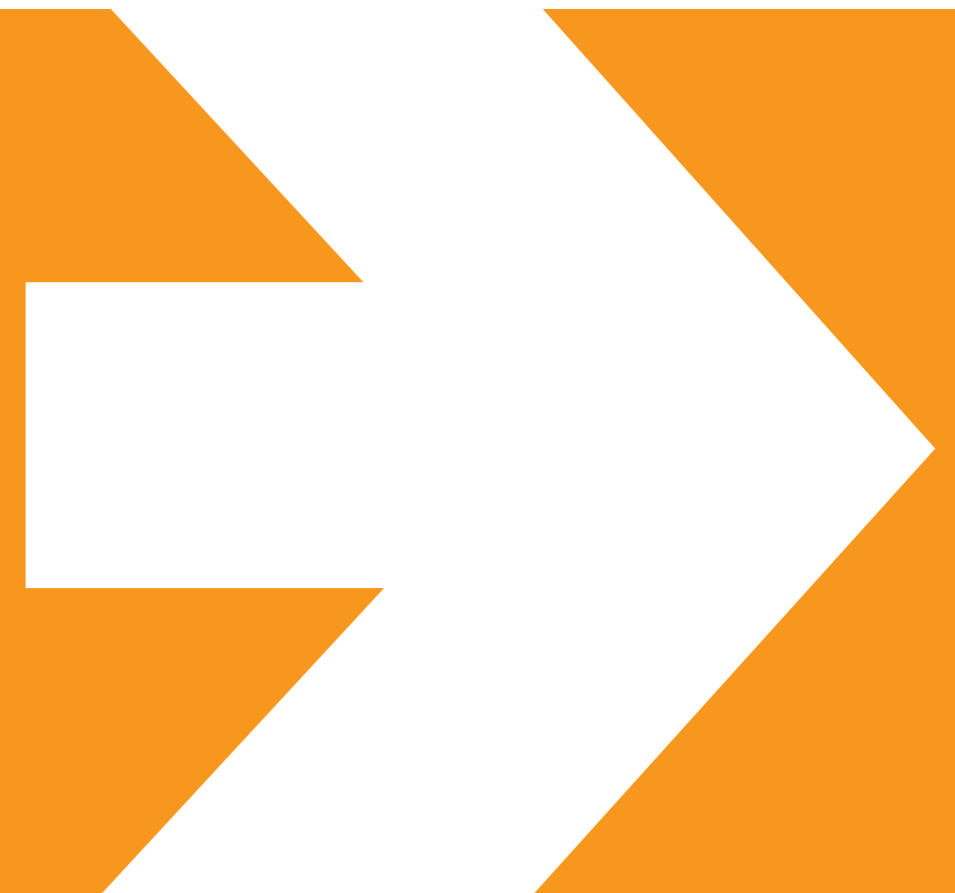




Tourism wayfinding & signage strategy

Submitted to:
Eurobodalla Shire Council



Final draft – November 2018

List of acronyms

ESC	Eurobodalla Shire Council
EDAP	Eurobodalla Destination Action Plan
RMS	Roads & Marine Services
SLSC	Surf Life Saving Club
Hwy	Highway
NTSRG	National Tourism Signing Reference Group
TASAC	Tourism Attraction Signposting Assessment Committee
NPWS	NSW Parks & Wildlife Service
AS	Australian Standard
CBD	Central Business district
RV	Recreational Vehicle
DPI	Department of Primary Industries
VIB	Visitor Information Bay
VIC	Visitor Information Centre

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SECTION 1. INTRODUCTION

SECTION 1. INTRODUCTION

PROJECT BACKGROUND



Eurobodalla Shire Council (Council) commissioned tourism signage consultancy Wayfound to develop a whole of destination integrated tourism wayfinding and signage strategy (the Strategy). The purpose of the Strategy is to ensure that current and future signage facilitates safe and positive journeys and enhances the dispersal of visitors and their connection with the people, the place and the stories of Eurobodalla.

WHY DO THIS STRATEGY?

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 tourism experience and to retaining and dispersing visitors throughout the Shire. Signage also provides opportunities to raise awareness of the area’s attractions and features and encourage people to stop and visit.

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

The existing tourism related signage in Eurobodalla 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:

- Lack of wayfinding and tourism signage to let visitors know the attractions, services and facilities available off the Princes Highway and to encourage them to turn-off the highway.
- Lack of unique and distinctive signage and imagery that showcases Eurobodalla’s tourism experiences and entices visitors to stop, explore and stay longer.

The Strategy forms part of a suite of initiatives by Council to encourage visitors to stop, extend their length of stay and increase expenditure in the Eurobodalla. The Eurobodalla Destination Action Plan 2018-2021 (EDAP), sets a bold aim of increasing visitor expenditure and overnight visitor stays by 25% by 2021, and contains several priority actions relevant to the development of this Strategy.



Destination Investment and Development - Work with relevant Council departments to improve the visual appeal of towns and villages through ongoing beautification works (e.g. streetscapes, gateway entrances, wayfinding signage).



Destination Marketing - Action 7.5 Develop a Destination Eurobodalla Brand Style Guide for local operators and businesses to ensure the consistent delivery of the brand marketing materials, (electronic, print-based, signage) that aligns with findings of the Brand Review process (S9.3).



Visitor Information Services Action 8.4 Prepare a Destination Eurobodalla Visitor Signage Strategy that aligns with findings of the Brand Review (Action 7.3) to create distinctive and innovative signage and visitor information displays at key tourism attractions; key transport hubs & gateway locations; and promotes diversity of experiences within the destination (S10.8).

WHAT’S INCLUDED IN THE STRATEGY?

The Strategy is limited to addressing the wayfinding and tourism-related signage needed for visitors who are travelling in vehicles to find their way safely and efficiently to the tourism destinations and attractions within Eurobodalla.

It does not pertain to pedestrian wayfinding, signage once at the destination/attraction, private/commercial signs, business identification signs, town/village signs (other than entry signs), public facilities signs, cycling or walking trails or advertising.

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

SECTION 1. INTRODUCTION

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 Eurobodalla. The Strategy contains clear guidelines for developing a suite of distinctive, innovative and consistent tourism signage and supports achievement of Council’s strategic tourism goals. 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.

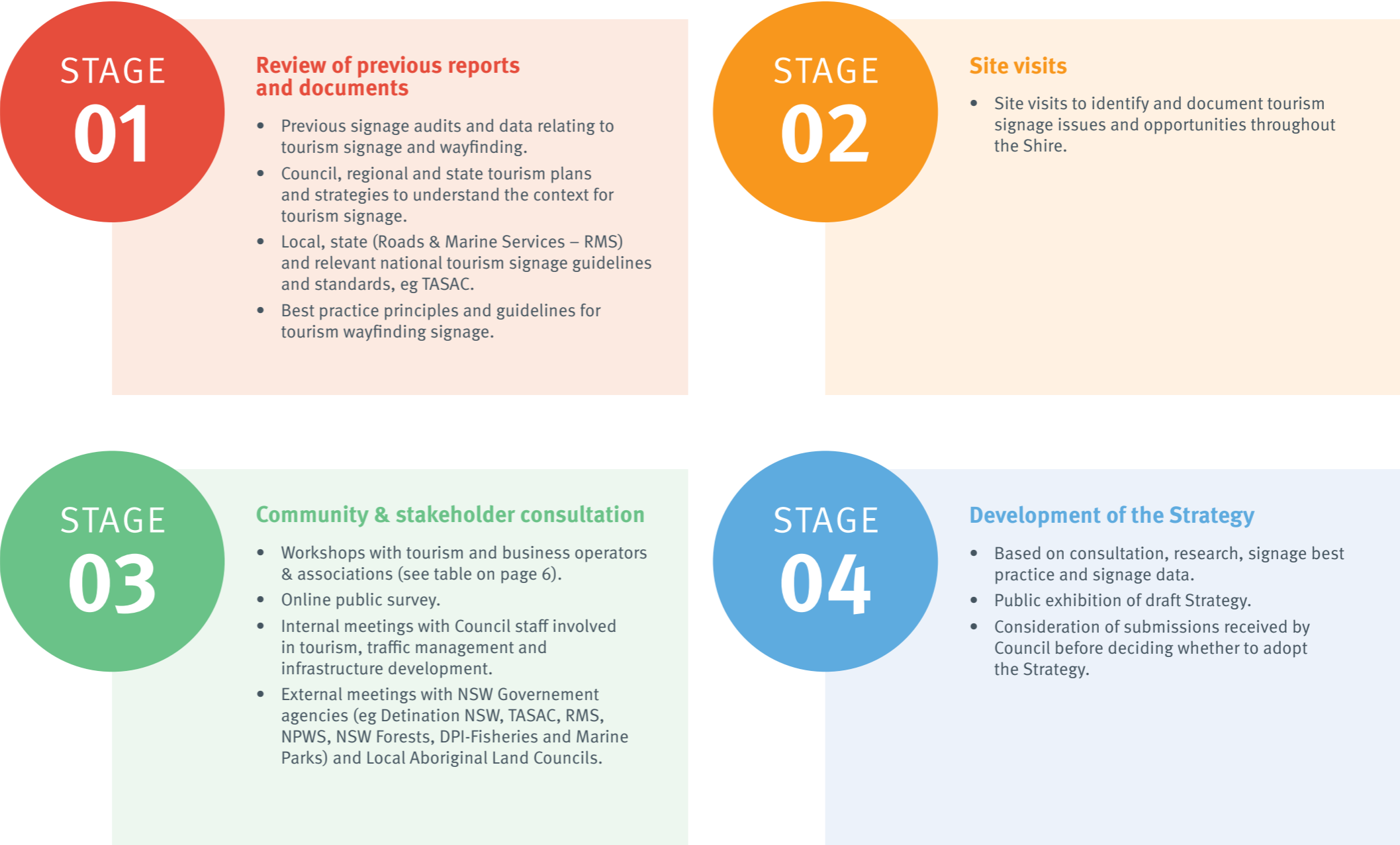
It has a number of objectives which are to:

- Improve how visitors are made aware of, and guided to, the diverse experiences, attractions and tourism services across Eurobodalla and its towns and villages.
- Improve access to Eurobodalla 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 Eurobodalla as a tourism destination by encouraging consistent themes and innovate and distinctive signage across the Shire.

The design of future signage will align with the findings of the Council’s Tourism Brand Review and Creative Marketing Strategy to be finalised later in 2018.

HOW WAS THE STRATEGY CREATED?

Developing the Strategy involved a number of stages.



SECTION 1. INTRODUCTION

COMMUNITY ENGAGEMENT

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.

STAKEHOLDER SESSIONS

In May 2018, Council invited people who live, visit, work or run a business in Eurobodalla to tell us what signage, works well, what could be improved, as well as share ideas about signage and wayfinding elements in Eurobodalla. This included four workshops facilitated by Wayfound.

Twenty-five participants attended four stakeholder workshops, and 60 people completed the online survey during May 2018. A summary of stakeholder and survey feedback was provided to stakeholders.

EXTERNAL AGENCIES

Council consulted with Local Aboriginal Land Councils, Roads and Maritime Services, Department of Primary Industries - Fisheries and Marine Parks, Destination NSW, Tourist Attraction Signposting Assessment Committee (TASAC), National Parks and Wildlife Service, NSW Forests and Council’s advisory committees.

All agencies were supportive of Council preparing the Strategy and have agreed to continue working together to review and implement the adopted Strategy. However, RMS confirmed that signage in the regional road reserve is constrained by standards and policy.

Local Aboriginal Land Councils have indicated acknowledgement of Aboriginal cultural heritage on signage would be appropriate and further liaison with elders that can speak for country is essential.

ONLINE PUBLIC SURVEY

An online survey was conducted in May for anyone unable to attend the stakeholder sessions. 60 responses were received.

PUBLIC EXHIBITION

The draft strategy was placed on public exhibition between 26 September to 31 October 2018 and was made available for download or in hard copy at Council’s libraries and administration building. Invitation for submissions on the draft Strategy was promoted via:

- Direct emails to tourism businesses and operators
- A media release
- Notification in the local newspaper
- Council e-news

The comments received in the submissions relate to specific signs and locations and/or local issues, rather than the Strategy and recommendations. These issues can be dealt with at the individual level when Council implements the Strategy and its recommendations. Therefore, no changes to the draft Strategy are required.

Stakeholder Sessions

Where	When
Starfish Deli Batemans Bay	Tuesday 1 May, 10am-12pm
Moruya Heads SLSC	Tuesday 1 May, 5-7pm
Tilba Community Hall	Wednesday 2 May, 10am-12pm
Amooran Motel Narooma	Wednesday 2 May, 5-7pm

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

SECTION 1. INTRODUCTION

ABOUT EUROBODALLA

The Eurobodalla area is a heavily forested with National Parks and State Forest and agricultural coastal shire with a thin ribbon of land located along the coast and rivers where the majority of towns, villages and tourist based destinations are located. There are three major river towns, Batemans Bay, Moruya and Narooma. Batemans Bay and Narooma have accredited Visitor Information Centres while Moruya has a non-accredited Visitor Information Centre. A number of small beach side villages are located along the coast, generally within proximity of a nearby larger service town. There are three inland villages on/near the Princes Hwy that support the tourism market and passersby at Mogo, Bodalla and Central Tilba. The local government area is 3,428 km².

MAIN ROUTES INTO THE SHIRE

The Princes Highway is part of Australia’s national highway system (Highway 1/A1) and is the primary road along the coast that connects all the major towns and attractions in the region.

- The highway section in the Shire is approximately 100km in length.
- It takes around 75 minutes to travel from near Durras Lake in the north to Wallaga Lake in the south.

The B52 Kings Highway connects Batemans Bay to Canberra.

Current vehicle trip times to the Eurobodalla area (Batemans Bay) is 2 hours from Canberra and around 4 hours from Sydney (half day), and over 8 hours (whole day) driving time from Melbourne.

It is worth noting that there are two main types of visitors coming to the Eurobodalla.

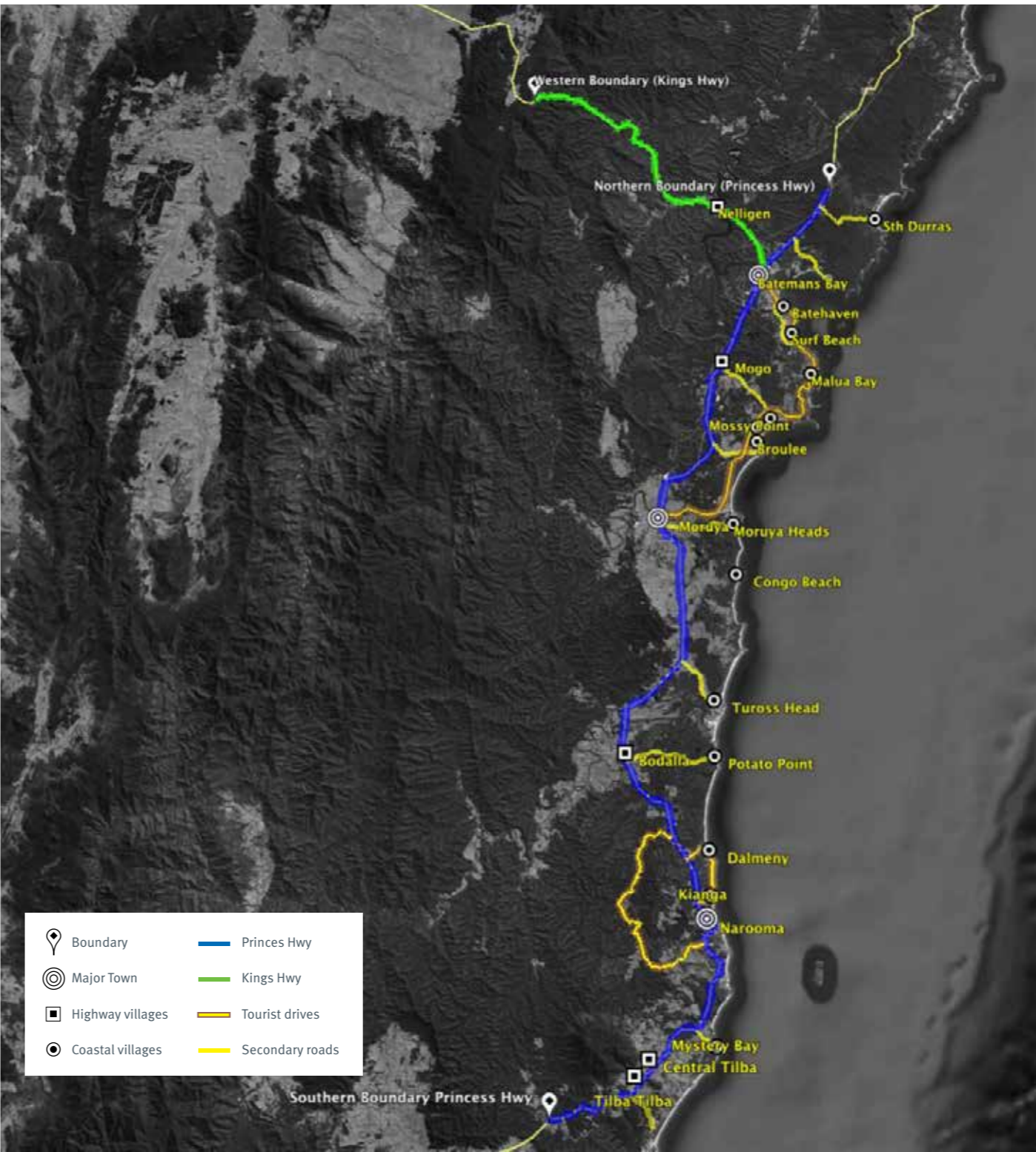
1. Visitors who are making Eurobodalla their destination. They will usually have a place to stay and have researched some of the attractions and facilities before they arrive. They are still likely to explore and access other attractions and facilities while in the Eurobodalla if they are made aware of what’s on offer.
2. The other group are those who are travelling through (often between Sydney and Melbourne) and who will need to access services and facilities during their journey. They may be enticed to stay and experience attractions in the Eurobodalla if they find out about them before or during their journey.

