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Goulburn Mulwaree Council Tourism Signage Strategy

Submitted to:



March 2024 - FINAL

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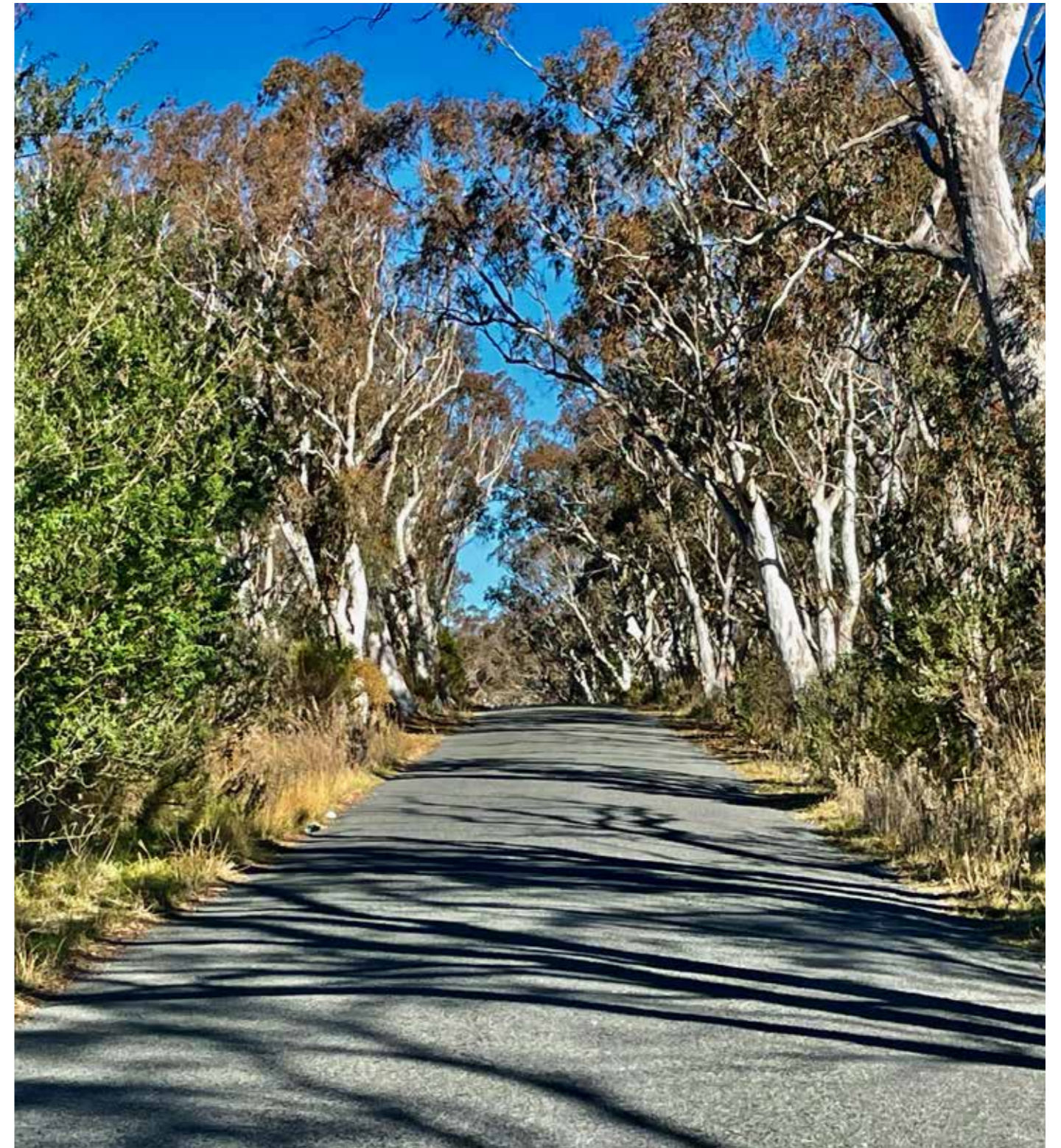
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DEFINITION OF TERMS

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

LIST OF ACRONYMS

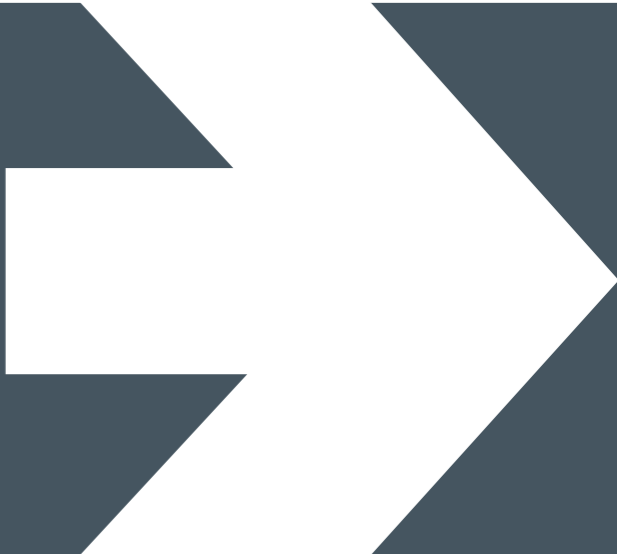
ACT	Australian Capital Territory
AS	Australian Standard
ATDW	Australian Tourism Data Warehouse
CBD	Central Business District
CMCA	Caravan & Motorhome Club of Australia
DNSW	Destination NSW
DSNSW	Destination Southern NSW
GMC	Goulburn Mulwaree Council
HC	Hilltops Council
Hwy	Highway
NTSRG	National Tourism Signing Reference Group
NSWP&W	New South Wales - Parks & Wildlife
QPRC	Queanbeyan-Palerang Regional Council
RV	Recreational Vehicle
TfNSW	Transport for NSW
ULC	Upper Lachlan Shire Council
VAS	Visitor Attraction Signposting
VIB	Visitor Information Bay/Board
VIC	Visitor Information Centre
YVC	Yass Valley Council



Memorial Rd, Goulburn



SECTION 1 - INTRODUCTION



SECTION 1. INTRODUCTION

1.1 PROJECT BACKGROUND

BACKGROUND

Tourism signage consultancy Wayfound has been commissioned by Destination Southern NSW (DSNSW) to develop a whole of destination integrated tourism wayfinding and signage strategy (the Strategy) for the five local government areas that make up the Southern Tablelands. 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 and the places of the Southern Tablelands.

The Southern Tablelands is made up of the LGAs - Hilltops Council, Upper Lachlan Shire Council, Yass Valley Council, Queanbeyan-Palerang Regional Council and Goulburn Mulwaree Council. Southern Tablelands is located bordering the north and east of the Australian Capital Territory (ACT).

Council	Area	Population
Hilltops Council	7,139km ²	18,800+
Upper Lachlan Shire Council	7,102km ²	8,500+
Yass Valley Council	3,999km ²	17,000+
Queanbeyan-Palerang Regional Council	5,319km ²	63,300+
Goulburn Mulwaree Council	3,220km ²	32,000+
	26,779km ²	139,600+

The Southern Tablelands covers an area of nearly 27,000km² and a combined population of nearly 140,000.

The regional approach to signage has been very ad-hoc over the years with no overall planning to the design and placement of signage in any of the LGAs or across the whole region. Signage has been deployed on an individual basis which has resulted in a mix of different sign types, sizes and placement. The overall effect is a multitude of different signs competing for the visitors attention. The region now wishes to develop a strategy that will provide guidelines for all future tourism signage planning and application.

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 Southern Tablelands. 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 themselves and navigates through an area or place.

The existing tourism related signage in the Southern Tablelands does not enhance the visitor experience or adequately direct visitors to the area's many attractions. Council and tourism organisations along with business operators have requested that a regional strategy be developed 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 within the Southern Tablelands and its towns and villages.
- Lack of unique and distinctive signage and imagery that showcases Southern Tableland's tourism experiences and entices visitors to stop, explore and stay longer.

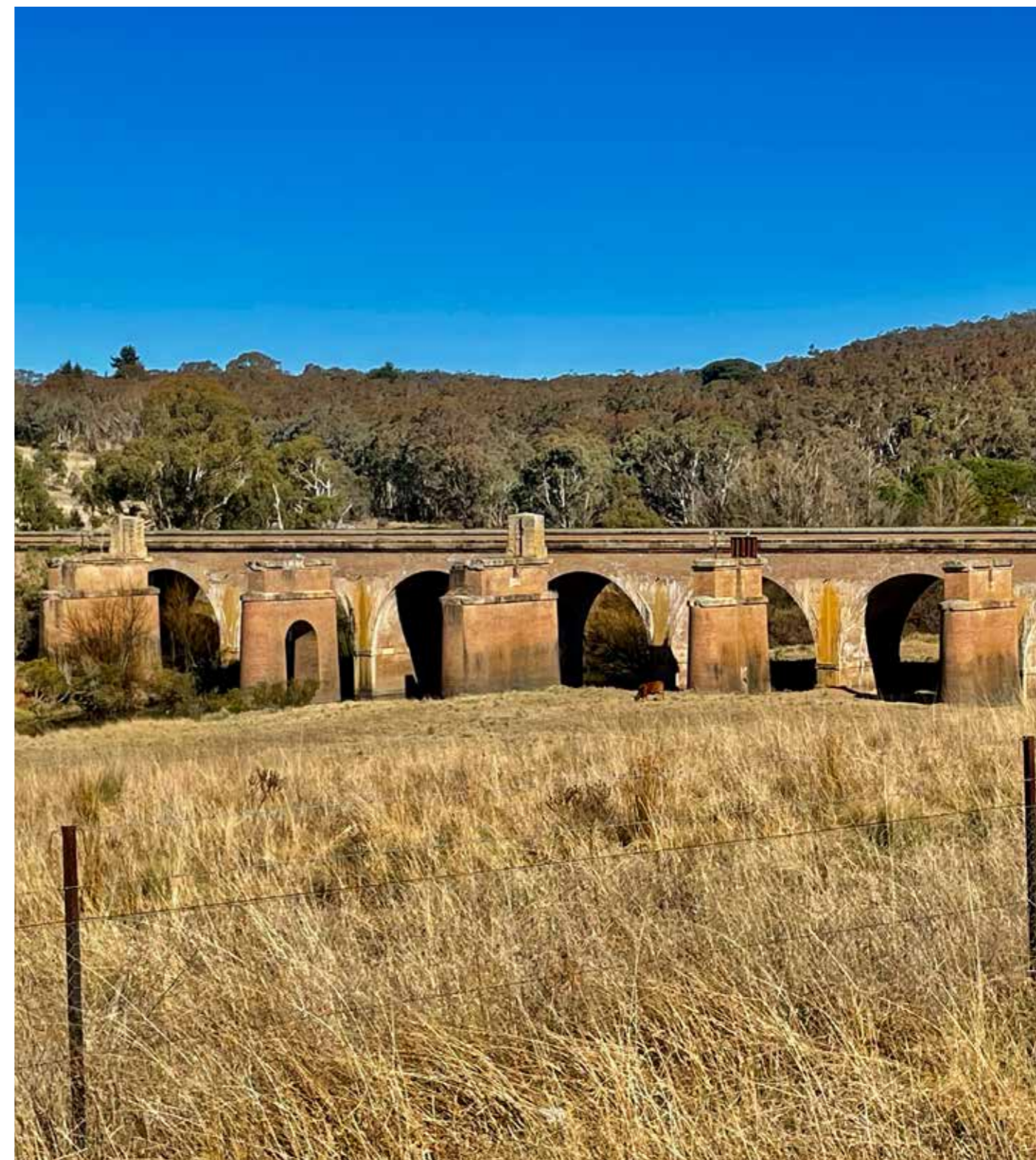
The Strategy forms part of a suite of initiatives by Destination Southern NSW to encourage visitors to stop, extend their length of stay and increase expenditure in the region.

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 Southern Tablelands.

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 region.



Towrang Viaduct Towrang

SECTION 1. INTRODUCTION

1.2 WHAT ARE WE TRYING TO ACHIEVE?

The Strategy provides the framework for the five LGAs to make decisions on the location and style of all future tourism signage and wayfinding in the Southern Tablelands region. The Strategy contains clear guidelines for developing a suite of distinctive, innovative and consistent tourism signage and supports the achievement of each Councils' 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 the Southern Tablelands region and its towns and villages.
- Improve access to the Southern Tablelands region and its destinations, particularly those with tours, products and experiences that visitors can enjoy.
- Enhance the visitor experience and the amenity of the community.
- Enhance the image of the Southern Tablelands region as a tourism destination by encouraging consistent themes and innovative and distinctive signage across the Council.

STAKEHOLDER ENGAGEMENT

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

Online workshops were held post site visits during September/October 2023.

Wayfound also made itself available to meet with individual stakeholders during our site visits.

Wayfound also prepared and provided a questionnaire for stakeholders who could not make it to any of community consultation sessions to give feedback.

Individual Consultations	When
Hilltops - Karen Kemp Murrumburrah Business Owner - Site Visit	Thursday 29th June, 1.00pm - 1.30pm
Upper Lachlan - Prue Burfitt Taralga Progress Association - Site Visit	Wednesday 5th July, 3.00pm - 4.00pm
Upper Lachlan - John Serle Gunning Progress Association - Site Visit	Thursday 6th July, 10.00am - 11.00am
Yass Valley - David Faulks Tallagandra Hill Winery Owner - Site Visit	Wednesday 12th July, 2.00pm - 3.00pm
Queanbeyan-Palerang - Margaret Tuckwell Braidwood Progress Association - Site Visit	Wednesday 19th July, 3.00pm - 4.30pm
Queanbeyan-Palerang - Greg Durr Captains Flat Business Owner - Site Visit	Thursday 20th July, 12.00pm - 1.30pm
Queanbeyan-Palerang - Chris James Majors Creek Community Member - Site Visit	Friday 21st July, 11.30am - 12.30pm
Queanbeyan-Palerang - Jackie Parsons Majors Creek Business Owner - Site Visit	Friday 21st July, 12.30pm - 1.00pm
Queanbeyan-Palerang - Norm Araluen Valley Business Owner - Site Visit	Friday 21st July, 3.30pm - 4.30pm
Goulburn Mulwaree - Bill Wilkes Middle Arm Mens Shed - Phone Call	Tuesday 25th July, 9.30am - 10.30am
Goulburn Mulwaree - Christine Wursten Tallong Business Owner - Phone Call	Wednesday 26th July, 9.30am - 10.30am
Goulburn Mulwaree - Sue Montgomery Marulan Progress Association - Site Visit	Friday 28th July, 11.30am - 12.30pm
Goulburn Mulwaree - John Blanch Marulan Progress Association - Site Visit	Friday 28th July, 11.30am - 12.30pm
Group workshops	When
Hilltops Council - Joe Conneely MS Teams	Thursday 26th October, 12.00pm - 1.30pm
Upper Lachlan Council - Christiane Cocum MS Teams	TBD
Yass Valley Council - Georgia Patmore MS Teams	Monday 25th September, 1.30pm - 2.00pm
Queanbeyan-Palerang - Ryan Debank MS Teams	Monday 16th October, 2.00pm - 3.30pm
Goulburn Mulwaree - Jessica Price MS Teams	Tuesday 10th October, 2.00pm - 3.30pm

STAGE 01

Review of previous reports and documents

- Southern NSW Destination Management Plan 2022-2030
- Southern Tablelands Regional Economic Development Strategy 2018-2022 (Update 2023)
- Value of Tourism to Southern NSW 2022
- Transport for NSW - Tourist Signposting
- Transport for NSW - Guide Signposting
- Transport for NSW - Signposting Country
- Destination NSW - Drive Trails
- Upper Lachlan Shire Tourism Signage Policy
- Yass Valley Tourism Signage Guidelines

STAGE 02

Site visits

- Site visits to audit all tourist signage, identify and document tourism signage issues and opportunities throughout the Southern Tablelands region.

STAGE 03

Community & stakeholder consultation

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

STAGE 04

Development of the Strategy

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

SECTION 1. INTRODUCTION

1.3 ABOUT THE SOUTHERN TABLELANDS

ABOUT THE SOUTHERN TABLELANDS

The Southern Tablelands region of New South Wales, is known for its diverse economy and thriving tourism industry. The Southern Tablelands is located to the southwest of Sydney and encompasses several towns and cities, including Goulburn, Young, Crookwell, Queanbeyan and Yass.

Economy

The economy of the Southern Tablelands is a mix of industries, with agriculture being a significant contributor. The region is renowned for its fertile soils, making it a prime area for farming and grazing activities. The region specialises in sheep and beef cattle farming, meat product manufacturing, construction material mining, road freight transport, residential care services and tourism, as well as the emerging specialisation in renewable energy generation. Additionally, the region has a strong equine industry with horse breeding and racing facilities.

Aside from agriculture, the Southern Tablelands also has manufacturing and service sectors. These industries provide employment opportunities and contribute to the economic growth of the region. As the area is relatively close to Sydney, it benefits from access to markets and resources, further supporting its economic activities.

Tourism

The Southern Tablelands is a popular tourist destination, attracting visitors from both within Australia and internationally. The region's natural beauty, historical sites, and cultural attractions make it an appealing place to explore.

The Southern Tablelands boasts picturesque countryside landscapes, rolling hills, and beautiful gardens. The area is particularly attractive during spring when vibrant flowers bloom.

Many towns in the region have a rich heritage with well-preserved buildings and architecture from the colonial era. Goulburn, in particular, is famous for its historic charm and was proclaimed as Australia's first inland city.

The Southern Tablelands is part of the Canberra wine region, where visitors can enjoy wine tours and tastings at various vineyards.

Throughout the year, the region hosts numerous events, including agricultural shows, food and wine festivals, music events, and local markets.

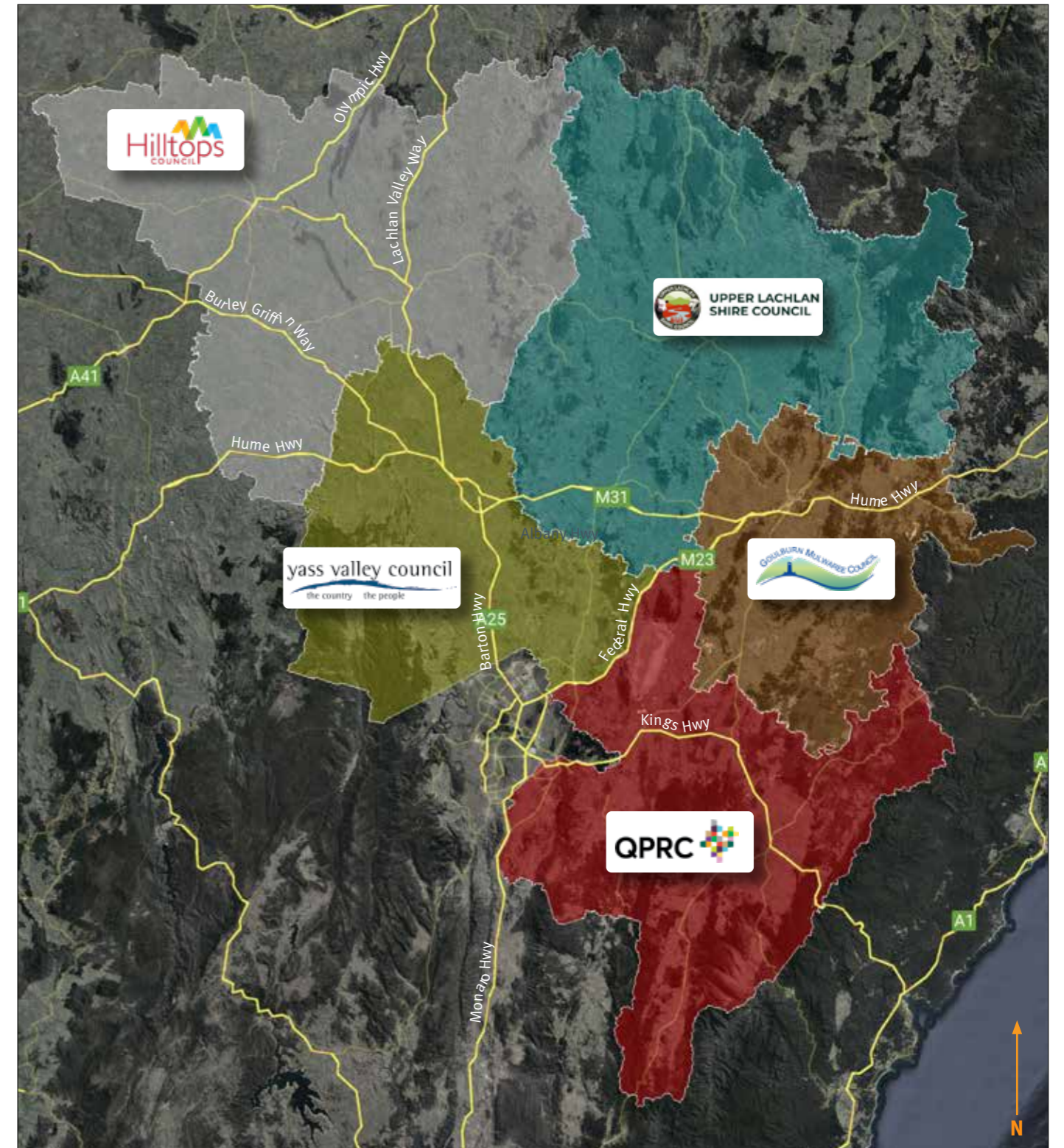
The Southern Tablelands offer opportunities for outdoor enthusiasts to engage in activities such as bushwalking, birdwatching, and exploring national parks like Morton, Monga, Bungonia and Budawang National Park.

