourist Drive branding



Father Woods Park positional sign



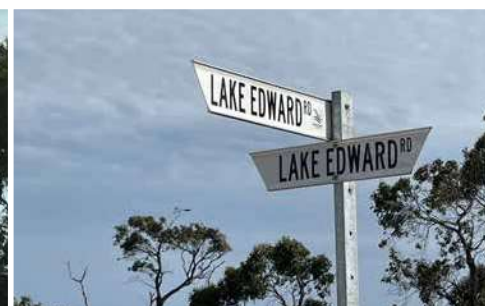
Father Woods Park damaged interpretive signage



Glencoe Woolshed - Old sign that pre-dates aluminium and in need of replacement



First and only brown directional signage for Lake Edward 3Kms north of Glencoe



None of the Lake Edward Directional signs actually takes you to Lake Edward



Regulatory signage at Lake Edward Reserve parking area

SECTION 3. WRC SIGNAGE AUDIT

3.11 OTHER WRC ATTRACTIONS

The Tasting Room (Mayura Station) - The Tasting Room is a boutique restaurant located on-farm at Mayura Station west of Millicent. The Tasting Room showcases Mayura's award-winning 100% Full-blood Wagyu Beef. Unlike other attractions within the WRC, Mayura is a private business attracting over 3000+ diners each year. Tasting Room has installed its own suite of non-standard directional signs from both Tantanoola and from Millicent.

As the Tasting Room is by pre-booking only it does not qualify for brown tourist directional signs. But being a significant tourist attraction to WRC, the Tasting Room should have a suite of blue signs.

Recommendations

- Install a suite of blue directional signs from Millicent and Tantanoola.

Tantanoola Caves Tantanoola Caves Conservation Park is a small caves complex off the Princes Hwy south of Tantanoola. The caves offer guided tours, a cliff top walking trail, picnic grounds and toilets.

The caves are well signed from both north and south with advance warning signs and positional signs at the conservation park entrance.

Recommendations

- Include blue services symbols (picnic, toilets etc.) on the park advance warning signs.

Woakwine Cutting - Woakwine Cutting celebrates the engineering achievement of two men and a dozer who cut a drain through the Woakwine ridge to drain the swamp land behind the ridge for farming. The cutting has a viewing deck overlooking the cutting and an interpretive display featuring the original dozer and scraper used to cut the drain. There is also interpretive panels and a lookout 500m away on the eastern side of the ridge overlooking the land drained by the cutting.

Signage is generally good with advance warning signs positioned 400m each side of the turn-off and a positional sign at the intersection of Southern Ports Hwy and Woakwine Cutting Rd.



Install brown directional fingerboard sign



Lake leake interpretive



Lake leake



The Tasting Room - Directional sign approaching Tantanoola



The Tasting Room - Directional sign at Canunda Frontage Rd



The Tasting Room - Mayura Station



Tantanoola Caves - Advance warning sign at Tantanoola Town turn-off



Tantanoola Caves - Advance warning sign north of caves



Tantanoola Caves - Positional sign at caves turn-off

SECTION 3. WRC SIGNAGE AUDIT

3.11 OTHER WRC ATTRACTIONS

Recommendations

- Cut back trees and bushes near north bound advance warning sign.
- Replace positional sign at Lookout.

Yallum Park - Yallum Park is situated 8kms west of Penola on the Mt Burr Rd. This State Heritage Listed homestead is said to be the best preserved Victorian House in Australia. The house is open by appointment only so in that respect it does not qualify for brown tourist directional signs.

Previously directional signage was positioned at the Church/Riddoch St intersection but with the installation of the bypass and the closure of the western end of Riddoch St this sign has been removed. In 2021 there is one small brown fingerboard sign at the Bypass/Mt Burr Rd intersection. This sign is set so far back from the intersection it is easily missed. On the approach to Yallum Park there is no advance warning signs, the first sign a visitor encounters is the brown positional sign at the Yallum Park driveway. With traffic travelling at highway speeds it is very easy to overshoot this turn-off.

Recommendations

- Decide whether Yallum Park qualifies for brown tourist directional signage.
- Replace the brown fingerboard sign at the Bypass with a more substantial sign as per the previous sign at the Church/Riddoch St intersection.
- Install advance warning signs 300m either side of the Yallum Park driveway.

Coonawarra Railway Siding - Described as the most well known small railway siding in Australia. This siding is a popular stop for a photo and will be even more so when the Coonawarra Rail Trail is up and running. Currently there is no directional signage to the siding and one small interpretive sign on the siding platform wall.

Recommendations

- Improve directional signage from Riddoch Hwy to this location.



Woakwine Cutting advance warning sign - cut back trees



Woakwine Cutting intersection sign



Woakwine Cutting positional sign



Yallum Park Homestead directional sign (2010) at Church/Riddoch St intersection which due to the bypass has been removed



Yallum Park Homestead directional sign (2021) at Penola Bypass/Mt Burr Rd intersection



Yallum Park Homestead positional sign (2021) at Yallum Park driveway



Coonawarra Railway Siding



Coonawarra Railway Siding interpretive panel



Coonawarra Railway Siding other interpretive at road crossing

SECTION 3. WRC SIGNAGE AUDIT

3.11 OTHER WRC ATTRACTIONS

Kangaroo Inn Historic Ruins - The Kangaroo Inn ruins are situated at the Beachport-Penola/Claywells Rd intersection. Dating from the 1860's the inn was an important stopping point between Robe and Mt Gambier. The ruins are fenced but have easy accessibility for visitors interested in a closer look.

There is a mixture of signage at this location these include positional signs with the name of the attraction, an Australian bicentennial plaque and at the very back of the complex undercover is some interpretive panels on the history of the Kangaroo Inn.

Also near this location is the Post Office Tree where mail was hung in a sack for pick up and delivery by the mail coach that ran between Robe and Mt Gambier. Apart from the fingerboard sign there is no interpretive signage at this location.

Recommendations

- Install brown advance warning sign on Claywells Rd with the historic place "H Shield" symbol.
- Replace the "Kangaroo Inn Historic Ruins" positional signs.
- Research and install new interpretive signage in front of the site.
- Improve directional signage and install interpretive signage at the Post Office Tree.

Nangwarry Forestry Information Bay and Forestry & Logging Museum - On the north side of Nangwarry is an information bay with interpretive signage about the history of forestry in the area. There is also a small arboretum trail which features different tree types found in South-East South Australia.

In Nangwarry itself is the Nangwarry Forestry & Logging Museum. This small volunteer run museum is only open if you call one of the local volunteers who will come down and open up the museum. The museum houses a collection of forestry and logging equipment associated with the local forestry industry.

Signage to the forestry Information Bay is fairly good with both advance warning and positional signs in place. The interpretive signage is informative and generally in good condition.



Kangaroo Inn Historic Ruins - old signage needs to be replaced



Kangaroo Inn Historic Ruins - Bicentennial Plaque



Kangaroo Inn Historic Ruins - site interpretive signage is undercover at the very back of the site



Kangaroo Inn Historic Ruins - old signage needs to be replaced



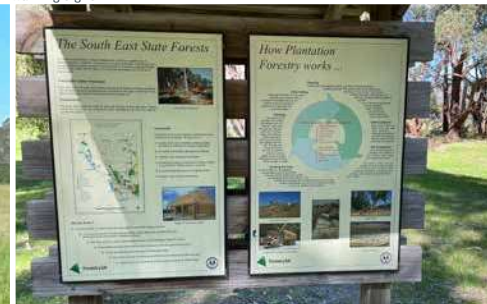
Nearby Post Office Tree - small brown fingerboard easy to miss no advance warning signs



Is this the Post Office Tree?



Forestry Information Bay north of Nangwarry



Forestry Information Bay interpretive signage



Forestry Information Bay - Penola Arboretum Trail, should be the Nangwarry Arboretum Trail

SECTION 3. WRC SIGNAGE AUDIT

3.11 OTHER WRC ATTRACTIONS

Recommendations

- At the Forestry information bay replace blue signs with brown tourism directional signs.
- Clean site and cut the grass.
- At the Forestry & Logging Museum replace hoop sign panel and install a new museum entrance sign.

Penola Conservation Park - The Penola conservation Park is located 12Kms west of Penola on Clay Wells Rd. The conservation park protects the remnant River Red Gums. The park contains a short trail and board walk. Facilities include picnic areas and a cleared space for camping. Access is via a very narrow track not suitable for caravans.

Clay Wells Rd is a busy transport route during the day with many logging truck heading in both directions. There is no advance warning signs and only a small brown fingerboard at the entrance which is very easy to miss as it blends in with the surrounding road side trees.

Recommendations

- Install brown advance warning signs at least 300m each side of the park entrance.
- Install a large brown positional sign at the park entrance.

Pine Cave Sink Hole & Fossil Cave - Pine Cave Sink Hole and Fossil Cave are located on southern fringe of the WRC. Both caves are well know amongst the cave diving community. Pine Sink Hole is situated on the very southern border of WRC. The sink hole has some informative interpretive signage about the cave and the cave fauna and geology. There is no directional signage from Princes Hwy.

Fossil Cave, also know as the Green Waterhole-Tank Cave system was provisionally listed as an SA State Heritage Place in August 2021. Significant fossils have been recovered from this cave system. This extensive underwater cave complex is situated adjacent to Princes Hwy south of Tantanoola. Unless you were looking for it, you wouldn't know it was there as there is no brown advance warning or



Nangwarry Forestry & Logging Museum blue fingerboard



Nangwarry Forestry & Logging Museum old hoop sign on Riddoch Hwy



Nangwarry Forestry & Logging Museum homemade entrance sign



Penola Conservation Park - One small fingerboard that blends into the surrounding bush on a very busy road



Penola Conservation Park - Entrance sign



Penola Conservation Park - Boardwalk



Excellent Pine Cave Sink Hole Interpretive



Pine Cave Sink Hole entrance



Pine Cave Sink Hole divers rigging area

SECTION 3. WRC SIGNAGE AUDIT

3.11 OTHER WRC ATTRACTIONS

positional signs for this significant attraction. At the site there is no interpretation.

Recommendations

- Pine Cave sink Hole - Install brown fingerboard signs from Princes Hwy at the Princes Hwy/ Burrungule Rd Intersection and the Burrungule Rd/ Benara Hd Line Rd Intersection.
- Install brown advance warning signs at least 300m each side of the Fossil Cave entrance.
- Install a large brown positional sign at the Fossil Cave car park entrance.
- Install interpretive signage at Fossil Cave



Fossil Cave - no interpretive signage for this location



Fossil Cave



Fossil Cave

Tantanoola Tiger - The Tantanoola Tiger is the stuffed remains of what is described as either a Eurasian or Arabian Wolf. The taxidermied remains are on display in the Tantanoola Hotel.

Kalangadoo Railway Station Museum - The Kalangadoo Railway Station Museum is located in the old Kalangadoo Railway Station. The museum is a private collection owned by the last former employee of the railway in Kalangadoo. Even if the museum is no longer operational there are opportunities to tell the story of Kalangadoo through interpretive signage around the railway precinct. Some one has already placed A4 laminated photos of what the railway yard looked like when it was still operating.

Signage wise we could find no evidence that the museum was operational or who to contact to find out if it was still open. There is no directional signage or entrance signage and various on-line articles say it may have closed.

Recommendations

- The museum is open by appointment only. This needs to be advertised on the WRC website.



Tantanoola Tiger - Intersection Sign at Princes Hwy/Tantanoola Rd intersection



Tantanoola Tiger -Brown fingerboard sign across from the Tantanoola hotel



Tantanoola Tiger at the Tantanoola Hotel



Kalangadoo Railway Station Museum



Kalangadoo Railway Station Museum - how it is now



Kalangadoo Railway Station Museum - how it used to look

SECTION 3. WRC SIGNAGE AUDIT

3.11 OTHER WRC ATTRACTIONS

Gran Gran Historical Graves - This grave site is located near the intersection of Mt Burr Rd and the Overland Track Rd just out of Mt Burr. The graves are up on a hillside and have been restored and maintained over the years by local volunteers. Each grave has a marker but there is no interpretive.

At the roadside there is a positional sign which is easily missed for visitors travelling between Penola and Millicent on the Mt Burr Rd.

Recommendations

- This is a very minor site - no recommendations.



Gran Gran grave site positional sign on Overland Track Rd



Gran Gran grave 1



Gran Gran grave 2

Narrow Neck South Eastern Drainage Scheme - Located just north of Rendalsham this interpretive point celebrates the draining of the land for agriculture. Unfortunately no work has been done to maintain this interp point. All of the signage is in need of replacement and the Rotary Project bridge (2004) is deemed unsafe and is overgrown. In it's current state it is not really worth stopping.

Recommendations

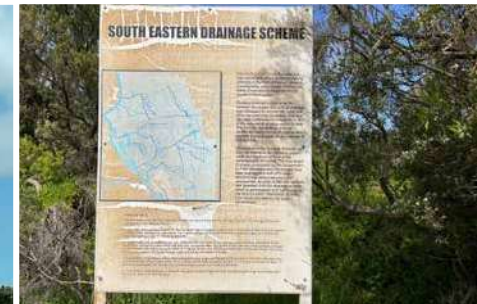
- Restore the bridge and interpretive or remove entire structure.