So, signage and visitor information about services, facilities and attractions off of the main roads is important to both groups.

Findings

- Many visitors do not venture off the Princes Highway to explore.
- There is potential to boost awareness of picturesque coastal waterways and beaches, many of which are only a short drive from the Princes Highway, through signage and other visitor information.

The Princes Highway is part of Australia’s national highway system (Highway 1/A1) and is the primary road along the coast that connects all the major towns and attractions in the region.



Major roads and tourist drives in Eurobodalla

SECTION 1. INTRODUCTION

WHAT DOES THIS TELL US?

ABOUT TOURISM IN EUROBODALLA

Council's tourism research indicates that about 1.3 million people visited the Eurobodalla in the year ending June 2017 and contributed \$385 million to the tourism economy.

Tourism Research Australia visitation data for Eurobodalla shows the most popular transport option is for self-drive accounting for 97% of domestic overnight visitors, 99% of daytrip visitors and 91% of international visitors. Social activities and outdoor/nature activities are the main activities undertaken in Eurobodalla. Both for those on a dedicated trip to the area and for those on a stop-over (Eurobodalla Tourism Monitor 2017).

Council commissioned Micromex to undertake a visitor survey and to better understand the profile of visitors (eg. who is visiting and why?) and their experience in Eurobodalla. The research was conducted over the months of January and February 2018 and 275 people participated.

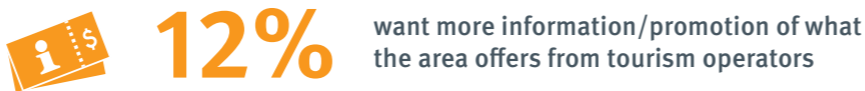
While the majority of people surveyed are satisfied with signage, the strong tourism drive market and expected growth in the tourism economy in the Eurobodalla demonstrates a strong basis for improving wayfinding and tourism-related signage. This will ensure that new and returning visitors to the area are aware of the attractions, experiences and services on offer.

Achieving the EDAP goal of increasing visitor expenditure and overnight visitor stays by 25% by 2021 is dependent not only leadership and management by the Council but also cooperation with the local tourism industry. They will play a key role in developing, enhancing and promoting tourism product and experience development opportunities to create distinctive and quality visitor experiences.

VISITATION TO EUROBODALLA*



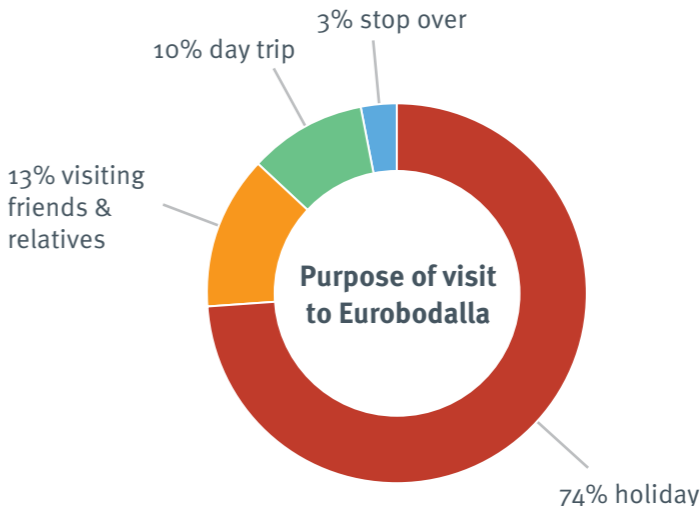
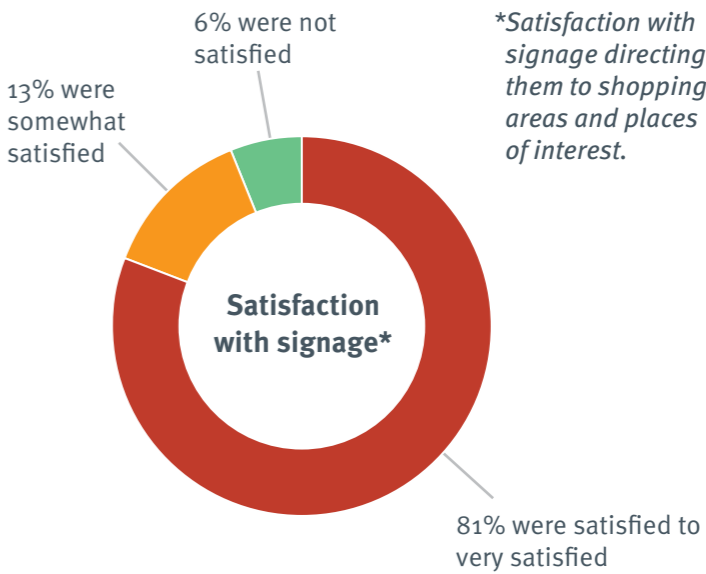
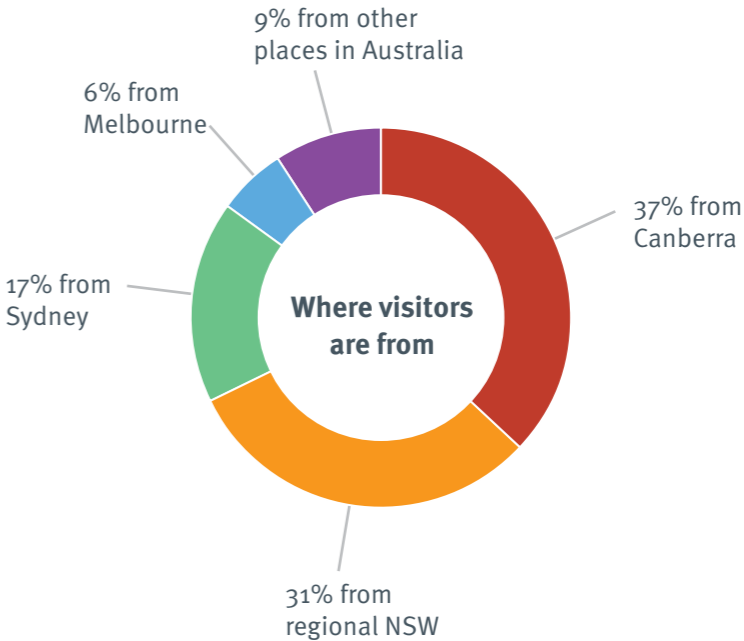
What could improve their experience?



Some things they do



* Eurobodalla Shire Council Visitor Research 2018 (Micromex)





SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

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 RMS, TASAC and Council 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.

Promotional Billboards

Shire Entry Statements

Town Entry Statements

Visitor Information Boards (VIBs)

Temporary/Event

Interpretive Panels

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

THE PURPOSE OF TOURISM SIGNAGE

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

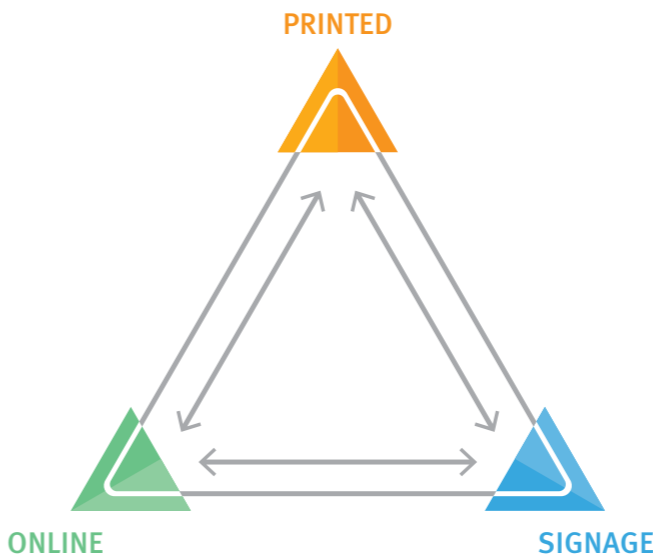
The two main purposes of tourism signs are to:

- 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:

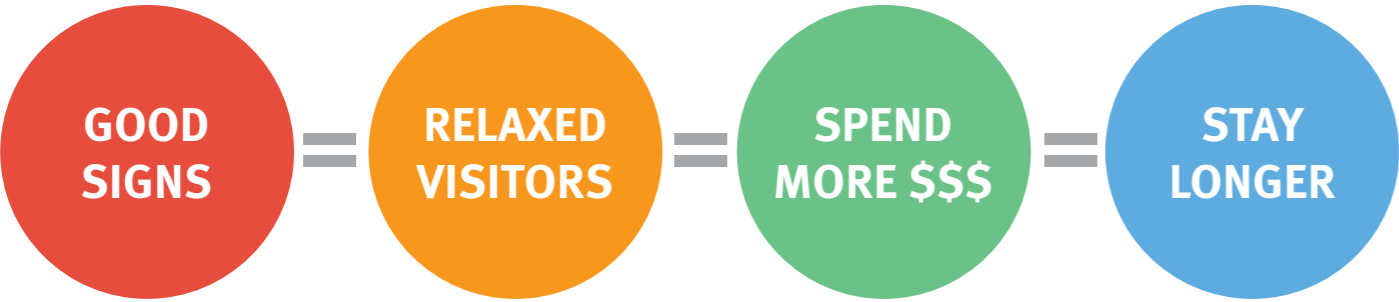
- Giving advance notice of experiences and services, particularly where a change in direction is required.
- Giving immediate notice of an attraction or service and facilitating safe access.
- Directing visitors to sources of tourist information (eg. visitor centres, information bays and interpretative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



Signage is only one part of the visitor information system.

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.



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



The Visitor Survey undertaken in Summer 2018 by Micromex showed that only 5% of visitors currently go to the Visitor Information Centres in Eurobodalla. So, there is a need to provide visitor information in other ways.

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

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.

The RMS's 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 Group (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 customer.
- 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.

National Tourism Signing Reference Group



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)

WHAT WE FOUND/WHAT WE HEARD

As in many other places in Australia, there is a belief amongst tourism operators in the Eurobodalla that road signage is a tool for marketing and promoting their business. This is at odds with the position of road authorities which is that signage is primarily for traffic management and motorist safety.

The community consultations indicated that signage needs to be reviewed to ensure it is appropriate, consistent and compliant. There were concerns about some locations that seem to have a proliferation of signs. Some think these end up looking cluttered and chaotic and do not fit with the image and vision Eurobodalla is trying to convey.



Blue services signs at Durras Beach

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

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 Eurobodalla’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.

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

SIGNAGE POLICIES & GUIDELINES

Current signage policies, eligibility criteria and how decisions are made is unclear.

Common questions were:

- How can I get a sign?
- How do I know if I'm eligible?
- Who makes the decisions about signs? What is RMS's role? What is Council's role?
- How are decisions made?
- How do I get feedback about why I'm not eligible?
- Why can't I get a sign when other places have one?

In the consultations, there was a common view that signs are erected in an ad hoc, inconsistent and confusing manner. There is also confusion about the roles of the Council and the RMS in making decisions about signage. So, there is a strong argument to improve the clarity of information about signage standards, policies and processes along with clear communication to applicants.

Sign maintenance was also identified as a concern and there outdated, redundant signs, old and poorly maintained signs throughout the Shire. Signs are in need of replacement or removal, particularly those that have been erected without Council approval (eg: on the intersection of Corkhill Drive and Bate Street, Tilba).

The consultants found that while some of the Council's policies seem clear and reasonable (for example, the *Fingerboard Signs – Local Directional Policy*). Others, such as the *Fingerboard Signs – Local Directional Policy Code of Practice*, lack clarity around definitions for eligibility and prioritising signs. This document refers to the Australian Standards for signs, which are not available or readily accessible to members of the public. The policy does not seem to be in a format that is easily understandable by the public.



Example of signage in Eurobodalla



SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

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 NSW RMS Tourist Signposting document. The signs are internationally recognised by most visitors, especially when standard universal symbols are used.

RMS AND COUNCIL RESPONSIBILITIES

RMS (NSW Roads and Maritime Services) is responsible for authorising, installing and removing signs on state roads. These include highways and other major roads, such as the Princes Highway. RMS has been operating the Tourist Attraction Signposting Program since 1990 (see [Tourist Signposting manual](#)).

The Tourism Attraction Signposting Assessment Committee (TASAC) is responsible for assessing eligibility and determining applications made for tourist signs on RMS controlled roads. TASAC consists of representatives from Destination NSW, RMS, regional tourism organisations and local government.

Council is responsible for installing signage on the remainder of the public road network in its area. Council also installs and maintains some brown and blue signs on the Princes Highway in urban areas (eg: Batemans Bay). However, approval for these signs is still the responsibility of TASAC/RMS.

COORDINATION BETWEEN RMS AND COUNCIL

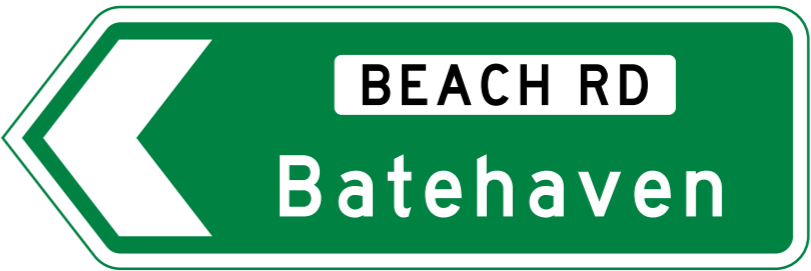
Because RMS and Council control different parts of the road network, it is essential that policies, processes and decisions are aligned and coordinated so that, in practice, signage is consistent and makes sense to the travelling public as they navigate the road network.

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

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 RMS 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)



Services signs (white on blue)



Community facility signs (white on blue)

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

RECOMMENDATIONS/ACTIONS

Recommendation 1

Review Council's signage policies and practices to:

- 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.

Recommendation 2

Conduct annual audits of fingerboards signs against Council's Fingerboards Signs Policy and progressively remove signage that is not compliant.

Recommendation 3

Communicate with tourism businesses and operators to clarify the purpose of signage and alternative methods that are effective in helping visitors become aware of and how to find their business.



RMS Tourist signposting manual



SECTION 3. THE ROAD SIGNAGE SYSTEM

SECTION 3. THE ROAD SIGNAGE SYSTEM

TOURISM SIGNAGE SYSTEM

This section provides background information on the road sign types along with policies and guidelines as they relate to tourism.

Road signage	Destination Signage
Green Directional	Promotional Billboards
Brown Tourism	Shire Entry Statements
Blue Services	Town Entry Statements
	Visitor Information Boards (VIBs)
	Temporary/Event
	Interpretive Panels



Example of tourism signage in Eurobodalla

BACKGROUND

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 travelling in the right direction, and facilitate traffic movement in the safest and most direct way.