The towns in the region have a selection of boutique shops, art galleries, and gourmet restaurants offering a taste of local produce.

Overall, the Southern Tablelands of New South Wales have a diverse and prosperous economy, largely driven by agriculture, as well as a thriving tourism sector, which benefits from the region's natural beauty, history, and cultural attractions.

MAIN ROUTES INTO THE REGION

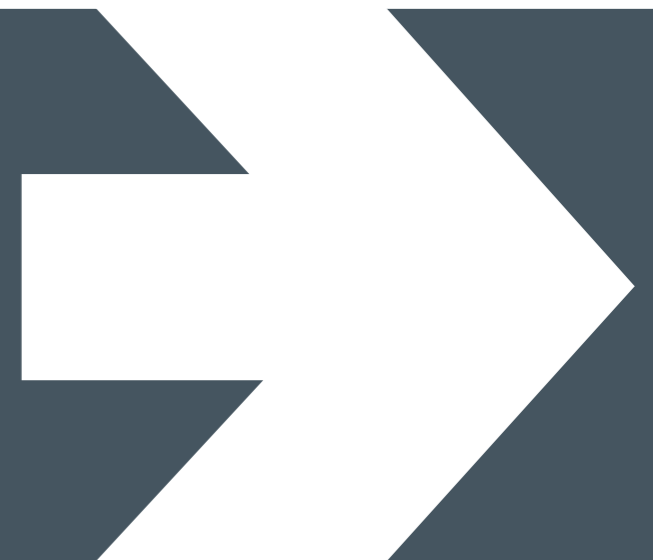
The main routes through the Southern Tablelands are the Hume, Kings and Federal Hwys. Other main arterial routes include the Barton Hwy, Burley Griffin Way, Olympic Hwy, Lachlan Valley Way and the Monaro Hwy.



Major roads within in the Southern Tablelands region



SECTION 2 - ABOUT WAYFINDING & TOURISM SIGNAGE



SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.1 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 Transport for NSW (TfNSW) and Southern Tablelands LGAs 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. (See definition of terms page 3)

Promotional Billboards

Entry Statements

Town Entry Statements

Visitor Information Boards (VIBs)

Temporary/Event

Interpretive Panels

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.2 THE PURPOSE OF TOURISM SIGNAGE

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

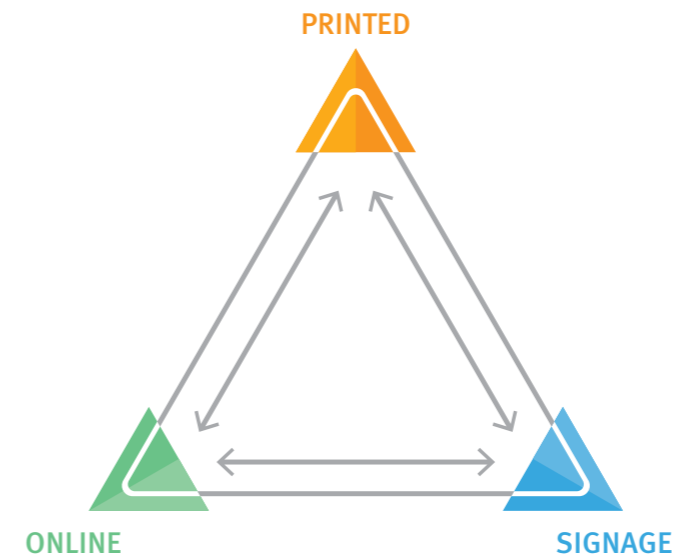
The two main purposes of tourism signs are to:

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

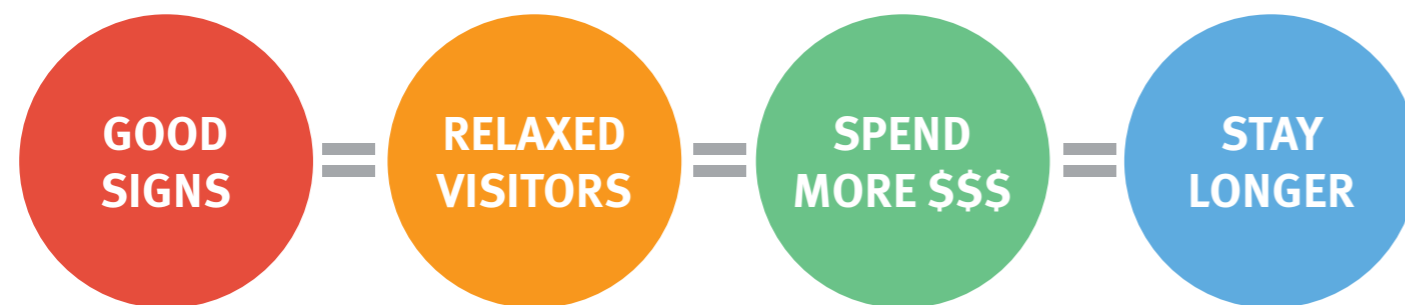
To achieve this, tourist signs have a range of functions that need to be considered in their design and planning including:

- 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.



The three sources of tourism information - 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.



Accredited Visitor Centre



Non-Accredited Visitor Centre

The Southern Tablelands has a mix of accredited and non-accredited Visitor Information Centres throughout the region.

Council	Accredited	Non-Accredited
Hilltops Council		
Young	X	
Boorowa	X	
Harden-Murrumburrah	X	
Upper Lachlan Shire		
Crookwell	X	
Taralga		X
Gunning		X
Yass Valley Council		
Yass	X	
Queanbeyan Palerang		
Braidwood		X
Goulburn Mulwaree		
Goulburn	X	

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.2 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. Typically the maximum number of signs that can be installed at an intersection and be able to be read, understood and acted upon with safety is four (depending on the lengths of legends). This would include a road nameplate, a -green/white- geographic destination sign and up to two tourist or service signs. This policy complies with the Australian standard signposting principles.

TfNSW'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 destinations.

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.



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 misconception by many operators that signs are promotional tools.

(source: NTSRG)



Typical brown tourist signs in the Southern Tablelands



SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.3 SIGNAGE POLICIES & GUIDELINES

SIGNAGE POLICY AND GUIDELINES

Currently only Upper Lachlan has a formal signage policy for tourism, services and community signage. Whilst this policy exists, it is very light in detail and there are no associated guidelines for applying for signage, no formal criteria for who can have signage and what type of signage they can have. This situation can cause problems for Council and frustration for tourism related businesses applying for signage.

Developing a tourism signage policy and guidelines for application can bring several benefits to the Southern Tablelands LGAs and the overall tourism industry in the region. Here are reasons why such a policy is beneficial:

- **Consistency and Aesthetics:** A tourism signage policy ensures that all tourism-related signs across different towns and areas within the Southern Tablelands adhere to consistent design standards and aesthetics. This creates a cohesive visual identity that helps visitors recognise and associate the region with specific branding elements.
- **Wayfinding and Navigation:** Well-designed and strategically placed tourism signs assist visitors in finding their way around the region. Clear and informative signage can direct tourists to popular attractions, accommodations, dining options, and other essential amenities, enhancing their overall experience and reducing the likelihood of getting lost.
- **Safety and Compliance:** A comprehensive signage policy can include safety guidelines, ensuring that signs are installed in appropriate locations and don't obstruct traffic visibility. This helps minimise potential hazards for both tourists and local residents.
- **Promotion and Marketing:** Effective tourism signage acts as a form of passive promotion for local attractions and businesses. By having standardised signs that feature branding, logos, and key information, the Southern Tablelands can effectively showcase what the region has to offer, attracting more tourists and potentially increasing local business revenue.
- **Cultural and Historical Preservation:** Tourism signage can also play a role in preserving and promoting the region's cultural and historical heritage. Signage at historical sites, landmarks, and museums can provide educational information and raise awareness about the area's rich history.

- **Sustainable Tourism:** A well-planned signage policy can incorporate sustainable practices, such as using eco-friendly materials and minimising light pollution. This aligns with the growing demand for responsible and sustainable tourism.
- **Stakeholder Collaboration:** Developing a signage policy involves engaging with various stakeholders, including local businesses, tourism operators, community members, and government agencies. This collaboration fosters a sense of ownership and pride in the region's tourism industry.
- **Visitor Experience Improvement:** Clear and informative signage enhances the overall visitor experience. When tourists can easily navigate and access attractions, they are more likely to have a positive impression of the region, leading to potential return visits and positive word-of-mouth recommendations.
- **Differentiation from Competitors:** A thoughtfully designed and implemented signage policy can help differentiate the Southern Tablelands from neighbouring regions and destinations. It can create a unique and memorable experience for tourists, encouraging them to choose the Southern Tablelands as their preferred destination.

In conclusion, developing a tourism signage policy and guidelines for application is crucial for the Southern Tablelands LGAs to promote sustainable tourism, improve visitor experiences, and showcase the region's diverse attractions. By providing clear and consistent signage, the Southern Tablelands can enhance its reputation as a welcoming and well-organised tourist destination.

Recommendation

- Southern Tablelands LGAs to develop a council signage policy, signage guidelines and an application process.
- Southern Tablelands LGAs to review all of their council-wide signage to bring them into alignment with this strategy.
- Conduct regular audits of tourist, services and community signs against Council's signage Policy (to be developed) and progressively remove signage that is not compliant.



Non-compliant advertising on GMC controlled roads

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.3 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 Transport for NSW (TfNSW) Technical Library/Sign Index/Tourist. The signs are internationally recognised by most visitors, especially when standard universal symbols are used.

TFNSW AND COUNCIL RESPONSIBILITIES

TfNSW is responsible for authorising, installing and removing signs on state roads. These include highways and other major roads, such as the Hume Highway. Council is responsible for all other road signs within the LGA.

Because TfNSW 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 TfNSW must work together closely to ensure signage facilitates connectivity between signage. For example signage on the Hume Highway cannot be approved and installed by TfNSW until Council has installed the linking signage on council controlled 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 TfNSW who has the authority to assist with tourism signage management and decision-making.
- A representative with expertise in tourism.

TFNSW AND DESTINATION NSW GUIDELINES

In conjunction with TfNSW Destination NSW (DNSW) has developed guidelines for the application and use of brown tourist signs and blue service signs in NSW, this is administered through the Visitor Attraction Signposting (VAS formerly TASAC). The Visitor Attraction Signposting Program has been operating since 1990 and is a partnership between Destination NSW and Transport for NSW;

- to encourage the provision of an efficient information system, designed as a ‘family’ of co-ordinated and complementary signs throughout the State, which meet the requirements of tourism operators and the travelling public
- to encourage a uniform and consistent approach to the design, construction and erection of signs throughout the State, with a view to eventually eliminating the proliferation of different types of signs, which are becoming increasingly confusing and ineffective to motorists travelling from one area to another.
- to limit the proliferation of road signs to preserve the prime aesthetic values of the landscape and environment.
- to encourage the removal of unauthorised or unnecessary signs which:
 - cannot be read effectively
 - threaten road user safety
 - interfere with the message of legitimate signs
 - clutter the landscape
 - reduce the aesthetic and natural beauty of the State.
- to ensure that, from a road safety point of view, signs incorporate ‘glance appreciation’ qualities incorporating uniform, elementary shapes and colours, with simple and concise messages using internationally recognised symbols wherever possible.
- ‘glance appreciation’ means being able to readily interpret the information on a sign with only a momentary ‘glance’ by the driver at the prevailing road speed.

- to ensure that the fundamental purpose of signposting tourist attractions and service facilities is always maintained. It must be remembered that the main purpose of signs is to confirm the location of, and not advertise, tourist attractions and services.
- to promote the use of TfNSW standards for signs in preference to individual variations and interpretations which are sometimes developed by Local Government Authorities.
- to rationalise and simplify signage standards, to ensure that all businesses operate under the same controls or restrictions concerning tourist attraction and service facility signs.
- to ensure that signs are uniformly used as a means of confirmation for the motorist of tourist attractions and service facilities in a given area.
- to ensure that existing signs are properly maintained and continue to project a positive image of the area.
- To ensure that the value of tourist attraction and service signs are not diminished by ensuring that only those attractions and services that meet the essential criteria are signed.



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

2.3 SIGNAGE POLICIES & GUIDELINES

LAYOUT/CONTENT

- Tourist signs identify the type of attraction (eg. Historic Site) with a symbol. Major attractions usually also note the name of the attraction.
- The signs typically contain two to three words and use of standard internationally recognised symbols.
- Symbols are generally based on Australian Standard AS 2899.1 – 1986 (Public information symbol signs - refer page 15) 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

- Commercial/non-commercial tourist operations, e.g. wineries;
- National parks;
- Natural features;
- Conservation parks/botanic gardens;
- Historic sites/buildings/towns;
- Scenic lookouts; and
- Tourist drives and trails

Criteria for Tourist Attraction Signing

Eligibility requirements

In order to qualify for tourist attraction signing, a tourist attraction (other than a natural feature) must satisfy all of the following essential criteria.

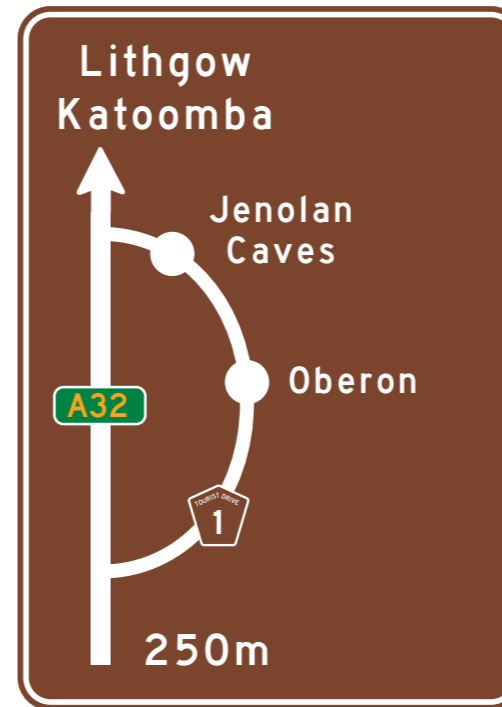
- The attraction is established, lawful and operating.
- No pre-booking is required to visit the attraction. It is expected that major tourist attractions operate to a scale and standard that enables them to cater for the demands of casual visitors without the need for pre-booking.
- There are adequate 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 TfNSW 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.

For further information about the TfNSW and VAS processes: <https://www.destinationnsw.com.au/tourism/business-development-resources/signposting/categories-and-factsheets>



Diagrammatic advance warning sign



Trailhead/Reassurance sign



Advance warning sign



Positional sign



Transport for NSW - Tourist signposting manual



Tourist Drive trail markers

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.3 SIGNAGE POLICIES & GUIDELINES

BLUE SERVICES SIGNS

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.

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

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

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 (refer page 13). 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

TOURISM ATTRACTION SIGNS

Tourist attraction signs use white lettering on a brown background. They identify tourist attractions of significant recreational and cultural interest, and may make use of tourist attraction symbols. While there are national standards for Australian Tourist Symbols, each state generally has a few additional symbols. NSW has introduced an additional symbol for historic towns.



Australian Standard Service Symbols

TfNSW approved tourism symbols

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

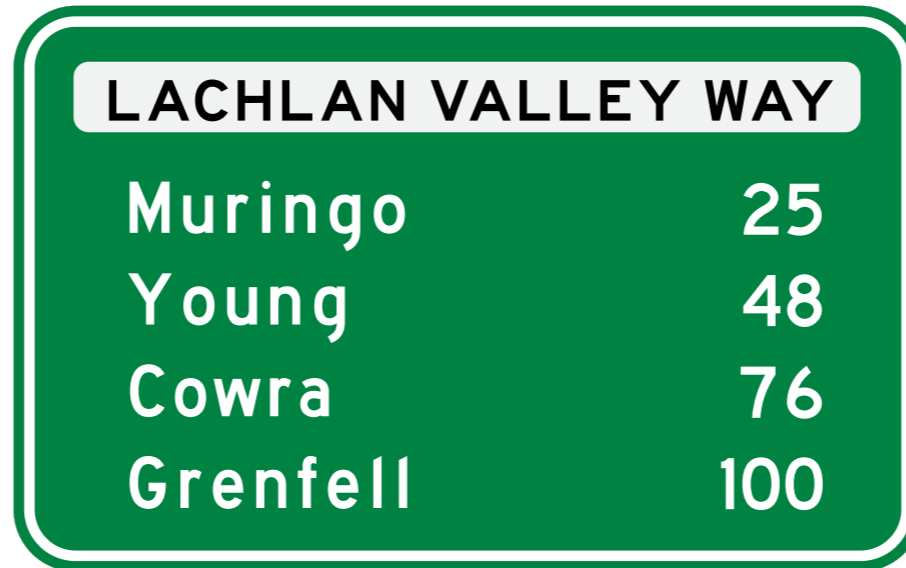
2.3 SIGNAGE POLICIES & GUIDELINES

DIRECTIONAL SIGNS

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

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

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



Reassurance



Positional



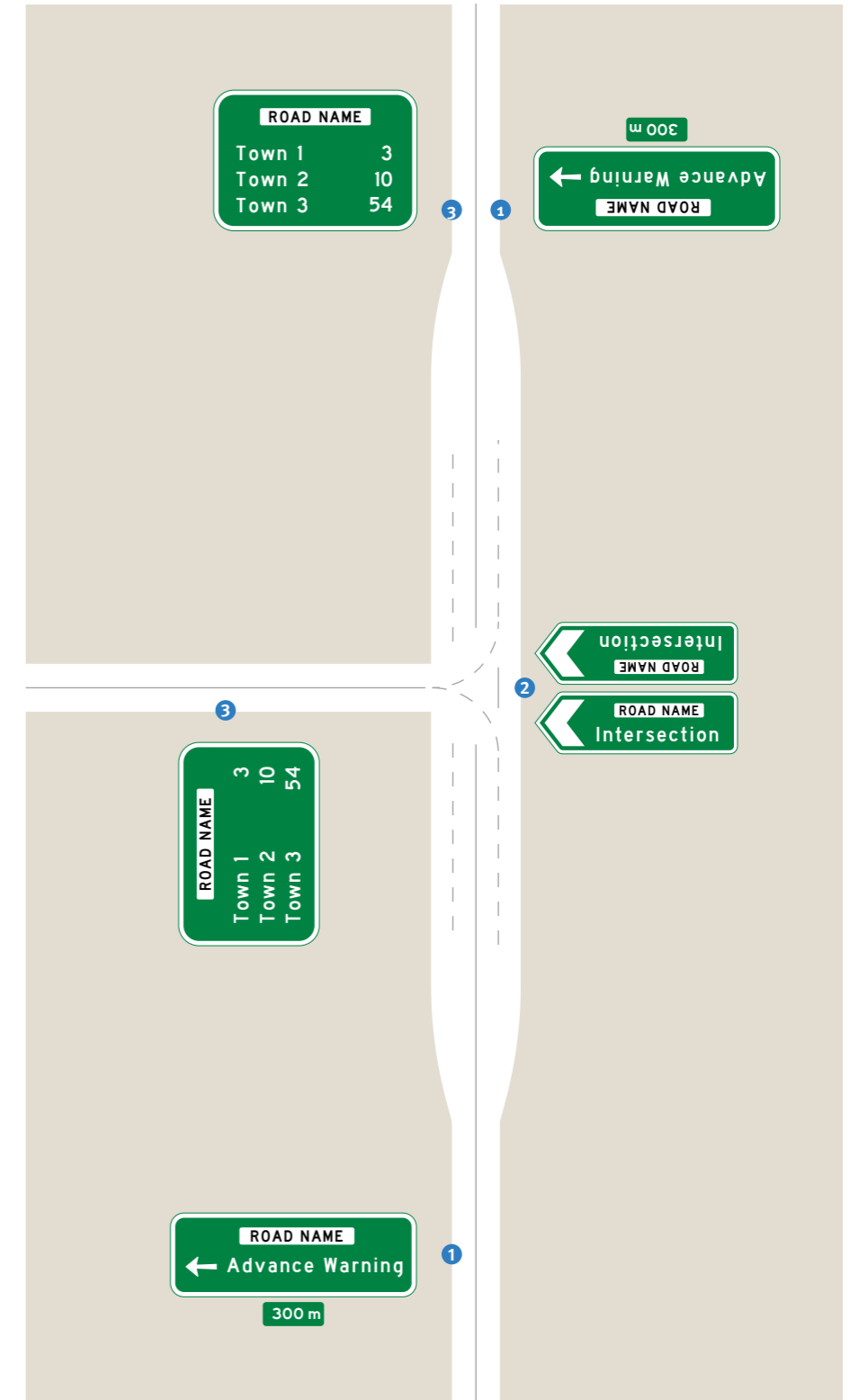
Intersection



Advance Warning



Intersection



EXAMPLE - Signage placement 1) Advance warning, 2) Intersection 3) Reassurance

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.4 WAYFINDING PRINCIPLES/GUIDELINES

Wayfinding is about finding one’s way and relates to how a person orientates themselves 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.