Narrow Neck Drainage interpretive - advance warning



Narrow Neck Drainage interpretive - positional



Narrow Neck Drainage interpretive



Narrow Neck Drainage Channel - Rotary Club of Millicent project



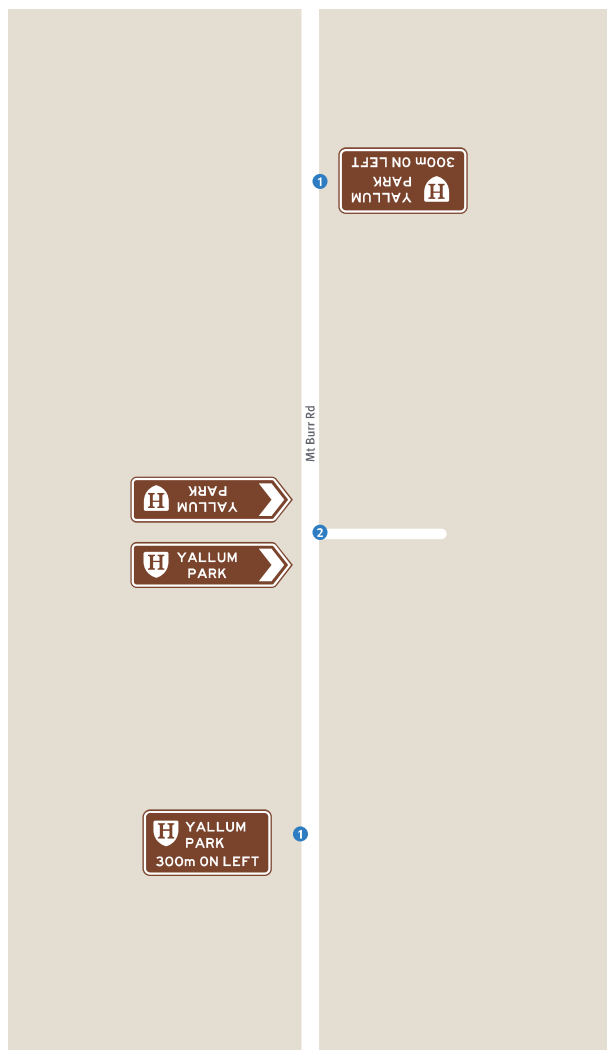
Narrow Neck Drainage Channel - Bridge is overgrown and unsafe



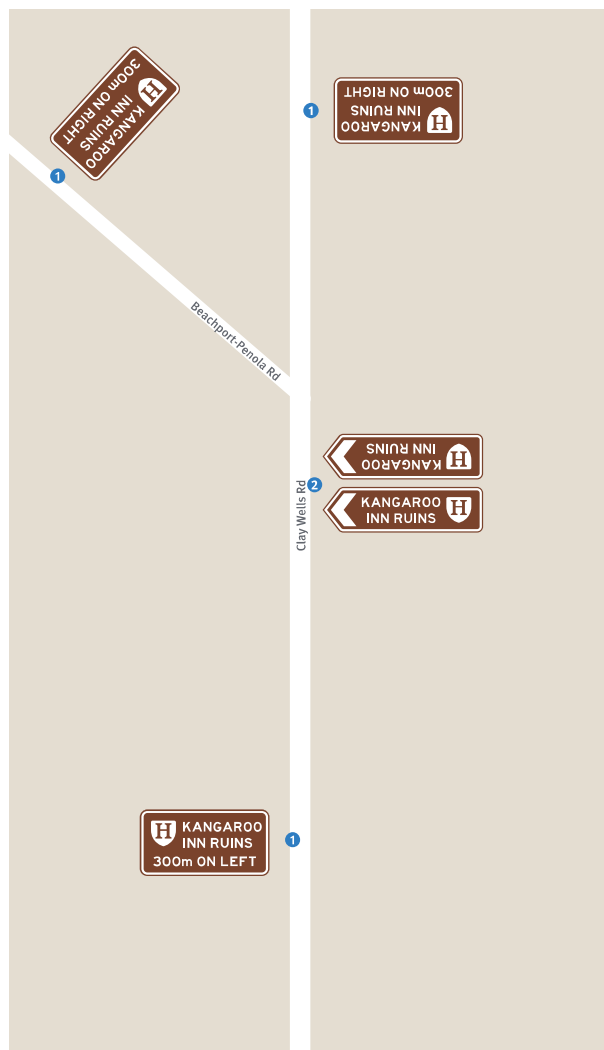
Narrow Neck Drainage Channel - Bridge is overgrown and unsafe

SECTION 3. WRC SIGNAGE AUDIT

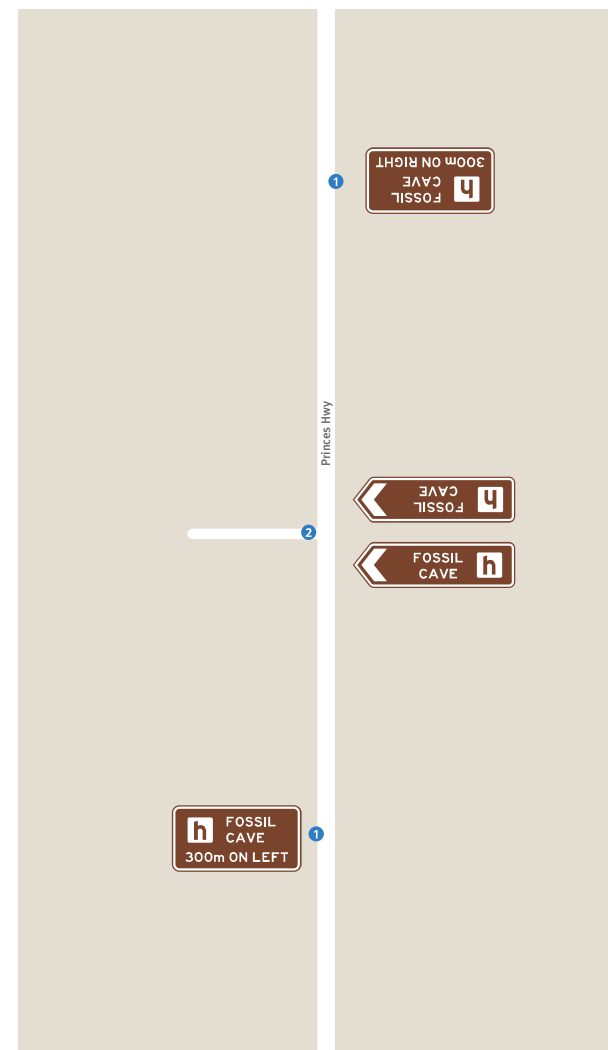
3.11 OTHER WRC ATTRACTIONS SIGNAGE PLANS



Yallum Park signage plan - 1) Advance warning signs, 2) Positional Signs



Kangaroo Inn Ruins signage plan - 1) Advance warning signs, 2) Positional Signs



Fossil Cave signage plan - 1) Advance warning signs, 2) Positional Signs

SECTION 3. WRC SIGNAGE AUDIT

3.12 WRC CARAVAN & CAMPING

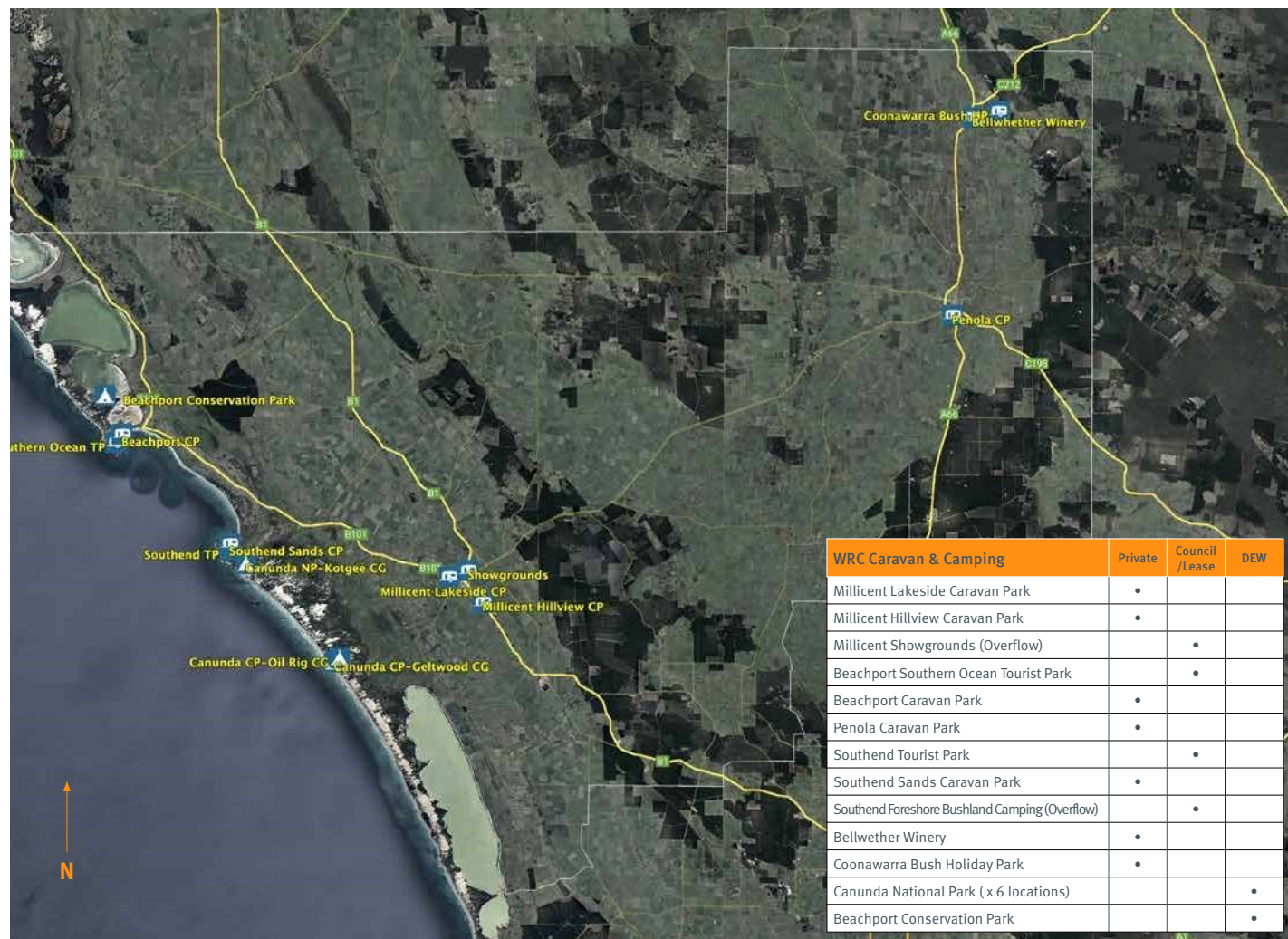
WRC CARAVAN/CAMPING SIGNS

In the WRC there are numerous caravan and camping options. These range from Council and private run caravan parks in the towns and communities through to organised camping in Canunda National Park and the Beachport Conservation Park (Lake George).

When pulling a caravan especially in built up areas motorists needs as much advanced warning as possible to direct them to the desired destination which may a caravan park, a dump point or just a suitable place to park while they explore the town or do some shopping. Always remember "Good signage = Relaxed visitors, who stay longer and spend more money".

Caravan Parks - When approaching a town on the main arterial routes there should be a blue advance warning sign (with Caravan/camping symbols) announcing "Caravan Park - 300m" etc. followed by directional signs just prior to each decision making point until the destination is reached (see examples next page).

Multiple Caravan Parks - When a town has multiple caravan parks (such as Millicent) the blue advance warning sign and symbols on the approach to the town (example - approaching from the south on Princes Hwy) should give the name and distance to each of the town's caravan parks e.g. Hillview Caravan Park - 1.0km, Showground - 3.5kms and Lakeside - 4.5kms. Prior to the caravan park turn-off (e.g. Dalton St for Hillside CP) there should be a blue intersection sign (on the side of the road the motorist is travelling on) with the caravan and/or camping symbol "Hillside Caravan Park". This process should continue all the way through town until the last caravan park is reached - Lakeside Caravan Park (see plan next page).



SECTION 3. WRC SIGNAGE AUDIT

3.12 MILLICENT CARAVAN/CAMPING



EXAMPLE - Caravan and Car/Caravan parking plan for Millicent

SECTION 3. WRC SIGNAGE AUDIT

3.12 MILLICENT CARAVAN/CAMPING SIGNS

MILLICENT CARAVAN/CAMPING SIGNS

Millicent's is at the junction of four major approach roads and has three caravan parks spread across town. This calls for the requirement of a well designed signage plan to make driving into Millicent as stress free for visitors towing caravans as possible.

Caravan Parks - Signage for directing caravans through town to the two caravan parks have been installed and added to over the years. Apart from the fact that nearly all of them are faded and due for replacement most of them are in the wrong spot i.e. past the decision making point. (refer to page 19). Advance warning signs should be installed on the four main approach roads (Princes Hwy North & South, Southern Ports Hwy and Mt Burr Rd). These signs should be installed approximately 2kms out of town. The next major decision point is the roundabout in front of the council chambers. Prior to the roundabout directional signs be installed for all approaches. The last piece of the signage plan is for intersection/positional signs to be installed prior to the turn-off to each caravan park.

Car/Caravan Parking - Currently direction to suitable car/caravan parking is very limited. Millicent has two current car/caravan parking areas. These are at the Domain off North Tce and at the Visitor Centre (which also has an RV Dump station). Directions to the Domain are particularly poor starting with the poorly designed intersection sign at the Princes Hwy Mt Burr Rd intersection. There is no directional signage prior town roundabout or a reassurance sign on the correct turn into George St/Princes Hwy. The next sign is a tiny blue fingerboard at the North Tce intersection well past the decision making point.

The Visitor Centre has a specifically designed parking area for car/caravans and RV's There is a sign at the VC entrance though this is poorly designed and should be replaced. There are no advance warning signs for this location.

Recommendations

- To review the main approach routes to each of Millicent's caravan parks. Plan and install a new signage suite for the town caravan park, parking area and dump point.

- WRC is also considering developing another car/caravan parking area on Railway Tce if this goes ahead then it will need to be part of the new signage plan.
- Don't direct car/caravan traffic down the William Rd heavy haulage bypass. The goal should be to bring car/caravan traffic into town, not around it.