WHAT WE FOUND/WHAT WE HEARD

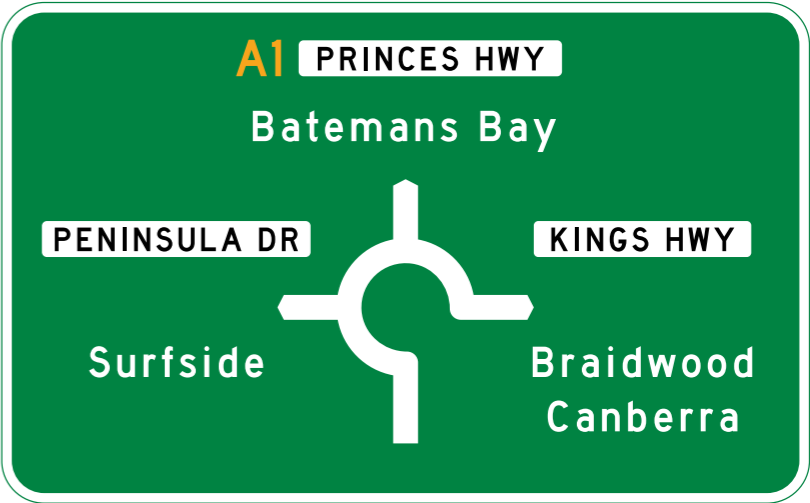
In general, green signs were found to be functional and clear throughout the Shire.

PRINCIPLES/GUIDELINES

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

RECOMMENDATIONS/ACTIONS

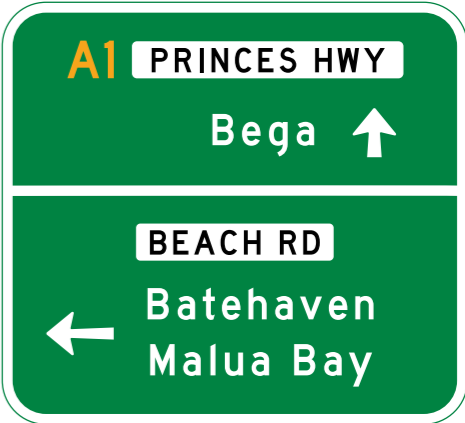
None



Directional



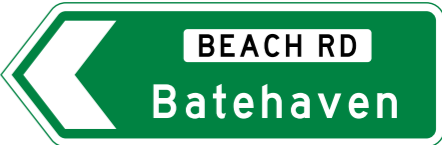
Reassurance



Advance Warning



Intersection



Positional

BACKGROUND

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.

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 (eg: wineries), then the same order applies but the sign is White on Brown (see example on this page) with the closest town or attraction at the top of the list.

WHAT WE FOUND/WHAT WE HEARD

In general, there is not enough information to help motorists make decisions about whether to travel down a road to the attractions or facilities. This applies to both brown tourist attraction signs and blue services signs.

Motorists need reassurance – that is, to know how far they will need to drive, what’s the road like and what services, facilities and attractions they can expect. If roads are accessible only to 4WD vehicles they should be identified as such to keep unsuitable vehicles from

trying to negotiate them (eg: vehicles towing caravans).

There is a lack of advance warning signs on the Princes Highway for upcoming turn-offs, facilities and attractions. This means many opportunities for visitors to make decisions about taking alternative routes going to signed attractions, services and facilities are missed. They will just keep driving because they did not know the attraction was coming up and it is too late to turn and this is especially problematic for vehicles towing caravans or boats.

PRINCIPLES/GUIDELINES

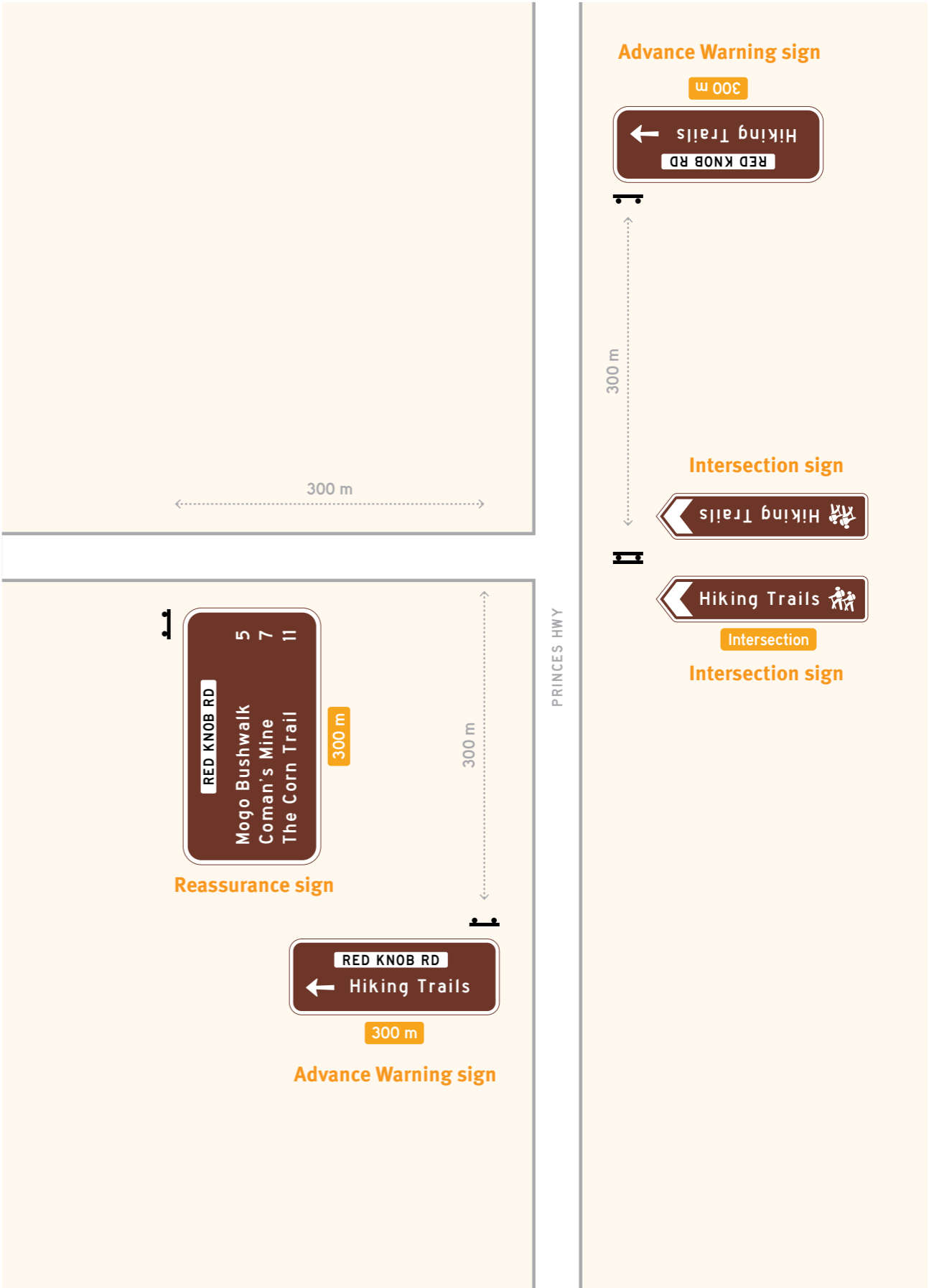
According to the RMS, Tourist Signposting manual:

- **Advanced direction 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** 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.

RECOMMENDATIONS/ACTIONS

Recommendation 4

Ensure that advanced direction and reassurance are considered when installing directional signage to attractions.



Example of road sign application for a tourist attraction off Princes Hwy

SECTION 3. THE ROAD SIGNAGE SYSTEM

SECTION 3.3 Brown – Tourist Attraction Road Signs

BACKGROUND

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.

WHAT WE FOUND/WHAT WE HEARD

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

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 the Shire. There are some concerns, however, about suitability of the roads leading to some and accessibility.

There were also examples of brown signs being used incorrectly. For example, some accommodation has brown signs instead of blue signs. A frustration for some community members is a perceived lack of consistency in the approval, installation and removal process for brown and white signs. This points to a need to improve the clarity and accessibility of policy guidelines.

Many of the brown tourist attractions signs that currently exist are faded or poorly maintained.

RMS approved
tourism symbols



Aboriginal



Winery



Historic Village



Whale Watching



Scenic Lookout



Walking Track



National Park



Correctly signed – Tilba featuring historic village symbol



Incorrectly signed – This motel does not qualify as a tourist attraction and should have a blue sign



Incorrectly signed – This resort does not qualify as a tourist attraction and should have a blue sign

PRINCIPLES/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.

ELIGIBILITY FOR TOURIST ATTRACTION SIGNS

Types of attractions

- Galleries
- Museums
- Craft based attractions
- Aboriginal sites and cultural centres
- Historic properties, sites and walks
- Wineries
- Primary and secondary industry based attractions
- Outdoor/nature based attractions
- Theme parks
- Architectural/engineering structures
- Other attractions not specified here
- State significant attractions

Eligibility requirements

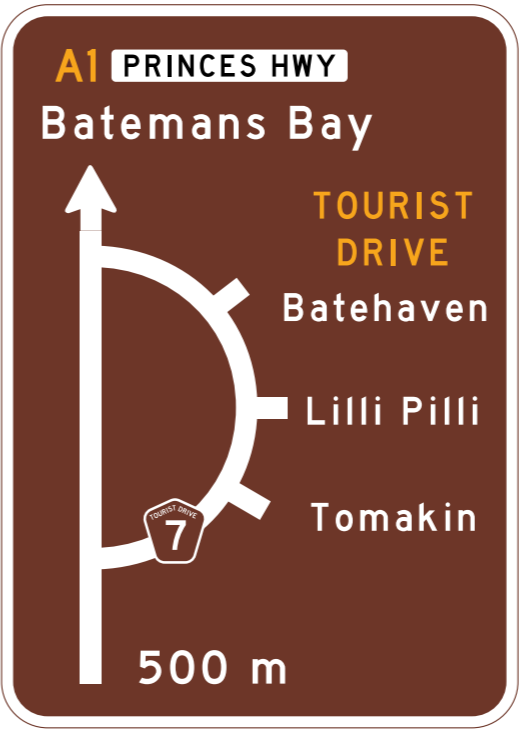
- The attraction is established and operating.
- No pre-booking is required to visit the attraction. It is expected that major tourist attractions operate to a scale and standard that enables them to cater for the demands of casual visitors without the need for pre-booking.
- There are adequate car parking facilities.
- There are publicly accessible toilets available. Attractions where the visitor is expected to stay 15 minutes or less are excepted (eg: lookouts).
- The attraction is open for at least 5 days per week (including both weekend days); 6 hours per day; and 11 months of the year.
- Opening hours are permanently displayed at the entrance to the property.
- The attraction has a current brochure available, with opening hours etc.

The RMS guidelines identify for the eligibility requirements for tourism signage.

The context for the guidelines and requirements is given as follows -

Road users who rely on “white on brown” tourist signs must be assured of the quality of the product and service they are likely to receive at their destination. The visitor experience is therefore the primary consideration when determining eligibility for tourist signposting. To maintain visitor confidence in tourist signposting, all major tourist attractions must meet these general criteria before tourist signs will be considered. (p5).

For further information about the RMS and TASAC processes: <http://www.rms.nsw.gov.au/business-industry/partners-suppliers/documents/technical-manuals/touristsignsv4.pdf>.



Diagrammatic Advance Warning



Reassurance



Directional



Intersection



Intersection



Reassurance

RECOMMENDATIONS/ACTIONS

Recommendation 5

Conduct a tourism product audit to:

- 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 fishing areas, beaches, snorkelling, canoe/kayak launching points, playgrounds, sporting facilities and public toilets.
- Identify locations that qualify for seaside town or tourism precinct signage.
- 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.
- Possible locations to consider include Mogo, Bodalla, Central Tilba, Montague Island access from Narooma and Glasshouse Rocks.

Recommendation 6

Identify lookouts in Eurobodalla that can be easily accessed by vehicles and ensure these are signed with the correct suite of brown tourist attraction signs:

- Lookout symbol (white camera on brown background).
- Major lookouts have the symbol and name of the lookout.
- Advance warning signs either side of the stopping point.



Aboriginal



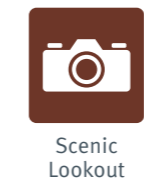
Winery



Historic Village



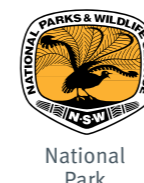
Whale Watching



Scenic Lookout



Walking Track



National Park

RMS approved tourism symbols



Example of RMS approved tourism signs

SECTION 3. THE ROAD SIGNAGE SYSTEM

SECTION 3.4 Tourism Product Categories

BACKGROUND

In addition to the individual attractions, the RMS recognises that there are clusters of tourism products that are of major interest to tourists. These products usually have a shared theme and include:

- 1. Wine Tourism Regions
- 2. Historic towns and villages
- 3. National parks, state conservation areas, state forests and major water storage areas
- 4. Major regional tourist centres
- 5. Seaside towns and villages

WHAT WE FOUND/WHAT WE HEARD

Product categories 2, 3 and 5 apply in Eurobodalla. The town of Tilba is designated as a historic village (category 2) and has the appropriate historic village signs and symbols on the Princes Highway.

Category 3 – National parks, state conservation areas, state forests and major water storage areas

Despite the Eurobodalla having a significant number of national parks that could be significant drawcards for tourists, there appears to be limited signage to these places.

Category 5 – “Seaside” towns and villages

Getting visitors to travel off the main road and explore Eurobodalla’s coastline and seaside villages has been a major concern expressed by tourism and business stakeholders, applying this product category is highly relevant.

These are towns and villages, generally on the coast on a terminating road, which:

- Are located off the major traffic corridor, and
- Do not have the scale of activities and services associated with a regional tourist centre, but are nonetheless of interest to visitors.



Tilba historic village

PRINCIPLES/GUIDELINES

Importantly, the purpose of signs in this category is to inform road users about the services that are available at a destination rather than to promote particular towns or businesses.

SPECIFIC CRITERIA

To be eligible for tourist signposting the “seaside” town / village must meet the following criteria:

Note: RMS is currently reviewing its signage guidelines. The guidelines in this Strategy will be updated to reflect any changes to the RMS guidelines.

- **Located off the major traffic corridor.** Signs in this category are intended to inform road users about the services available on a terminating route some distance away from the main traffic route. Only those destinations that are at the end of terminating roads, and not towns/villages located on through-routes, are eligible for tourist signposting under this category.
- **Located on the coast.** Generally, terminating roads are a feature of coastal destinations, where towns/villages are commonly served by only one road in and out.

- **Provides a range of services for visitors.** As a minimum, eligible towns/villages are expected to provide a range of facilities and services that visitors can access, including accommodation, food and fuel.

Source: <http://www.rms.nsw.gov.au/business-industry/partners-suppliers/documents/technical-manuals/touristsignsv4.pdf>. Page 25-27.