The principles underpinning a tourism signage system

Principle	Description
Compliant	Signs must meet required Australian standards and align with available Transport for NSW 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.
Acknowledgment of Aboriginal cultural heritage	Local traditional names, designs and languages are incorporated where appropriate and in consultation with Aboriginal communities.
Accessibility	Cater for diverse abilities and languages.
Adaptability	Fit for purpose, adaptable to be easily updated or changed.
Cost-effective	Good quality, durable, easily and locally sourced materials, easily accessed and maintained, low whole of life cost.
Maintenance	Assessment, cleaning and maintenance should be scheduled and completed on a regular basis. Outdated, inconsistent signs or those in poor condition should be replaced or removed.

SIGNAGE PLANNING

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

DESIGN

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

BEST PRACTICE IN WAYFINDING SIGNAGE DESIGN

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

CONTENT

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

LOCATION

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

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

FUNCTION

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

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

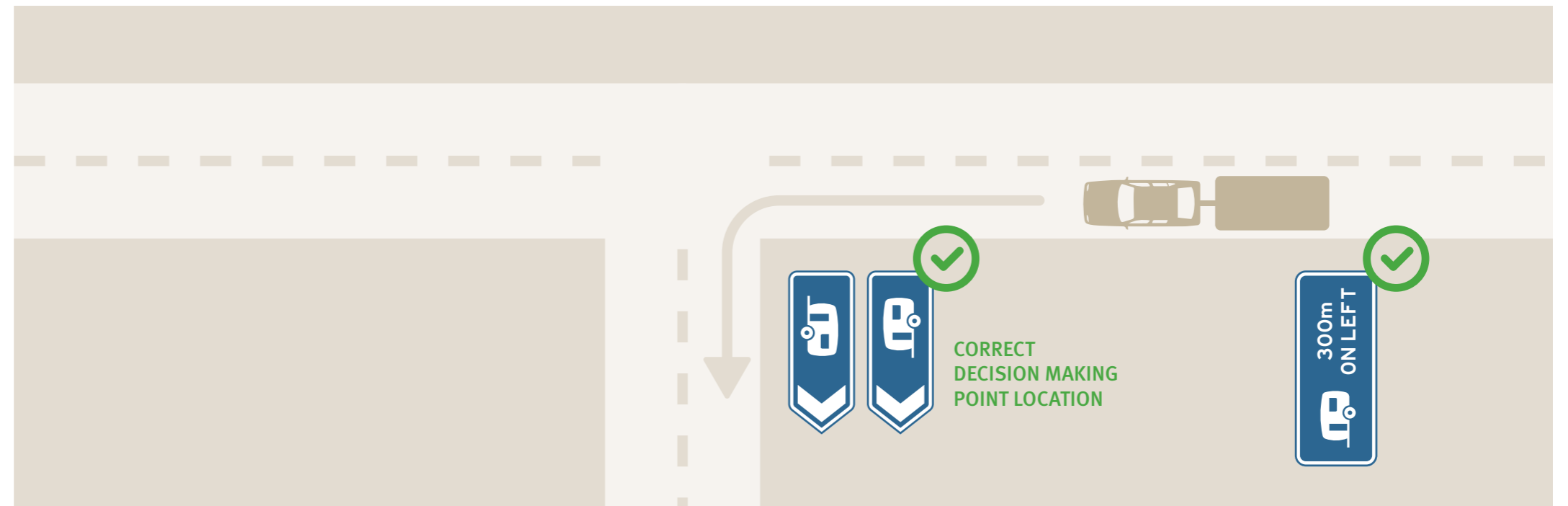
2.5 SIGNAGE PLACEMENT

DECISION MAKING POINTS (EXAMPLE)

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



Incorrect decision making point scheme



Correct decision making point scheme

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.6 SIGNAGE CONSOLIDATION

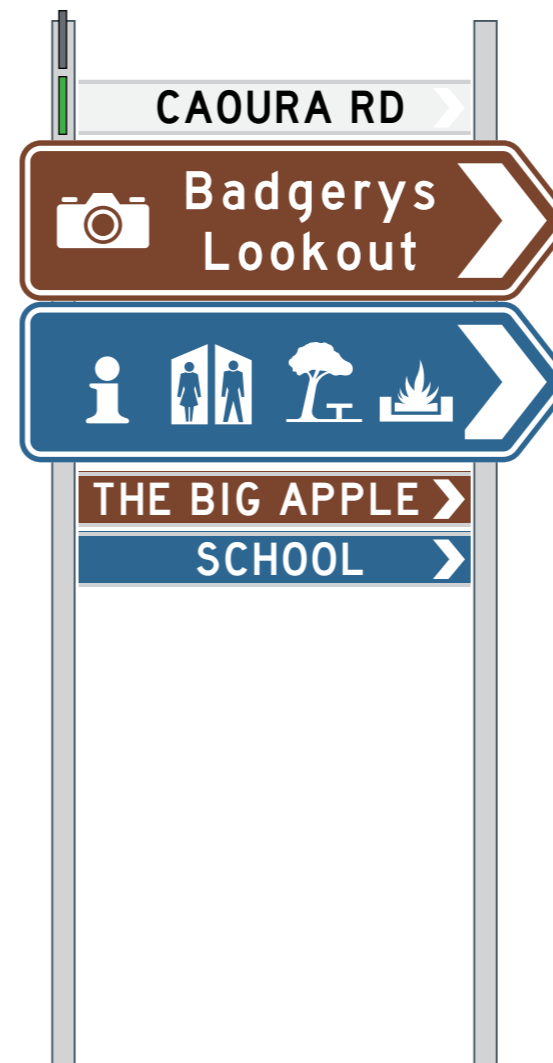
When undertaking a signage plan it is important to see where the new signs can be consolidated with existing sign messages to create one sign. Too often sign clusters are continually added, creating a totem pole effect. When too many signs are added, there are too many competing messages and the intent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

TIME DELAYS & FRUSTRATION CAUSED BY POOR WAYFINDING SIGNAGE

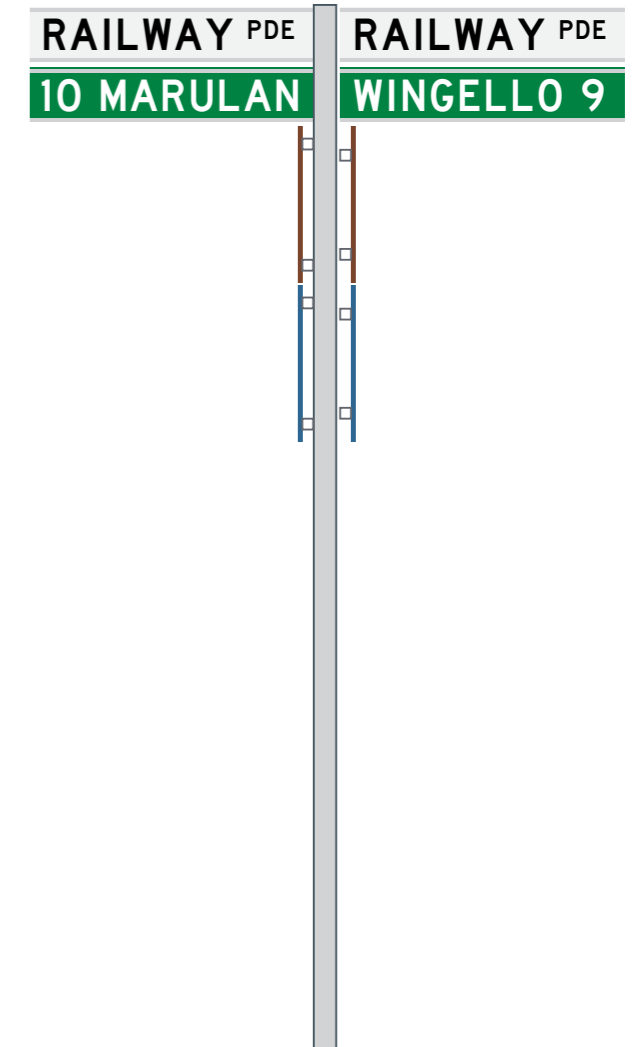
Poor wayfinding signage can result in time delays, frustration and loss of enjoyment. It takes about 15 minutes every time you need to stop, check directions, consult maps and look for signs. This can turn what is supposed to be an enjoyable visit into a frustrating experience taking far longer than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



Tallong - Existing signage structures at Railway Pde/Caoura Rd intersection



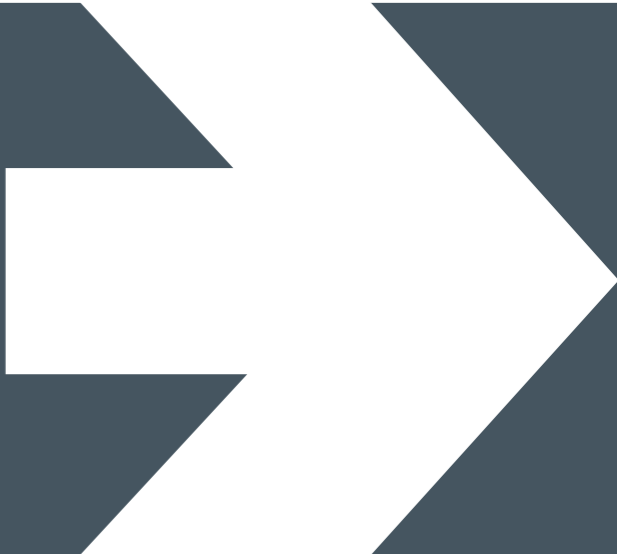
EXAMPLE - Suggested replacement side view



EXAMPLE - Suggested replacement front view



SECTION 3. GOULBURN MULWAREE SIGNAGE AUDIT



SECTION 3. GOULBURN MULWAREE SIGNAGE AUDIT

3.1 ABOUT GOULBURN MULWAREE COUNCIL

ABOUT GOULBURN MULWAREE

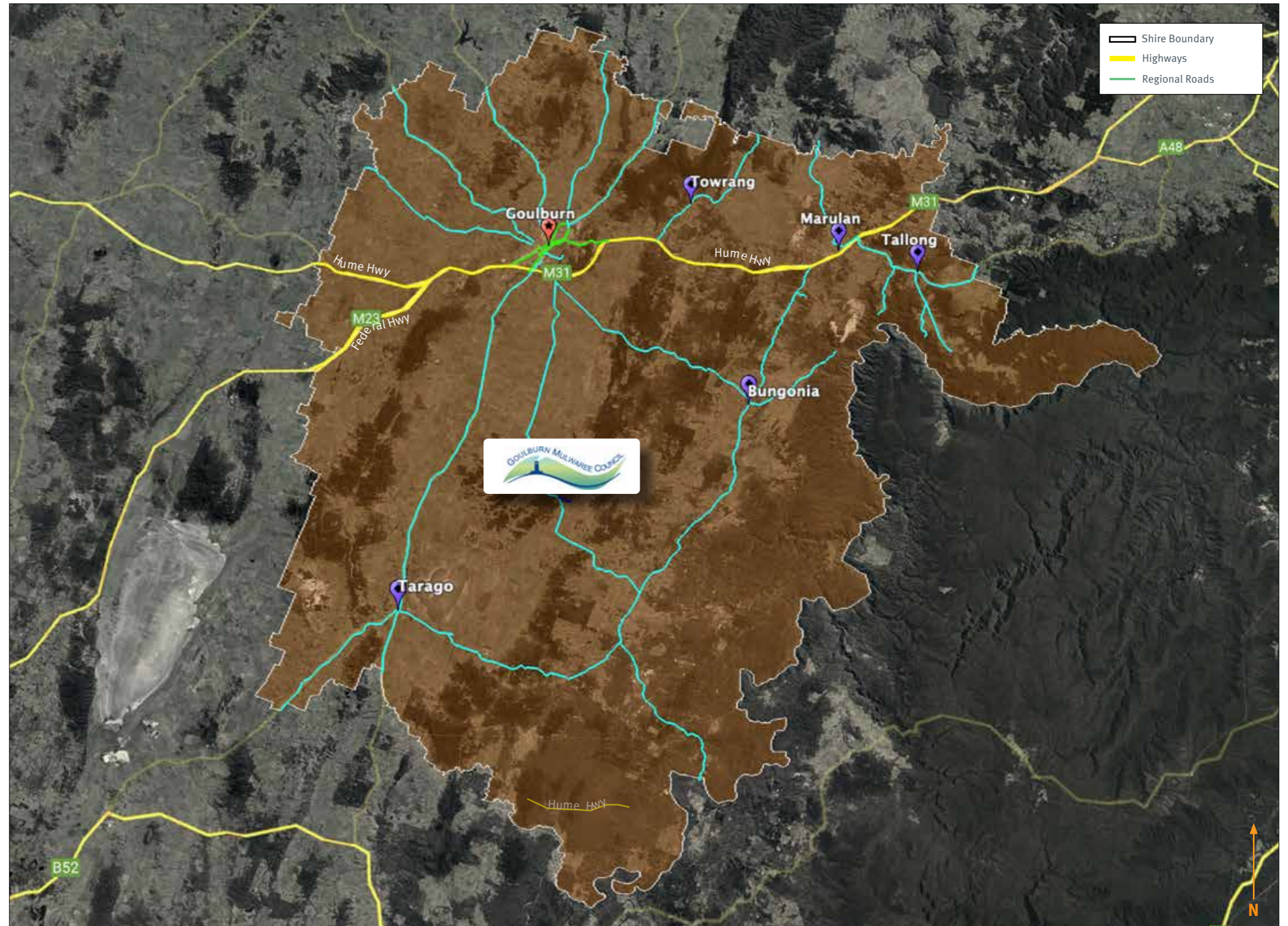
Goulburn Mulwaree Council is located in the Southern Tablelands of New South Wales. In terms of topography, the region features a diverse landscape with rolling hills, fertile valleys, and the Wollondilly and Mulwaree Rivers flowing through the area. The population of the Goulburn Mulwaree Council area is 32,000+ people.

Goulburn, the largest town in the LGA, is one of the earliest inland settlements in Australia. It was named after Henry Goulburn, the Secretary of State for the Colonies in the early 19th century. The area was explored by surveyor James Meehan in 1818, and the town was established in the 1820s as a result of its strategic location on the road between Sydney and Melbourne. Goulburn was proclaimed a City in 1863 by Royal Letters Patent issued by Queen Victoria. Like many early Australian settlements, Goulburn has a connection to convict history. The first European settlers in the area included convicts assigned to work on local farms. The town became a centre for administration and control of convicts who were assigned to build important infrastructure in the region.

Economically, Goulburn Mulwaree has a mix of agricultural, industrial, and service sectors. Agriculture plays a significant role in the local economy, with activities such as grazing, cropping, and horticulture. The region is experiencing growth in manufacturing, construction and light industrial activities. Goulburn serves as a regional centre, providing services to the surrounding areas. In recent years, there has been an effort to diversify the economy and attract new industries and businesses to the region. The historic nature of Goulburn has also made it a destination for tourism, with visitors attracted to the city's heritage sites and events.

MAIN ROUTES INTO THE REGION/LGA

The main routes through Goulburn Mulwaree are the Hume and Federal Hwys.



Highways and regional roads within Goulburn Mulwaree Council

SECTION 3. GOULBURN MULWAREE SIGNAGE AUDIT

3.2 WHY DO A TOURISM SIGNAGE AUDIT?

Drive tourism has grown significantly since the arrival of the COVID pandemic in 2019. With the closure of international and state borders Australians started to explore more of their own backyard. In 2023 domestic drive tourism is still growing strongly with the Caravan Industry Association of Australia reporting strong demand for RV's, caravan parks and associated services. It reported in 2022 that 89% of domestic caravan and camping trips take place in regional areas such as the Southern Tablelands.

Signage is critically important to presenting a consistent tourism experience and to retaining and dispersing visitors throughout the region. Good signage also provides opportunities to raise awareness of the area's attractions and features and encourage people to stop and visit.

Benefits include:

- 1. Increased tourism revenue** Good tourism signage can attract more visitors to a destination, resulting in increased spending on accommodation, food, transportation, and gifts. This generates revenue for local businesses and boosts the local economy.
- 2. Improved customer experience** Clear and informative signage can help visitors navigate a destination more easily, leading to a better overall experience. This can encourage them to return in the future and recommend the destination to others.
- 3. Increased brand recognition** Effective signage can help establish a destination's brand and identity, making it more recognisable and memorable to visitors. This can lead to increased tourism and economic benefits in the long term. It provides an opportunity to promote what your area has on offer.
- 4. Enhanced visitor safety** Good signage can provide important safety information, such as emergency exits, hazard warnings, and directions to medical facilities. This can reduce the risk of accidents and injuries, improving the overall safety of the destination.
- 5. Increased competitiveness** A destination with clear and informative signage can stand out from its competitors, attracting more visitors and generating more revenue. This can also encourage local businesses to invest in their own signage, further enhancing the destination's appeal.



SECTION 3. GOULBURN MULWAREE SIGNAGE AUDIT

3.3 GOULBURN MULWAREE GREEN/BLUE DIRECTIONAL SIGNS

GREEN DIRECTIONAL SIGNAGE

Throughout Goulburn Mulwaree Council (GMC) the green directional signage is consistent, generally well maintained and correctly positioned. These signs serve the vital functions of offering advanced warnings, guidance at intersections, and reassuring travellers. In major roads and town centres, they are typically in good condition. Nevertheless, it's important to note that certain green signs in remote areas under the GMC's jurisdiction may require maintenance or replacement. These signs usually have been damaged by truck traffic and/or oversized loads passing through the LGA.

We did not identify any significant gaps in the signage system, as all signs were generally situated where visitors would naturally anticipate finding directional guidance. In a few instances, extra signs were added to existing structures, prompting a need for a review and consolidation process.

Furthermore, during our evaluation, we observed several signs that were either obscured by overgrowth, damaged, faded, or in need of general maintenance and cleaning. For a more comprehensive overview, please refer to the detailed signage audit document.

Recommendation

- Review intersections with large sign clusters and consolidate signage structure.
- Conduct a regular asset review of all GMC controlled road signage.
- Replace damaged and faded signs.