Advance warning sign



Directional sign



Intersection/Positional sign



Millicent Caravan Parks Signs. Wrong side of the road past the decision making point



Tiny sign installed where hardly anyone can see it



Wrong location, too small - signs for car/caravan parking should be installed across the road prior to the decision making point



Non standard sign, too much information could be done better with Australian standard symbols



Hillview Caravan Parks Signs - Wrong side of the road past the decision point



Lakeside Caravan Parks - Wrong side of the road past the decision point, non standard symbol, arrow & colour

SECTION 3. WRC SIGNAGE AUDIT

3.12 PENOLA CARAVAN/CAMPING

PENOLA CARAVAN/CAMPING

Caravan Parks - Penola has one caravan park located on the southern edge of town which is easy to get to, either through town via Church St or via the southern exit of the new Penola town bypass. The caravan park is listed on the Penola Attractions sign on both the north and south side of town and at the Robe Rd / Church St intersection. The only real issue we see is that when coming from the north side of Penola via Church St there is no indication of exactly how far it is to the actual caravan park. At the northern end of the Penola Sports Ground is an RV camping area. This area is only available for fully self contained RV's equipped with their own showers and toilets. This area is reached via John St off Church St. There is no signage at this intersection.

Car/Caravan Parking - There seems to be no designated car/caravan parking in Penola or at the least no signage leading to suitable parking. Running parallel to Church St is Portland St. This street is one of the widest in Penola and would be ideal for designated car/caravan parking. It is close to the commercial section of Church St, the Penola Visitor Centre and The Mary MacKillop Penola Centre and Petticoat Lane.

RV Dump Point - The Penola RV Dump Point is situated in the grounds of the Penola Sports Ground. Directions to this dump point get progressively worse once you leave Church St at the Cameron St intersection. At this intersection there the standard RV Dump Point symbol. At the entrance to the sports ground there is a tiny sign with a minuscule arrow that can be easily missed. Once in the sports ground you just drive around till you find it as there is no further signage to direct you to its actual location which is up behind the hall on the left hand side of the entrance.

Recommendations

- Install an advance warning sign with the distance to the caravan park.
- Plan and install directional signage to suitable Car/Caravan parking locations.
- Improve signage to the RV Dump Point.
- Install an RV camping sign at Church St/John St intersection.



Southbound - Penola Attractions lists the Penola Caravan Park under services

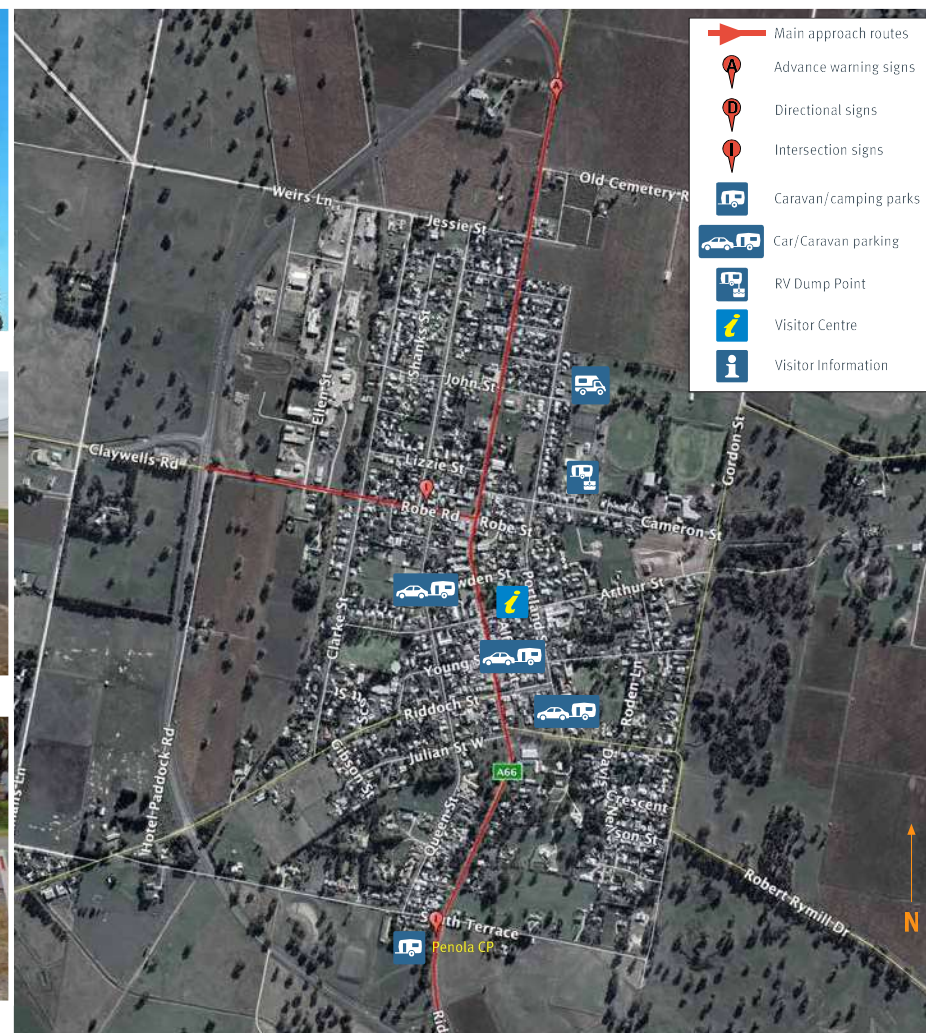


Robe Rd/Church St caravan park listed on blue services intersection signs



Northbound bypass intersection

Caravan intersection sign at South Tce



SECTION 3. WRC SIGNAGE AUDIT

3.12 BEACHPORT CARAVAN/CAMPING

BEACHPORT CARAVAN/CAMPING

Access to Beachport's caravan parks is fairly straight forward with one road into and out of town. As with other towns within the WRC signage has been cobbled together over the years resulting in a mix of old and worn sign generally in the wrong location (past the decision making point).

Caravan Parks - Directions to Beachport's two caravan parks is fairly direct with the Beachport Caravan Park being situated on the Millicent Rd approach into Beachport. If planned and signed properly, access to Southern Ocean Tourist Park shouldn't be difficult, the signs just need to be positioned correctly. Currently the route to this caravan park is signed at the Railway Tce/ Lanky St intersection and then for good measure it's signed from the Beach Rd roundabout and the Beach Rd/Blacketer St intersection?

Car/Caravan Parking - There seems to be two schools of thought in Beachport for car/caravan parking. When asked some people felt that Foster St past the Post Office was an ideal spot whilst others felt that the grassed area south of the Harbour Masters Residence was a better choice. Currently there is no designated car/caravan parking in Beachport.

The Visitor Centre is located on Millicent Rd just east of the Railway Tce T-junction. Without knowing the reasoning behind it, it seems to be a strange choice to locate the RV Dump Station directly in front of this facility.

Recommendations

- Plan and install a new signage suite for the town caravan parks, car/caravan parking area and RV dump point.
- Move the RV Dump Point to a more suitable location.
- Plan and install signage for one route to the Southern Ocean Tourist Park remove all old and redundant signage.



Beachport Caravan Parks . Advance warning sign too close to town, should have the caravan symbol, closest location should be at the top no directional arrows. Now called Southern Ocean Tourist Park.



The ill-considered location of the Beachport RV Dump Point (out front of the VC on the main road in to town)



Southern Ocean TP sign - located on the wrong side of the road past the decision making point

SECTION 3. WRC SIGNAGE AUDIT

3.12 SOUTHEND CARAVAN/CAMPING

SOUTHEND CARAVAN/CAMPING

Southend has two caravan parks which are both located just off the main approach road through town, Eliza St. Southend is the only town within the WRC that has RV Friendly Town accreditation.

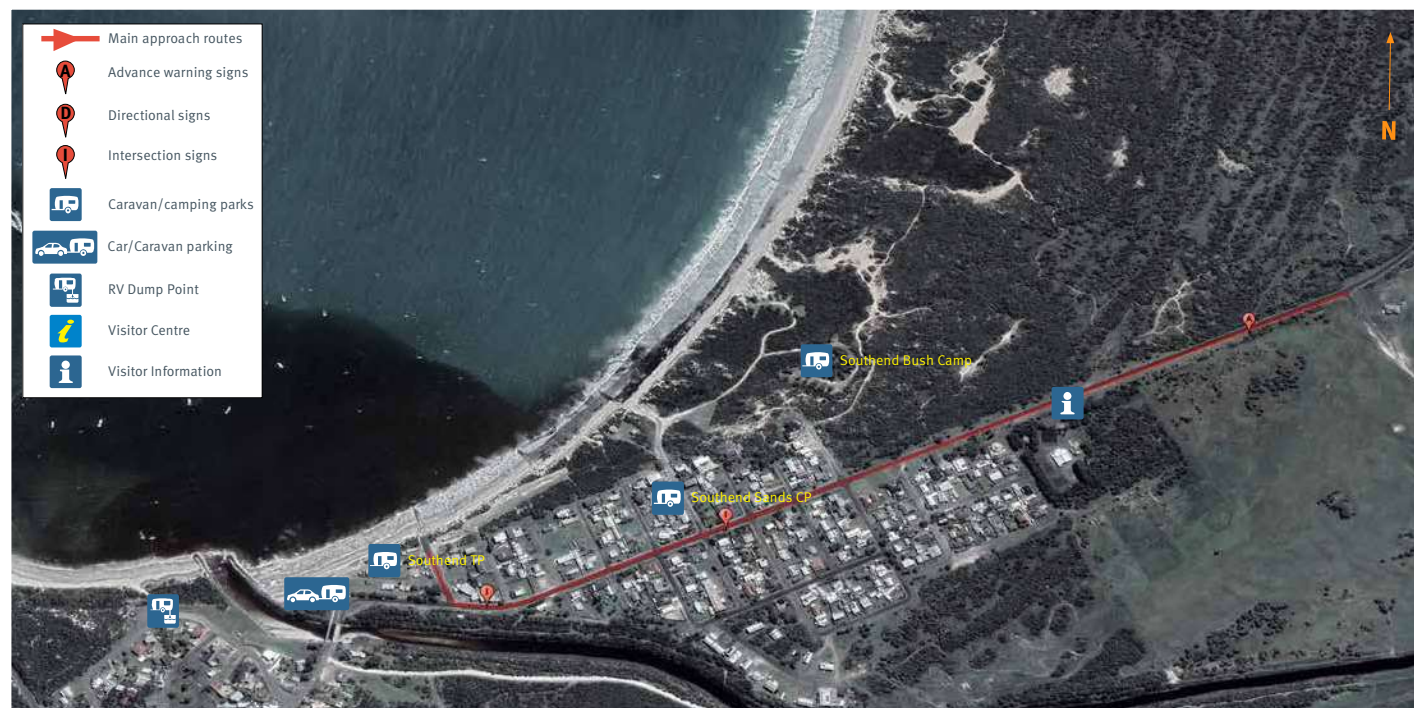
Caravan Parks - Directions to the two caravan parks is fairly simple as both lie just off the main arterial road Eliza St. There are no advance warning signs on the approach and the intersection/positional signs are placed either too close to the intersection or past the decision making point. Southend Tourist Park has only just reopened after being completely redeveloped. Currently this caravan park has no site specific signs. Southend Sands Caravan Park is situated adjacent to Eliza St and has one directional sign at the Leake St intersection. Southend Tourist Park also manages the nearby Southend Bush Camp which comprises of 28 unpowered sites off Leake St behind the dunes. Currently there is no directional signage to this location.

Car/Caravan Parking - there is currently no designated car/caravan parking in Southend. Most of the roads are fairly narrow. The most suitable place we would recommend would be the turnout on Cape Buffon Dr before you cross the bridge. The other option is the car park near the RV Dump Point on Bridges Dr. This location is a bit further from town services but there are toilets and beach access here.

RV Dump Point - This is situated on Bridges Dr off Cape Buffon Dr on the western side of the outlet bridge. The intersection is signed but again there are no advance warning signs.

Recommendations

- Remove all old and redundant signage on Southend approach road.
- Install advance warning sign with name of each caravan park and distance at the town entrance.
- Install intersection sign for Southend Sands CP and Southend Bush Camp prior to the Leake St intersection.
- Install intersection sign for Southend TP prior to the Eyre St intersection.
- Beyond Eyre St Intersection install an advance warning sign for directions to the RV Dump Point.



Southend is the only town in WRC that has "RV Friendly Town" accreditation



Directional sign placed too close to town, sign should be further out giving the name of each park and the distance



Leake St - Non standard sign positioned past the decision making point

SECTION 3. WRC SIGNAGE AUDIT

3.12 OTHER CARAVAN/CAMPING

OTHER CARAVAN/CAMPING

Coonawarra Bush Holiday Park - situated on Camaum School Rd off the Riddoch Hwy north of Coonawarra. This caravan park is poorly signed. There are no advance warning signs on the Riddoch Hwy approaches to this location. This is especially important where visitors are travelling on a busy highway frequented by truck traffic travelling at highway speeds.

Bellwether Winery (Glen Roy Shearing Shed) - This appears to be a fairly new operation, the earliest review in Wikicamps is in 2019. This location has no signage at all.