RMS recommended National Park sign

SECTION 3. THE ROAD SIGNAGE SYSTEM

SECTION 3.4 Tourism Product Categories

RECOMMENDATIONS/ACTIONS

Recommendation 7

Council work with relevant agencies (eg NSW forest and National Parks and Wildlife Services) to improve directional signage to:

- National parks and conservation areas
- State forests
- Mountain bike trails
- Major water storage areas
- Walking tracks



Seaside town advance warning sign

SERVICE SIGNAGE AT TILBA (CORKHILL DR AND PRINCES HWY INTERSECTION)

Suggested improvements to service signage at Tilba to notify tourists of the services available at Central Tilba



Existing intersection sign
(remove all fingerboards except for cycling route signs)



Recommended intersection sign



Recommended intersection sign location

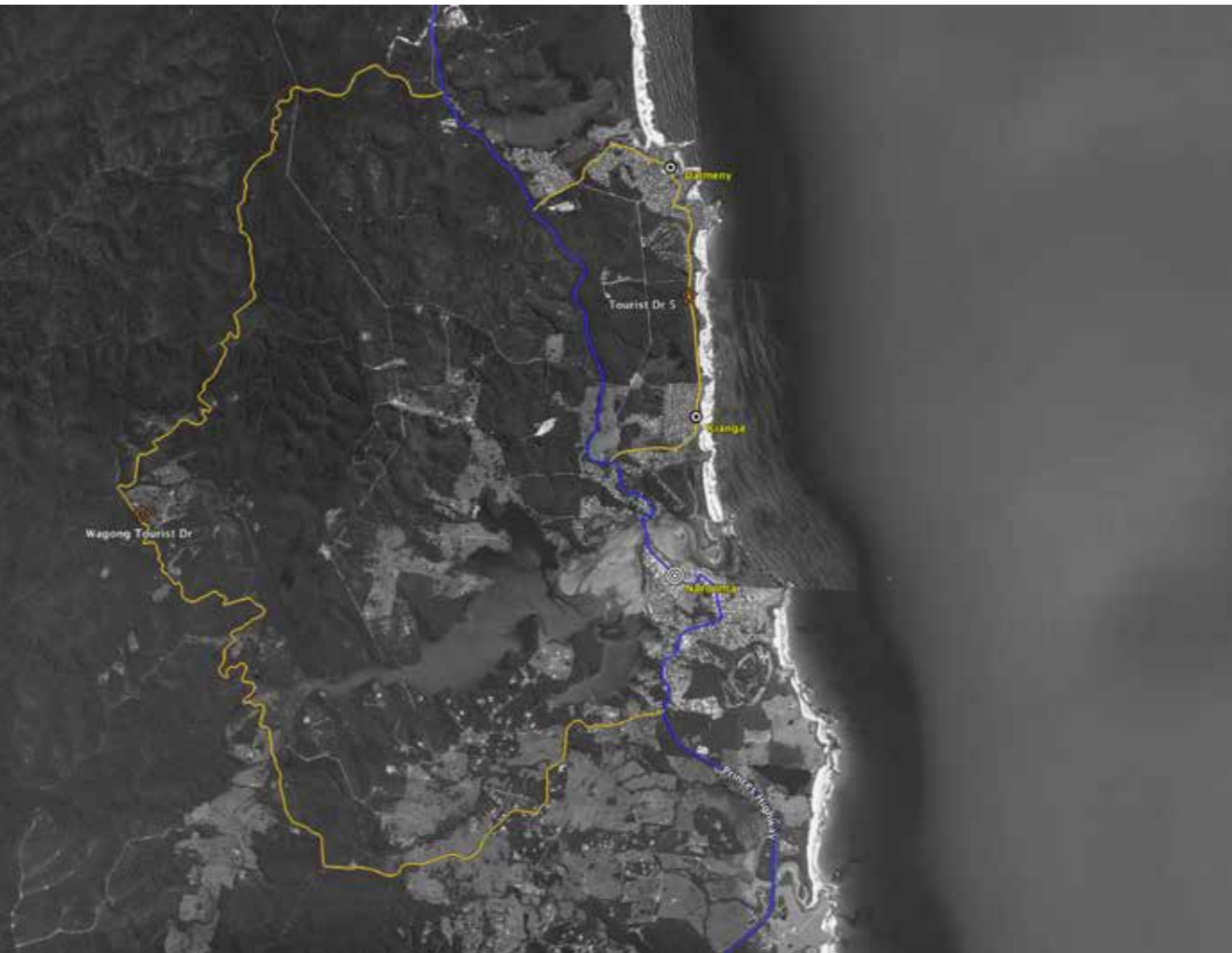
BACKGROUND

Tourist drives offer an experience and an opportunity for people to get off the main road and to stay and explore.

WHAT WE FOUND/WHAT WE HEARD

In general, the signage related to these drives in the Shire is poor and/or in need of replacement. Examples are as follows.

- The Tourist Drive brown intersection signs on the Princes Highway for the Dalmeny & George Bass Drives are worn-out and need to be replaced.
- A lot of visitors miss the Beach Road section of George Bass Tourist Drive because the current signage is inadequate and unclear. This means they miss this very scenic part of the coast.
- Only Tilba has a diagrammatic advance warning sign on the Princes Highway. RMS is reluctant to install large brown tourist drive signs for all scenic drives because of the cost. This seems inconsistent as the George Bass Tourist Drive (Route 7) is 37kms long and Dalmeny Tourist Drive (Route 5) 11kms. Both are significantly longer than the Tilba route with more attractions. The Tilba route also is not a recognised Tourist Drive.
- The Wagonga Scenic Drive is no longer an official tourist route because of the condition of the road. The feedback was that this scenic drive should be reinstated. It needs to be determined if this is a priority and will result in improved visitor numbers and length of stay.



Wagonga Scenic Drive route



George Bass Dr Tourist route 7



Diagrammatic advance warning sign, Tilba

PRINCIPLES/GUIDELINES

Correct signage for tourist drives as per example on right.

TOURIST DRIVES

Tourist Drive signs are made up of a suite of signs these can include diagrammatic advance direction signs, advance direction, intersection, tourist drive reassurance, guidance markers and end markers.

Diagrammatic advance direction signs are used when the tourist drive is of regional significance, these signs lets the motorist know that they will be able to rejoin the highway after they complete the tourist drive. Advance direction signs are positioned prior to the intersection (see Advance Direction signs (pg 20) these generally show the name and number of the tourist drive and distance to the intersection. Regional tourist drive reassurance signs are placed to reassure drivers they have made the correct turn, detail the length of the drive, list with appropriate distances up to four intermediate tourist attractions, towns or villages along the drive and the end point of the drive. Guidance markers are placed in advance and at intersections along the drive trail. End markers are erected at the end of drive.

RECOMMENDATIONS/ACTIONS

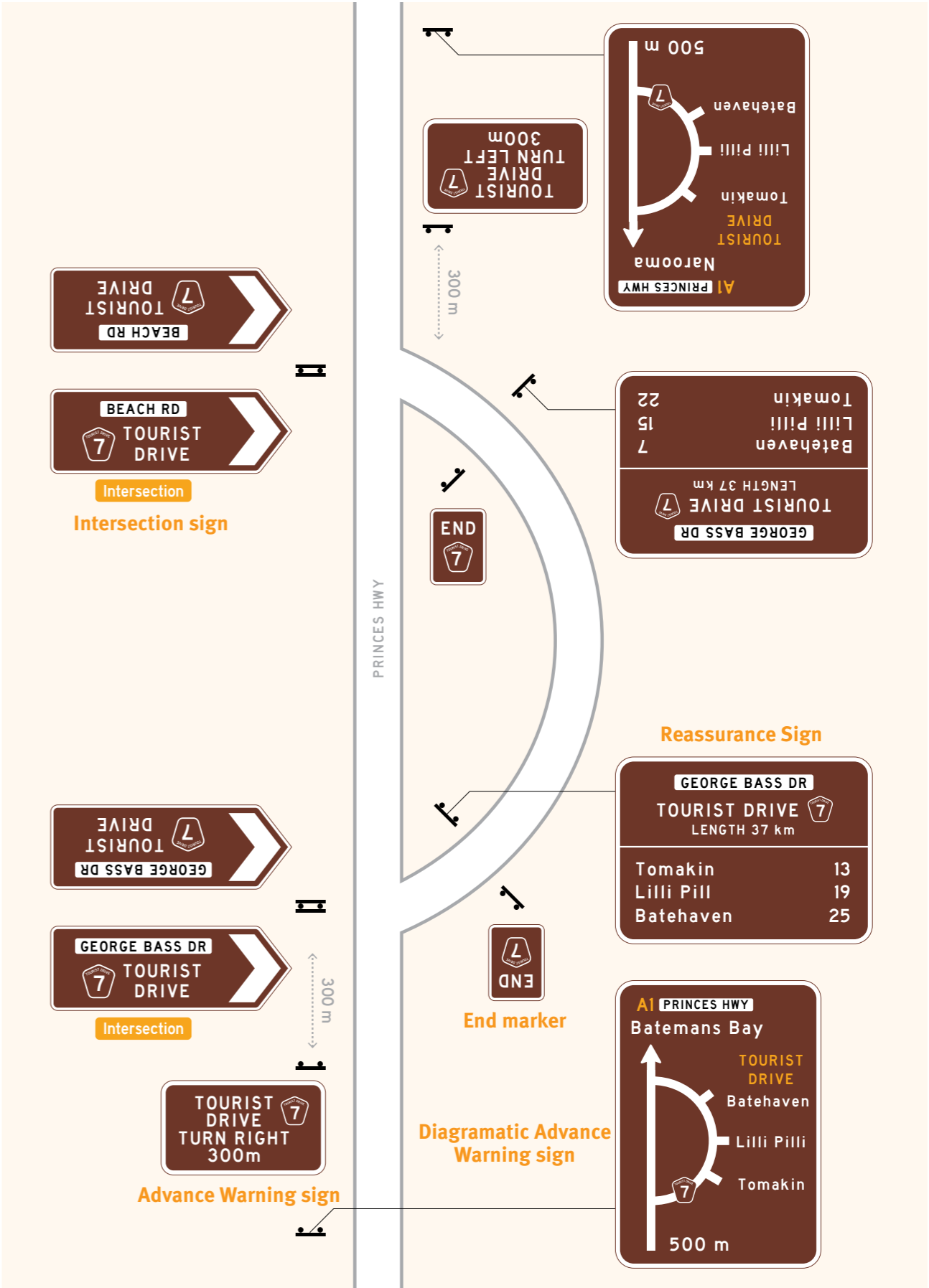
Recommendation 8

Improve wayfinding on Tourist Drive 7 on George Bass Drive by providing advanced warning signs and intersections signs e.g. Beach Road in Batemans Bay and North Head Road in Moruya.

Recommendation 9

Council consider opportunities for tourist drives and scenic routes including:

- Locations such as Wagonga Scenic Drive, the Old Highway and Tuross Head
- Participating in the development of an RMS tourist drive strategy where possible.
- Routes for certain vehicles only (e.g. 4WD).



Example – Correct signage for George Bass Dr Tourist route 7

SECTION 3. THE ROAD SIGNAGE SYSTEM

SECTION 3.6 Blue – Services & Facilities Road Signs

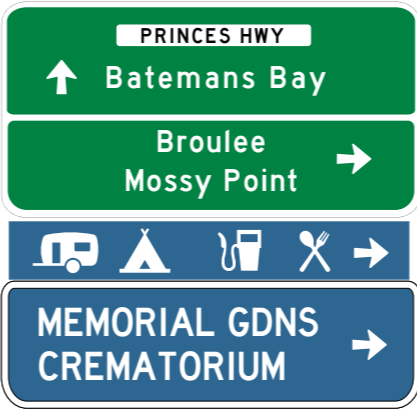
BACKGROUND

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.

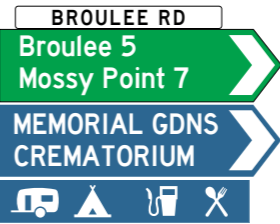
Community facility signs are also white on blue and denote community facilities of a non commercial nature.

These suggestions were made during the consultations and provide opportunities for Eurobodalla to target certain visitor markets.

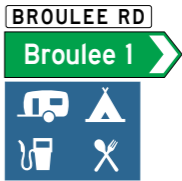
1. Position Eurobodalla as an RV friendly Shire, with signage for towns and services highlighting parking, services and dump points.
2. Position Eurobodalla as a disability friendly destination. Twenty per cent of visitors have some kind of disability. To cater to this group, the information, experiences and services need to be accessible.



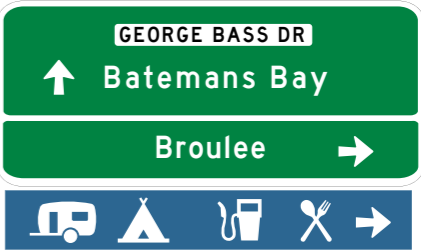
1. Princes Hwy Advance Warning



2. Princes Hwy Intersection



3. George Bass Drive Intersection



4. George Bass Drive Advance Warning

WHAT WE FOUND/WHAT WE HEARD

The community consultation revealed many concerns about a general lack of blue and white signs, and inconsistent and confusing use of the blue signs and symbols.

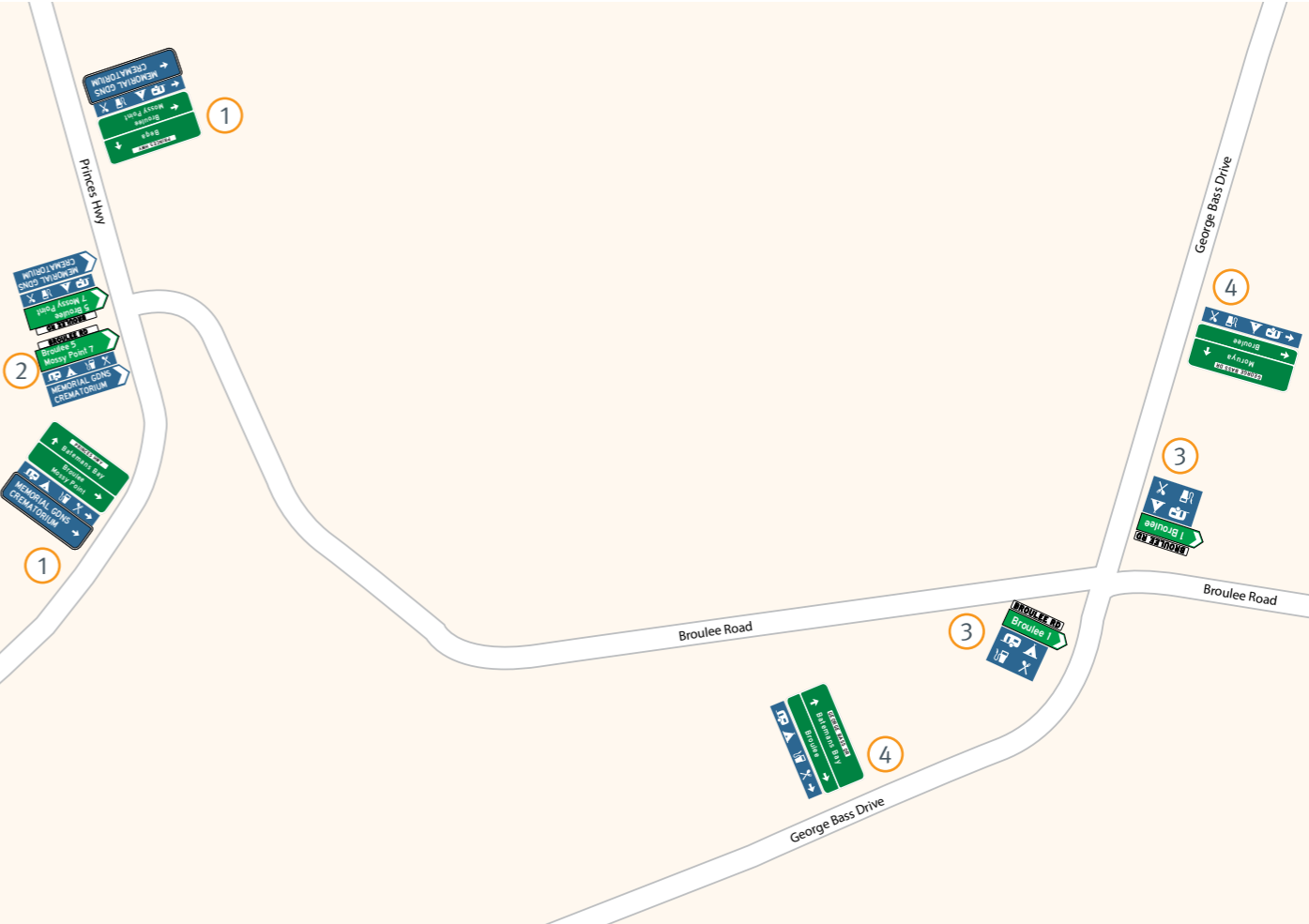
There appeared to be many missed opportunities to sign services and facilities correctly so that tourists know what is on offer off of the Princes Highway and other main roads.

The main concerns about blue and white signs are as follows.

- There is ad hoc, inconsistent and incomplete use of signs and symbols. That is, there is often a lack of connectivity between related signs for the same services.
- Some services have signs while other similar services do not. For example, it is not clear why services such as caravan and camping warrant a sign/symbol from the Princes Highway while accommodation services do not.
- There are many examples of facilities such as beaches, forests/national parks, boat ramps, dump points, toilets, B&Bs and picnic tables that are not signed.
- Access to parking, especially for large vehicles and those towing caravans and boats, is poorly signed. Tilba, in particular, has significant issues related to unclear signage for caravan parking.