BLUE SERVICES SIGNS

In general blue services signs were found to be in good condition across the LGA with only a few exceptions. Unusually we found that in a lot of cases there was a lack of signs rather than too many.

One of the main issues we have encountered is the variety of different sign styles that have been used, this can create confusion among visitors. Using a variety of styles rather than adhering to a standardised design can make it difficult for people to quickly and easily understand the information the signs are meant to convey.

Another issue across all Southern Tablelands LGA signage is the over reliance on text. Instead of using universally recognisable Australian Standard (AS) symbols (see page 15), some signs rely heavily on text to convey information. This approach may not be as effective, as it can lead to visual clutter and make it challenging for visitors to quickly grasp the information.

A number of these signs have faded or require maintenance. This not only affects the aesthetics but also hinders the signs' ability to serve their intended purpose.

Recommendation

- Standardisation - Develop a standardised design for the signs, including the use of Australian Standard service symbols. This will ensure consistency and help visitors easily recognise and understand the signs.
- Strategic Placement - Plan the placement of signs more strategically, focusing on key locations where visitors are likely to benefit from the information provided.
- Regular Maintenance - Establish a maintenance schedule to ensure that signs remain in good condition. This includes repairing or replacing faded signs and addressing any damage promptly.



SECTION 3. GOULBURN MULWAREE SIGNAGE AUDIT

3.3 GOULBURN MULWAREE BROWN TOURIST SIGNS

BROWN DIRECTIONAL SIGNAGE

It's not uncommon for local government areas (LGAs) to experience some confusion regarding the differentiation between tourist attractions (brown signs) and tourist services (blue signs). Inaccurate or inconsistent signage can lead to visitor confusion and detract from the overall tourism experience.

Recommendations

- Conduct educational programs and workshops to inform businesses, local authorities, and the community about the distinction between tourist attractions and tourist services. Raising awareness can help prevent inappropriate signage.
- Encourage adherence to guidelines provided by Destination NSW's Visitor Attraction Signposting (<https://www.destinationnsw.com.au/tourism/business-development-resources>). These guidelines exist to ensure that signage effectively conveys information and that signs are placed in appropriate locations.
- Conduct regular audits of the signage to identify signs that are overgrown, damaged, faded, or otherwise in need of maintenance. This should be done at a scheduled interval to ensure that signs remain in good condition.
- Develop maintenance plans for all signs, specifying who is responsible for maintenance and how often it should be performed. This can help prevent signs from deteriorating and becoming ineffective.
- Arrange for regular cleaning and repairs of signs to maintain their visibility and functionality. This can include tasks such as clearing overgrown vegetation or repainting faded signs.

By implementing these steps and ensuring that signage adheres to guidelines and remains well-maintained, you can enhance the overall visitor experience and help tourists easily find the attractions and services they seek while visiting the region.



Currently closed for renovation, when it reopens will it meet the criteria for a tourist attraction



Landsdowne Park Homestead - This is a private residence, not a tourist attraction, sign should be removed



Goulburn Waterworks - This is a tourist attraction but is currently not open enough days to qualify for brown tourist signs



Bungonia Creek Wines - Is permanently closed, signs should be removed



Towrang Stockade - This tourist attraction is poorly signed and difficult to locate off the Hume Hwy



Tourist Drive 13 - Redundant, no longer supported



Tallong - Intersection sign pointing in the wrong direction



Garroorigang Homestead - closed weekdays during winter, no hours of operation displayed at front entrance



1924 Motorcycle Grand Prix - This attraction should have a more substantial brown intersection sign and the historic "H" symbol

SECTION 3. GOULBURN MULWAREE SIGNAGE AUDIT

3.4 GOULBURN MULWAREE TOURIST DRIVES

GMC TOURIST DRIVES

Goulburn Mulwaree Council (GMC) features a variety of tourist drives throughout the LGA. These include signed options such as Tourist Drives 8, 13, and 16, as well as unsigned itineraries like "Wine, Water Wonder," and "Wild Hume - Nature and History," accessible on visit.nsw.com. Additionally, GMC offers four short unsigned drives, all forming loop trails originating and concluding in Goulburn.

Among the signed tourist drives, only Tourist Drives 8 and 16 remain supported by TfNSW. Tourist Drive 8 begins in Goulburn, travels south through Tarago and Bungendore, concluding at the intersection of Bungendore Rd and Federal Hwy in Queanbeyan Palerang Regional Council. This drive is well-marked with trailhead signs and markers along its entire route.

Tourist Drive 13 is no longer supported due to the closure of Wombeyan Caves Rd. The sole sign identified for this trail in GMC is an old trailhead sign on Taralga Rd near the Goulburn city boundary. Any remaining signage for this drive should be removed.

Tourist Drive 16 commences on Highland Way, east of Marulan, and passes through Tallong, Wingello, Bundanoon, Exeter, and Sutton Forest before concluding in Moss Vale. Notably, the trailhead sign conflicts with the downloadable trail notes from the GMC tourism website, which indicates the trail concluding in Sutton Forest.

Two unsigned itineraries on visit.nsw.com, "Wine, Water Wonder," and "Wild Hume Nature and History," offer alternative experiences. "Wine, Water Wonder" follows a route similar to Tourist Drive 8, starting in Collector and ending in Tarago, while "Wild Hume Nature and History" begins in Tallong, traverses Marulan to Bungonia National Park, and finishes in Goulburn.

Goulburn's tourism website (<https://www.goulburnaustralia.com.au/visit-and-explore/do/drives-tours-and-walks/>) promotes four unsigned loop trails departing from Goulburn in north, south, east, and westerly directions, with distances ranging from 56kms to 127kms, before returning to Goulburn.

THE BENEFITS OF TOURIST DRIVES

Signed tourist drives in Australia offer several economic benefits to local communities, regions, and the broader tourism industry. These signed routes are designed to guide travellers along scenic and culturally significant routes, enhancing their overall experience and encouraging them to explore specific areas.

- Tourist drives attract travellers to specific regions, towns, and attractions along the route. As visitors explore these areas, they are more likely to spend money on accommodations, dining, shopping, and various activities. This spending boosts the local economy and supports businesses, creating jobs and income for residents.
 - Signed tourist drives often lead travellers through lesser-known or off-the-beaten-path locations. As a result, visitors may extend their stay to explore these hidden gems, leading to additional nights of accommodation bookings and increased revenue for local lodging establishments.
 - Tourism drives can stimulate the growth of new businesses or services that cater specifically to tourists. This might include unique shops, roadside attractions, guided tours, and specialty accommodation, contributing to economic diversification within the community.
 - Tourist drives often lead travellers to areas where they can purchase locally produced goods and products, such as crafts, souvenirs, and agricultural products. This supports local artisans and producers, encouraging them to continue creating and selling their wares.
 - Tourist drives highlight cultural and historical sites that might otherwise go unnoticed. As visitors stop to explore these sites, they contribute to entrance fees, guided tours, and donations, which help preserve and maintain these important landmarks.
 - The influx of visitors due to signed tourist drives can lead to increased demand for a wide range of services, including fuel, rest stops, parking facilities, and convenience stores. This generates revenue for local service providers.
- Tourist drives provide an opportunity for destination marketing. Local governments and tourism organisations can promote the drives through various channels, attracting a broader audience and encouraging more visitors to explore the area.
 - The growth in tourism-related activities, such as hospitality, retail, and entertainment, can lead to the creation of new job opportunities within the community. This helps reduce unemployment rates and enhances the local workforce.
 - Successful tourist drives can lead to increased demand for real estate and accommodations in the region. This can positively impact property values and potentially attract property investors.
 - Signed tourist drives often encourage collaboration and cooperation among different towns and communities along the route. This can lead to coordinated efforts for regional development, infrastructure improvements, and beautification projects that benefit both residents and visitors.
- Signed tourist drives in Australia provide significant economic benefits by boosting local spending, encouraging longer stays, diversifying business opportunities, supporting cultural sites, and driving overall economic growth within the regions they traverse. These drives contribute to a thriving tourism industry and a more vibrant local economy.
- Destination NSW has a downloadable Touring route application form (<https://www.destinationnsw.com.au/wp-content/uploads/2013/10/TASAC-Form-Touring-Routes.pdf>) This application form is branded under TASAC (Tourist Attraction Signposting Assessment Committee) which has now been replaced by VAS (Visitor Attraction Signposting).

Recommendation
Remove all Tourist Drive 13 signage.



Tourist Drive 8 runs from Goulburn to Lake George via Tarago and Bungendore



Old Tourist Drive 13 trailhead sign on Taralga Rd, north of Goulburn



NSW Tourist Drive 16 - Trailhead sign on Highlands Way

SECTION 3. GOULBURN MULWAREE SIGNAGE AUDIT

3.5 GOULBURN MULWAREE TOURIST ATTRACTIONS

GMC TOURIST ATTRACTIONS

The Goulburn Mulwaree Council's tourism website, Goulburn Australia (<https://www.goulburnaustralia.com.au>), features a list of 61 attractions and services in its "Visit and Explore" section. Among these, we have identified 17 as bona fide tourist attractions. Additionally, we have uncovered 7 potential attractions not listed on the Goulburn Australia website, bringing the total to 25 possibilities. To assess their eligibility for brown tourist signs, we applied Destination NSW Visitor Attraction Signposting's (VAS) criteria, resulting in a refined list of 11 attractions meeting the necessary requirements.

The primary criterion where many attractions fell short was the VAS's stipulation of opening for a minimum of 5 days per week, including both weekend days and public holidays. It's notable that throughout the GMC, especially in Goulburn, there is a trend to sign historic buildings with brown tourist signs, even when they don't meet or no longer meet the criteria for such signage.

The VAS guidelines emphasize the importance of maintaining visitor confidence by ensuring that all major tourist attractions meet the general criteria before considering tourist signposting. Notably, none of GMC's attractions, except for Bungonia National Park, utilise the TfNSW - recognised Australian Brown tourist symbols, as outlined on page 15 of the strategy.

Certain attractions, like Goulburn Historic Waterworks and Corang Estate cellar door, narrowly missed meeting the 5-day requirement. Others, such as the Old Goulburn Brewery (not open to the public) and the Rail Heritage Centre (only open on Thur, Fri, and Sat), did not fulfill the criteria. This analysis highlights the need for alignment with VAS criteria to ensure the quality of the visitor experience and to maintain consistency in tourist signposting.

HISTORIC ATTRACTIONS

Australian Motorcycle Grand Prix site - Situated on Mountain Ash Rd, just under 5kms south of Goulburn, the Australian Motorcycle Grand Prix site holds historical significance in Australian motor sport. Despite its modest profile, the site deserves

GOULBURN MULWAREE COUNCIL TOURIST ATTRACTIONS				
NAME OF ATTRACTION	TYPE OF ATTRACTION	LOCATION WITHIN GMC	ATTRACTION TYPE/FACILITIES	COMMENTS
Australian Motorcycle Grand Prix Site	Historical Site	Goulburn		Open 7 Days a week
Garroorigang Historic Homestead	Historical Site	Goulburn		Closed weekdays during winter
Goulburn Brewery	Historical Site	Goulburn		Closed, not open to the public
Goulburn Historic Waterworks	Historical Site	Goulburn		Open Sat, Sun, Mon, Tue
Goulburn Rail Heritage Centre	Museum	Goulburn		Open Thur, Fri, Sat
Lansdowne Park Homestead	Historical Site	Goulburn		Private residence, not open to the public
Mulwaree Remembrance Museum	Museum	Goulburn		Opening hours unknown
Riverdale Historic Homestead	Historical Site	Goulburn		Open 1st Sunday each month
Rocky Hill War Memorial/Museum	Museum	Goulburn		Open Sat, Sun, Mon, Wed, Fri
St Clair Villa Museum/Archives	Museum	Goulburn		Closed for conservation
Towrang Stockade	Historical Site	Towrang		Difficult to access, on private property
William Hovell's Grave	Historical Site	Goulburn		Open 7 Days a week
Bungonia National Park	Natural Feature	Bungonia		Open 7 Days a week
Badgerys Lookout	Natural Feature	Tallong		Open 7 Days a week
Long Point Lookout	Natural Feature	Tallong		Open 7 Days a week
Bungonia Creek Wines	Cellar Door	Bungonia		Permanently closed
Corang Estate Cellar Door & Pantry	Cellar Door	Tarago		Open Fri, Sat, Sun, Mon
Kingsdale Wines	Cellar Door	Kingsdale		Open Sat, Sun
Yarralaw Springs	Cellar Door	Quialigo		Open 1st/2nd Sunday each month
The Big Merino	Tourist Attraction	Goulburn		Open 7 Days a week
Wollondilly/Mulwaree River Walkway	Tourist Attraction	Goulburn		Open 7 Days a week
Jim Watling Walk/Big Apple	Tourist Attraction	Tallong		Open 7 Days a week
Argyle Book Emporium	Retail Store	Goulburn		Open 7 Days a week
Gallery On Track	Gallery	Goulburn		Open Wed, Thur, Fri, Sat, Sun
Goulburn Regional Art Gallery	Gallery	Goulburn		Open Mon, Tue, Wed, Thu, Fri, Sat (closed Sun)

Currently meet Destination NSW tourism criteria

SECTION 3. GOULBURN MULWAREE SIGNAGE AUDIT

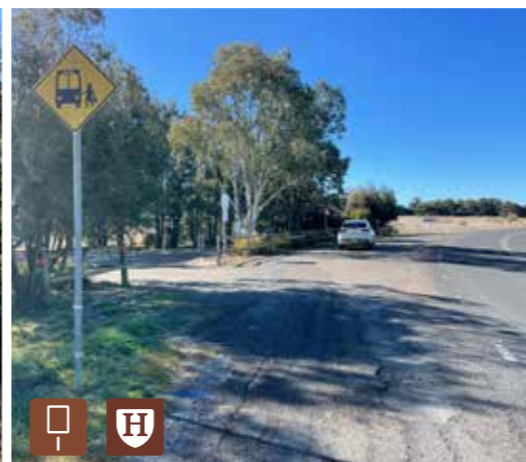
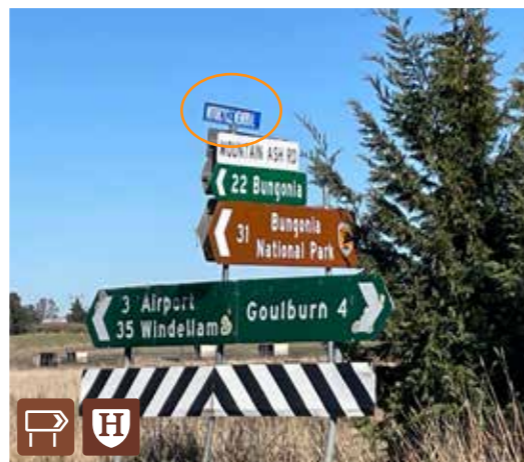
3.5 GOULBURN MULWAREE TOURIST ATTRACTIONS

attention. Marked only by a small blue fingerboard sign at the Windellama/Mountain Ash Rd intersection, the attraction would benefit from more prominent brown signage at this junction and additional directional signs near the site. While well-maintained, the attraction boasts an impractical interpretive node, and enhancing its visibility through signage improvements would contribute to its recognition.

Garroorigang Historic Home - This private residence is open to the public most of the year but their website lists the homestead as being closed to casual visitors on weekdays during the month of July. This attraction is well signed from Braidwood Rd just south of the railway overpass and with positional signage adjacent the property. Despite being well-signed from Braidwood Rd, the homestead lacks key information on its property sign, such as opening hours and admission fees. Enhancements to the entrance signage and interpretive elements during closure periods would enrich the visitor experience.

Old Goulburn Brewery - The brewery was designed by convict architect Francis Greenway and is one of the oldest surviving buildings in Australia. The brewery was sold to new owners in 2021. This significant historical site is currently closed for renovation. On visiting the site we were informed that the brewery would reopen in 2024. As per Garroorigang Homestead this historic attraction would benefit from some off site interpretation. This attraction is well signed from Braidwood Rd, Bungonia Rd and adjacent the property. Currently there is no property signage at this attraction.

Goulburn Historic Waterworks - This attraction is the only complete example of a steam powered water pumping station in Australia. This attraction is located off Fitzroy Rd on the Wollondilly River on the north west side of Goulburn. Opening hours for this attraction are Sat, Sun, Mon and Tuesday. The attraction has property signage but it does not list opening hours or admission fees. Signage to this attraction is a large blue directional sign adjacent the waterworks entrance on Fitzroy Rd at Marsden Weir Park. This attraction is correctly signed with a blue sign as it does not meet the criteria for brown signs (not open 5 days per week). This attraction would



Australian Motorcycle Grand Prix directional signage at the Windellama/Mountain Ash Rd is inadequate, better signage should be located here and adjacent the attraction. Novel Interpretive node is difficult to read and is a tripping hazard.



Garroorigang Historic Home is well signed from the Sloane St/Braidwood Rd intersection

The property sign should display the opening hours and the price for admission. Interpretive signs at the property entrance would be of benefit when the home is closed to visitors



Old Goulburn Brewery - Currently closed for refurbishment. Due to reopen in 2024. This attraction has no property signage and would benefit from publicly accessible interpretive signage

SECTION 3. GOULBURN MULWAREE SIGNAGE AUDIT

3.5 GOULBURN MULWAREE TOURIST ATTRACTIONS

benefit from a more substantial sign at the Fitzroy Rd entrance and advance warning signs 200m either side of the location entrance.

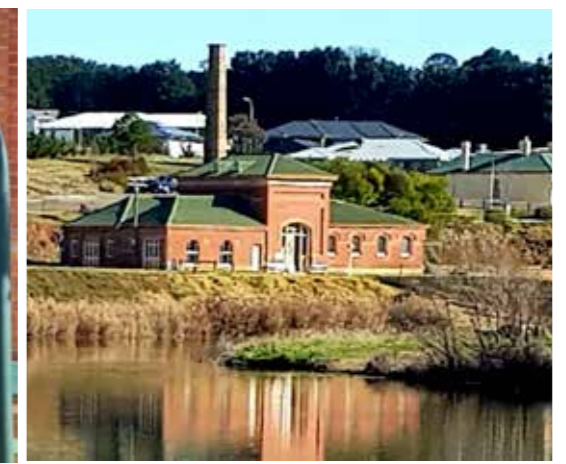
Goulburn Rail Heritage Centre - This attraction is located at the former Goulburn Roundhouse and railway workshops on the southern outskirts of Goulburn. The centre has a large collection of steam and diesel locomotives and historic rolling stock. This attraction has property signage listing opening hours and admission fees. The attraction is signed with advance warning signs and positional signs on Braidwood Rd. The attraction is currently signed with brown tourist signs although it doesn't meet VAS requirements as it is only open three days per week.

Lansdowne Park - Lansdowne Park is a heritage listed homestead on Bungonia Rd, Goulburn. The homestead is a private residence and is not open to the public. The homestead is signed with a much faded brown positional sign at the front entrance and an old property sign. The brown tourist sign should be removed.

Mulwaree High School Remembrance Museum - This small museum celebrates Goulburn's contribution to the two world wars. Located at Mulwaree High School on the north side of Goulburn. No hours opening are given either on the Goulburn Tourism website or the liked NSW War Memorial Register site (<https://www.warmemorialsregister.nsw.gov.au/content/mulwaree-high-school-museum-memorial-and-avenue-trees>). There appears to be no directional signage to this attraction.

Riverdale Historic Homestead - This National Trust attraction is located on the north eastern edge of Goulburn on the Wollondilly River. The homestead is currently only open on the first Sunday of the month and therefore doesn't meet the criteria for brown tourist signs. Currently the attraction is signed from Union/Chatsbury St and again from the Chantry/Murac St intersections with further brown fingerboard signs on Maud St. Most of this signage is faded and should be replaced with blue community signs.

Rocky Hill War Memorial/Museum - Located on a prominent rocky outcrop the memorial has a viewing platform at the top providing spectacular views over the city of Goulburn and surrounding areas. The



Goulburn Historic Waterworks - Correctly signed with a blue community sign as the attraction is only open 4 days per week. External interpretation is in need of replacement.



Rail Heritage Centre - This attraction is signed with a full suite of brown advance warning and positional signs but is only open 3 days per week (Thu, Fri, Sat). VAS criteria is that an attraction must be open 5 days per week including both weekend days and public holidays to qualify for brown tourist signs.



Lansdowne Park is a private residence. Brown signage should be removed.