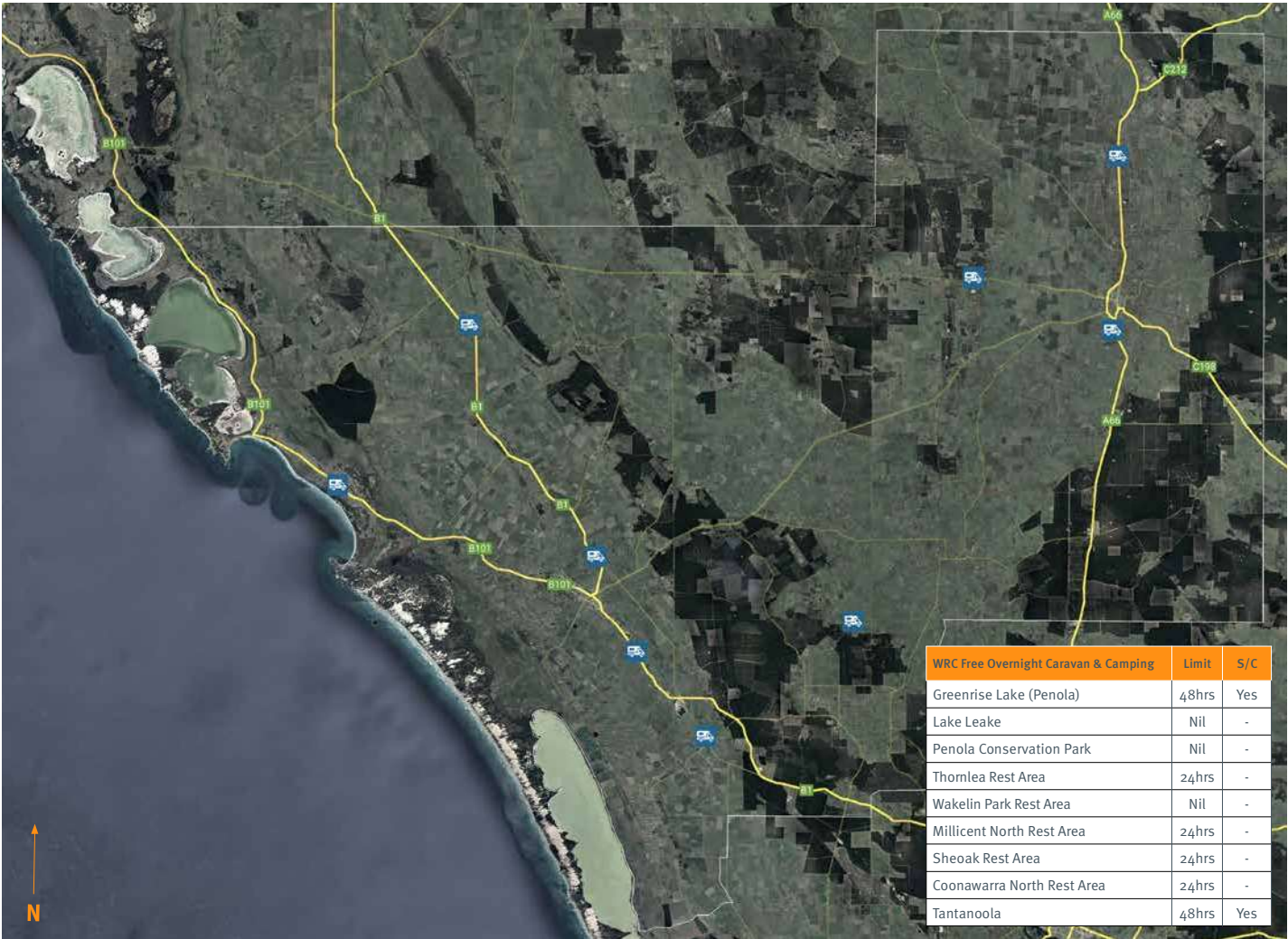
Free camping - Within WRC there are nine free camping sites. Three of these sites are in parks and recreation areas and the other five are roadside rest areas. All of these locations are free and are noted on Wikicamps. Some of these sites have a limitation of how long you can stay ranging from overnight to 48hrs, others for as long as you like. Greenrise Lake and Tantanoola are for self contained RV's only.

Recommendations

- Install a proper sign suite for both Coonawarra Bush HP and Bellwether Winery. These should consist of advance warning signs (with the businesses name) at least 300m for the turn-offs (both directions) and intersection or positional signs adjacent the turn off.
- Although not part of the tourism signage audit all rest stops should have a standard suite of signs including an advance warning sign and positional sign.
- Lake Leake and Penola Conservation Park has no directional signage for caravans and campers.



Self contained Motor Home camping at Tantanoola



WRC Free camping locations

SECTION 3. WRC SIGNAGE AUDIT

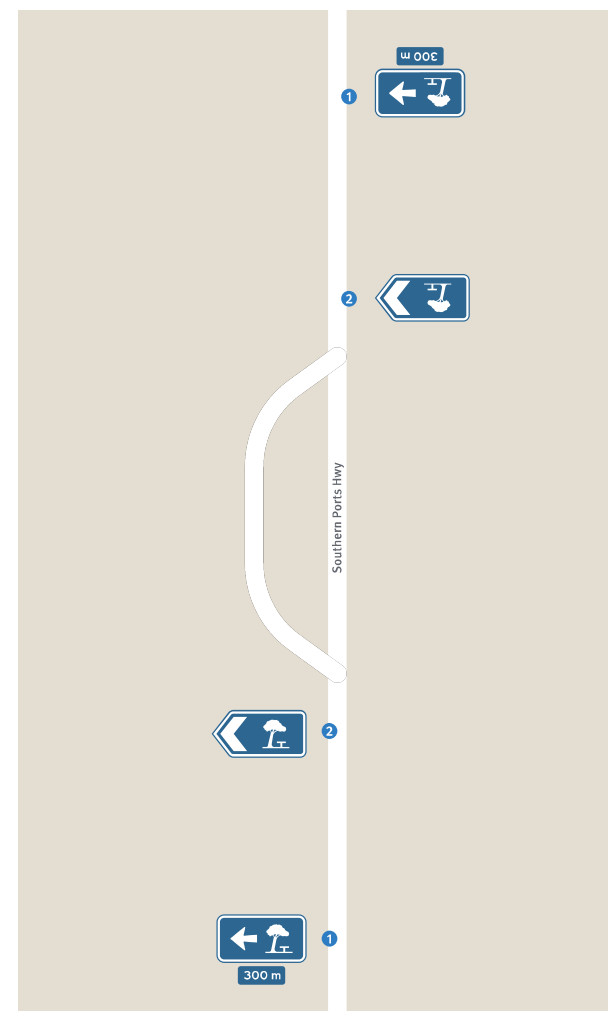
3.12 WRC CARAVAN/CAMPING SCHEMATIC PLANS



Millicent – Multiple caravan parks, (1) Advance Warning, (2) Intersection Signs, (3) Directional sign



Riddoch Hwy – Caravan parks, (1) Advance Warning, (2) Intersection Signs, (3) Positional (This plan applies to Coonawarra Bush Camp (signs 1 & 2 for Bellwether Winery).



Rest Area Signage Suite Example – (1) Advance Warning, (2) Positional Signs.

SECTION 3. WRC SIGNAGE AUDIT

3.13 WRC ACCOMMODATION SIGNS

ACCOMMODATION SIGNS

There are many B&B, self contained unit type accommodation options throughout the WRC particularly in and around Penola and Beachport, some of these are well established and have been in operation for many years, whilst some are fairly new. It's been noticed throughout the audit the complete lack of consistency in signing these businesses.

Firstly, all accommodation types come under visitor services, therefore these businesses should have a blue services fingerboard sign with the white bed which is the Australian standard for this type of accommodation - no accommodation options in the WRC displayed the correct signage.



DIT's Road Sign Guidelines states; The B&B symbol S112-B&B may be used for the following accommodation types:

- Attached – private accommodation attached to another building, in most cases the proprietor's residence;
- Self-catering/self-contained – accommodation that provides bathroom and full cooking facilities;
- Hosted – accommodation offered as part of the proprietor's home (in some cases with the use of communal living/kitchen areas) or;
- Separate accommodation where meals are delivered by the hosts (in most cases guests have a private entrance) or,
- Farm stays – accommodation provided on rural farming properties.

Recommendation

- WRC to develop a policy for correctly signing these type of business.
- Audit all businesses of this type to ensure they fit within the DIT guidelines and sign accordingly.
- Audit all signs and remove redundant signs.



Princes Hwy - when do large motels qualify for directional signage?



North Tce - unknown B&B sign



Punters Retreat is accommodation, it's not a tourist attraction



Beachport has B&B's but none are signed



Old Mill, Mt Burr - On the main road but no signage



Remove - Whiskas Woolshed - Blue sign, business no longer in operation (Wikicamps)



Pipers of Penola - sounds like a B&B when in fact it's a restaurant. Petticoat Lane should be a brown sign



Remove - Whiskas Woolshed - Brown sign, business no longer in operation (Wikicamps)

SECTION 3. WRC SIGNAGE AUDIT

3.13 WRC ACCOMMODATION SIGNS

ACCOMMODATION SIGN APPLICATION

When installing blue services signs it is important that this is done correctly following Australian Standards.

The street name should always feature at the top of the structure, and this should be a standard black on white fingerboard. Text should be in Highway Gothic at 54opt. Street types (e.g. road, street avenue) should use standard abbreviations RD, ST, AVE.

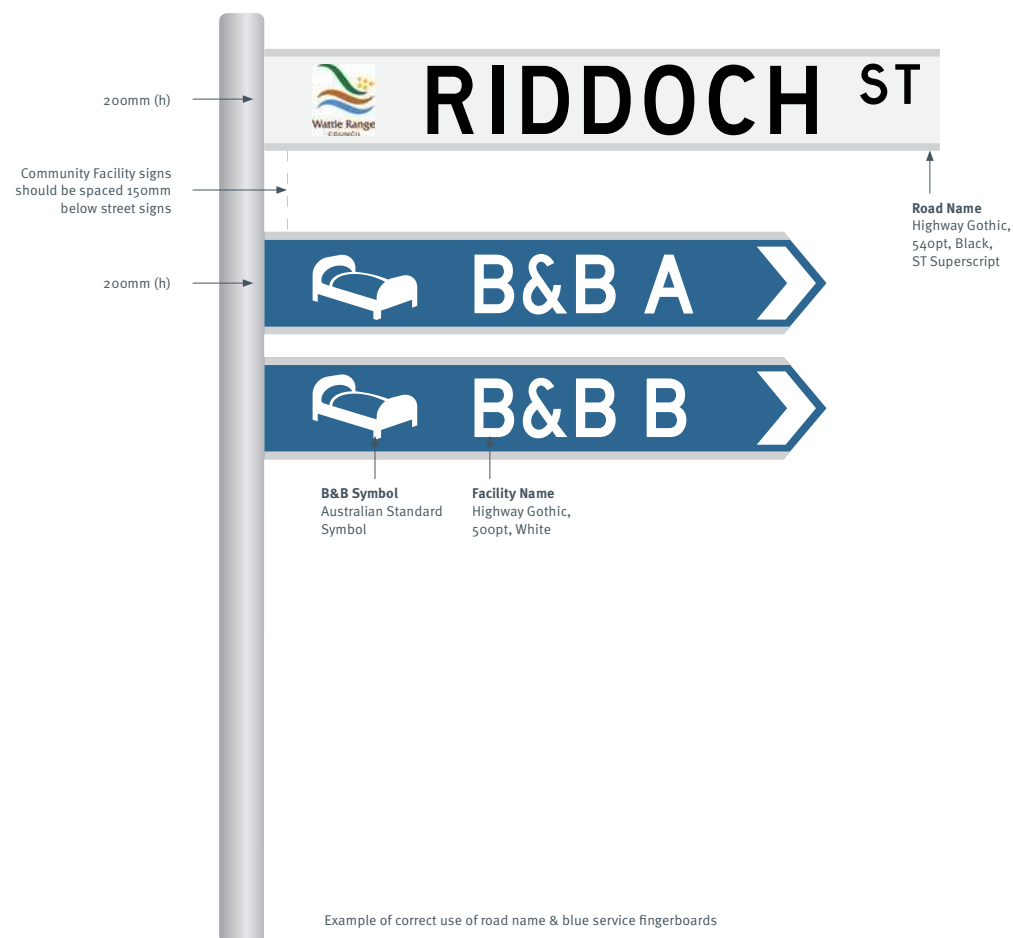
Below the street name sign there should be a gap of 150mm before the next fingerboard.

Blue service fingerboards -these should be in Australian Standard Blue with white text in Highway Gothic at 50opt. Where possible Australian Standard symbols should be used (refer to page 17 for correct symbols).

Tourist accommodation signing can utilise the following symbol types:



Signage should only be positioned from the nearest regional road intersection.



Example of correct use of road name & blue service fingerboards



SECTION 4. THE DESTINATION SIGNAGE SYSTEM

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.0 BACKGROUND

Road signage

Green Directional
Brown Tourism
Blue Services

Destination Signage

Promotional Billboards
WRC Entry Statements
Town Entry Statements
Visitor Information Boards (VIBs)
Temporary/Event Banners & Signs
Interpretive Panels

This section provides background information on the destination signs and how they can be used to promote the WRC's attractions and experiences.

While there is little opportunity to influence the design of green, brown and blue road signs, there is scope to create a suite of unique and well-designed destination and marketing tourism-related signs for WRC.

A suite of destination signs can include the following types of signage:

- Promotional Billboards** – these are used for promoting and providing directional information for the area and specific attractions. They are aimed at encouraging visitors to stop and stay longer.
- WRC Entry Statements** – these are also referred to as gateway signs. They create a sense of arrival to a region, LGA or town/township and identify an area as a destination (i.e. a place worth stopping). They should reflect the character of the place.
- Town Entry Statements** – these are at the entrance to a town or township. They usually reflect the destination's branding but with a regional approach they might include the regional and council brand.
- Visitor Information Boards (VIBs)** – provide information that helps with wayfinding and orientation (e.g. contain maps of the area), attractions and features, visitor information services, and services, facilities and amenities available in the area.
- Temporary/Event** – these signs are used to highlight events and activities but are not permanent signs.
- Interpretive Panels** – these signs provide information about attractions, historic sites, lookouts, etc. and can be arranged single signs or groups of signs.