- Signage to help visitors locate Visitor Information Centres is poor and visitors can easily miss these centres. (Refer to page 42.)
- The signs are sometimes cluttered (particularly fingerboards at intersections), making it difficult for motorists to take in the information.
- There were quite a few examples of the signs pointing to services that are irrelevant to visitors (eg: podiatrist, op shops). This is clearly not consistent with the AS 1742.5 eligibility guidelines.
- Some places that have a cluster of related services that should qualify for blue services signs (eg: aviation and aerial related tourism activities at Moruya Airport) do not have adequate signage.
- The CBD of Batemans Bay is particularly difficult for visitors to find their way around whether on foot or in a vehicle. The Council is undertaking a project to revitalise Batemans Bay in the near future, which includes a pedestrian wayfinding plan. It is suggested that vehicular signage and wayfinding also be considered as part of this planning process.

There was a general lack of understanding about when, where, how and why these signs are used by both tourist and the community. This seems complicated by the fact that the RMS does not have a current policy on blue services signs available; their policy is currently being updated.



Example – Broulee Road from Princes Hwy intersection. All RMS and ESC roads should consistently use the same symbols and signage layout for the entire length of the journey.

PRINCIPLES/GUIDELINES

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

1. SERVICE SIGNS

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.

Service signs are used for:

- 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

2. COMMUNITY FACILITY SIGNS

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 15). Eligible facilities are restricted to those that are likely to be sought by a significant number of strangers to the area. They may be used by visitors and, in some cases, attract visitors in their own right.

Eligible facilities include:

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

RECOMMENDATIONS/ACTIONS

Recommendation 10

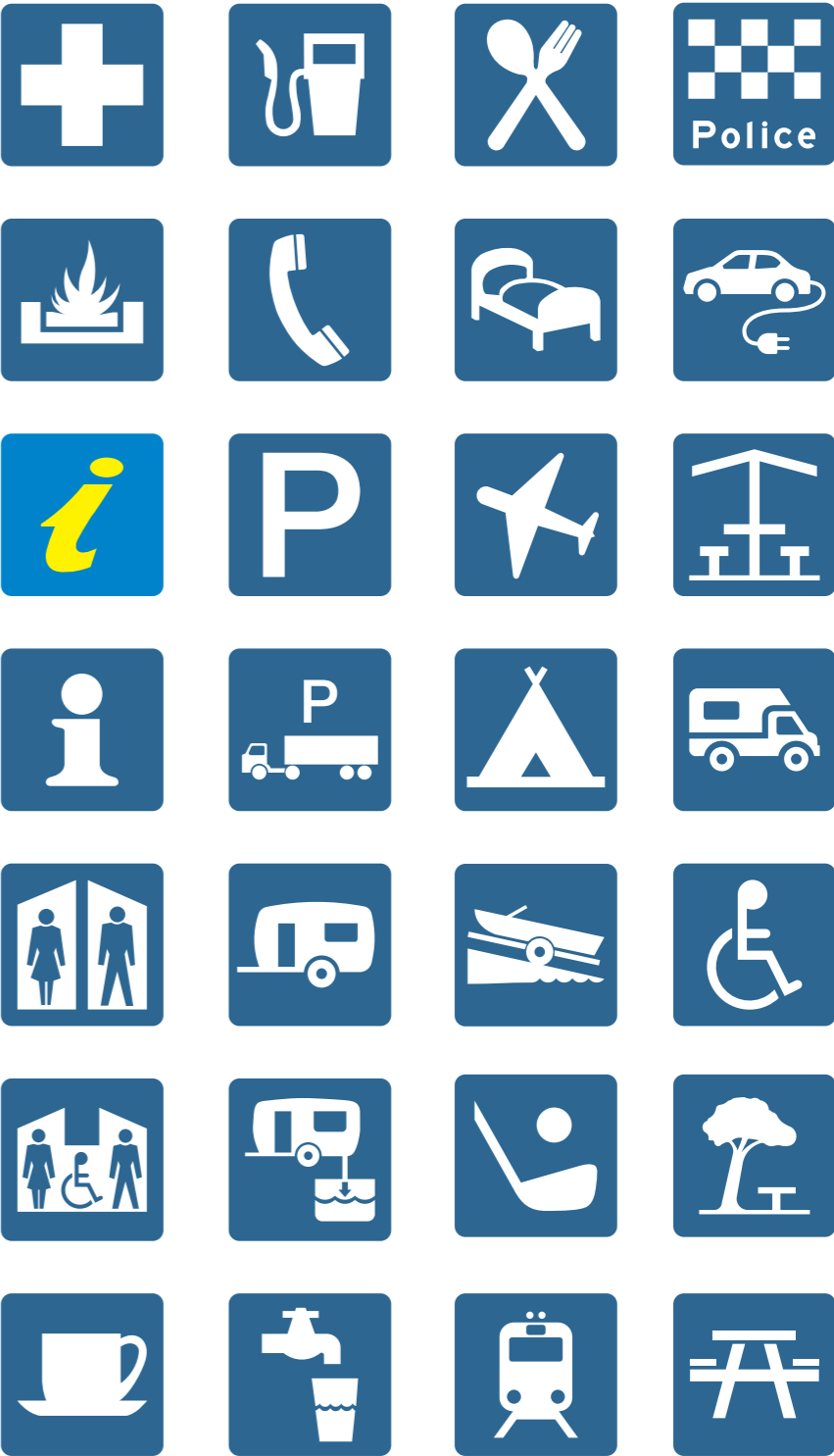
Clearly signpost parking facilities, especially those suitable for RVs/caravans (see example on pg 32).

Recommendation 11

Continue to work with RMS to:

- Ensure that our signage is up-to-date and in accordance with their guidelines.
 - Ensures continuity and consistency of sign application across the road network.
- Ensure the Council policy is consistent with the Australian Standards
 - Investigate symbols for accessible services and playgrounds

Australian Standard Symbols



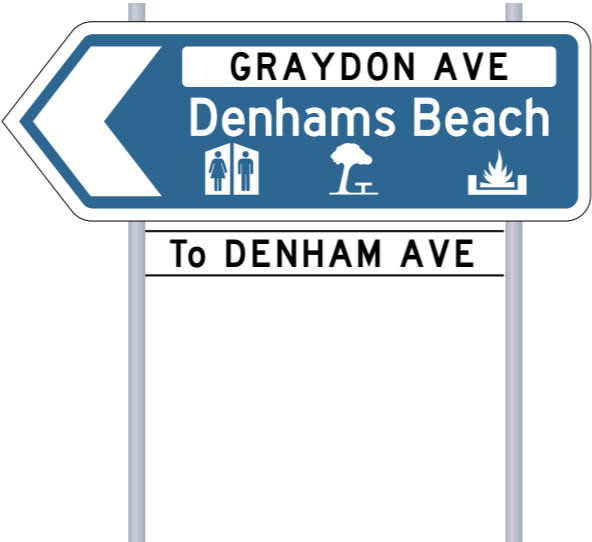
RECOMMENDATIONS/ACTIONS

Recommendation 12

Install blue services and facilities signs to help visitors find beaches that have adequate facilities (e.g. parking, toilets) and small settlements (e.g. Mystery Bay).



Existing beach sign



Recommended beach sign



Recommended beach sign location



Existing small settlement sign



Recommended small settlement sign



Recommended small settlement sign location

SECTION 3.

THE ROAD SIGNAGE SYSTEM

SECTION 3.7

Blue – Services & Facilities Road Signs – Regulatory/warning signs for boat ramps

BACKGROUND

While not specifically within the scope of this Strategy, given that many visitors come to the area for its coastal activities and fishing, the installation of regulatory and safety-related signage at boat ramps needs to be improved.

WHAT WE FOUND/WHAT WE HEARD

This signage is generally chaotic and cluttered, making it unlikely that the most important warnings and information are being taken in by viewers. It appears that additional signs are added without rationalising existing signs or thinking how all of the signs fit together. Some of the signs are added by the NSW Department of Primary Industries (recreational fishing) (DPI).

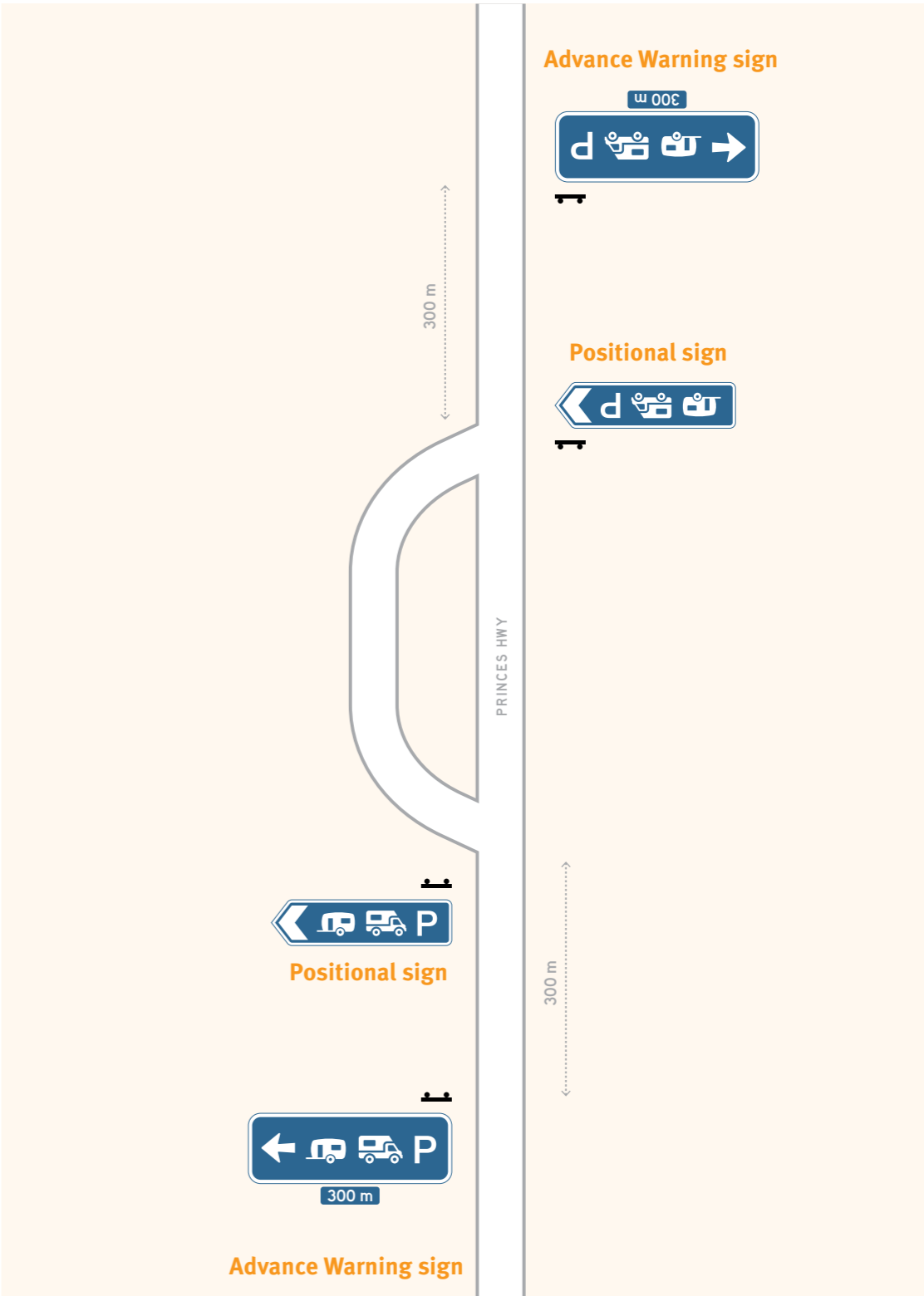
RECOMMENDATIONS/ACTIONS

Recommendation 13

Develop a process for installation, maintenance and removal of signs at boat ramps in collaboration with other responsible agencies (e.g. DPI Fisheries and Marine Parks, RMS).



Durras Beach boat ramp regulatory signage



Example – Correct signage for parking facilities for caravans and RVs



SECTION 4. THE DESTINATION SIGNAGE SYSTEM

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

SECTION 4.1 About destination signage

BACKGROUND

This section provides background information on the destination signs and how they can be used to promote the Shire’s attractions and experiences. It also provides suggestions, based on best practice and the design guidelines provided in Section 2 of this Strategy, on the suite of signage that could be used in the Eurobodalla.

Road signage	Destination Signage
Green Directional	Promotional Billboards
Brown Tourism	Shire Entry Statements
Blue Services	Town Entry Statements
	Visitor Information Boards (VIBs)
	Temporary/Event
	Interpretive Panels



Examples of existing tourism signage in Eurobodalla

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

SECTION 4.1 About destination signage

PRINCIPLES/GUIDELINES

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 Eurobodalla.

A suite of destinations signs can include the following types of signage.

- 1. **Promotional Billboards** – these can be used for promoting and providing directional information for the area and specific attractions. They are aimed at encouraging visitors to stop and stay longer.
- 2. **Shire Entry Statements** – these are also referred to as gateway signs. They create a sense of arrival to a region, Shire or town/village and identify an area as a destination (i.e. a place worth stopping). They should reflect the character of the place.
- 3. **Town Entry Statements** – these are at the entrance to a town or village. They usually reflect the destination’s branding but with a regional approach they might include the regional and Shire council brand.
- 4. **Visitor Information Boards (VIBs)** – 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.
- 5. **Temporary/Event** – these signs are used to highlight events and activities but are not permanent signs.
- 6. **Interpretive Panels** – these signs provide information about attractions, historic sites, lookouts, etc. and can be arranged single signs or groups of signs.

FUNDING FOR SIGNAGE

Some tourism operators and business organisations expressed a willingness to contribute funding towards tourism signs identified as a priority for their area. This means it is possible to install more signs than would be possible with Council funds alone and should be pursued during the implementation of this Strategy.

ACKNOWLEDGING THE TRADITIONAL OWNERS AND INDIGENOUS CULTURE

Council is committed to working with the traditional owners of the area. One way to do this in a highly visible way is to include Aboriginal language on the signs for places and attractions. For example, towns and villages.



Examples of promotional billboards, town entry statements and visitor information boards in other areas
Eurobodalla's destination signage would be designed to align with the Tourism Brand Review results and Marketing Strategy

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

SECTION 4.1 About destination signage

WHAT WE FOUND/WHAT WE HEARD

The community supports creating good quality signage that reflects the tourism offer and signals a sense of pride and care about the area.

At present, there is no consistent approach to destination signage and messaging in Eurobodalla.

While many people indicated they do not want a proliferation of signs that might take away from the pristine beauty of the Shire and/or block beautiful vistas, most people were in favour of using signs to help highlight the area’s offers and experiences. For example, the pristine coastline.

Specific design suggestions include the following:

- That signs should fit within the environment and character of the place.
- Local materials (eg: stone and timber) and suppliers should be used whenever possible and practicable.
- Beautiful and professional images of the places and experiences should be used.
- Using a consistent theme or style for tourism signs throughout the Shire is preferred as long as the individual identities for towns and villages are not lost.
- Sculptural signs that use design and art and are part of the experience could be used in some places and also as wayfinding (as long as there is a cost-effective way to do this).
- Signs should be practical and functional – for example, ensure that the text and images are easy to read and appropriate for the speed at which cars will be travelling.
- Consider how multi-language signage can be used. Dual naming with local Indigenous names for places should be included wherever possible.

These suggestions have been included in the wayfinding principles/guidelines (pg 13).

RECOMMENDATIONS/ACTIONS

Recommendation 14

Prepare a design and style guide for destination signage that aligns with the findings of Council’s Tourism Brand Review, Creative Marketing Strategy and the principles in this Strategy.

Recommendation 15

Explore opportunities for funding to install destination signage including grants and possible business and community contributions.

Recommendation 16

Council work with Aboriginal communities and Council's Aboriginal Advisory Committee to identify how destination signage can best acknowledge traditional cultures and languages.



Tuross Head boatshed cafes

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

SECTION 4.2 Promotional Billboards

BACKGROUND

At present, Eurobodalla does not have promotional billboards to showcase what the place has to offer and to entice people off of the highway.

WHAT WE FOUND/WHAT WE HEARD

There was a very positive response to developing promotional billboards, with large beautiful images and a clear short message (based on the tourism brand).

Again, the community does not want an excessive number of signs and supports careful selection of locations, especially if large billboard type signs are used.