St Clair Archives & Museum - currently closed for conservation work.

SECTION 3. GOULBURN MULWAREE SIGNAGE AUDIT

3.5 GOULBURN MULWAREE TOURIST ATTRACTIONS

Memorial Tower is constructed of concrete and clad in local stones. In 2000 the collection moved into the re-purposed caretakers' cottage museum and a new contemporary museum building opened in June 2020, providing additional exhibition and education space. The Rocky Hill War Memorial is listed on the register of the National Estate. The attraction is open 5 days per week thus it meets the criteria for brown tourist signs. The attraction is signed from the Sloane St/Blackshaw Rd intersection with further large directional signs at Park/Memorial Rd intersection.

St Clair Villa Museum and Archive - Located on the eastern end of Sloane St, St Clair is one of the oldest remaining houses in Goulburn. It houses local archives and museum collections including textiles, domestic items, historic photographs, parish maps, Goulburn newspapers, diaries and journals from early pioneer families from Goulburn and surrounding districts. The museum is signed with a property sign, there are no directional signs to this facility. The St Clair Villa Museum and Archive is currently closed for conservation work.

Towrang Convict Stockade - This significant attraction is completely overlooked and doesn't feature on the Goulburn Australia Heritage & Museums web page (<https://www.goulburnaustralia.com.au/live-and-work/business-directory/categories/heritage-and-museums/>), yet the site is significant enough to have its own website (<https://towrangstockade.com.au>). This could be due to the location of the attraction which straddles the Hume Hwy just east of Towrang Rd. On the north side of the highway is the remains of the convict stockade and graves site. On the south side of the highway accessible from the Derrick VC Rest Area is the remains of a section of the Great South Rd which was constructed by convicts. We found the site difficult to find with no directional signage for this attraction, this was particularly so for finding where to pull off the Hume Hwy for the northern section of the site. This significant colonial history attraction would benefit from further promotion on the Goulburn Australia website.

William Hovell's Grave - This grave is located in the now disused St Saviours Cemetery which is directly between the Goulburn Correctional Centre and the Wollondilly River. The grave tomb was restored in 2013



Riversdale Historic House - Two routes to this attraction one signed by National Trust, one signed by GMC. The attraction is only open first Sunday of each month, therefore does not qualify for brown tourist signs.



Rocky Hill War Memorial and Museum - adequately signed from Sloane St to the attraction. Signage at the western end of Blackshaw Rd requires maintenance.



Towrang Stockade - no advance warning or positional signage for this attraction. Interpretive signage at location is in need of replacement.

SECTION 3. GOULBURN MULWAREE SIGNAGE AUDIT

3.5 GOULBURN MULWAREE TOURIST ATTRACTIONS

and there is an interpretive panel at the site. The only directional sign we located was a brown fingerboard sign at the Maud/Cemetery St intersection. From this point there was no further signage. This attraction would benefit from additional directional signage to the parking area and to the grave site.

Bungonia National Park - is situated on the western side of the Shoalhaven River Gorge. Directional signage to the park is very good with both the Mountain Ash Rd approach from Goulburn and the Jerrara Rd approach from Marulan well signed with advance warning and directional signage to the park entrance.

Badgerys Lookout - This lookout is located south east of Tallong and overlooks the Shoalhaven River Gorge. Facilities at the lookout are in a very run-down state and in need of replacement and repair with old broken barbecues and picnic furniture. Toilets are in a dilapidated state and are in need of cleaning. It looks as though no maintenance work has been done at this site in a long time. Directional signage to Badgerys Lookout begins at the intersection of Railway Pde/ Caoura Rd in Tallong. Here the intersection sign is facing the wrong way towards Wingello rather than the correct direction on Caoura Rd. Further directional signage is in place at the Coura/Badgerys Lookout Rd intersection.

Long Point Lookout - is located south west of Tallong and again overlooks the Shoalhaven River Gorge. In complete contrast to Badgerys Lookout, facilities at this location are in good order and well maintained. Directional signage to this location begins at the Highland Way/Long Point Lookout Rd intersection.

CELLAR DOORS

Bungonia Creek Wines, Bungonia - This cellar door is permanently closed and all directional signage from Jerrara Rd should be removed.

Corang Estate, Tarago - This winery cellar door is operated out of a shop front in Tarago. The cellar door is open Fri - Mon and falls short of the VAS criteria for cellar door signage by 1 day. There is no directional signage to this location, if Corang Estate increased their opening to 5 days they would meet VAS criteria for brown cellar door signs.



William Hovell's Grave - This attraction would benefit from additional signage to the grave location.

Bungonia National Park - Adequately signed from both the Goulburn route and Marulan route.



Badgerys Lookout - Main directional sign pointing in the wrong direction. Facilities at this attraction are run-down and in need of replacement and/or repair.



Longpoint Lookout - In contrast to Badgerys Lookout all facilities are well maintained.

SECTION 3. GOULBURN MULWAREE SIGNAGE AUDIT

3.5 GOULBURN MULWAREE TOURIST ATTRACTIONS

Kingsdale Wines, Kingsdale - Located in Kingsdale 8kms north west of Goulburn, currently this winery is only open Sat to Sun. The winery has property signs and advance warning signs and property signs on Crookwell Rd.

Yarralaw Springs, Quialigo - Micro winery is listed on its website as only open the first and second Sunday each month. There are no directional signs to this winery.

OTHER ATTRACTIONS

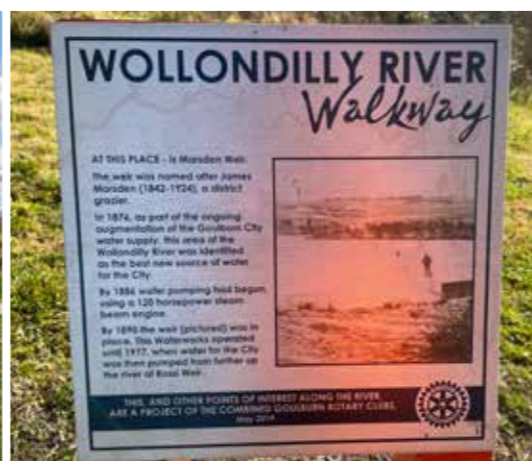
The Big Merino - is a tourist attraction located on the Hume St exit of the Hume Hwy on the southern side of Goulburn. This attraction is a combined wool exhibition and gift shop specialising in wool and sheep skin products. While this attraction does not have any directional signage its sheer size adequately promotes this attraction.

Wollondilly/Mulwaree River Walkway - These two walkways has been built in several stages and Council is currently have a combined length of 9kms. The Goulburn River Walkways follows the Wollondilly and Mulwaree Rivers around the Goulburn CBD and inner suburbs. With a combined length of approx 20km, it has been regularly expanded with further additions under development. Like most trails it's easy to follow once you're on the trail, the hardest part is finding the access points where you can join the trail. Currently there is very little in the way of trail wayfinding e.g. trailhead signs (these signs give an overview of the trail system and are usually located where people will park and join the trail) and trail markers (Trail markers provide reassurance to users that they are going in the desired direction). The development of this type of signage should be factored into the overall development of the trail.

Jim Watling Walk - This small attraction is located in the village of Tallong. This area was once a prime fruit growing area for the Sydney market. Today fruit growing has ceased but the industry is commemorated in the form of the Jim Watling Walk named in honour of one of the industry pioneers. The walk consists of the Big Apple Monument and a series of interpretive panels describing the village of Tallong and the fruit growing industry. The Jim Watling Walk is incorporated into the Tallong park containing toilets, picnic tables

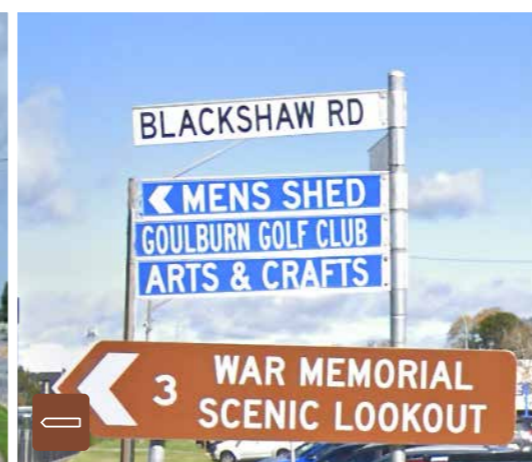


Bungonia Creek - permanently closed. Kingsdale Wines cellar door is only trading Sat and Sun. Corang Estate is only one day shy of the 5 days required for brown tourist cellar door signs.



Wollondilly/Mulwaree River Walkway - These walk trails would benefit from trailhead signs and trail markers.

Jim Watling Walk/The Big Apple - Faded directional sign at the Railway Pde/Caoura Rd intersection.



Argyle Book Emporium property sign, Sloane St.

Gallery On Track - existing blue directional signs, this attraction may qualify for brown tourist signs.

SECTION 3. GOULBURN MULWAREE SIGNAGE AUDIT

3.5 GOULBURN MULWAREE TOURIST ATTRACTIONS

and barbecues. Directional signage to this attraction consists of a faded brown fingerboard sign at the Railway Pde/Caoura Rd intersection.

Argyle Book Emporium - Unsure if this bookshop qualifies as a tourist attraction but it is described as an emporium, is open 7 days a week and is listed on the Goulburn Tourism website. The emporium is housed in the historic old Police Station. The business has property signs in front of the business on Sloane St.

Gallery On Track - Gallery on Track exhibits, displays and sells arts and crafts created by artists and artisans located in the Southern Tablelands, Blue Mountains and Southern Highlands of New South Wales. The gallery is located in the old railway barracks on the eastern side of the railway line. The gallery is open 5 days per week including both weekend days. There is a property sign located at the turn-off from Blackshaw Rd and two directional signs at either end of Blackshaw Rd. These signs are messaged "Arts & Crafts" so we believe they are referring to Gallery on Track. Signage at both Blackshaw Rd intersection are in need of consolidation and replacement.

Goulburn Regional Art Gallery - This facility is located at the corner of Church and Bourke Sts. The gallery features various travelling exhibitions as well as its own extensive collection. The gallery is listed on its website as open 6 days per week Mon - Sat. The gallery has a small property sign located on the verge in front of the gallery. There is no directional signage to this facility and is the cause of a lot of frustration and confusion for visitors to the Gallery.

Recommendations

- Australian Motorcycle Grand Prix Memorial - Install new brown intersection sign and positional signs adjacent the attraction.
- Garroorigang Historic Home - Work with owner to improve property signage at home entrance. Investigate the installation of an interpretive panel on public land at homestead entrance.
- Old Goulburn Brewery - Work with owner to determine when brewery will reopen. Will new opening hours qualify this attraction for brown tourist signs or should

these be removed? Install interpretive panel on public thoroughfare alongside brewery.

- Goulburn Historic Waterworks - Install advance warning signs 200m either side of the Waterworks /Marsden Weir Park entrance. Replace faded interpretive panels at attraction.
- Rail Heritage Centre - Work with Rail Heritage Centre to improve hours of opening and the importance of meeting VAS criteria for museums (https://www.destinationnsw.com.au/wp-content/uploads/2022/08/11_Museums-Factsheet_Final.pdf), or replace existing brown tourist signs with blue community signs.
- Lansdowne Park - Remove brown tourist directional sign at property entrance.
- Towrang Stockade - Install advance warning and directional signage to parking for this attraction on Hume Hwy or develop a new entry point on Council controlled Towrang Rd.
- Towrang Stockade - Work with Towrang Trustee group (<https://towrangstockade.com.au>) to improve wayfinding and interpretation at this site.
- William Hovell's Grave - Improve wayfinding to this grave site from the Maud St/Cemetery Rd intersection to the cemetery parking area and to the grave site. Expand interpretation to cover other historic graves within this cemetery.
- Badgerys Lookout - Determine who is responsible for this attraction's maintenance and cleaning. Repair and replace all broken infrastructure.
- Bungonia Creek Wines - Remove brown fingerboard signs on Jerrara Rd.
- Corang Estate - Work with owners to increase opening days to qualify for brown tourist signs.
- Wollondilly/Mulwaree River Walkway - Develop directional signs to the main trail entry points (brown fingerboard signs with Australian Standard (AS) hiking symbols. Design trailhead signs for all main trail entry points. Design trail marker symbols for placement along the trails.
- Jim Watling Walk - Replace brown fingerboard sign at Railway Pde/Caoura Rd intersection.
- Gallery on Track - Determine if this attraction qualifies for brown tourist signs (https://www.destinationnsw.com.au/wp-content/uploads/2022/08/001_Galleries-Factsheet_Final.pdf).



- Goulburn Regional Art Gallery - Review wayfinding and directional signage to Gallery, and update accordingly.



Goulburn Regional Art Gallery
4.1 ★★★★★ (48)
Art gallery

Overview Reviews About

Directions Save Nearby Send to phone Share

Corner of Bourke and, Church St, Goulburn NSW 2580

Closed today

Tuesday	Closed
Wednesday	Closed
Thursday	Closed
Friday	Closed
Saturday	Closed
Sunday	Closed
Monday	Closed

[Suggest new hours](#)

goulburnregionalartgallery.com.au

SECTION 3. GOULBURN MULWAREE SIGNAGE AUDIT

3.6 GOULBURN MULWAREE TOWN VISITOR SERVICES



Goulburn East - Existing town visitor services signs

GOULBURN TOWN VISITOR SERVICES

- Goulburn Town service signs are generally good but some lack consistency in design and application. As an example all Visitor Centre (VIC) signage has been applied as an afterthought only one sign (sign 1) has the VIC Yellow "I" symbol been incorporated into the actual sign design. In all other applications the Yellow "I" signs have been tacked on to the existing sign structure. Approaching Goulburn from the south on Bungonia or Braidwood Rd there is no directional signage to the VIC.
- Goulburn caravan park signage needs to be overhauled. Goulburn South Caravan park advance warning signs are faded and in need of replacement this park also requires a positional sign at the park

- entrance. Big 4 Governors Hill Carapark has an advance warning sign and a positional sign at the park entrance. This park is on a divided road with a median strip but there are no clear instructions for vehicles/caravans approaching from Goulburn as to how to access this park.
- The installation of RV-friendly town signs has been subpar, with signs haphazardly tacked onto the top of town entry signs, leading to a degradation of the entry signs. Proper installation, either as freestanding signs on their poles or as part of a grouping under the town entry sign, is recommended.
- Riverdale Historic House presents confusion with two signed approaches, one at the Union/Chatsbury St intersection and another from the Chantry/Murac St intersection. A rationalisation of these approaches

- to a single clear route, preferably the Union/ Chatsbury St route, would streamline visitor traffic and potentially increase visitation to William Hovells' grave site.
- On the eastern side of town there is a proliferation of signs directing visitors to the various attractions. These include Tourist Drive 8, Bungonia National Park, The Old Brewery, Garroorigang Historic Home and Rocky Hill War Memorial. Again a lot of these signs have been added to and added to. In many instances the Tourist Drive 8 symbol could have been incorporated into the main sign structure. Goulburn Brewery is closed and I can find no information on when it will reopen and in what form (will it meet VAS Tourist attraction criteria?).

- At the Sloane St/Blackshaw Rd intersections (north and south) both sign structures are in need of maintenance. The Australian Standard order of signage is Street name top, brown tourist sign middle, blue services bottom. The blue service fingerboards should be the double pole type to increase the structural rigidity.
- Remove redundant Tourist Drive 13 and Tourist Radio signs on Taralga Rd.

MARULAN TOWN VISITOR SERVICES

Marulan sat on the Hume Hwy and was once a popular rest stop and refuelling point. The town was bypassed when a dual carriageway section of the Hume Highway opened in 1986. Since that time large service centres

SECTION 3. GOULBURN MULWAREE SIGNAGE AUDIT

3.6 GOULBURN MULWAREE TOWN VISITOR SERVICES

have opened on the south western side of town drawing more business away from the town centre on George St. This is not helped by Hume Hwy signage directing all traffic to the service centre exits.

Historic Town signs are installed on the Hume Hwy 2kms either side of Marulan. These signs carry the historic town symbol and list blue service symbols for fuel, meals, rest area, accommodation and telephone. The problem lies in that the supporting signage at the town entry points are a smattering of small fingerboard signs totally inadequate for the job and not attracting visitors to travel into Marulan instead of the service centres, this is especially so for eastbound travellers using the George St Exit. Westbound travellers have already committed by exiting the Hume Hwy at the westbound Marulan exit. Once in Marulan signage again is a mix of blue fingerboard signs which all appear to have been installed at different times. Generally all blue services are either faded or too small.

Recommendations

- Goulburn - replace all advance warning and positional caravan park signage.
- Goulburn - reinstall RV Friendly Town signage in compliance with standard practice.
- Goulburn - Define route to Riverdale Historic House and sign accordingly.
- Goulburn - Improve and implement signage plan for William Hovell's grave.
- Goulburn - Define what tourist attractions on the east side of Goulburn meet VAS criteria for brown signs and re-sign accordingly.
- Goulburn - Install new signage structure at both Sloane St/Blackshaw Rd intersections (see example page 38).
- Goulburn - remove old Tourist Drive 13 and Tourist Radio signs on Taralga Rd.
- Marulan - Develop new signage plan for attracting visitors to town centre (see example page 38).



Marulan - Existing town visitor services signs

SECTION 3. GOULBURN MULWAREE SIGNAGE AUDIT

3.6 GOULBURN MULWAREE TOWN VISITOR SERVICES

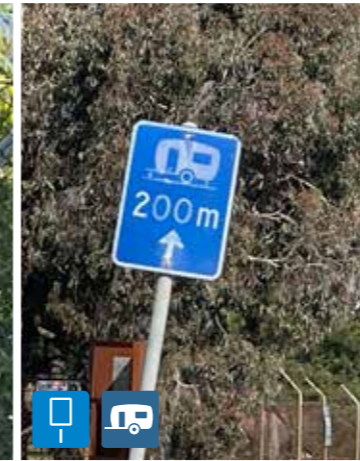
GOULBURN TOWN VISITOR SERVICES

When towing a caravan, especially within urban areas, motorists benefit greatly from advanced warning signage to guide them to their intended destinations, whether it's a caravan park, a dump point, or suitable parking for exploring the town or shopping. The general guideline dictates that if traffic is moving at speeds over 80 km/h, advance warning signs should be situated 300m from the turning point; when speeds are under 80 km/h, this distance reduces to 200m. A fundamental principle to remember is that "Good signage equals relaxed visitors, leading to longer stays and increased spending."

Blue services signage application throughout GMC has been applied in an ad-hoc fashion with various signs added to existing structures without any consideration to consolidation or consistent application. Many signs use text instead of Australian Standard symbols, this results in a clutter of different sign styles.



Goulburn - Install new suite of signs for Goulburn South Caravan Park.



Goulburn - City Centre directional signage, too small.



Marulan - Town Centre directional signage. Too much detail, too small.



Goulburn - Caravan park directional sign damaged, faded and in need of replacement.



Goulburn - Signage structure at Sloane St/Blackshaw Rd intersection in need of replacement.



Goulburn - Consolidate signage structure.



Goulburn - Damaged signage structure Blackshaw/Park Rd intersection.