Examples of existing destination signage in WRC

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.2 PROMOTIONAL BILLBOARDS

Currently within WRC there are a small number of promotional billboards that look to have been installed around the time of the shire amalgamation as each billboard has the WRC logo in the bottom right corner. The Southend billboard looks to be of a different design and promotes the southaustralia.com website and "Southend Limestone Coast".

At present there are two billboards for Millicent on Princes Hwy. One is located north of town near the airport (southbound) and another one is located south of Tantanolua (northbound). Beachport has two billboards located either side of the Southern Ports Hwy/Millicent Rd intersection with one each for northbound and southbound traffic. Both the Millicent and Beachport billboards try to present too many images and in doing so dilute the message. The billboards should present one large professionally shot image with a clear simple message and the WRC website URL (Tourism website when built). Millicent also has sort of combined destination branding/services sign that is trying to do too many things and thus fails as a sign. This sign is poorly positioned at the Princes Hwy/Mt Burr Rd intersection and past the decision making point.

Further down Southern Ports Hwy there is one billboard for Southend (northbound). For some reason there is no corresponding billboard for southbound traffic? Surprisingly Penola has no promotional billboards on Riddoch Hwy especially as the town has now been bypassed by the highway.

There was a positive response to developing promotional billboards, however the design needs to align with the region's branding. Dept for Infrastructure and Transport (DIT) does not approve of these types of signs in the road reserve of gazetted highways without prior consultation and development approval process.

Council erected town entry statement signs and structures within the road reserve should be approved through the development approval process. At the design stage, adequate consideration should be made to the frangibility of the structure, along with clear zone and future maintenance requirements. DIT should be consulted early in the design process to ensure that any location specific requirements are addressed.

Costs: all aspects of town entry statement signs and structures including liability and maintenance shall remain the responsibility of the council or applicant.

Recommendation

- Reskin the existing Millicent, Beachport and Southend billboards.
- Install a southbound promotional billboard for Southend.
- Install promotional billboards for Penola.
- Develop consistency between billboards as they become due for replacement.



SECTION 4. THE DESTINATION SIGNAGE SYSTEM

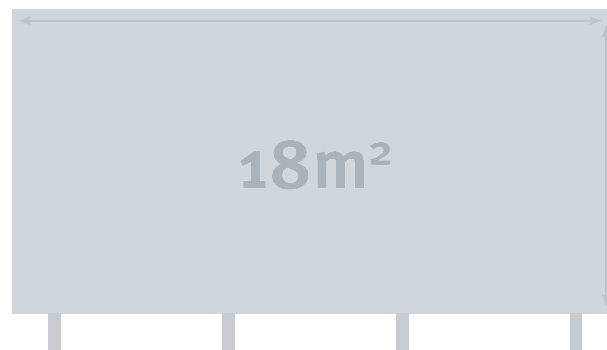
4.2 PROMOTIONAL BILLBOARDS

Principles & Guidelines

Placement of these billboards should be based on the following criteria:

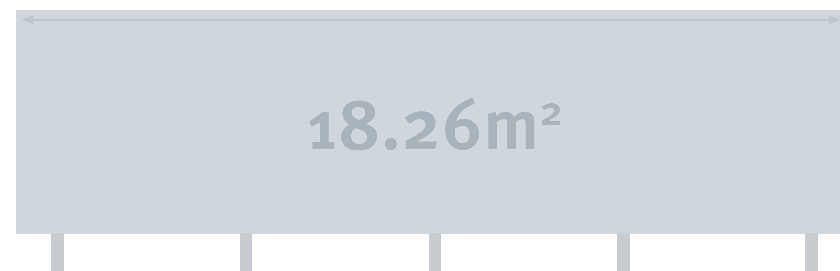
- 1. Purpose** - These billboards would be used only for the purpose of promoting WRC and its tourism experiences. They should not be used to promote specific businesses or towns.
- 2. Location** - Billboards should be placed where they don't deter from the enjoyment of the natural environment, they should be placed where they do not project above the horizon and ideally where the ground or the tree line is rising above the top of the billboard. The billboards should be positioned a safe distance from the roadway. These billboards can only be used on private or WRC owned land.
- 3. Line of Sight** - Look for locations that have a clear line of sight from approximately 250 meters. This is the maximum distance that the casual observer will notice your billboard when travelling at the standard highway speed limit of 110kmh.
- 4. Messaging** - Keep it very simple. The best way for WRC to promote a destination is through large professionally shot images of the destination with simple messages which aligns with Council's tourism campaign or directions such as "Penola - turn right in 1km". It is important that the billboard does not distract drivers.
- 5. Materials/Size** - Promotional billboards should follow standard Australian sizes, this will allow the WRC to access a large pool of outdoor advertising contractors to service and maintain these billboards. The billboards should be fitted with aluminium tracking to allow them to be changed out regularly with new images or event related images e.g. Penola Wine & Food Festival.
- 6. Environmental** - The smallest size billboard that can be used to fulfil the purpose and site should always be chosen to minimise impacts to vegetation, scenic landscapes and amenity.

Super 6's
6m x 3m

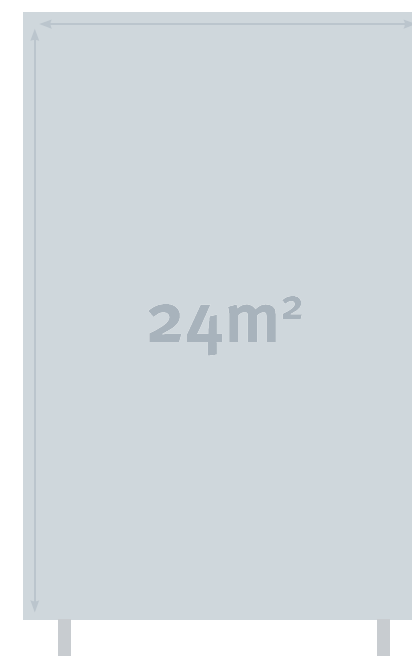


Australian Standard Billboard sizes.

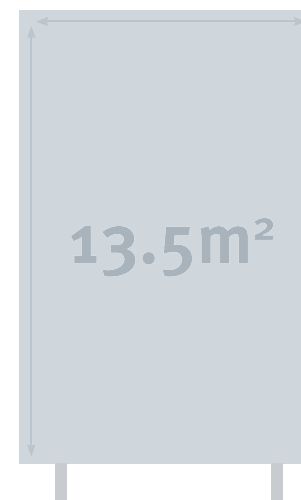
Super 8's
8.3m x 2.2m



Portrait 2
4m x 6m



Portrait 1
3m x 4.5m



SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.3 WRC BOUNDARY ENTRY STATEMENTS

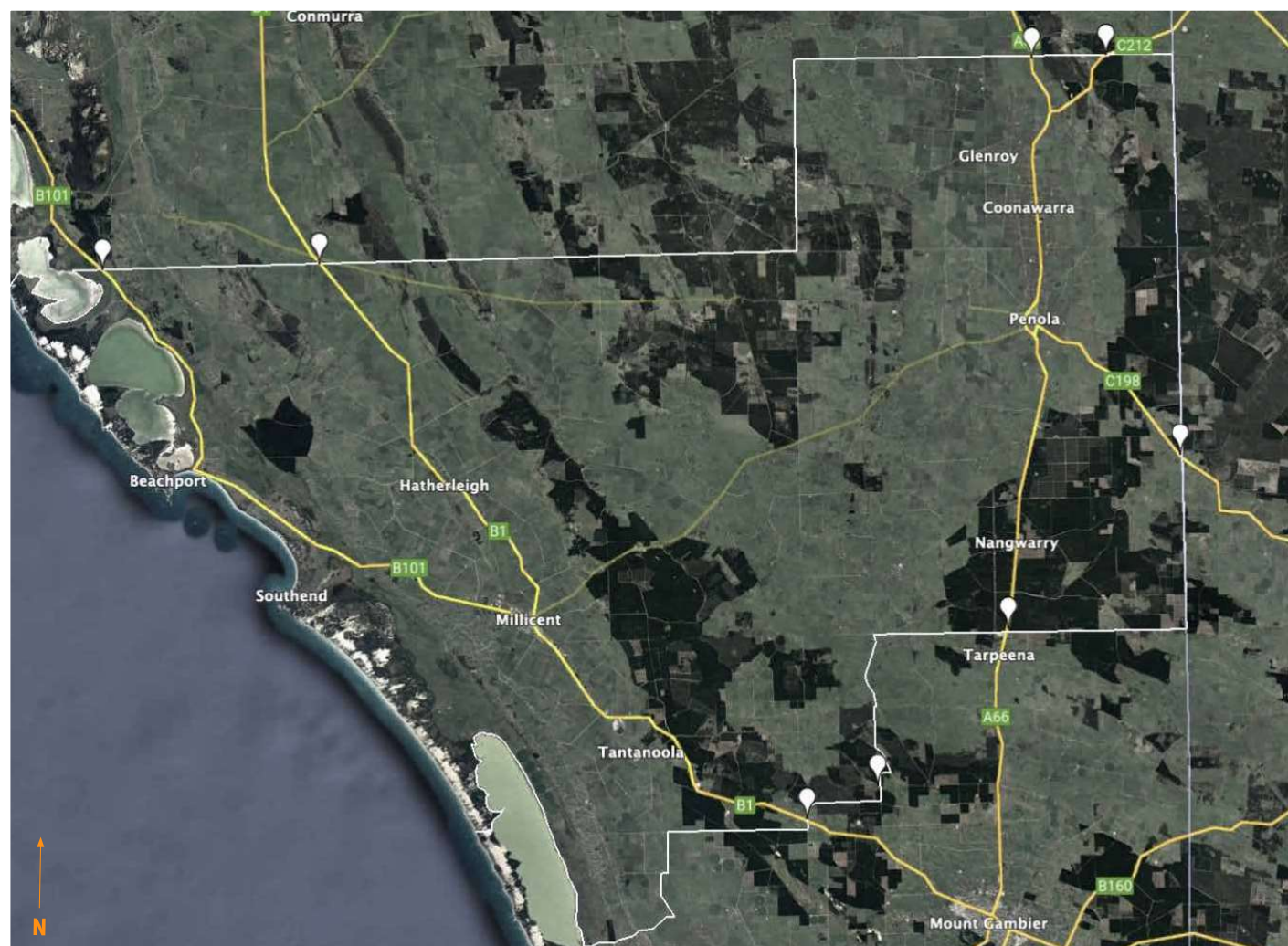
WRC BOUNDARY ENTRY STATEMENTS

WRC has boundary entry statements in place at eight of its main entry points. These include 1) Southern Ports Hwy (Lake St Clair), 2) Princes Hwy (Kangaroo Flat), 3) Riddoch Hwy (Glen Roy), 4) Edenhope Rd (Wrattanbully), 5) Casterton Rd (SA/Vic border), 6) Riddoch Hwy (Tarpeena) 7) Wandillo Rd (Wandillo) and 8) Princes Hwy (Burrungule).

These boundary entry statements have been in place since the shire amalgamation. Each sign was checked and all appear to be in fairly good condition with no sign of vandalism or structural failure.

Recommendation

- Clean and maintain all boundary signage annually or as required (lichen infestation).



WRC Entry Statement locations

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.4 WRC TOWN ENTRY STATEMENTS

WRC TOWN ENTRY STATEMENTS

Town entry statements across the WRC vary greatly from town-to-town. They range from limestone block walls to assorted timber and metal panel signs.

Some towns have multiple entry statements of different types (Penola, Millicent and Southend), other towns have no entry statements (Beachport and Tantanoola). In each town the installation of entry signs has been a local community initiative with each statement reflecting the local flavour of the community.

WRC plans to implement a town entry statement project to unify the WRC brand across its many towns and townships. This will require careful consultation with the local communities to get them on board.

Principals and guidelines

1. **Community** - Community buy-in must be sought at the start of the process. It cannot be underestimated the importance of getting the community engaged and involved in the project. This will help achieve a successful outcome.
2. **Design** - Create a memorable design that visitors will recognise and establish the connection between the entry statements and the broader WRC experience. Local materials should be sourced whenever possible.
3. **Size and scale** - A suite of entry statements of complementary designs and sizes that suit different locations and a hierarchy for the WRC towns and townships would be ideal. They should be of an appropriate scale for the size of the location and be able to be seen from a reasonable distance (about 200 meters) by people traveling in vehicles.
4. **Visibility** - Lighting and power supply e.g. mains power or solar should be carefully considered for night time viewing.
5. **Site location** - Locations should be chosen so the entry statement can be clearly viewed but is not a distraction or safety hazard for motorists. Entry signs should not interfere with other road safety and regulatory signs and be placed in locations to convey a positive image of the location.



The many varied town entry statements across WRC

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.4 WRC TOWN ENTRY STATEMENTS

6. **Construction** - High quality construction and use of materials that are durable, high quality and replaceable.

Recommendation

WRC implements the design and installation of secondary and tertiary town entry statements for its smaller townships. Signage material need only be simple metal panel signs. These signs help identity the smaller townships and with the inclusion of the council branding help promote the WRC brand.

These signs will need to be developed in consultation with each community to develop town entry signs that build on the WRC brand yet provide opportunity for each community to promote its unique identity.



SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.5 WRC VISITOR INFORMATION BAYS

WRC VISITOR INFORMATION BAYS

WRC has a number of visitor information bays (VIB's) spread throughout the council area. These include the following locations;

1. Millicent (Princes Hwy near show grounds)
2. Millicent (Southern Ports Hwy near Lake MacIntyre)
3. Millicent (North Tce near Jubilee Park)
4. Southend (Southend Access Rd)
5. Glencoe West (Glencoe West Rd/ Kirip Rd intersection)
6. Glencoe East (Glencoe Rd/ The Springs Rd intersection)
7. Kalangadoo (Railway Tce/Ann St intersection)
8. Rendalsham (Southern Ports Hwy)

3 Panel Visitor Information Signs

Millicent has two x 3 panel visitor information bay systems installed on the Princes and Southern Ports Hwy town approaches. Whilst the structures are fairly sound they are long overdue for maintenance and painting. The information panels have failed completely, this is mostly due to poor fabrication standards. When a printed vinyl panel is produced it is usually affixed to a 3mm ACM (Aluminium Composite Material) panel and then covered with a clear anti graffiti/UV resistant clear vinyl. The problem arises when the panel vinyl isn't wrapped around the edges and reinforced with additional vinyl strips on the reverse side (see example bottom orange box bottom left). By not doing this the vinyl begins to shrink with the anti graffiti/UV resistant vinyl shrinking faster and forming large wrinkles across the face of the sign panel and eventual separation from the ACM panel. Finally the vinyl breaks down entirely leaving the sign panel ruined and illegible (see example bottom right).

Another thing we noticed is that it appears as though the visitor information bay on Southern Ports Hwy has lost its roof sometime. This information bay also doesn't have any lighting.

Recommendation

- Refurbish, repaint and re-sign both structures.



Millicent - 3 Panel Visitor Information Bay (Princes Hwy) - structure is in need of cleaning, rust treatment and painting



Millicent - 3 Panel Visitor Information Bay (Princes Hwy) - the information bay looks well built, just needs a lot of TLC. This information bay has lighting and a roof where as the Southern Ports Hwy one does not



Millicent - 3 Panel Visitor Information Bay (Princes Hwy)- panel vinyl not wrapped and secured on edges and has shrunk and failed



Millicent - 3 Panel Visitor Information Bay (Princes Hwy)- anti graffiti/UV laminate has wrinkled then broken down and failed

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.5 WRC VISITOR INFORMATION BAYS

Single panel Visitor Information Signs

There are a number of single panel visitor information bays within WRC. As per most other tourism infrastructure these have been installed in an ad-hoc fashion in some towns but not in others. Millicent, Southend, Glencoe West, Glencoe Woolshed and Rendelsham each have single panel visitor information bays whereas Penola, Beachport, Tantanoola, Nangwarry and Mt Burr have none? Kalangadoo has a one old panel which was probably a local community project.

Overall design is fairly poor. Typesetting is poor with large blocks of text instead of text laid out in columns. This makes it difficult to read and follow. Maps are inconsistent in design using non standard mapping colour, no two maps are the same.

Recommendation

- Develop gateway visitor information bays for key entry points to WRC, e.g. at intersection of Southern Ports Hwy/ Millicent Rd intersection. Riddoch Hwy at Father Woods parking area.
- Design and install a standardised set of Visitor Information boards in all towns across WRC. These information boards should be designed in a tiered approach. Tier 1 - Large information bays at WRC entry points, Tier 2 - boards for the larger towns and Tier 3 for the communities (see example next page).
- Invest in professionally written content and photography.



Millicent minor Visitor Information Bay - Jubilee Park



Rendelsham Visitor Information Bay - Rendelsham Railway Reserve



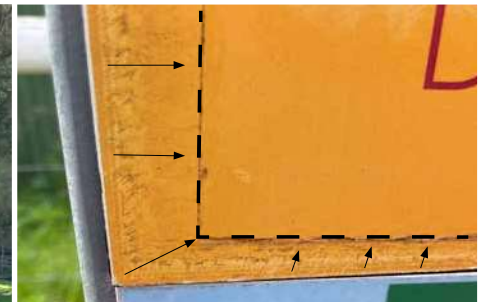
1) Glencoe Woolshed Visitor Information Bay - Glencoe/The Springs Rd intersection



Southend Visitor Information Bay - Southend Access Rd



Kalangadoo Visitor Information Bay - Railway Tce



2) Glencoe Woolshed Visitor Information Bay - Extent of anti-graffiti laminate shrinkage



Millicent Visitor Information Bay (Southern Ports Hwy) - minus roof and lighting



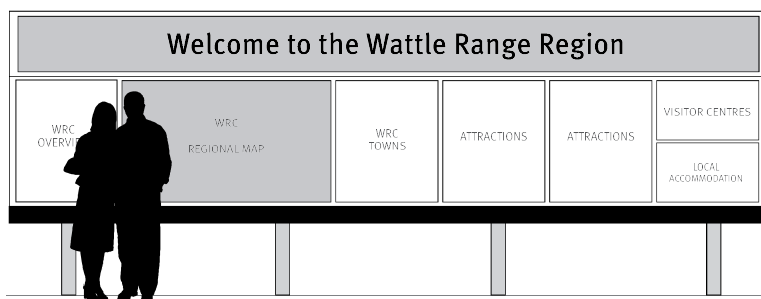
Glencoe West Visitor Information Bay - adjacent Glencoe playground



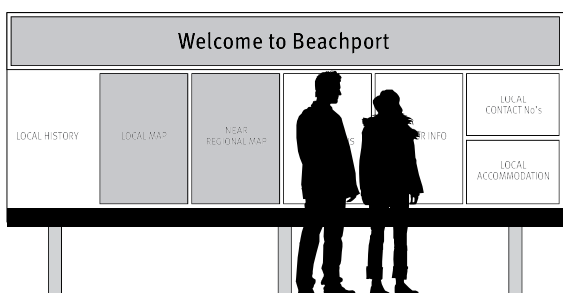
3) Glencoe Woolshed Visitor Information Bay - This results in the anti-graffiti laminate buckling and will eventually fail

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

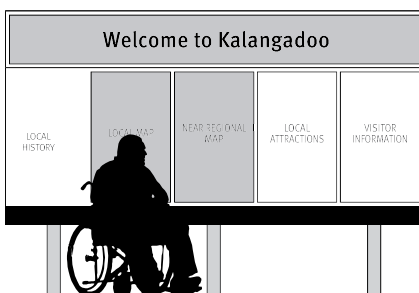
4.5 WRC VISITOR INFORMATION BAYS



Example 1 - Main WRC entry points (e.g. Princes & Riddoch Hwys) Visitor Information Boards 6.0m X



Example 2 - Large Town Visitor Information Boards 4.0m X 1.5m



Example 3 - Small Town Visitor Information Boards 3.0m X 1.5m

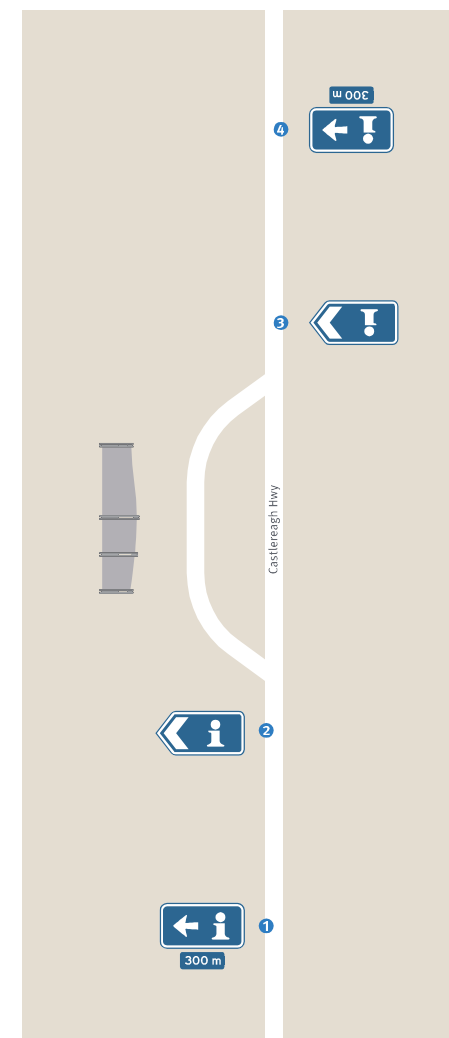
Note: These are examples only of a suite of Visitor Information Boards and the types of information they should contain. They should be designed to be congruent with any WRC tourism brand.

Visitor Information Bay road signage

Throughout the WRC there is no consistent signing of visitor information bays. Some are partially signed, some are signed for only one direction and some are not signed at all.

Recommendation

Standardise all visitor information bay road signage as per example right.



Example - Correct signage for directions to roadside Visitor Information Bays

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.5 WRC VISITOR INFORMATION BAYS

Principals and guidelines

Visitor Information Boards should contain the following information:

Be on brand – The design and layout should reflect the tourism brand and style adopted by WRC.

Develop a suite – There should be a suite of sizes and types so that information can be provided in staggered and complementary ways. For example, near the entry to WRC, large boards with comprehensive information should be provided, medium sized boards can be used in larger towns and smaller ones can be used in small towns and communities.

Locations – Locate Visitor Information Boards in conjunction with access to facilities (eg: toilets and rest areas) as this is a good way to get people to stop and check out what's on offer in the Wattle Range Region.

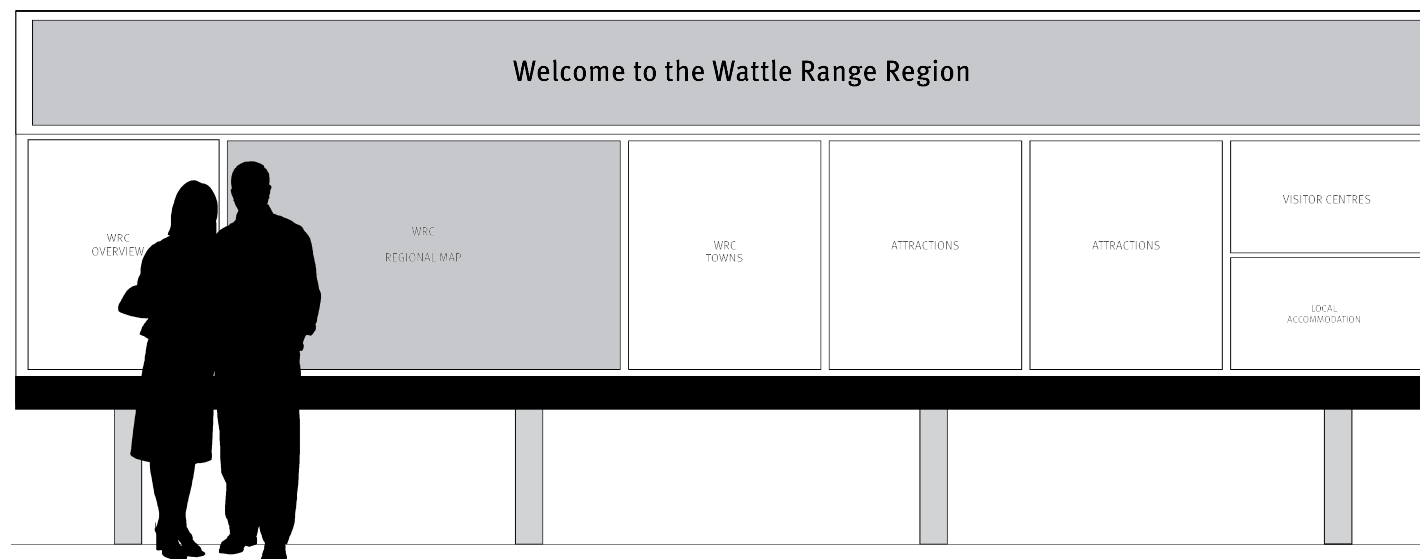
Content – The key requirements for a Visitor Information Board can be broken down into three basic categories:

- What can I see & do? (local history & attractions, activities & events, walk & drive trails).
- What services & facilities are available? (services & amenities, accommodation options, key contacts).
- How do I find what I'm looking for? (area and regional maps).

The most important thing when planning the content for a Visitor Information Board is to ask yourself “is this information relevant to visitors?”

Advertising – If WRC VIB's are to include advertising guidelines should be established and all artwork approved before an advertising panel is approved for production and installation. All advertising should be for a set period of time and renewable every twelve months.

Maintenance – Implement an annual maintenance schedule for all of your Visitor Information Boards.



Example 1 - Main WRC entry points (e.g. Father Wood Park) Visitor Information Boards 6.0m X 1.5m

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.6 WRC VISITOR INFORMATION CENTRES

Visitor Information Centres

Wattle Range is unique in having three fully accredited visitor information centres within its boundaries with one each located in Beachport, Millicent and Penola.

All centres have directional signage on the main approach roads most of which is correctly positioned though some signs are in need of maintenance or replacement.

The most notable issue with the VIC signage is that apart from the Yellow "i" every sign is different, there is no consistency in signage design, layout or fabrication.

Recommendations

- Develop a standard suite of facility signs to present a consistent style for all WRC VIC's.
- Clean all directional signs, replace all damaged signage.



Beachport combined Visitor Information Centre/Council Services



Beachport - directional signage - advance warning sign



Beachport - who thought it was a good idea to put the dump station directly in front of the Visitor Information Centre?



Millicent Visitor Information Centre



Drive through parking bays for car/caravans and RV Dump Point conveniently located together at the rear of the Millicent VIC



Directional signage in need of cleaning or replacement



Penola (John Riddoch Centre) Visitor Information Centre



John Riddoch Centre lead attraction in Penola



Directional Signage in need of cleaning

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.7 WRC EVENT PROMOTION BANNERS

MILLICENT EVENT PROMOTIONS STREET BANNERS

Millicent has event promotion banner poles installed on its northern approaches these include six banner poles on Princes Hwy between the visitor information bay and the Princes Hwy/Mt Burr Rd intersection. Two banner poles are installed on Southern Ports Hwy, one west of the visitor information bay and then another one is located about 500m east of this location. As usual there seems to be no rhyme nor reason that's dictated the placement of these banner poles? During our visit the only banner pole in use was the one west of the visitor information bay on Southern Ports Hwy. There is also one small banner located on George St west of the North Tce Intersection. Judging by the degree of fading its been there for a very long time.