RMS does not approve of these types of signs in the road reserve on the Princes Highway.

PRINCIPLES/GUIDELINES

Four to six large standard size promotional billboards throughout the Shire are suggested.

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

PURPOSE

These billboards would be used only for the purpose of promoting Eurobodalla and tourism experiences consistent with the Creative Marketing Strategy. They will not be used to promote specific businesses or towns.

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 treeline 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 property and must comply with the requirements of SEPP64. This prohibits promotional billboards unless they directly relate to tourism experiences.

Clause 15(3) of SEPP64 which refers to advertising signage on non-urban land is only permissible if it is a notice to direct the travelling public to tourist facilities or activities or places of scientific, historical or scenic interest.

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.

MESSAGING

Keep it very simple. The best way for ESC to promote a destination is through large professionally shot images of the destination with simple messages “Eurobodalla – (Brand Position)” or directions such as "Tuross Head turn left in 1km”. It is important that the billboard does not distract drivers.

MATERIALS/SIZE

Promotional billboards should follow standard Australian sizes (Super 8’s, Super 6’s - see page 38) this will allow the Shire 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. Narooma Oyster Festival).

The smallest size billboard that can be used to fulfill the purpose and site should always be chosen to minimise impacts to vegetation, scenic landscapes and amenity.



Concepts for promotional billboards

RECOMMENDATIONS/ACTIONS

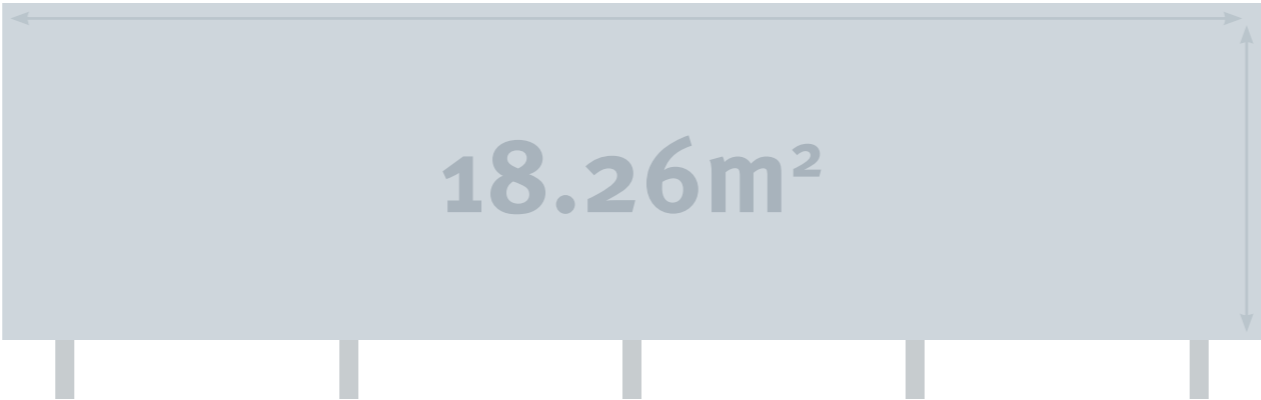
Recommendation 17

Council investigate potential locations to install up to six promotional billboards along the Princes Highway to promote Eurobodalla. This would:

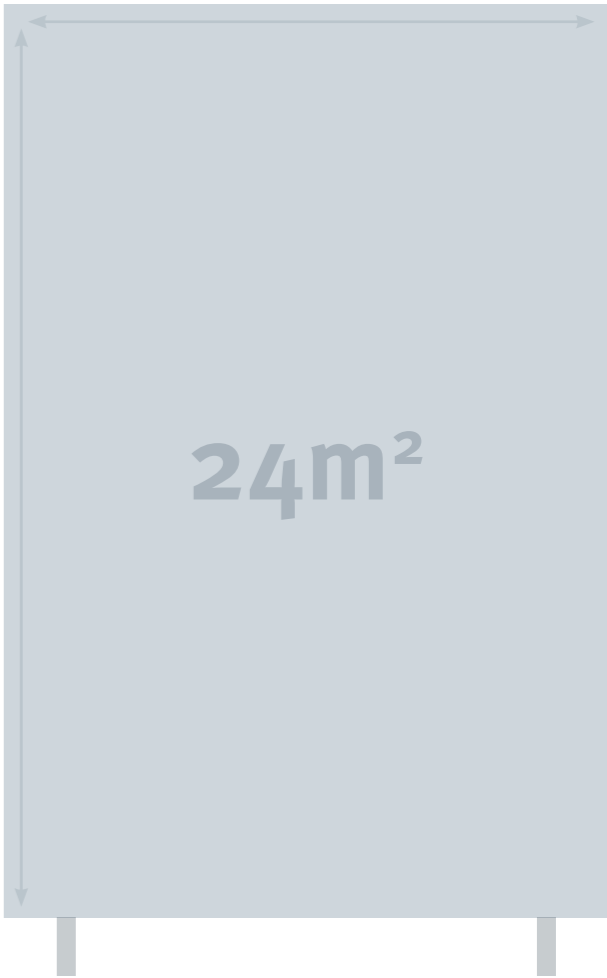
- Align with the findings of Council’s Tourism Brand Review and Creative Marketing Strategy.
- Align with the principles in this Strategy.
- Include consideration of locations north and south of Hector McWilliam Drive intersection, between Cullendulla and Batemans Bay, south of Narooma, north and south of Moruya.

Australian Standard Billboard sizes.

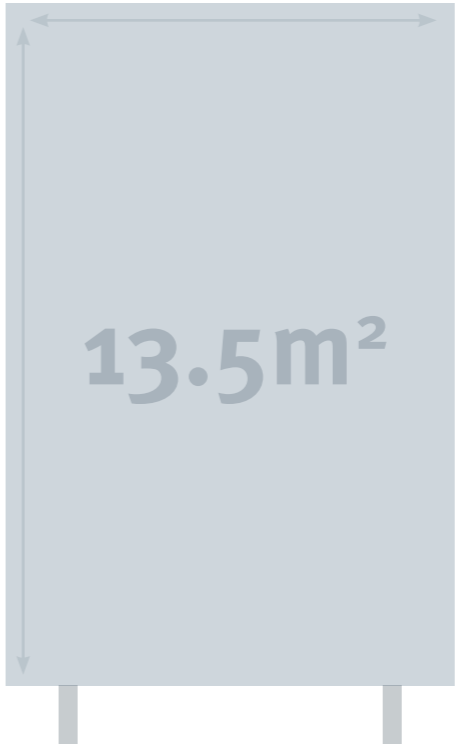
Super 8’s
8.3m x 2.2m



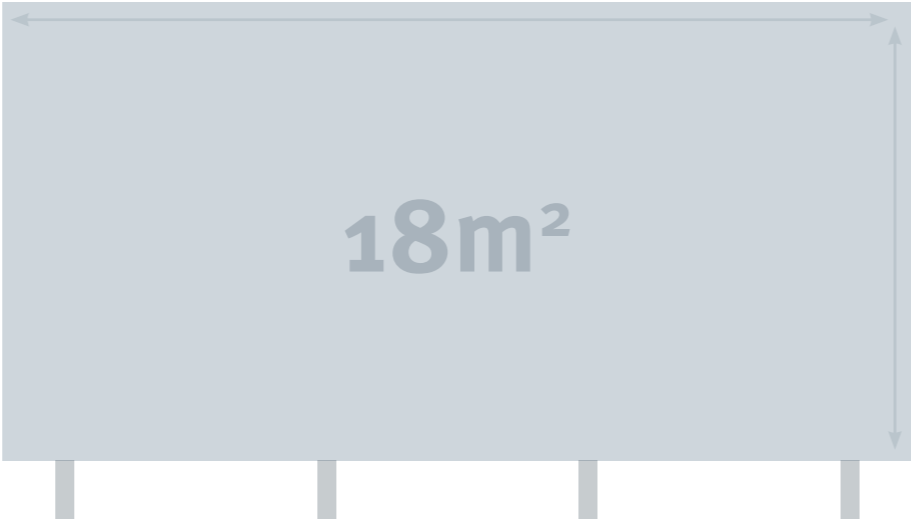
Portrait 2
4m x 6m



Portrait 1
3m x 4.5m



Super 6’s
6m x 3m



SECTION 4. THE DESTINATION SIGNAGE SYSTEM

SECTION 4.3 Gateway/Entry Statements

BACKGROUND

Entry statements provide an opportunity for the Shire to welcome visitors and encourage them to stay and explore the area. It is important that these entry signs reflect the Eurobodalla tourism brand so there is a clear, consistent and interesting style.



WHAT WE FOUND/WHAT WE HEARD

While there are entry statements for the main towns, the current entry signs and statements for the Shire do not promote the Eurobodalla tourism offer well. There is no real sense of arrival nor a message that conveys Eurobodalla is a destination worth exploring.

Additionally, some towns and villages do not have entry statements or their quality varies widely. Some are in need of replacement. There is support for developing a consistent style and approach to entry statements, as long as towns and villages are able to retain some of their individual character.

The entry statements that were installed in Batemans Bay, Moruya and Narooma in 2016 may not fit with this new design and style but, unless there is a cost-effective way to retrofit them to bring them in line with the new style, they should be retained as is until the end of their useful lives. Consideration may be given to landscaping, lighting and adding any features that may help them appear as part of the same family as the newer signs.



PRINCIPLES/GUIDELINES

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.

DESIGN

Create a memorable design that visitors will recognise and establish the connection between the entry statements and the broader Eurobodalla experience. Local materials should be sourced whenever possible.

SIZE AND SCALE

A suite of entry statements of complementary designs and sizes that suit different locations and a hierarchy for the Shire, towns and villages 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.

VISIBILITY

Lighting and power supply e.g. mains power or solar should be carefully considered for night time viewing.

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.

CONSTRUCTION

High quality construction and use of materials that are durable, high quality and replaceable.



Example of Eurobodalla town and village entry statements

RECOMMENDATIONS/ACTIONS

Recommendation 18

Council design a hierarchy of entry statements in accordance with the principles in this Strategy and Council’s Town Signs Policy that includes:

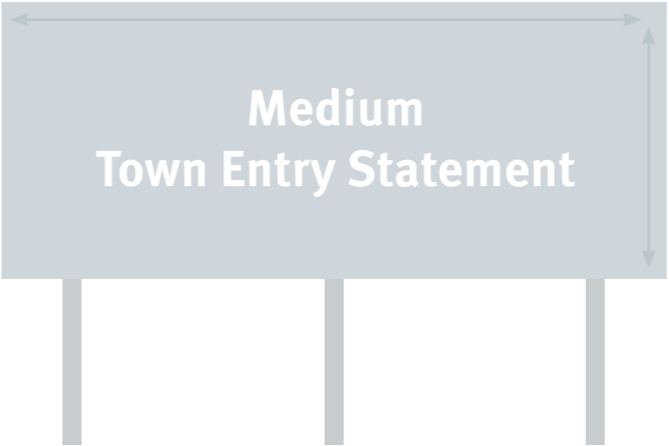
- Engagement with local communities during the process
- Work with Aboriginal communities and Council’s Aboriginal Advisory Committee to consider dual naming of towns and villages where possible and acknowledgement of the traditional owners of the land.
- Investigating options to help align the current entry statement to Batemans Bay, Moruya and Narooma with the new family of signs e.g. landscaping.

Note: These are examples of a suite of entry statements that could be used in Eurobodalla. The final designs should reflect the style adopted as a result of the Eurobodalla tourism brand review and creative marketing strategy.

Large Town Entry Statement
6m x 2.5m



Medium Town Entry Statement
4m x 1.5m



Small Town Entry Statement
2m x 1.5m



SECTION 4.

THE DESTINATION SIGNAGE SYSTEM

SECTION 4.4

Visitor Information (Visitor Information Centres)

BACKGROUND

Visitor information centres are an important mechanism for providing visitors with a wide range of information about the attractions, services, facilities and things to do. Many visitors use these centres as their first port of call when they arrive in a new place. Signing these well so visitors can locate them easily is essential.

WHAT WE FOUND/WHAT WE HEARD

At present, there is a lack of coherent and easily accessible visitor information on signs as well as in printed materials and online. However, this is expected to be addressed as part of the Tourism Brand Review and Creative Marketing Strategy.

The Visitor Information Centres are not well signed, external signage is often obscured and easily missed. The approaches are poorly signed and visitors can easily drive past them. Refer to diagram on page 42.

The visitor maps that are currently available for Eurobodalla are confusing, very hard to read and cluttered with advertising. They are poorly thought out. Better maps that are easy to access and understand could make a significant difference to visitors finding attractions and enjoying their visit. The maps should be consistently used, available online, on signs and in print so they become familiar to visitors during their journey. There is also potential to create maps that are tailored for specific attractions/experiences – eg: mountain biking, walking trails, historic sites.

There is a lot of support for ensuring that the needs of people with disabilities are considered in the provision of visitor information (eg large print on websites and printed materials, information kiosks, hearing loops).



Batemans Bay Visitor Centre

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

SECTION 4.4 Visitor Information (Visitor Information Centres)

PRINCIPLES/GUIDELINES

A comprehensive accredited visitor information centre program operates in NSW and signposting plays a significant role in communicating information to assist road users, see Section 2.4.

There are other sources of visitor information that do not fit under the accredited visitor information centre network. Information bays or lay-bys that meet the criteria below can be signposted on the state road network.

Source: <http://www.rms.nsw.gov.au/business-industry/partners-suppliers/documents/technical-manuals/touristsignsv4.pdf>.

The prime purpose of signing to a VIC is so that visitors can find it easily. To assist with navigation, these direction signs need to be consistent, accurate and reliable.

The safest and most suitable routes should be considered for visitors to find their way to the VIC. VIC wayfinding signs should be placed at decision-making (turning) points, starting at the town boundary and continue to where the VIC is located.

Aside from decision-making points, wayfinding signs should be located at any major intersections where the driver may have doubt about the correct road to take.

Arriving at the visitor information centre – Signs should direct the visitor into a car parking area associated with the centre.

At the Centre – Clear signage is important, particularly if the centre is set back from the road or in a built up area.

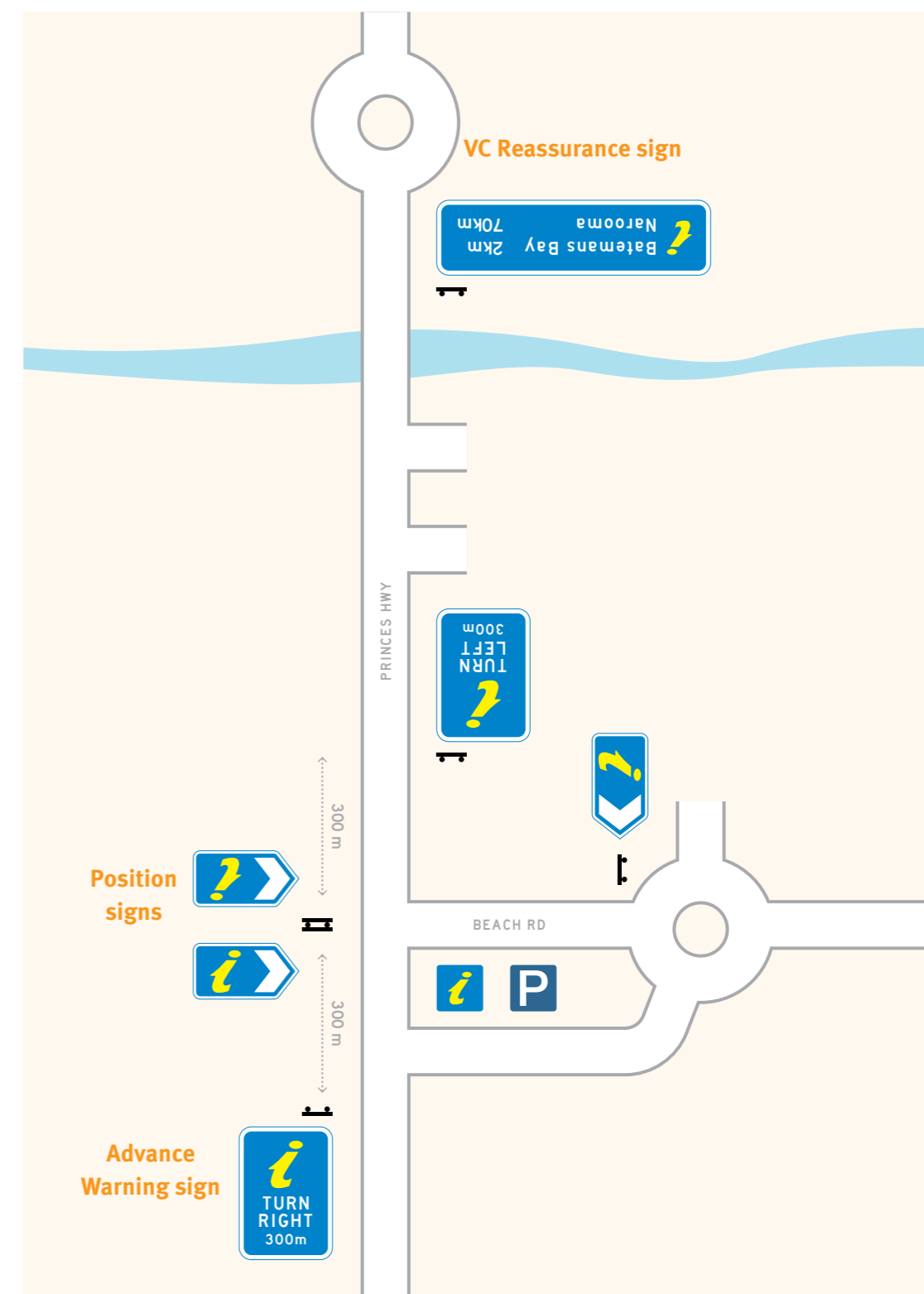
All signage should conform with the National Visitor Centre Accreditation program.