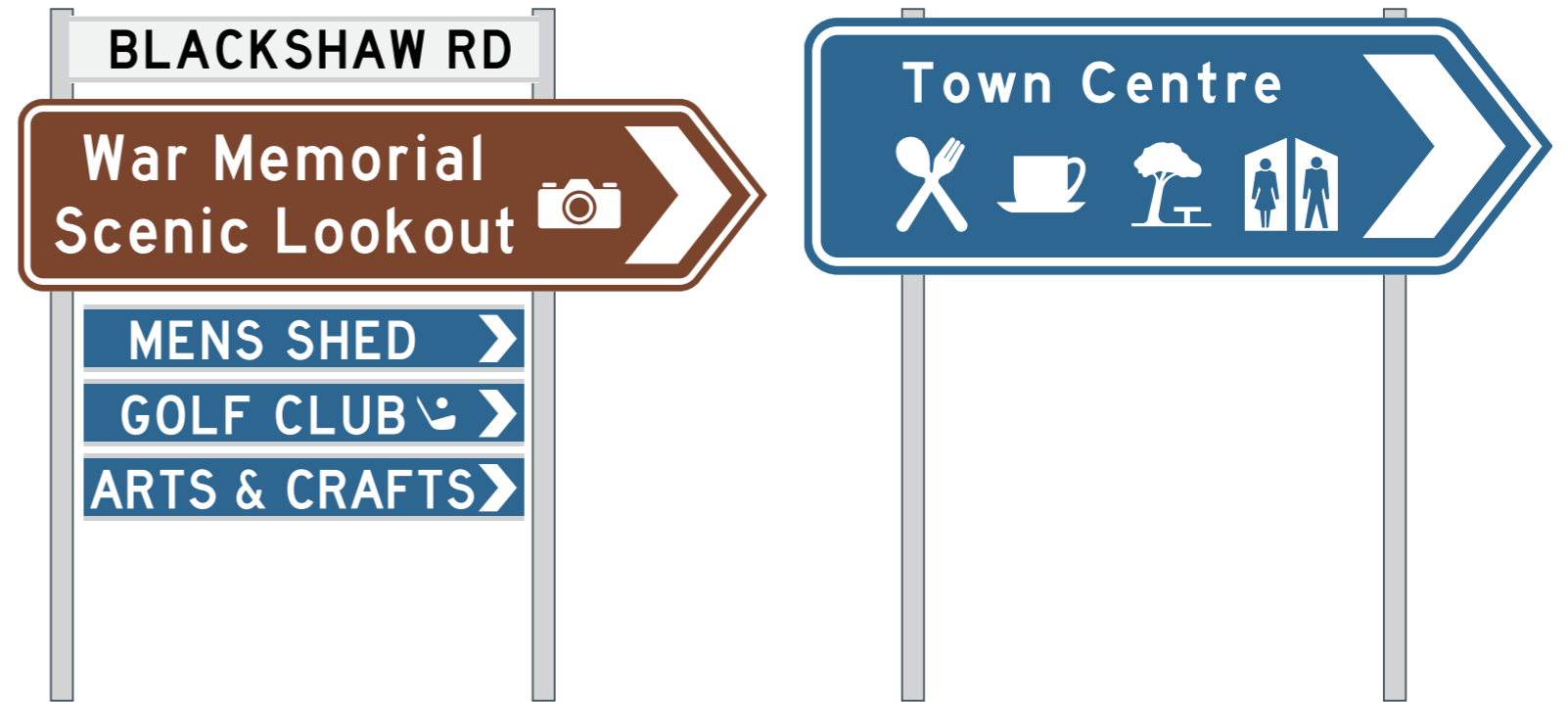
Marulan - Toilet directional signage. Too much detail, too small.



Goulburn - Redundant tourist radio signage on Taralga Rd.

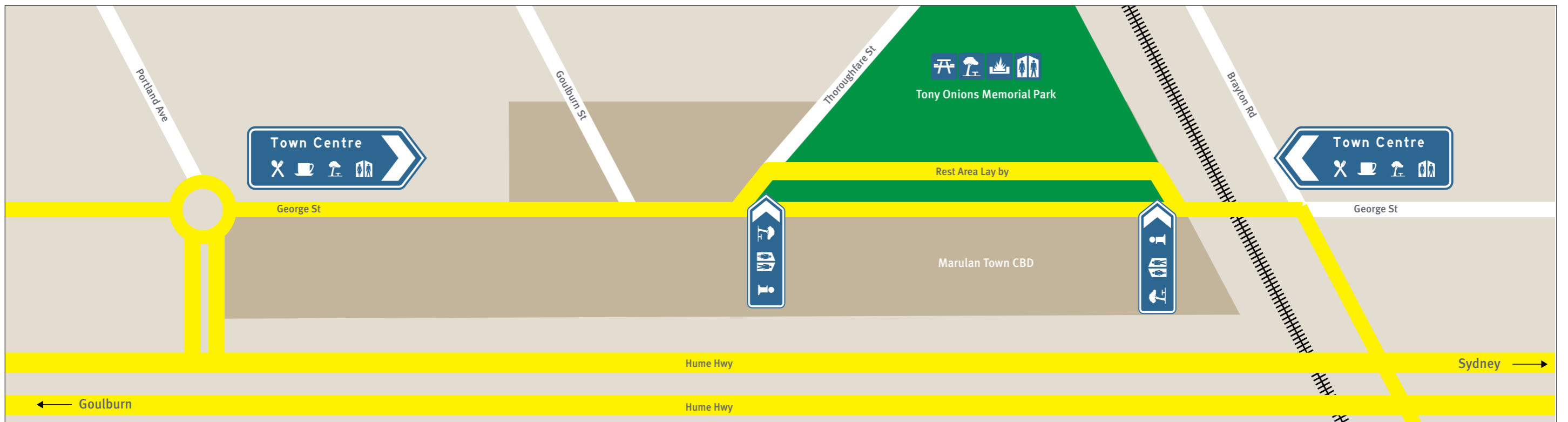
SECTION 3. GOULBURN MULWAREE SIGNAGE AUDIT

3.6 GOULBURN MULWAREE TOWN VISITOR SERVICES



SUGGESTED - Replacement signage structure for Sloane St/Blackshaw Rd, Goulburn

SUGGESTED - Town Centre directional sign design for Marulan



SUGGESTED - Signage plan for Marulan town centre

SECTION 3. GOULBURN MULWAREE SIGNAGE AUDIT

3.7 GOULBURN MULWAREE ACCOMMODATION SIGNS

ACCOMMODATION SIGNS

Firstly, all accommodation types come under visitor services, therefore these businesses should have a blue services fingerboard sign with the white bed symbol which is the Australian Standard for this type of accommodation.

Generally, the name of the service is not permitted on signs if there are multiple services signed at one location. Otherwise, the name used on the sign should be restricted to the minimum number of words to distinguish the accommodation or service – generally no more than 3 words plus any relevant symbol.

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

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

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

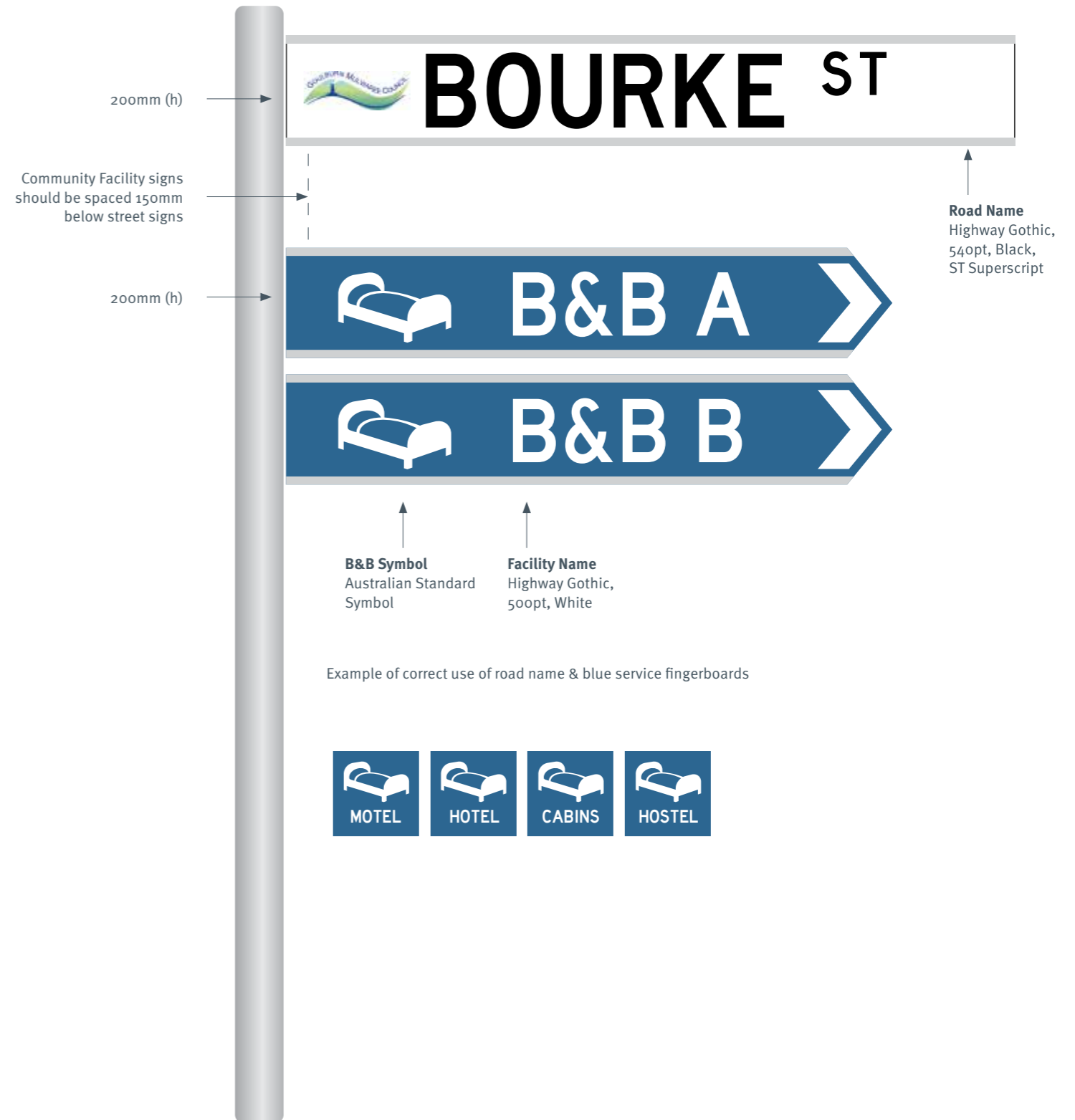
Blue service fingerboards - these should be in Australian Standard Blue with white text in Highway Gothic at 50opt. Where possible Australian Standard symbols should be used (refer to page 17 for correct symbols). If an accommodation business has a long name e.g. "Panorama Holiday B&B" the name can be abbreviated to just "Panorama" and the B&B symbol.

Tourist accommodation signing can utilise the symbol types on the right side of this page.

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

Recommendations

- GMC to develop a policy for correctly signing this type of business.
- Audit all businesses of this type to ensure they fit within the TfNSW guidelines and sign accordingly.
- Remove redundant signs. Replace all incorrect signs.



SECTION 3. GOULBURN MULWAREE SIGNAGE AUDIT

3.8 GOULBURN MULWAREE CARAVAN & CAMPING

THE ECONOMIC BENEFITS OF CARAVAN & CAMPING TO REGIONAL AUSTRALIA

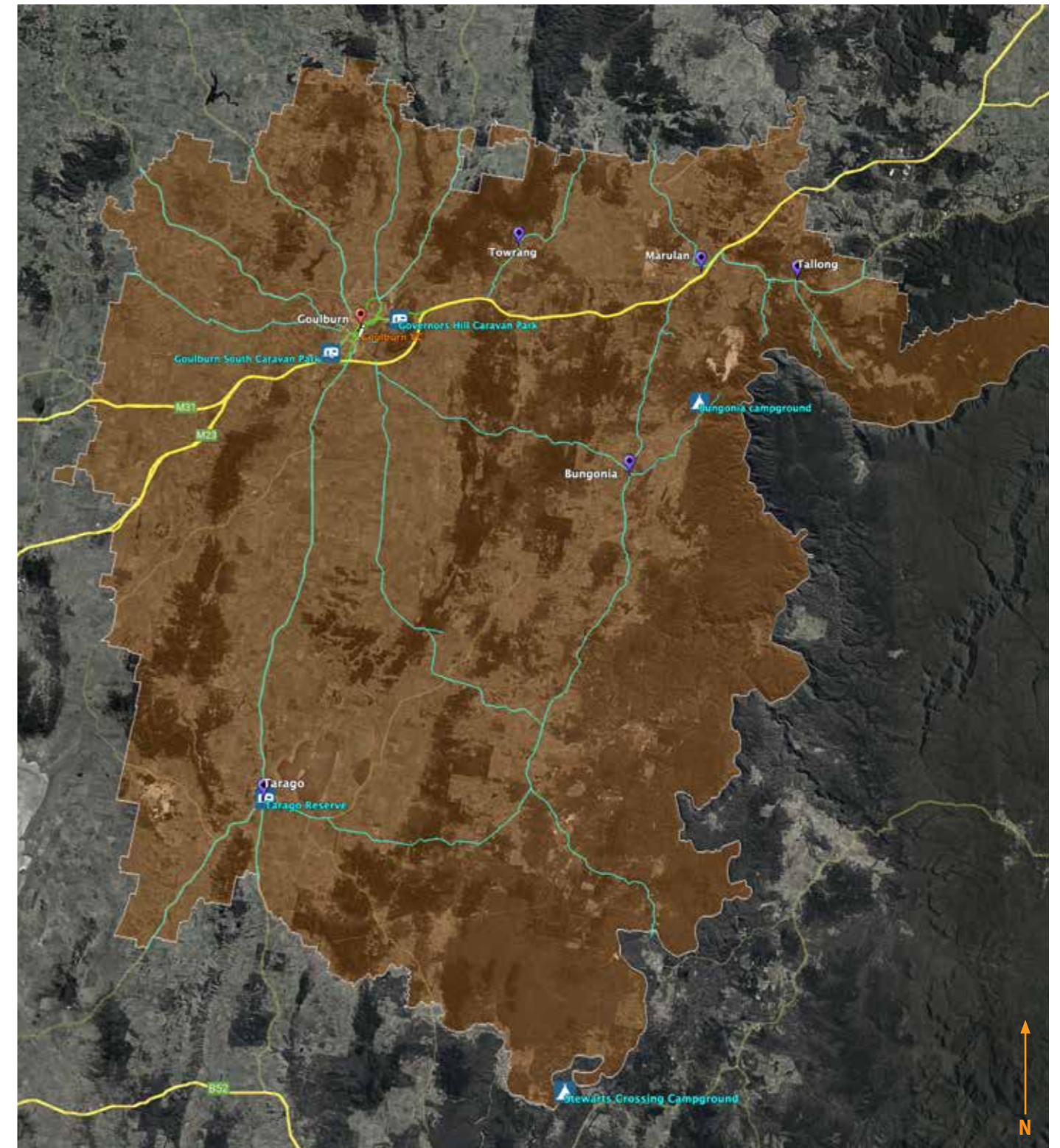
The caravan and camping economy plays a significant role in benefiting regional Australia in several ways. This thriving industry provides various economic, social, and environmental advantages to both local communities and the broader Australian economy.

- Caravan parks and camping grounds contribute substantially to regional economies. They create jobs, from maintenance and administration positions to hospitality and tourism-related roles. These jobs help reduce unemployment rates and provide stable income sources for local residents.
- Caravan and camping facilities attract tourists from across Australia and even internationally. This influx of visitors boosts local businesses such as restaurants, grocery stores, garages, and privately owned tourism enterprises. These businesses often rely heavily on the tourism season, helping to diversify the local economy.
- The demand for caravan parks and campgrounds encourages investments in infrastructure like roads, utilities, and recreational facilities.
- Caravan and camping allow for longer tourist seasons. Many tourists opt for camping trips during shoulder seasons, helping to extend the economic benefits beyond the peak summer months.
- Caravan and camping often emphasise sustainable practices, such as minimising waste and respecting natural environments. This aligns with the growing interest in eco-friendly tourism, attracting environmentally conscious travellers and helping to preserve the region's natural beauty.
- Caravan and camping tourists often seek authentic experiences, which can lead to a greater appreciation of local culture and traditions. This, in turn, can encourage cultural events and the preservation of heritage sites.
- Local governments benefit from caravan and camping parks through various revenue streams, including property rates, licensing fees, and tourism-related levies. These funds can be reinvested into community development projects.

- Caravan and camping sites often foster a sense of community among travellers and locals alike. Campers often engage in activities and events that promote interaction and cooperation with the local community, creating a more vibrant and welcoming atmosphere.
- By providing an alternative source of income to agricultural activities, the caravan and camping economy can contribute to the diversification of rural economies. This can help rural areas become less vulnerable to economic downturns in specific industries.

In summary, the caravan and camping economy plays a vital role in regional Australia by stimulating economic growth, creating jobs, promoting sustainable tourism, and enhancing the overall quality of life for residents. This industry not only supports local communities but also contributes to the broader national tourism sector, making it a valuable asset to regional Australia's development and prosperity.

GMC Caravan & Camping Parks	Private	Council	Nat Pk	Other
Tarago Reserve				•
Stewarts Crossing Campground				•
Goulburn South Caravan Park	•			
Big 4 Governors Hill Carapark	•			
Bungonia NP Campground			•	



GMC - Caravan and camping

SECTION 3. GOULBURN MULWAREE SIGNAGE AUDIT

3.8 GOULBURN MULWAREE CARAVAN & CAMPING

GMC CARAVAN & CAMPING

Within GMC, the options for caravan and camping facilities are relatively limited compared to other Southern Tablelands LGAs. A total of five options were identified, comprising two under control by "other" (Green), two privately operated caravan parks (Blue), and one National Park-operated campground (Pink). Additionally, two public RV dump points were located. Among these caravan/camping options, three are situated in GMC towns and villages, while the other two are in rural areas, specifically one in a National Park and another Water NSW controlled land.



Tarago Recreation Area

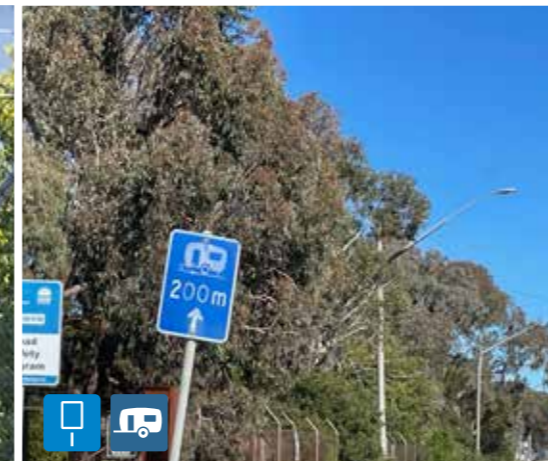


Stewarts Crossing Campground



Tarago Reserve - Limited information is available, but it appears that the reserve allows for 48-hour self-contained camping. Situated within the village of Tarago, easily accessible from Braidwood Rd, the reserve provides facilities such as toilets, gas barbecues, and picnic shelters.

Stewarts Crossing Campground - This basic campground is located at the south western border where Stewarts Crossing Rd crosses the Shoalhaven River. Primarily used by locals the campground features basic facilities, including pit toilets and a few fire pits. Unfortunately, there is no directional signage to guide visitors to this location.



Goulburn South Caravan Park - Advance warning and property signage.

Goulburn South Caravan Park - This privately owned caravan park, off Hume St - the main western access point to Goulburn from the Hume Hwy - offers typical caravan park amenities. While the park has advance warning signs from both directions on Hume St, there is a lack of positional signage adjacent the caravan park entrance. Moreover, both advance warning signs are faded and need replacement.

Big 4 Governor's Hill Carapark - Located at the north eastern edge of Goulburn on Sydney Rd, the main eastern access point to Goulburn from the Hume Hwy. This caravan park caters to westbound caravans only, as Sydney Rd is a dual carriageway at this point. Eastbound caravans must pass the entrance and make a U-turn on Sydney Rd to access the park.



Big 4 Governor's Hill Carapark - Advance warning and property signage.

SECTION 3. GOULBURN MULWAREE SIGNAGE AUDIT

3.8 GOULBURN MULWAREE CARAVAN & CAMPING

The park features advance warning and directional signs for westbound traffic, with the latter being faded and requiring replacement.