Whilst the banner poles are attractive they require manpower and equipment to change them every time there is an event on. This requires a ute, a towed cherry picker (hired) and at least two people to do the change out.

Another issue is that the banners get damaged in windy conditions, resulting in a limited lifespan for something that should last for multiple years (annual events).

Recommendations

Option 1 - Leave the Millicent banner poles as is because the cost to change over the banners is justified because of the size of the events that use the banner poles; OR

Option 2 - Look at some alternative products that would have great visual effect but be less labour intensive when it comes to change out. The two systems we would recommend are the internal halyard flag pole and the internal halyard rota-arm flag pole. These flag systems have a number of advantages:

1. Easy to change out - one person can do a set of flags quickly by themselves without the requirement of any special equipment.
2. The modern design of these pole enhance the visual effectiveness of event being promoted.
3. The internal halyard system prevents theft. Each flag pole has an anti-tamper key that allows access to the internal halyard system.



SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.7 WRC EVENT PROMOTION BANNERS

4. Because flags always hang into the wind they are less likely to be flogged out in strong winds.
 5. Much bigger banner flags can be flown for greater effect.
 6. The rota-head system works the same way as the traditional banner flag but with the rota-arm it always keeping the flag flying erect even when the wind isn't blowing. Here is a link to a video - <https://www.youtube.com/watch?v=aOhVlCeZVxo>
 7. Whilst we recommend these systems WRC will need to do a cost benefit analysis to decide whether it is better to stick with what WRC already has or will the council be better off with one of these new systems. Flags generally work best when grouped in clusters (Millicent Roundabout).
OR:
- A. The third system recommended is the 'Bannerconda'. The Bannerconda is a street-pole banner raise-and-display system which enables banner change-over by one person at ground level. There is no need to use an elevated work platform. The aluminium conduit is fixed to the exterior of a pole (e.g. street light pole), wall or pylon, and carries within it the concealed halyard, and weights. The Bannerconda can be metal-strapped to a smooth pole, Tek screwed to timber, Dyna-bolted to masonry, and powder coated to match a streetscape colour scheme. Here is a link to the Bannerconda website: <https://bannerconda.com/>



Free standing flag poles with internal halyard system



Rota-arm flag poles with internal halyard system

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.8 WRC INTERPRETIVE SIGNAGE

WRC INTERPRETIVE SIGNAGE

Interpretation is the act of explaining, re-framing, or otherwise showing your own understanding of something. Good quality interpretation raises awareness of the history, culture and experiences of a place. Good interpretation is a key plank in good tourism experiences. It can lead to repeat visitation and also positive endorsements (through word of mouth and social media sharing platforms). This is particularly important with sites like TripAdvisor where photos and comments can be posted instantly and shared with friends.

The Wattle Range Region has a rich history with many stories to tell. Throughout the audit we found many interpretation points with interpretive signage either poorly designed or poorly maintained. Many of the interpretive signage has been written and produced by well meaning locals and service club members. This has resulted in a plethora of different signs and design styles. A glaring omission throughout the WRC was the noticeable lack of any indigenous interpretation.

Principals and Guidelines

There are six basic steps to follow for a high-quality interpretive experience.

- 1. Planning** – Planning is the KEY to using limited resources effectively and to producing attractive, quality signs and creating a worthwhile experience. What is the purpose of the experience? What do you want people to learn?
- 2. Content** – The written content and images must be interesting and engaging. A professional writer with experience in researching and writing interpretive content should be engaged.
- 3. Design** – Engage a professional graphic designer with experience in interpretive signage design to work with you on this step. They will understand how to make the layout interesting and easy to read.
- 4. Materials and fabrication** – Consider the final selection of the sign materials based on the environment, durability, ease of maintenance and longevity along with the fit and requirements for the type of experience at the site. For example, drive trails will have different needs, options and opportunities to say, a historic site. Consider using local materials such as stone or timber whenever possible and cost effective.

- 5. Installation** – This stage should be carefully planned and managed by the signage contractor and the designer to ensure the process is safe, efficient and there is minimal disruption to the public. This stage should not be left to an installer without clear instructions or direction.
- 6. Maintenance** – The need for maintenance and cleaning is often overlooked. This will affect the life of the sign and give visitors a negative impression of the place and experience. It simply doesn't make sense to invest time, effort and money in an interpretive signage project to then neglect its maintenance. Establishing roles/agreement and resources needed for maintenance of signage should be established during planning phase.

Recommendation

Develop guidance for community groups to assist them with developing effective interpretation of the area that could include:

- Encouraging creative alternatives to interpretive signage that do not involve panels of information.
- Criteria for when interpretive signage would be supported e.g. significant story and interesting to a wide audience.
- Text must be professionally written.
- Must be professionally designed.
- Specifications for materials that should be used.
- Installation must be compliant with relevant Australian standards.
- Clear agreement on maintenance responsibilities and ownership of interpretive signs.
- Templates for interpretive panels.
- Location principles e.g. accessible, does not deter from visual amenity.



Gellwood Memorial - poorly fabricated sign panels (signs produced on colourbond steel which will rust, laminate not wrapped on edges)



Southern Ports Hwy - Drainage Scheme interp panel failure



Woakwine Cutting - poorly installed interp panels (tech screws have lifted the interp panel vinyl, should have been blind riveted in place).



Father Wood interpretive - signage damage and interp panel dislodged



Father Wood interpretive - signage in need of cleaning or replacement



Millicent - Interpretive plaque for an attraction that no longer exists



SECTION 5 PEDESTRIAN WAYFINDING

SECTION 5. PEDESTRIAN WAYFINDING

5.0 WRC PEDESTRIAN WAYFINDING



Example - Town of Northam (WA) Pedestrian Wayfinding System

PLANNING A PEDESTRIAN WAYFINDING SYSTEM

Successful Wayfinding

Successful wayfinding is about finding one's way and relates to how a person orients himself and navigates through an area or place. A wayfinding system is a unified series of related informational, advisory and directional aids to help visitors move about successfully, safely and with confidence.

A good wayfinding system helps to create a positive experience of the place because visitors can find what they are looking for and know how to get there.

The system aims to answer the following basic questions.

1. Where am I?
2. How do I get where I want to go?
3. What is the quickest route? The safest? The most attractive?
4. How long will it take or how far is it?
5. Where can I find amenities I may need or want, such as toilets, places to rest, places to eat, shopping or places of interest?
6. Where can I cross the street safely?
7. Where can I connect to other forms of transport such as trains, buses or taxis?
8. Where can I get help or additional information?

When planning a wayfinding system carefully consider all of these questions to determine the types of signs to be used, how they will look, the information they will provide and where they are located.

Good wayfinding is often not noticed. Bad wayfinding is always noticed.

Best practice for wayfinding signage design is guided by the need to be coherent, conspicuous, legible and functional. There is always a balance of getting the amount of information right to be helpful and avoid clutter while catering to the needs of a diverse group of users, such as visitors to a town like Milllicent or Penola.

The wayfinding signage suite - A successful pedestrian wayfinding signage suite is usually made up of 4 types of signs.

- **Type A blade signs** - these are usually large blade signs that are usually placed in or near large facilities where they will be encountered by visitors. These are usually train stations and bus ports, large car parks, visitor centres etc. These signs will usually

have a colour identifier top panel with the location name of where the sign is located. The next section usually has some quick directions to key facilities and attractions such as visitor centre, museum, town centre etc. The next panel usually contains a map. This map is always orientated in the direction the visitor is heading and may contain images of prominent landmarks if relevant. The map should always position the user in the centre of the map and the map should have concentric circles marked at 5 mins walking distance, 10mins etc. These maps will usually mark the main attractions and services. Below this panel is usually another map that will show the larger immediate area and help people orientate themselves to where they are in relationship to the larger town area.

- **Type B blade signs** - These signs are much like the tier ones but generally carry less information such as not including the larger immediate area map. These are usually placed in areas such as pedestrian footpaths such as CBD street corners, cross walks etc. and pedestrian decision making points.
- **Type C blade sign** - Much like tier 2 signs though containing less information. These signs are usually located on the edge of the CBD where pedestrians walking into the CBD will first encounter a wayfinding sign.
- **Type D panel signs** - These small signs are usually positioned to fill in gaps and as directional signage to attractions and services within walking distance but outside the CBD.

Mapping - A critical component of a pedestrian wayfinding signage suite is the mapping. Maps have to contain the right amount of information yet not be too cluttered and difficult to read. Maps should use high contrast colours for ease of reading in low light situations. Maps should always use Australian Standard pictographs and symbols.

SECTION 5. PEDESTRIAN WAYFINDING

5.0 WRC PEDESTRIAN WAYFINDING

MILLICENT PEDESTRIAN WAYFINDING

Millicent CBD is laid out in a standard grid format. The CBD is bounded by Railway Tce on the north-east side, Davenport St on the south-west, North Tce on the north-west and Short Street on the South-West. The CBD is divided by George St (Princes Hwy) which is the main thoroughfare through Millicent. Car/caravan parking is located at Jubilee Park on North Tce and Railway Tce is also an option.

Located south east a short distance from the CBD is the Millicent VIC and Millicent Museum precinct (contains car/caravan parking, toilets and an RV dump station). At the north western of the CBD is the Millicent Municipal Precinct comprising of the WRC Administrative Centre, Civic Centre, art Galley, Library and Theatre. These two precincts form the western and eastern extent of the pedestrian wayfinding signage system. The Millicent CBD is also crossed by a number of small pedestrian lane ways that link Railway Tce with George St and Davenport St with George St. These lane ways provide quick cross-town access between the three main thoroughfares. The proposed signage plan includes positioning 3 type A wayfinding signs, one at each of the Municipal and museum precincts and the third at the George/Glenn St intersection. Type B wayfinding signs are to be positioned at the Jubilee Park car/caravan parking area, George St/North Tce intersection and the George/Short St intersection. These locations are the primary pedestrian entry point into the Millicent CBD. Type C minor wayfinding signs are to be located at Glenn St/Railway Tce and Davenport/Glenn St intersections. These wayfinding signs will provide first point of contact information for visitors parking on Railway Tce and visitors shopping at the Woolworths Supermarket. The cross town lane ways only require small Type D signs to make visitors aware that these short-cuts exist. These signs are to be placed at either end of each lane way.



SECTION 5. PEDESTRIAN WAYFINDING

5.0 PENOLA PEDESTRIAN WAYFINDING

PENOLA PEDESTRIAN WAYFINDING

The town of Penola is built on a north-south grid with the main thoroughfare being Church St. This street until recently was part of the Riddoch Hwy but the town has now been bypassed with the highway passing west of the town ship. The Penola CBD is bounded in the north by Bowden St, Riddoch St in the south, on the west side by Queen St and on the east by Portland St. Sitting at the south eastern corner of the CBD is the Mary MacKillop Penola Centre and the Petticoat Lane historical precinct. At the north western edge of the CBD is Mary MacKillop Park both this and Mary MacKillop Penola Centre are key tourist sites and are part of the now defunct Mary MacKillop Tourist Drive. Penola CBD at present does not have any designate car/caravan parking though both Queens St near Mary MacKillop Park and Portland St near the Penola Centre are popular places for tourists to park.

The proposed wayfinding plan recommends that Type A wayfinding signs be positioned outside the John Riddich Centre, at the Church/Young St intersection and at the Mary MacKillop Penola Centre. Type B Wayfinding signs to be positioned at both the northern and southern entrance to the CBD on Church St, Type C minor wayfinding signs to be positioned at the Bowden /Queen St intersection, the Bowden/Portland St intersection and the Queen St/Riddoch St intersection. All other CBD entry points to be covered by Type D wayfinding signs.



SECTION 5. PEDESTRIAN WAYFINDING

5.0 BEACHPORT PEDESTRIAN WAYFINDING

BEACHPORT PEDESTRIAN WAYFINDING

Pedestrian Wayfinding in Beachport is fairly straightforward with most of the attractions and services situated on Railway Tce. As the towns CBD footprint is small it's easy for pedestrians to navigate their way around town. Along with the town services two of Beachport's main historical attractions are located here. These are the Old Wool & Grain Store Museum and the Old Customs House. At the ocean end of Railway Tce and a little way south is the popular attraction of the Beachport Jetty.

The proposed wayfinding plan recommends that Type A wayfinding signs be positioned outside the Beachport Visitor Centre and at the plaza near the jetty. Type C minor wayfinding signs to be positioned at the Millicent Rd/Railway Tce intersection and at the Beach Rd/Railway Tce intersection.



SECTION 5. PEDESTRIAN WAYFINDING

5.0 WRC PEDESTRIAN WAYFINDING SIGNAGE CONCEPTS





SECTION 6 IMPLEMENTATION OF THE STRATEGY

SECTION 6. IMPLEMENTATION OF THE STRATEGY

Actions would be rolled out progressively and subject to funding and resources. WRC would seek funding opportunities to implement the Strategy where budgets do not allow for them.

Some of the actions and recommendations require a significant commitment of resources, and will require time to plan and consult with the community. But,

there are some actions that could result in substantial improvements and address the issues raised in the community consultations that the WRC could implement in the near future to begin to progress this Strategy. Quick wins are identified in the implementation table.