RECOMMENDATIONS/ACTIONS

Recommendation 19

Consistent with the findings of Council's Visitor Information Services Review to be undertaken later in 2018:

- Ensure directional signage to Visitor Information Centres and signage at Visitor Information Centres is improved and consistent with the State guidelines for identifying these centres.
- Consider providing visitor information outside of centres for people who arrive after-hours e.g. visitor information boards (see section 4.5)



Example – Correct signage for directions to Batemans Bay Visitor Information Centre

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

SECTION 4.5 Visitor Information (Visitor Information Boards)

BACKGROUND

Visitor Information Bays (VIBs) provide information that helps with wayfinding and orientation (maps of the region), attractions and features, services, facilities and amenities.

WHAT WE FOUND/WHAT WE HEARD

Currently, Eurobodalla has no visitor information bays. However, there are civic guides in some of the larger towns that contain some maps and some visitor information. Many of these are outdated and in poor condition.

While there was some concern that VIBs are outdated with people's use of online sources for information, most people think these are a good tool to let visitors know what they can see and do in Eurobodalla. This is particularly the case for people who are travelling through the Shire but may not have planned to stop.

PRINCIPLES/GUIDELINES

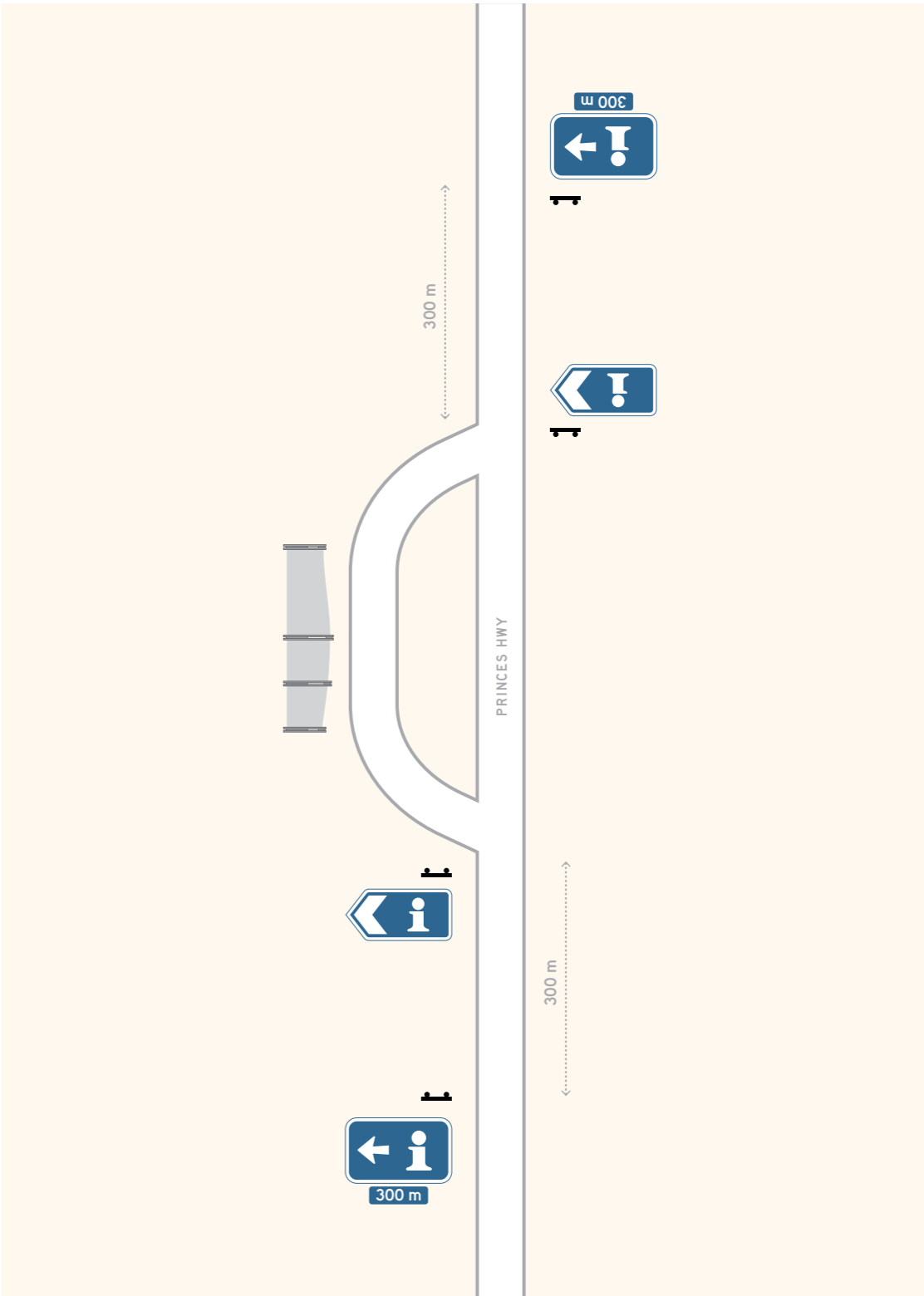
Visitor Information Boards should contain the following information:

- **Be on brand** – The design and layout should reflect the tourism brand and style adopted for the Shire.
- **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 the Shire, 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 villages.
- **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 Shire. (Refer to page 45)

- **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** – 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 – Correct signage for directions to roadside Visitor Information Boards

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

SECTION 4.5 Visitor Information (Visitor Information Boards)

RECOMMENDATIONS/ACTIONS

Recommendation 20

Design Visitor Information Boards in accordance with the principles in this Strategy that considers features that enhance accessibility and integrate technology.

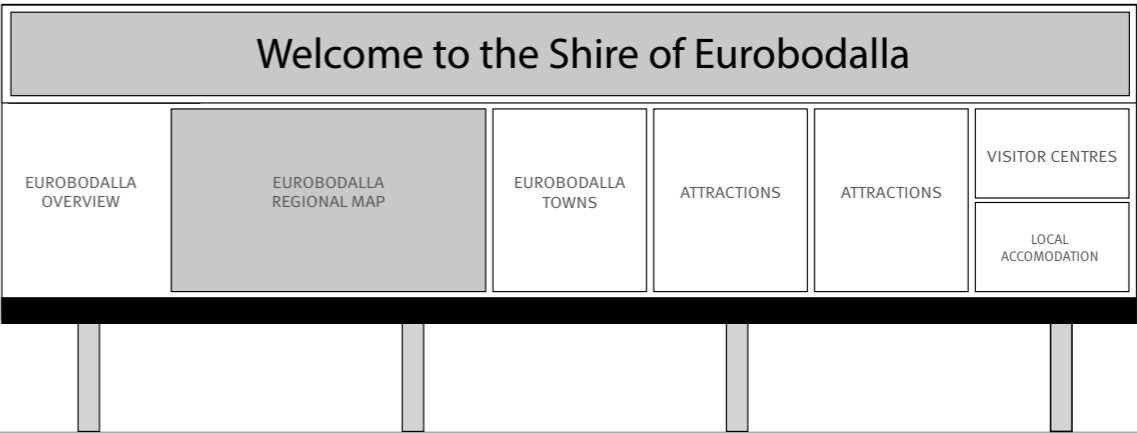
Recommendation 21

Investigate possible locations suitable for visitor information boards with consideration of access, safety and Australian Standards, including (but not limited to):

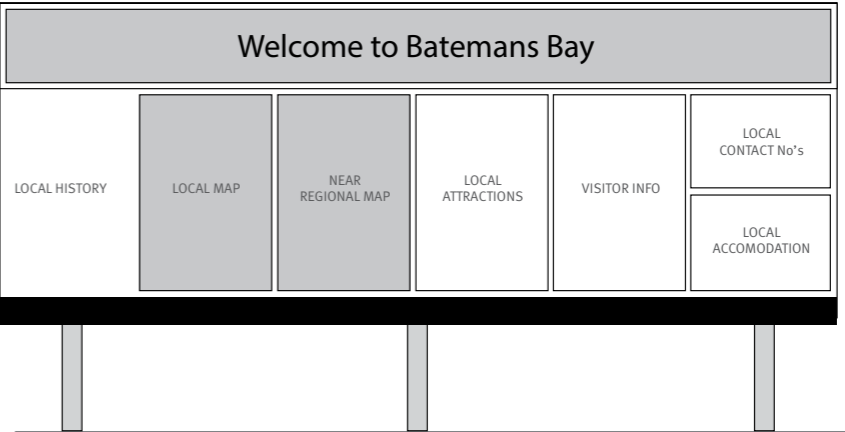
- South of Tilba on Corkhill Drive
- Outside Visitor Information Centres
- Waldrons Swamp rest area
- West area on Princes Highway near Broulee Road
- Bodalla driver revive rest area
- John Street, Mogo
- Albert Ryan Park, Batemans Bay
- Moruya Libray
- Kings Highway on approach to Batemans Bay
- Tilba

Recommendation 22

Remove Civic guides that are currently in place in locations throughout the shire once visitor information boards are installed.

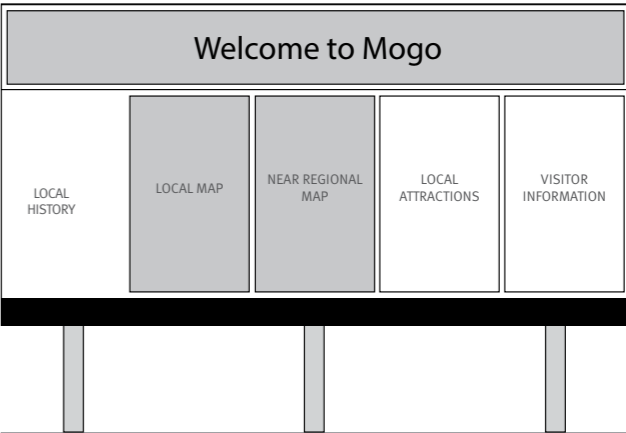


Shire Visitor Information Boards 6.0m X 1.5m



Large Town Visitor Information Boards 4.0m X 1.5m

Note: These are examples only of a suite of Visitor Information Boards and the types of information they should contain. They will be designed to be congruent with the Tourism Brand.



Small Town Visitor Information Boards 3.0m X 1.5m

SECTION 4. THE DESTINATION SIGNAGE SYSTEM
SECTION 4.5 Visitor Information (Visitor Information Boards)

POSSIBLE LOCATIONS



Possible locations for Visitor Information Boards at Princes Hwy, Mogo rest area.



Northern Visitor Information Board (Batemans Bay) possible location at rear of Visitor Centre due to very limited locations for a VIB on the Princes Hwy north of Batemans Bay. This location would support the Visitor Centre after hours.



Possible locations for Visitor Information Boards at Princes Hwy, Waldron's Swamp rest area.

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

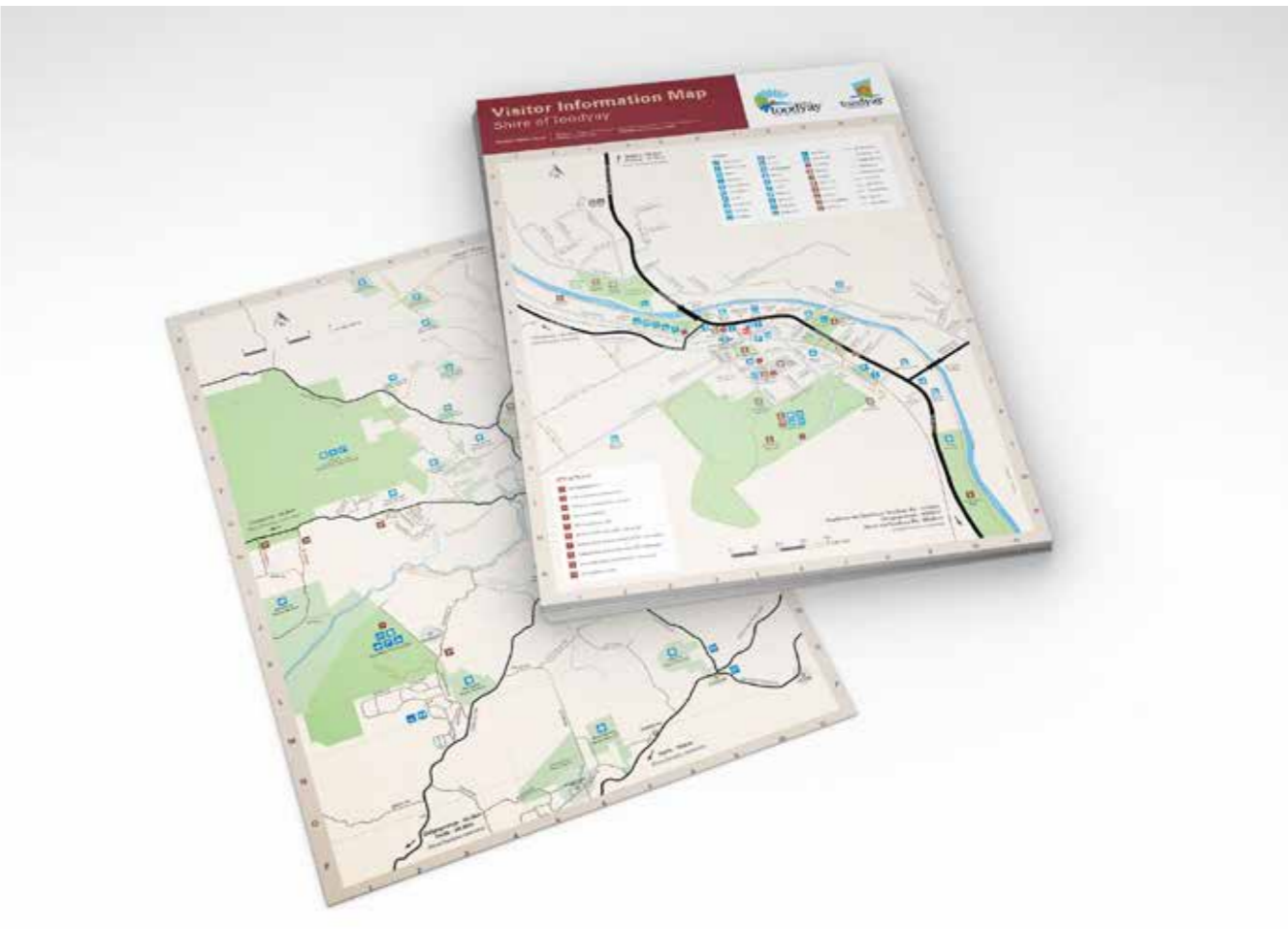
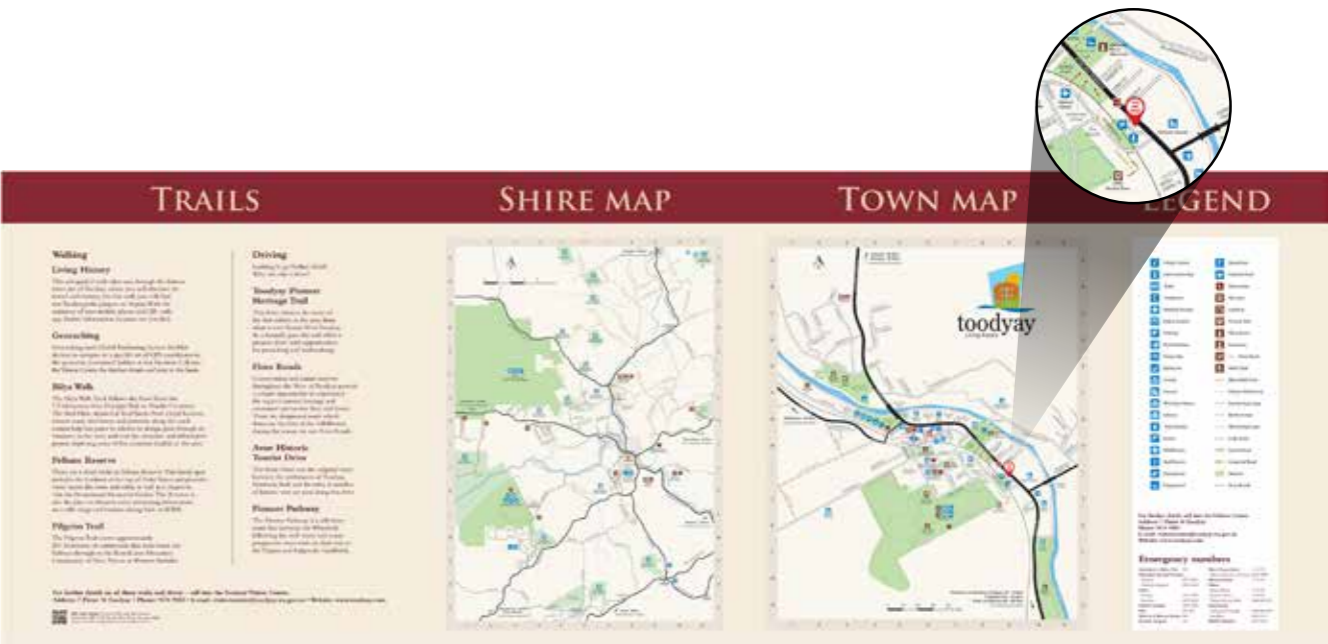
SECTION 4.6 Visitor Information (Visitor Maps)