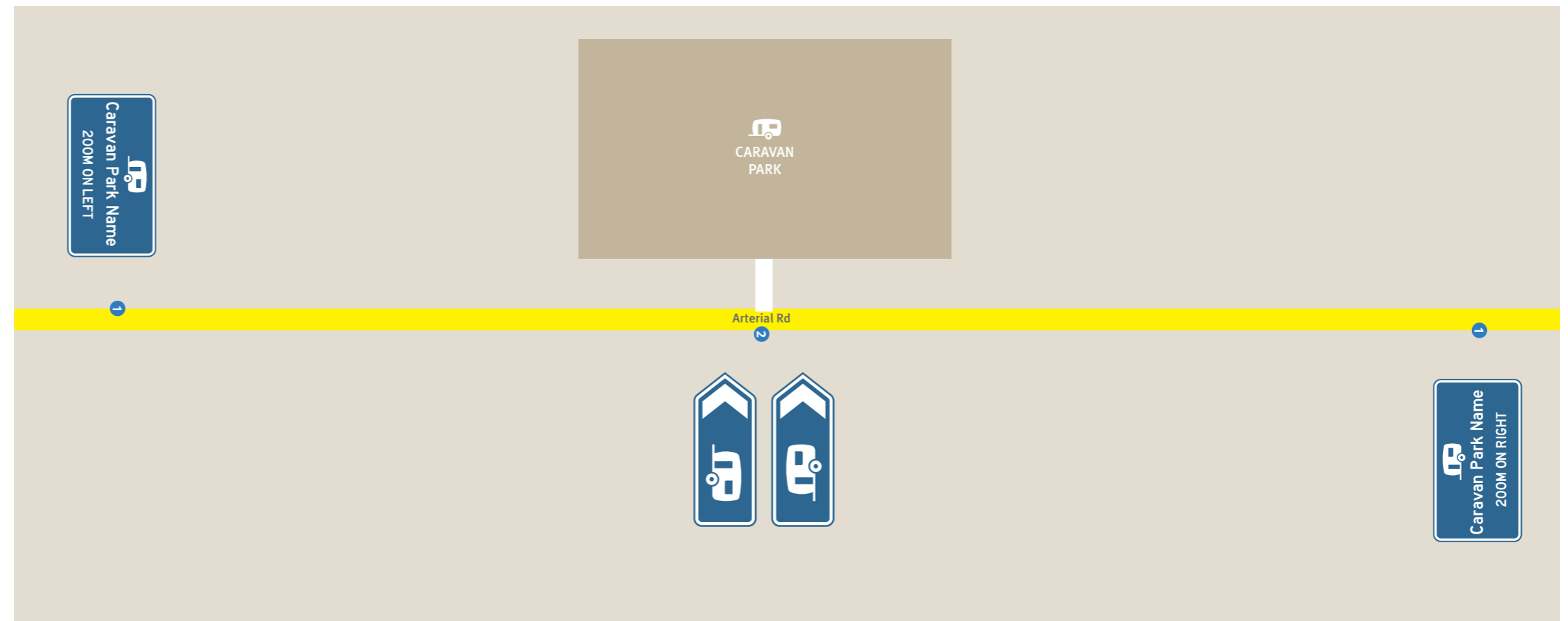
Bungonia National Park - The Bungonia campground within the National Park is a sizable NSW Parks & Wildlife-managed camping ground and accommodates camper trailers, caravans, and tents. Facilities include picnic tables, toilets, showers, barbecues, and a camp kitchen. Directional signage to the park is well-established, with both main routes signposted from Goulburn and Marulan.

Recommendations

- Install positional signs adjacent Tarago Recreational Area parking area entrance. Sign should contain AS symbols for caravan, toilets, picnic shelter and barbecue.
- Goulburn South Caravan Park - Replace advance warning signs and install positional signs opposite the caravan park entrance (see diagram this page).
- Big 4 Governors Hill Carapark - Replace directional sign at front entrance.



Bungonia National Park signage and facilities.



EXAMPLE - Standard signage plan for single caravan park location

SECTION 3. GOULBURN MULWAREE SIGNAGE AUDIT

3.9 GOULBURN MULWAREE RV FRIENDLY/RV DUMP POINTS

GMC RV FRIENDLY TOWNS

Campervan & Motorhome Club of Australia (CMCA) list Goulburn as an RV Friendly Town on their website (<https://rvfriendly.cmca.net.au/Map/RVFriendlyMap>).

What is an RV Friendly Town?

An RV Friendly Town™ is one that has met a set of guidelines to ensure it provides a certain amount of amenities, and a certain level of services for these travellers. When RV tourists enter a town displaying the RV Friendly Town™ sign, they know they will be welcome, certain services will be provided for them that may not be available in other centres, and they will have access to a safe place to stay overnight, and possibly for a longer period.

Essential Criteria

- Provision of appropriate parking within the town centre, with access to a general shopping area for groceries and fresh produce.
- Provision of short term, low cost overnight parking (24/48 hours) for self-contained recreational vehicles, as close as possible to the CBD.
- Access to potable water.
- Access to a free dump point at an appropriate location.

Desirable Criteria

- Provision of long term parking for self-contained recreational vehicles.
- Access to medical facilities or an appropriate emergency service.
- Access to a pharmacy or a procedure to obtain pharmaceutical products.
- Visitor Information Centre (VIC) with appropriate parking facilities.
- VIC to provide a town map showing essential facilities, such as short and long term parking areas, dump point and potable water.
- RV Friendly Town™ signs to be erected within the town precinct.

Recommendations

- Review feasibility of other GMC towns/villages meeting RV Friendly Town criteria.



Goulburn - RV Friendly Town



Australian Standard RV dump point symbol

RV DUMP POINTS

RV dump points are of significant importance to RV and caravanning visitors and to regional tourism in Australia for several reasons:

- **Environmental Responsibility** - RV dump points provide a designated location for RV travellers to dispose of their waste, including sewage and gray water. Proper disposal helps protect the environment by preventing contamination of natural water sources and soil, which is especially crucial in ecologically sensitive areas.
- **Convenience for Travellers** - RV travellers need access to facilities that allow them to empty their on-board waste water tanks, such as toilets and sinks. Dump points offer a convenient and essential service for RV enthusiasts, making it easier for them to manage their waste during their journeys. This convenience encourages longer stays in the region and return visits.
- **Extended Stay and Tourism** - Access to RV dump points can significantly impact the length of time RV travellers spend in a particular region. When RV travellers know that there are well-maintained dump points available, they are more likely to stay longer, explore the local attractions, and spend money in the region.
- **Encouraging Responsible Tourism** - Providing RV dump points encourages responsible and sustainable tourism practices. Travellers are more likely to be environmentally conscious when they have easy access to appropriate waste disposal facilities. This aligns with the broader goals of promoting responsible and ethical tourism, which can lead to a positive reputation for the region.
- **Enhancing the RV and Caravanning Experience** - RV dump points contribute to the overall experience of RV and caravanning visitors. When travellers have access to clean, well-maintained facilities, it enhances their trip and makes them more likely to recommend the region to others. Positive word-of-mouth recommendations and on-line reviews can further boost tourism in the area.
- **Promoting Tourism Infrastructure** - The presence of RV dump points reflects a region's commitment to catering to the needs of RV and caravanning tourists. It signals that the region is RV-friendly, which can attract a higher volume of visitors who



Goulburn - Braidwood Rd RV Dump Point

are specifically looking for locations with these amenities.

- **Supporting Local Businesses** - RV dump points often bring travellers to nearby towns or communities, where they may purchase supplies, dine at local restaurants, and engage in various activities. This patronage supports local businesses and stimulates the regional economy.
- **Data Collection and Planning** - The presence of RV dump points can help regional tourism authorities collect data on visitor numbers and preferences. This information is valuable for planning and improving tourism infrastructure and services in the region.

In conclusion, RV dump points play a crucial role in promoting regional tourism in Australia. They offer a convenient and responsible waste disposal solution for RV travellers, encourage longer stays, support local businesses, and contribute to the region's reputation as a welcoming and sustainable destination.

Recommendations

- Install directional and positional signage at the Marsden Weir Park RV dump point.
- Consider installation of additional RV dump points e.g. Marulan and Tarago.
- List GMC RV dump points on the Sanidumps website - <https://www.sanidumps.com/find.php>

SECTION 3. GOULBURN MULWAREE SIGNAGE AUDIT

3.10 GOULBURN MULWAREE RESERVES & REST AREAS

GMC REST AREAS AND RESERVES

Well-maintained rest areas provide a comfortable and convenient place for tourists and visitors to take a break from their journeys. This is especially important for long-distance travellers who need to rest, stretch their legs, use the toilet, or have a quick meal. Rest areas often serve as gateways to a region. Providing information about local attractions, businesses and events can encourage travellers to explore the area, leading to increased tourism and revenue for local attractions and events. A region that takes pride in its rest areas and provides excellent facilities can enhance its image as a tourist-friendly destination, potentially attracting more tourists in the long run.

GMC boasts several well-appointed parks and rest areas within its towns and villages, each featuring quality amenities such as toilets, picnic furniture, and barbecues. However, the overall experience is hindered by inadequate or non-existent signage. Many of these parks lack rest area advance warning signs or directional signage at the facilities, making them easily overlooked.

For instance, the Tarago Recreation Ground rest area, despite having modern and up-to-date facilities, lacks comprehensive signage. The only indicators present are an assortment of "public toilet" signs, with no other promotional signage highlighting the available rest area facilities. This deficiency in signage is similarly observed at Marulan's Tony Onions Memorial Park. Additionally, parks like Goulburn's Belmore Park suffer from a complete absence of directional signage. See example on the next page.

It's noteworthy that outside of the towns and villages, no rest areas with facilities were identified, except for those along the Hume Hwy. The disparity in signage quality and visibility indicates a need for improved wayfinding infrastructure to enhance the overall accessibility and awareness of these well-equipped parks and rest areas.

Recommendation

- All - Improve directional and facility signage to and at all Goulburn Mulwaree rest areas.



Goulburn - Belmore Park rest area facilities



Marulan - Tony Onions Memorial Park rest area facilities



Marulan - Tony Onions Memorial Park existing directional signage (see signage plan example page 38)

SECTION 3. GOULBURN MULWAREE SIGNAGE AUDIT

3.10 GOULBURN MULWAREE RESERVES & REST AREAS



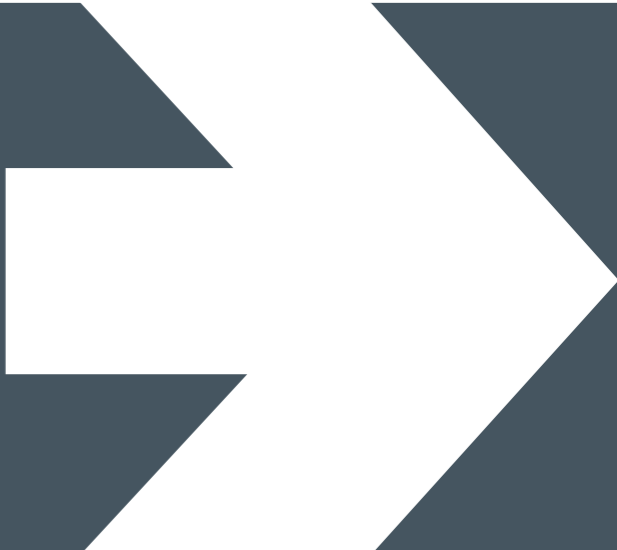
Tarago - Tarago rest area facilities.



Tarago - Tarago rest area facility signage, no mention of barbecues, picnic shelters etc.

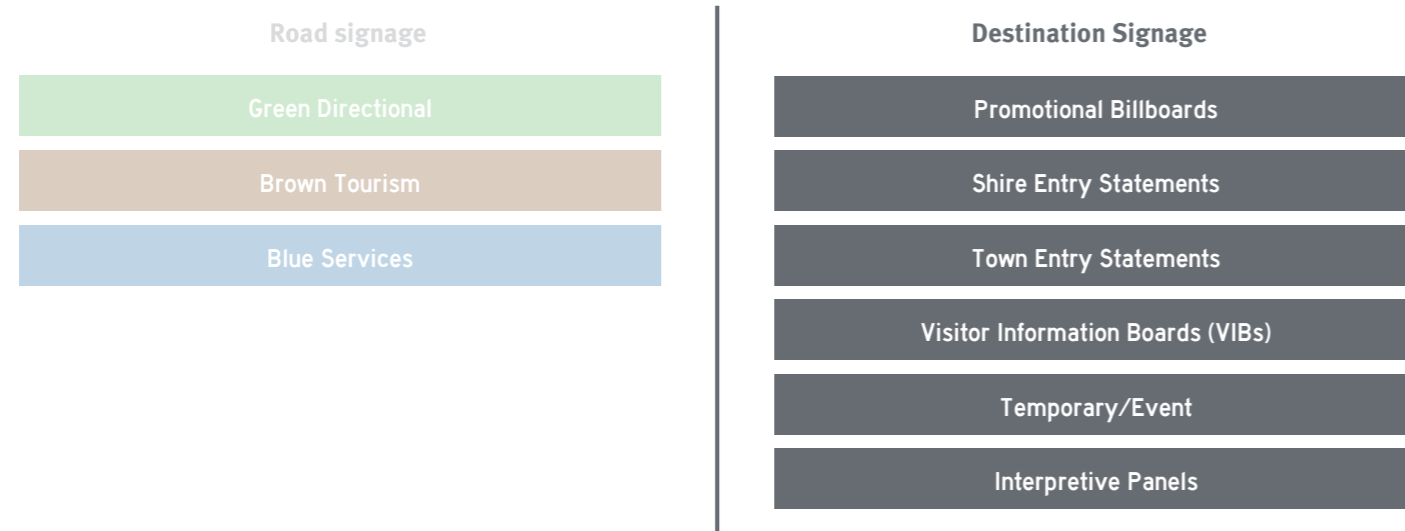


SECTION 4 - THE DESTINATION SIGNAGE SYSTEM



SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.1 BACKGROUND



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

While there is little opportunity to influence the design of green, brown and blue road signs, there is scope to create a suite of unique and well-designed destination and marketing tourism-related signs for GMC. A suite of destination signs can include the following types of signage:

- 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.
- LGA 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.
- 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 council brand.
- Visitor Information Boards (VIBs)** – provide information that helps with wayfinding and orientation (e.g. contain maps of the area), attractions and features, visitor information services, and services, facilities and amenities available in the area.
- Temporary/Event** – these signs are used to highlight events and activities but are not permanent signs.
- Interpretive Panels** – these signs provide information about attractions, historic sites, lookouts, etc. and can be arranged as single signs or groups of signs.



Examples of existing tourism signage in GMC

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.2 GOULBURN MULWAREE PROMOTIONAL BILLBOARDS

PROMOTIONAL BILLBOARDS

Billboards placed strategically along highways and major roads can help raise awareness about lesser-known regional destinations. This increased visibility can pique the interest of travellers who may not have considered visiting these areas otherwise. Billboards can capture the attention of travellers passing through an area. They serve as a quick and visually appealing way to showcase the unique attractions, natural beauty, or cultural experiences that a region has to offer. This can encourage tourists to make impromptu stops and explore the region.

Billboards are effective tools for promoting seasonal events, festivals, and activities unique to a region. They can inform tourists about upcoming events, encouraging them to plan trips around these attractions. Consistent use of billboards can help build a region's brand as a tourist destination over time. Travellers may begin to associate the region with specific experiences or qualities, encouraging repeat visits and word-of-mouth recommendations.

In summary, promotional billboards play a valuable role in boosting regional tourism in Australia by increasing awareness, attracting passing tourists, extending stays, and stimulating economic growth. When strategically designed and placed, billboards can have a lasting impact on the tourism industry and the overall prosperity of regional communities.

There are 5 billboards located in the GMC LGA, 4 of which are located on Hume Hwy. These billboards are all very faded and in need of replacement.

To explore the viability of a broader billboard campaign aimed at promoting the region, its attractions, and its events, several key steps need to be considered:

- 1. Council Interest and Preparedness:** The first critical step is to determine whether GMC is interested and prepared to embark on a billboard campaign. This involves assessing the willingness of local authorities to allocate resources, both financial and logistical, to such an endeavour.
- 2. Campaign Objectives:** Establishing clear campaign objectives is crucial. What does the Council hope to achieve with this billboard campaign? Are they primarily aiming to boost tourism, promote local events, or enhance the region's overall visibility? Defining these objectives will guide the campaign's development and execution.
- 3. Site Selection:** Identifying suitable billboard locations is paramount. Collaboration with commercial outdoor advertising companies is essential to secure prime sites along major highways, high-traffic areas, and key entry points to GMC and its attractions. The availability of such locations should be assessed in partnership with these companies.

- 4. Design and Content:** Developing eye-catching billboard designs and compelling content is essential. These billboards should effectively convey the region's unique selling points, attractions, and upcoming events. Collaborating with local artists or creative agencies can be instrumental in achieving this.
- 5. Budgeting and Funding:** Determining the budget required for the campaign and securing necessary funding is crucial. This may involve seeking grants, sponsorships, or allocating a portion of the Council's marketing budget.
- 6. Community Involvement:** Engaging local businesses, tourism associations, and community groups in the campaign can foster a sense of ownership and collective effort. Partnerships can also help share the costs and responsibilities.
- 7. Campaign Monitoring and Evaluation:** Implement mechanisms to track the campaign's effectiveness, such as increased tourism, event attendance, or website traffic. Regular evaluation ensures that the campaign remains aligned with its objectives and can be adjusted as needed.

In conclusion, promotional billboards can showcase GMC towns and their events. However, its success hinges on thorough planning, community involvement, and a clear understanding of the region's goals and available resources. By working closely with commercial outdoor advertising companies and other stakeholders, Goulburn Mulwaree can create an impactful billboard campaign that brings the spotlight to its diverse attractions and vibrant events.

Recommendations:

- Develop billboard campaign to refresh existing outdated GMC content



Goulburn Mulwaree promotional billboards located on Hume Hwy

Billboard advertising is a reminder medium, when other activity tapers off. Cost-effectively reaching audiences that are cost-prohibitive for other media reaches. It provides a path to purchase, reinforce brand messages from other media close to the point-of-purchase. Billboards are a strategic, cost effective way to maintain brand awareness between bursts of other activity.

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.2 GOULBURN MULWAREE PROMOTIONAL BILLBOARDS

Principles & Guidelines

Placement of billboards should be based on the following criteria:

- 1. Purpose** - These billboards would be used only for the purpose of promoting Goulburn Mulwaree and its tourism experiences. They should not be used to promote specific businesses or towns.
- 2. Location** - Billboards should be placed where they don't deter from the enjoyment of the natural environment, they should be placed where they do not project above the horizon and ideally where the ground or the tree line is rising above the top of the billboard. The billboards should be positioned a safe distance from the roadway. These billboards can only be used on private or GMC owned property.
- 3. Line of Sight** - Look for locations that have a clear line of sight from approximately 250m. This is the maximum distance that the casual observer will notice your billboard when travelling at the standard highway speed limit of 110kmh.
- 4. Messaging** - Keep it very simple. The best way for Goulburn Mulwaree to promote a destination is through large professionally shot images of the destination with simple messages or directions. It is important that the billboard does not distract drivers.
- 5. Materials/Size** - Promotional billboards should follow standard Australian sizes, this will allow the Southern Tablelands LGAs 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.



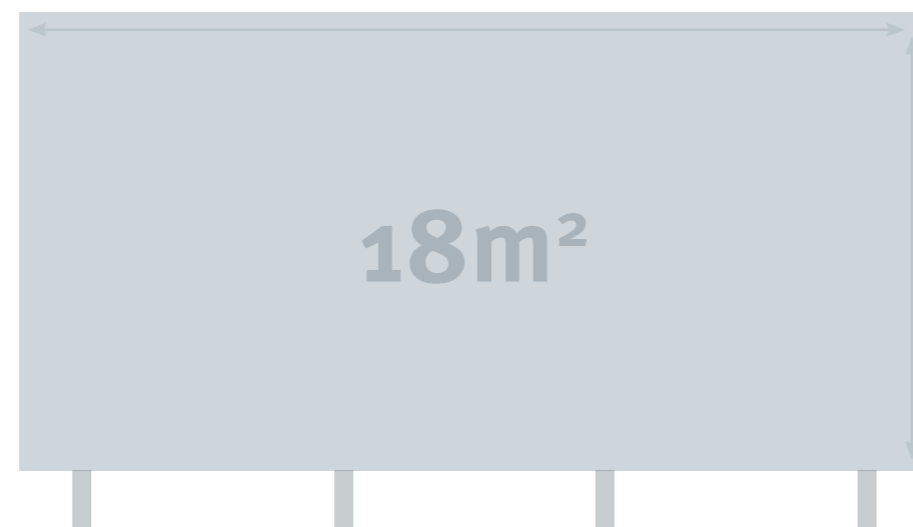
EXAMPLE - Super 8 Promotional Billboard



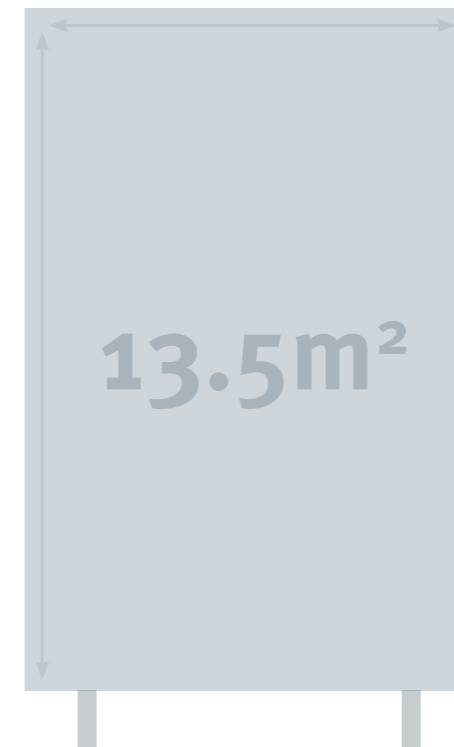
Super 8's
8.3m x 2.2m

Portrait 2
4m x 6m

Super 6's
6m x 3m



Portrait 1
3m x 4.5m



Portrait 2
4m x 6m



Australian Standard Billboard sizes.