Actions/Recommendations		Priority	Indicative timeframe to start	Indicative costs	Quick Win
Section 2					
Review Council's signage policies and practices to:					
2.3 Recommendation 1	<ul style="list-style-type: none"> Align with the purpose and principles of tourism signage outlined in the Strategy. Ensure the policies are easily understood. Include a program of regular inspection and maintenance. Establish and make available the process for applying for brown tourism and blue services signs within WRC. 	High	Ongoing	N/A	No
2.3 Recommendation 2	<ul style="list-style-type: none"> Conduct regular audits of tourist signs against Council's Tourist Signs Policy and progressively remove signage that is not compliant. 	High	Annual	N/A	No
2.3 Recommendation 3	<ul style="list-style-type: none"> Communicate with tourism businesses and operators to clarify the purpose of signage (e.g. SA Dept of Infrastructure & Transports - Road Sign Guidelines Manual etc.) This way they will develop an understanding of signage policy to avoid misunderstanding of WRC signage policies. Promote alternative methods that are effective in helping visitors become aware of and how to find their business (e.g. A website with effective organic SEO and operational social media). 	High	Ongoing	N/A	Yes
2.3 Recommendation 4	<ul style="list-style-type: none"> Establish relationships with SA Dept of Infrastructure & Transports to streamline signage application and installation on DIT controlled roads. 	High	Immediate	N/A	No
2.3 Recommendation 5	<ul style="list-style-type: none"> Establish a formal structure or committee to manage all aspects of tourism signage within WRC. 	High	6 months	N/A	Yes
Signage consolidation:					
2.6 Recommendation 6	<ul style="list-style-type: none"> Consolidate all large directional signage structures especially those at major intersections and decision making points. Plan for additional attractions and services. Where possible use Australian standard symbols. 	Medium	Ongoing	N/A	No
Section 3					
Green, Brown & Blue Directional signage:					
3.0 Recommendation 7	<ul style="list-style-type: none"> Conduct regular asset review of all WRC controlled road signage (Green, Brown & Blue), Replace damaged and faded signs. High pressure clean lichen infested road signage on all WRC controlled roads. Advocate for regular maintenance of road signage on DIT controlled roads (Princes, Southern Ports and Riddoch Hwy's). Replace damaged and faded signs on WRC controlled roads. 	Medium	Ongoing	N/A	No

SECTION 6. IMPLEMENTATION OF THE STRATEGY

	Actions/Recommendations	Priority	Indicative timeframe to start	Indicative costs	Quick Win
3.0 Recommendation 8	Conduct a tourism product audit to: <ul style="list-style-type: none"> Identify key attractions eligible for brown tourist attraction. Identify locations eligible for blue services and facilities signs to help visitors find their way to key attractions, trails, picnic & rest areas, playgrounds, sporting facilities and public toilets. Ensure eligible attractions, services and facilities have the right suite of signs (advanced warning, intersection and position signs), the right symbols and distances where compliant with signage guidelines. Review all institutions with brown tourist signs to determine if they are lawful and meet DIT & SATC guidelines eligibility criteria and are they properly signed. 	High	Ongoing	N/A	No
3.1 Recommendation 9	Tourist Drives: <ul style="list-style-type: none"> Standardise all trail signage suite utilising the correct trail markers and symbols. Refine the Bowman Scenic Dr to one well signed route with a start point (trailhead) consistent trail markers and a trail end point. Woakwine Range Wind Farm Tourist Drive - Install trailhead and directional signage from the Northern (Millicent) trailhead. Remove all signage related to the defunct Mary MacKillop Tourist Drive 	High	Ongoing	N/A	Yes
		High	Immediate	\$20,000	Yes
		High	Year 1	\$20,000	Yes
		High	Year 1	N/A	Yes
3.2 Recommendation 10	Coonawarra Rail Trail: <ul style="list-style-type: none"> Develop a trail brand for the Coonawarra Rail Trail. Install a full suite of trail signs as recommended. Link Coonawarra Rail Trail Trailhead to Penola Town Centre (Pedestrian/Cycle Wayfinding signs) 	High	Immediate	\$15,000	Yes
		High	6 months	\$100,000	No
		High	6 months	\$5,000	No
3.3 Recommendation 11	Coonawarra Wine Tourism Signs: <ul style="list-style-type: none"> Install wine region gateway signs at the northern and southern approaches to the Coonawarra Wine Region. Review all winery eligibility requirements. Review and replace all old brown winery signage along the Riddoch Hwy. 	High	Year 1	\$15,000	Yes
		High	Year 1	N/A	Yes
		Medium	Year 2	\$30,000	No
3.4 Recommendation 12	Millicent Attractions: <ul style="list-style-type: none"> Install (Brown) advance warning signs for both north and south approaches to the Living History Museum. Replace faded directional road signs for Lake McIntyre Reserve. Develop a standard sign set for all WRC parks and recreation area (WRC Signage Style Guide). Improve signage at Mt Burr/Golf Course Rd intersection with a double sided blue intersection sign and blue advance warning signs positioned at least 300m each side of the intersection. Improve directional signage to the Domain Playground. Consider promoting this playground on destination branding billboards on the approaches to Millicent. 	High	Year 1	\$10,000	Yes
		High	Year 1	\$5,000	Yes
		Medium	Year 2	\$25,000	No
		High	Year 2	\$5,000	Yes
		High	Year 2	\$5,000	Yes

SECTION 6. IMPLEMENTATION OF THE STRATEGY

	Actions/Recommendations	Priority	Indicative timeframe to start	Indicative costs	Quick Win
3.5 Recommendation 13	Beachport Attractions: <ul style="list-style-type: none"> Install new signage directing visitors to the Beachport Conservation Park (see page 20 example). Improve signage and directions at Cape Martin. Consistently sign all Beachport Walk Trails, list all trails on the walksa.org.au website. Develop and install interpretive signage telling Beachport's stories. 	High	Year 1	\$10,000	Yes
		High	Year 1	\$2,000	Yes
		Low	Year 3	\$5,000	No
		Medium	Year 2	\$35,000	No
3.6 Recommendation 14	Penola Attractions: <ul style="list-style-type: none"> Install new directional sign to the Mary MacKillop Centre from both Church St and Julian St (Casterton Rd). Improve the findability of the Walking With History Penola app on both the southaustralia.com and SA Heritage App. 	High	Year 1	\$35,000	Yes
		High	Year 1	N/A	Yes
3.7 Recommendation 15	Southend Attractions: <ul style="list-style-type: none"> Rationalise signage on the approach road into Southend. Install proper trailhead signs for Cape Buffon near Boozy Creek Rd drain crossing. Improve trailhead signage at Cape Buffon and Seaview Hike Trailheads (SA National Parks). 	High	Year 1	N/A	Yes
		Medium	Year 2	\$15,000	No
		Medium	Year 2	N/A	No
3.8 Recommendation 16	<ul style="list-style-type: none"> Canunda National Park - Implement signage plan recommended for Millicent, Lossie/Canunda Frontage Rd intersection and Tantanoola/Poonunda Rd intersection.. 	High	Year 1	\$20,000	No
3.8 Recommendation 17	<ul style="list-style-type: none"> Father Wood Park - Clean and/or replace damaged interpretive signage. 	High	Immediate	\$15,000	No
3.8 Recommendation 18	<ul style="list-style-type: none"> Glencoe Woolshed - Replace all directional signage within Glencoe community. 	High	Year 1	\$15,000	No
3.8 Recommendation 19	<ul style="list-style-type: none"> Lake Edward - Install brown directional fingerboard signage from Glencoe township, Lake Edward Rd and from Lake Leake Rd. Lake Leake - Install brown directional fingerboard signage from Glencoe West and from Lake Leake/Kangaroo Flat Rd intersection. 	High	Year 1	\$750	Yes
		High	Year 1	\$750	Yes
3.8 Recommendation 20	<ul style="list-style-type: none"> The Tasting Room (Mayura Station) - Install a suite of blue directional signs from Millicent and Tantanoola. 	High	Immediate	\$10,000	Yes
3.8 Recommendation 21	<ul style="list-style-type: none"> Coonawarra Railway Siding - Improve directional signage from Riddoch Hwy to this location. 	Medium	Year 2	\$1,000	No
3.8 Recommendation 21	Kangaroo Inn Historic Ruins: <ul style="list-style-type: none"> Install brown advance warning sign on Claywells & Beachport-Penola Rd with the historic place "H Shield" symbol. Replace the "Kangaroo Inn Historic Ruins"positional signs. Research and install new interpretive signage in front of the site. Improve directional signage and install interpretive signage at the Post Office Tree. 	Medium	Year 2	\$20,000	No
		Medium	Year 2	\$2,000	No
		Medium	Year 2	\$15,000	No
		Medium	Year 2	\$250	No
3.9 Recommendation 22	Millicent Caravan/Camping Directional Signage: <ul style="list-style-type: none"> To review the main approach routes to each of Millicent's caravan parks. Plan and install a new signage suite for the town caravan park, parking area and dump point. 	High	Immediate	N/A	Yes
		High	Year 1	\$15,000	No

SECTION 6. IMPLEMENTATION OF THE STRATEGY

	Actions/Recommendations	Priority	Indicative timeframe to start	Indicative costs	Quick Win
3.9 Recommendation 22	Penola Caravan/Camping Directional Signage: <ul style="list-style-type: none"> Install an advance warning sign (Church St Northern approach) with the distance to the caravan park. Plan and install directional signage to suitable Car/Caravan parking locations. Improve signage to the RV Dump Point from Church St to the actual Dump Point location at the showgrounds. Install an RV camping sign at Church St/John St intersection. 	High	Year 1	\$250	Yes
		High	Immediate	\$750	Yes
		High	Year 1	\$750	Yes
		High	Year 1	\$250	Yes
3.9 Recommendation 23	Beachport Caravan/Camping Directional Signage: <ul style="list-style-type: none"> Plan and install a new signage suite for the town caravan parks, car/caravan parking area and RV dump point. Move the RV Dump Point to a more suitable location. Plan and install signage for one defined route to the Southern Ocean Tourist Park remove all old and redundant signage. 	High	Immediate	\$15,000	Yes
		Medium	Year 2	N/A	No
		High	Year 1	\$750	Yes
3.9 Recommendation 24	Southend Caravan/Camping Directional Signage: <ul style="list-style-type: none"> Install advance warning sign with name of each caravan/camping park and distance at the town entrance. Install intersection sign for Southend Sands CP and Southend Bush Camp prior to the Leake St intersection. Install intersection sign for Southend TP prior to the Eyre St intersection. Beyond Eyre St Intersection install an advance warning sign for directions to the RV Dump Point. 	High	Year 1	\$1000	Yes
		High	Year 1	\$250	Yes
		High	Year 1	\$250	Yes
		High	Year 1	\$250	Yes
3.9 Recommendation 25	Other locations Caravan/Camping Directional Signage: <ul style="list-style-type: none"> Install a proper sign suite for both Coonawarra Bush HP and Bellwether Winery. 	High	Immediate	\$5000	Yes
3.9 Recommendation 26	Accommodation Caravan/Camping Directional Signage: <ul style="list-style-type: none"> WRC to develop a policy for correctly signing these type of business. Audit all businesses of this type to ensure they fit within the DIT guidelines and sign accordingly, remove redundant signs. 	Medium	Year 2	N/A	No
Section 4					
4.2 Recommendation 27	Promotional Billboards: <ul style="list-style-type: none"> Re-skin the existing Millicent, Beachport and Southend billboards. Install a southbound promotional billboard for Southend. Install promotional billboards for Penola (North & Southbound Riddoch Hwy). 	High	Year 1	\$25,000	No
		Medium	Year 2	\$25,000	No
		High	Year 1	\$50,000	No
4.3 Recommendation 28	Boundary Entry Statements: <ul style="list-style-type: none"> Clean and maintain all boundary signage annually or as required (lichen infestation, cut back undergrowth). 	High	Ongoing	\$5,000	Yes
4.4 Recommendation 29	Town Entry Statements: <ul style="list-style-type: none"> WRC implements the design and installation of secondary and tertiary town entry statements for its smaller townships. Remove all old damaged and redundant entry statements (as they are replaced) 	Medium	Year 2	\$150,000	No
		Medium	Year 2	\$10,000	No

SECTION 6. IMPLEMENTATION OF THE STRATEGY

Actions/Recommendations		Priority	Indicative timeframe to start	Indicative costs	Quick Win
4.5 Recommendation 30	Visitor Information Bays: <ul style="list-style-type: none"> Millicent - Refurbish, repaint and re-sign both structures. Develop gateway visitor Information bays for key entry points to WRC, e.g. at intersection of Southern Ports Hwy/ Millicent Rd intersection. Riddoch Hwy at Father Woods parking area. Design and install a standardised set of Visitor Information boards in all town across WRC. Standardise all visitor information bay road signage (Advance warning, positional etc.) Implement regular cleaning and maintenance 	High	Year 1	\$30,000	No
		Low	Year 3	\$150,000	No
		Medium	Year 2	\$100,000	No
		High	Year 1	\$15,000	Yes
		High	Ongoing	N/A	No
4.6 Recommendation 31	WRC Visitor Information Centres: <ul style="list-style-type: none"> Develop a standard suite of facility signs to present a consistent style for all WRC VIC's. Clean all directional signs, replace all damaged VIC directional signage. 	High	Year 1	\$30,000	No
		Medium	Year 2	\$10,000	Yes
4.7 Recommendation 32	<ul style="list-style-type: none"> WRC Event Promotion Banner - Develop a cost/benefit analysis to decide which recommendation to proceed with. 	TBD	TBD	TBD	No
4.8 Recommendation 33	<ul style="list-style-type: none"> Interpretive signage - Develop interpretive signage for attraction throughout the LGA. Most of these projects are usually community led so guidelines need to be developed to ensure consistency and project management. 	Low	Year 3	\$10,000	No
Section 5					
5.0 Recommendation 34	WRC Pedestrian Wayfinding: <ul style="list-style-type: none"> Fabricate and install Millicent Pedestrian Wayfinding system based on 3 x Type A, 3 x Type B, 2 x Type C, 6 x Type D. Fabricate and install Penola Pedestrian Wayfinding system based on 2 x Type A, 2 x Type B, 3 x Type C, 4 x Type D. Fabricate and install Beachport Pedestrian Wayfinding system based on 2 x Type A, 2 x Type C 	High	Immediate	\$60,000	No
		High	Immediate	\$60,000	No
		High	Immediate	\$25,000	No

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