BACKGROUND

A good quality, accurate visitor information map contributes to a higher level of visitor enjoyment and gives a positive impression of the place. The maps should be designed in a way that they can be adapted for the tourism brand, message and priorities. They should be provided in formats to be used for specific purposes and online, in print and on signs (visitor information boards, kiosks and pedestrian wayfinding).

WHAT WE FOUND/WHAT WE HEARD

The visitor maps that are currently available for Eurobodalla are hard to read, do not use standard symbols and are dominated by advertising. Visitor maps are an essential tool for raising awareness of what's on offer and helping visitors find specific attractions/ experiences – eg: mountain biking, walking trails, historic sites. They should be consistently used, available online, on signs and in print so users understand where to find information.



Example of visitor mapping system applied to Visitor Information Board and Visitor Centre map pads

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

SECTION 4.6 Visitor Information (Visitor Maps)

PRINCIPLES/GUIDELINES

KEY REQUIREMENTS FOR VISITOR INFORMATION MAPS

Ensure the map has the right content for its purpose – Is it to show people how to get around your region and the services and attractions on offer? Is it for a tourist drive trail, a walk trail or for an activity like mountain bike riding or bushwalking? Each of these will have different requirements.

Design the map so it is easy to use – If you are designing a map to be used by bush walkers it must fit easily into a pocket and not be difficult to fold. If your map is primarily for elderly users, legibility factors such as type size, colours used must be considered.

Use the right format – Consider how the maps will be distributed? Will users pick up one from a visitor centre? If so, do they need to fit in a standard size brochure rack? Or how much space will it take up on the counter? Or will users download it from your website and print it out?

Maps on Visitor Information Boards

- Always include a ‘you are here’ indicator.
- Show the larger area (eg; the Shire) for orientation along with local areas or specific sections but be certain the scale is the right size to be legible.
- Give indications of distances to destinations – driving time, walking distance etc.
- Include arrows, clear text and Australian standard symbols for services, facilities and attractions.
- Visitor Information Board maps should be at eye level.

RECOMMENDATIONS/ACTIONS

Recommendation 23

Develop improved visitor maps for use online, in print and on visitor information boards, that align with the findings of the Tourism Brand Review and Creative Marketing Strategy. Consider how maps can be more accessible to people with disabilities e.g. large print, accessible web content.

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

SECTION 4.7 Events/Temporary Signage

BACKGROUND

Event/temporary signage provides opportunities to highlight and promote regional and local events. They assist with wayfinding and also help to capture casual visitors (eg: the drive through market).

WHAT WE FOUND/WHAT WE HEARD

At present, the Council does not have a specific policy for events and temporary signage. Often these signs are erected by community groups without consideration to road safety. They can be unsightly and sometimes block other legitimate signs.

Some community members support the use of electronic signs/boards with variable messages to highlight events and information. However, others were concerned that this would not fit with the pristine image of Eurobodalla and RMS does not support these boards in rural areas.

PRINCIPLES/GUIDELINES

Locations – Identify key sites within the Shire for installation of events and temporary signage. This type of signage should be restricted to these sites only. They should not obstruct views and lines of sight (for vehicle and pedestrian safety).

Infrastructure – At each site, install infrastructure for temporary signage e.g. permanent frames and poles for banners etc.

Policy considerations – Should include clear guidelines about application processes, types of events that are eligible, who can apply (e.g. clubs), time limits and process for removal of unauthorised signs.

Design templates – Create design templates for recommended banner sizes. Include tips for graphic consistency, text size, suggested number of words etc. and suitable colour palettes. Make these templates available online and supply to local signage producers.

Provide information about the guidelines for these signs – This is to raise awareness of what the council is trying to achieve with a firm policy and restrictions to avoid proliferation of signs and protect public safety/amenity.

RECOMMENDATIONS/ACTIONS

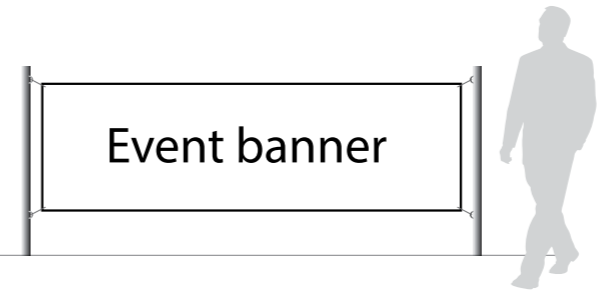
Recommendation 24

Investigate how events can be promoted at visitor information centres, on visitor information boards, entry statements (e.g. through event panels with content that can be easily changed) or at key sites (e.g. poles/frames for banners).

Recommendation 25

Develop an temporary signage policy and Code of Practice that includes guidance for:

- Eligible events
- Types of sign options
- Locations for temporary signage
- Design guidelines, templates
- Application processes.



Examples of temporary sign types and possible location



Examples of existing adhoc event signage

SECTION 4.

THE DESTINATION SIGNAGE SYSTEM

SECTION 4.8

Interpretation

BACKGROUND

Interpretation is the act of explaining, reframing, 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.

WHAT WE FOUND/WHAT WE HEARD

There are many opportunities to showcase Eurobodalla’s history, culture and unique natural environment. Community groups are often the initiators of interpretive signs and experiences that they think are worthwhile. They approach the Council for assistance. But, the lack of a Council policy or guidelines for planning, design, installation and maintenance of interpretive signs often results in an ad hoc approach. Often the experience is poorly considered and there is either too much information, too little or uninteresting content.



Examples of Eurobodalla interpretive signs

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

SECTION 4.8 Interpretation

PRINCIPLES/GUIDELINES

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

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?

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.

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.

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, an historic site.

Consider using local materials such as stone or timber whenever possible and cost effective.

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.

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.

RECOMMENDATIONS/ACTIONS

Recommendation 26

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.



SECTION 5. PROPOSED TOURISM SIGNAGE FOR EUROBODALLA

SECTION 5. PROPOSED TOURISM SIGNAGE FOR EUROBODALLA

SECTION 5.1 Implementation of the Strategy

Actions would be rolled out progressively and subject to funding and resources. Council 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, will require time to plan and consult with the community and/or are dependent on completion of the Council’s Tourism Brand Review. But, there are some actions that could result in substantial improvements and address the issues raised in the community consultations that the Council 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						
2.	Recommendation 1	Review Council’s signage policies and practices to: <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.	High	12 months	N/A	Yes
2.	Recommendation 2	Conduct annual audits of fingerboards signs against Council’s Fingerboards Signs Policy and progressively remove signage that is not compliant.	High	Ongoing	\$5,000 pa	Yes
2.	Recommendation 3	Communicate with tourism businesses and operators to clarify the purpose of signage and alternative methods that are effective in helping visitors become aware of and how to find their business.	High	Ongoing	N/A	Yes
Section 3						
3.2	Recommendation 4	Ensure that advanced direction and reassurance are considered when installing directional signage to attractions.	High	Ongoing	N/A	Yes
3.3	Recommendation 5	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 fishing areas, beaches, snorkelling, canoe/kayak launching points, playgrounds, sporting facilities and public toilets.Identify locations that qualify for seaside town or tourism precinct signage.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.Possible locations to consider include Mogo, Bodalla, Central Tilba, Montague Island access from Narooma and Glasshouse Rocks.	High	12 months	\$25,000	No
3.3	Recommendation 6	Identify lookouts in Eurobodalla that can be easily accessed by vehicles and ensure these are signed with the correct suite of brown tourist attraction signs: <ul style="list-style-type: none">Lookout symbol (white camera on brown background).Major lookouts have the symbol and name of the lookout.Advance warning signs either side of the stopping point.	High	12 months	\$15,000	Yes

SECTION 5. PROPOSED TOURISM SIGNAGE FOR EUROBODALLA

SECTION 5.1 Implementation of the Strategy

Actions/Recommendations			Priority	Indicative timeframe to start	Indicative costs	Quick Win
3.4	Recommendation 7	Council work with relevant agencies (eg NSW forest and National Parks and Wildlife Services) to improve directional signage to: <ul style="list-style-type: none">National parks and conservation areasState forestsMountain bike trailsMajor water storage areasWalking tracks	High	12 months	\$10,000	No
3.5	Recommendation 8	Improve wayfinding on Tourist Drive 7 on George Bass Drive by providing advanced warning signs and intersections signs e.g. Beach Road in Batemans Bay and North Head Road in Moruya.	Medium	24 months	\$20,000	No
3.5	Recommendation 9	Council consider opportunities for tourist drives and scenic routes including: <ul style="list-style-type: none">Locations such as Wagonga Scenic Drive, the Old Highway and Tuross HeadParticipating in the development of an RMS tourist drive strategy where possible.Routes for certain vehicles only (e.g. 4WD).	Medium	36 months	N/A	No
3.6	Recommendation 10	Clearly signpost parking facilities, especially those suitable for RVs/caravans (see example on pg 32).	High	12 months	\$10,000	Yes
3.6	Recommendation 11	Continue to work with RMS to: <ul style="list-style-type: none">Ensure that our signage is up-to-date and in accordance with their guidelines.Ensures continuity and consistency of sign application across the road network.Ensure the Council policy is consistent with the Australian StandardsInvestigate symbols for accessible services and playgrounds	High	Ongoing	N/A	Yes
3.6	Recommendation 12	Install blue services and facilities signs to help visitors find beaches that have adequate facilities (e.g. parking, toilets) and small settlements (e.g. Mystery Bay).	High	12 months	\$25,000	Yes
3.7	Recommendation 13	Develop a process for installation, maintenance and removal of signs at boat ramps in collaboration with other responsible agencies (e.g. DPI Fisheries and Marine Parks, RMS).	High	24 months	\$10,000	No
Section 4						
4.1	Recommendation 14	Prepare a design and style guide for destination signage that aligns with the findings of Council’s Tourism Brand Review, Creative Marketing Strategy and the principles in this Strategy.	High	12 months	\$50,000 (Includes Rec. 18 & 20)	No
4.1	Recommendation 15	Explore opportunities for funding to install destination signage including grants and possible business and community contributions.	High	24 months	N/A	No
4.1	Recommendation 16	Council work with Aboriginal communities and Council's Aboriginal Advisory Committee to identify how destination signage can best acknowledge traditional cultures and languages.	High	Ongoing	N/A	No

SECTION 5. PROPOSED TOURISM SIGNAGE FOR EUROBODALLA

SECTION 5.1 Implementation of the Strategy

	Actions/Recommendations	Priority	Indicative timeframe to start	Indicative costs	Quick Win
4.2 Recommendation 17	<p>Council investigate potential locations to install up to six promotional billboards along the Princes Highway to promote Eurobodalla. This would:</p> <ul style="list-style-type: none"> Align with the findings of Council’s Tourism Brand Review and Creative Marketing Strategy. Align with the principles in this Strategy. Include consideration of locations north and south of Hector McWilliam Drive intersection, between Cullendulla and Batemans Bay, south of Narooma, north and south of Moruya. 	Low	36 months	\$10,000	No
4.3 Recommendation 18	<p>Council design a hierarchy of entry statements in accordance with the principles in this Strategy and Council’s Town Signs Policy that includes:</p> <ul style="list-style-type: none"> Engagement with local communities during the process Work with Aboriginal communities and Council’s Aboriginal Advisory Committee to consider dual naming of towns and villages where possible and acknowledgement of the traditional owners of the land. Investigating options to help align the current entry statement to Batemans Bay, Moruya and Narooma with the new family of signs e.g. landscaping. 	High	12 months	included in Rec. 14	No
4.4 Recommendation 19	<p>Consistent with the findings of Council’s Visitor Information Services Review to be undertaken later in 2018:</p> <ul style="list-style-type: none"> Ensure directional signage to Visitor Information Centres and signage at Visitor Information Centres is improved and consistent with the State guidelines for identifying these centres. Consider providing visitor information outside of centres for people who arrive after-hours e.g. visitor information boards (see section 4.5) 	High	12 months	\$15,000	Yes
4.5 Recommendation 20	Design Visitor Information Boards in accordance with the principles in this Strategy that considers features that enhance accessibility and integrate technology.	High	12 months	included in Rec. 14	No
4.5 Recommendation 21	<p>Investigate possible locations suitable for visitor information boards with consideration of access, safety and Australian Standards, including (but not limited to):</p> <ul style="list-style-type: none"> South of Tilba on Corkhill Drive Outside Visitor Information Centres Waldrons Swamp rest area West area on Princes Highway near Broulee Road Bodalla driver reviver rest area John Street, Mogo Albert Ryan Park, Batemans Bay Moruya Libray Kings Highway on approach to Batemans Bay Tilba 	Medium	24 months	\$10,000	No
4.5 Recommendation 22	Remove Civic guides that are currently in place in locations throughout the shire once visitor information boards are installed.	Low	36 months	\$10,000	Yes
4.6 Recommendation 23	Develop improved visitor maps for use online, in print and on visitor information boards, that align with the findings of the Tourism Brand Review and Creative Marketing Strategy. Consider how maps can be more accessible to people with disabilities e.g. large print, accessible web content.	High	12 months	\$10,000	Yes

SECTION 5.1

PROPOSED TOURISM SIGNAGE FOR EUROBODALLA

Implementation of the Strategy

Actions/Recommendations			Priority	Indicative timeframe to start	Indicative costs	Quick Win
4.7	Recommendation 24	Investigate how events can be promoted at visitor information centres, on visitor information boards, entry statements (e.g. through event panels with content that can be easily changed) or at key sites (e.g. poles/frames for banners).	High	12 months	\$5,000	Yes
4.7	Recommendation 25	Develop an temporary signage policy and Code of Practice that includes guidance for: <ul style="list-style-type: none">• Eligible events• Types of sign options• Locations for temporary signage• Design guidelines, templates• Application processes.	Medium	24 months	\$5,000	Yes
4.8	Recommendation 26	Develop guidance for community groups to assist them with developing effective interpretation of the area that could include: <ul style="list-style-type: none">• 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.	Medium	12 months	N/A	Yes

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