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.2 GOULBURN MULWAREE PROMOTIONAL BILLBOARDS

MOBILE BILLBOARDS

Often overlooked as a marketing tool mobile billboards present a fantastic opportunity to spread the Goulburn Mulwaree/Southern Tablelands tourism message. These mobile billboards usually take the form of semi-trailer printed curtain sides or maxi-cube rigid trailers with vinyl graphics applied. While a static billboard requires motorists to drive by, a typical semi-trailer covers between 150,000 -200,000 kilometres annually thus spreading the tourism message to a wider audience. This type of advertising has the potential to travel, capturing local, regional and national audiences. Local governments are beginning to see the potential to this form of destination marketing and are engaging with their local transport companies to develop this form of promotion.

Previously GMC worked with a local transport operator to develop a set of curtain sides for one of their trailers.

Recommendation

- Re-investigate the development of Goulburn Mulwaree promotional curtain sides with local transport operators.

<https://www.narrandera.nsw.gov.au/council/news-and-publications/news-and-media/narrandera-tourism-travels-throughout-eastern-seaboard>



TOP - Bathurst Regional Council/Ballinger Transport co-branded B double set, BOTTOM - Narrandera Shire Council has partnered with local transport company, Hayllar Transport

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.3 GOULBURN MULWAREE LGA BOUNDARY ENTRY SIGNS

GMC BOUNDARY ENTRY SIGNS

GMC has two boundary entry signs. These entry signs are located on the eastern border of GMC on the Hume Hwy and at the southern border on Federal Hwy. The reciprocal sign on the western border on Hume Hwy is missing and in need of replacement. Otherwise the only indication of entering the Goulburn Mulwaree region relies on State Government boundary markers or the entry signs for the LGA you are leaving. State Government boundary markers, while serving their functional purpose, are positioned parallel to the road, making them easily overlooked by travellers.

Principals & Guidelines

Local Government Area (LGA) boundary entry signs serve several important purposes for regional areas in Australia:

- 1. Identity and Sense of Place** - LGA boundary signs help define and reinforce the unique identity of a particular region or community. These signs often feature the name of the local government area, which is a key component of the region's identity. For residents and visitors alike, these signs create a sense of place and belonging, helping to distinguish one area from another.
- 2. Wayfinding and Navigation** - LGA boundary signs are essential for wayfinding and navigation. They serve as geographic markers, helping travellers identify when they are entering or leaving a specific local government area. This information can be crucial for travellers, particularly in rural and regional areas where roads may not be as well-marked as in urban areas.
- 3. Tourism and Promotion** - In regional Australia, tourism is a significant economic driver. LGA boundary signs can be used as a platform for promoting local attractions, events, and cultural or historical highlights. These signs can pique the interest of travellers and encourage them to explore what the area has to offer, contributing to the local economy.
- 4. Regional Branding** - LGA boundary signs often feature visual branding or symbols that represent the region's character or unique attributes. This

branding can help promote the region and create a lasting impression on those passing through. It's a way to showcase the region's distinctiveness and potentially attract investment or new residents.

- 5. Safety and Emergency Response** - In the event of emergencies, LGA boundary signs can help emergency services quickly identify the location and jurisdiction of incidents. This information is essential for coordinating responses, especially in rural and remote areas where landmarks may be scarce.
- 6. Community Pride** - LGA boundary signs are a source of community pride. They signify that a community has a distinct local government and governance structure that is responsible for local services, infrastructure, and community well-being. These signs can foster a sense of civic pride and belonging among residents.
- 7. Data Collection and Planning** - Local government authorities use LGA boundary signs to collect data on traffic flow and movement patterns. This information can be valuable for urban and regional planning, transportation, and infrastructure development.

In summary, LGA boundary entry signs play a vital role in regional Australia by providing identity, navigation, promotion, safety, and a sense of pride. They serve as gateways to local government areas, welcoming visitors and residents while contributing to the region's distinct character and economic development.

Recommendation

- GMC should look to developing a set of major and minor boundary entry signs. Major entry statements on the Hume Hwy where the GMC already has a sign positioned. Reinstall the reciprocal Eastbound Hume Hwy sign on the western border of GMC.
- Develop minor entry signs for the regional arterial roads that enter GMC.



Goulburn Mulwaree entry sign on the Hume Hwy. Examples of bordering regional council boundary entry signs.

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.4 GOULBURN MULWAREE TOWN ENTRY STATEMENTS/SIGNS



GMC TOWN ENTRY STATEMENTS/SIGNS

GMC's town entry statements are a very mixed lot where every town and village has designed their own independent of an overall binding LGA brand. It seems at some point a series of hoop signs were designed and rolled out across the LGA. This sign style is reflected in the LGA entry statements on the Hume and Federal Hwys. Since that time other towns and villages such as Marulan and Tallong have gone their own way and developed their own entry signs. Tallong as well as installing new entry signs has also kept the old one in place.

Another interesting installation is the Goulburn town entry statement on Sydney Rd and Hume St that takes its design cues from the Rocky Hill Memorial. If you slow right down and look very closely you can just make out "Welcome Goulburn" it looks as though the "to" has fallen off. The lettering gets completely lost against the red brick background.

Principals & guidelines

1. **Community** - Community buy-in must be sought at the start of the process. It cannot be underestimated the importance of getting the community engaged and involved in these type of projects. This will help achieve a successful outcome.
2. **Design** - Create a memorable design that visitors will recognise and establish the connection between the entry statements and the broader Goulburn Mulwaree experience. Local materials should be sourced whenever possible.
3. **Size and scale** - 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 m) by people travelling in vehicles.
4. **Visibility** - Lighting and power supply e.g. mains power or solar should be carefully considered for night time viewing.
5. **Site location** - Locations should be chosen so the entry statement can be clearly viewed but is not a distraction or safety hazard for motorists. Entry signs should not interfere with other road safety and regulatory signs and be placed in locations to convey a positive image of the location.
6. **Construction** - High quality construction and use of materials that are durable, high quality and replaceable.

Recommendations

- Develop a new sign style that reflects the individual town/village character yet ties in with the GMC brand. Work with the local community to get buy-in on the design.
- Develop tier one entry statements for Goulburn and tier two signs for smaller villages.
- Remove all old non-conforming entry statements.

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.5 GOULBURN MULWAREE VISITOR INFORMATION BOARDS

GMC VISITOR INFORMATION BOARDS

Visitor information boards (VIB's) play a crucial role in providing essential information to visitors, covering three key aspects: points of interest, accommodation options, and the location of cafés, restaurants, and other important services. These boards are typically placed at town entry points, rest areas, or town parks equipped with amenities such as toilets and picnic areas, where travellers are likely to stop. They serve as a valuable resource for casual viewers who may not actively seek out this information. However, there is a noticeable gap in the provision of sufficient visitor information resources within Goulburn Mulwaree, necessitating attention.

VIB's are typically structured in a tiered system, comprising three different board sizes: Tier 1 for Large Gateway Visitor Information Boards, Tier 2 for Principal Towns, and Tier 3 for Villages and local rest areas with facilities.

While some may perceive visitor information boards as somewhat outdated in today's digital age, it's essential to recognise that well-maintained, up-to-date boards still hold significant value in the tourism tool kit. Two critical factors contribute to the effectiveness of these boards: currency and strategic placement.

Currency of Information - Visitor information boards convey details about attractions and essential services. Attractions tend to remain relatively consistent over time, especially those of a natural or heritage nature. However, information regarding tourism services like tour operators, restaurants, and accommodations can quickly become outdated due to the dynamic nature of the tourism industry. To address this, it is recommended to focus on digital platforms for tourism service details, accessible via QR codes or website URL's from the boards. This online information can be seamlessly integrated into the LGA tourism website, enabling easy management and quick updates as needed. Typically, information managed in this manner remains relevant for up to five years, after which time, the physical panels may require replacement.

Strategic Placement - Identifying the most effective locations to engage with the visiting public is critical. Not all travellers passing through the LGA will visit a Visitor Information Centre. Goulburn Mulwaree boasts several in-town rest areas equipped with amenities like toilets and picnic shelters. These rest areas are frequently sought out by travellers as convenient places to take a break, making them ideal locations for installing visitor information boards. By doing so, casual visitors have the opportunity to discover attractions they may not have previously considered or were unaware of, ultimately enhancing their overall experience.

In conclusion, despite the transformative impact of the digital age on information access, properly maintained, up-to-date visitor information boards, strategically placed, continue to be a valuable tool for enhancing the tourism experience in the Goulburn Mulwaree region.

During the audit phase of this project, potential locations for visitor

information boards were identified: French VC rest area, Eastbound Hume Hwy (Tier 1), Kingsbury VC rest area, Westbound Hume Hwy (Tier 1), Marulan's Tony Onions Memorial Park (Tier 2), Goulburn's Belmore Park (Tier 2), Tallong's Memorial Park, Bungonia Park and Tarago Recreation Area (Tier 3).

Each of these locations is equipped with toilets, picnic tables, and ample parking. Rest areas with facilities are a great way to engage with visitors as people stop to use the facilities, take a break, have a meal or just to stretch their legs.

Recommendations:

- Develop a standardised set of visitor information boards that can be applied in a tiered system.
- Install advance warning and positional signs for all GMC controlled road visitor information board locations using the white "i" AS symbol.
- Investigate the installation of Tier 1 visitor information boards at large Hume Highway rest areas with toilet facilities - French VC rest area, Kingsbury VC rest area.
- Install a Tier 2 visitor information board at Marulan's Tony Onions Memorial Park and Goulburn's Belmore Park.
- Install a Tier 3 visitor information boards at the Tarago Recreation Park Rest Area, Bungonia Rest Area and Goulburn's Belmore Park.



SUGGESTION - Rest Areas with toilet facilities are a great place to engage with visitors to the area
Top to bottom - French VC Rest Area, Kingsbury VC Rest Area, Tony Onions Memorial Park, Marulan.

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.5 GOULBURN MULWAREE VISITOR INFORMATION BOARDS

Principals & guidelines

Visitor Information Boards should contain the following information:

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

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 LGA, 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 Goulburn Mulwaree.

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 etc.),
- What services & facilities are available? (services & amenities, accommodation options, key contacts - link to Goulburn Mulwaree tourism website via QR Code and/or URL),
- How do I find what I’m looking for? (local area and regional maps).

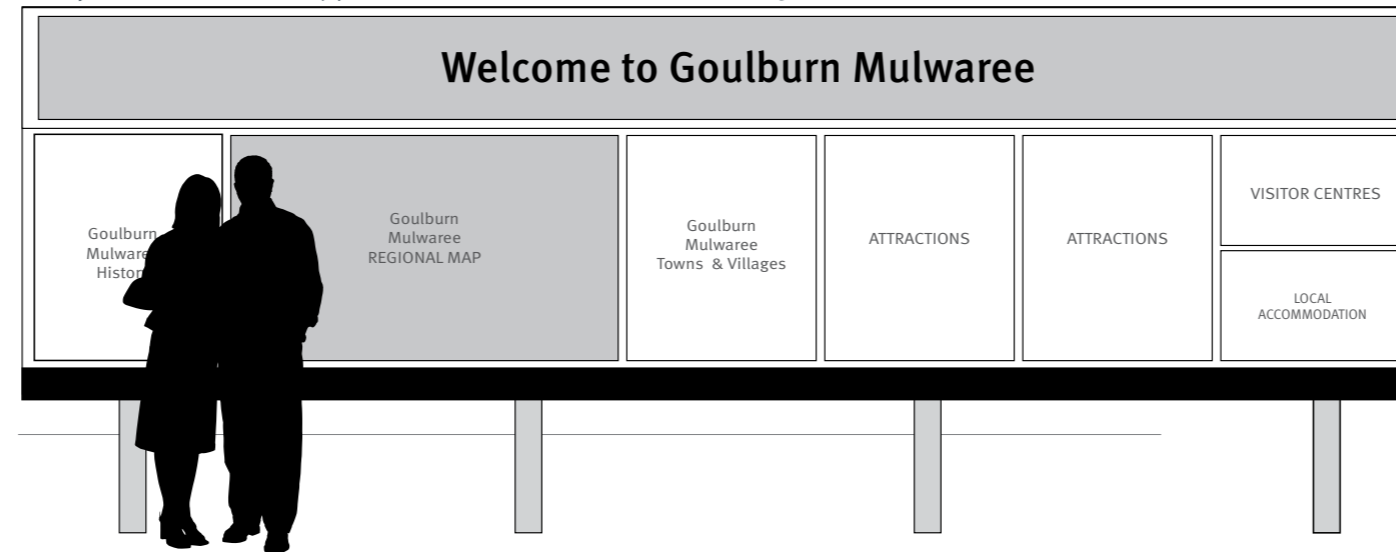
The most important thing when planning the content for a Visitor Information Board is to ask yourself “is this information relevant to visitors?”

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

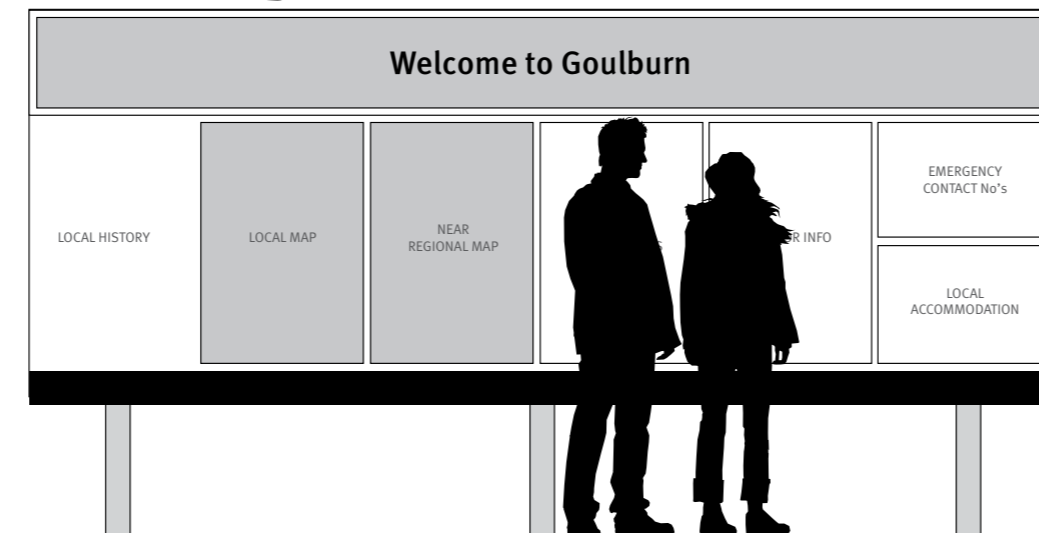
NOTE: Generally we recommend against advertising as the return on investment is usually not worth the hassle of chasing up advertisers for print suitable content.

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

Example 1 - TIER 1 - Main entry points Visitor Information Boards 6.0m X 1.5m



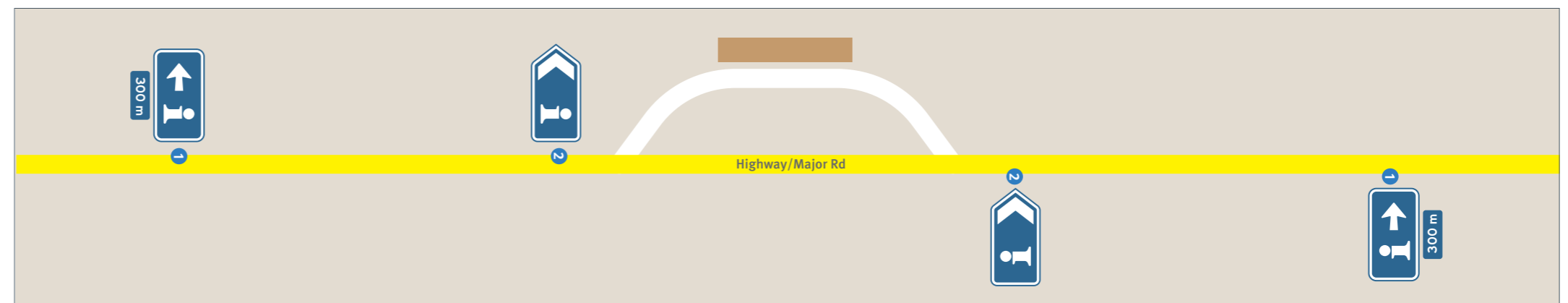
Note: These are examples only of a suite of Visitor Information Boards and the types of information they should contain. They should be designed to be congruent with the LGA/Regional Tourism Brand.



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



Example 3 - TIER 3 - Village Visitor Information Boards 3.0m X 1.5m



Example – Correct signage for directions to roadside Visitor Information

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.6 GOULBURN MULWAREE VISITOR INFORMATION CENTRE



Goulburn Visitor Information Centre

GMC VISITOR INFORMATION BOARDS

A well-run Visitor Information Centre (VIC) serves as a cornerstone of a successful tourism destination. It is the face of the community for travellers, offering a warm welcome, valuable insights, and essential resources. Beyond providing maps and brochures, a proficient VIC becomes a hub of local knowledge, offering recommendations, answering questions, and helping visitors navigate the area. Such a centre not only enhances the overall visitor experience but also drives economic growth by promoting local businesses and attractions. Moreover, it fosters a sense of connection and community pride, as it often involves collaboration between local authorities, businesses, and residents. In essence, a well-run VIC is an indispensable asset that not only informs and assists but also contributes significantly to the vitality and sustainability of a tourist destination.

The sole Visitor Information Centre in GMC is the accredited Goulburn VIC situated in a modern purpose-built facility on Sloane St, directly across from Belmore

Park. Operating seven days a week, this VIC is a comprehensive resource offering a diverse array of local and regional produce, arts and crafts, wines, books, and detailed information about the local area.

Within the centre, visitors can access free wireless internet, EV and Tesla vehicle charging stations, and utilise picnic tables and bathroom facilities. Additionally, the VIC caters to the needs of long vehicles, providing designated parking spaces. As a designated RV Friendly Town, the VIC offers filtered water and recreation vehicle refilling stations. For self-contained motor homes and vans, free overnight camp spots are available.

The directional signage leading to the VIC although lacking consistency in signage style is thorough, ensuring that visitors can easily locate the Centre. External signage at the actual site prominently features a large yellow "i" on the fascia fronting Sloane St, while the side fascias display the message "Goulburn Visitor Information Centre." To enhance recognition, it is suggested that these side fascias better utilise the universally recognizable yellow "i" symbol rather than a text-based



The two side fascias above the VIC entrance would be better utilised in repeating the instantly recognised yellow "i" symbol.

message, contributing to a more instantly identifiable and visitor-friendly presentation.

Recommendations

- Improve Goulburn VIC fascia side panel signage to reflect the same design as the front panel.
- Review exterior "after hours" information on offer.



Some of the many signage styles used in the VIC directional signage.

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.7 GOULBURN MULWAREE INTERPRETIVE SIGNAGE

GMC INTERPRETIVE SIGNAGE

Interpretation is the act of explaining, re-framing, or otherwise showing your own understanding of something. Good quality interpretation raises awareness of the history, culture and experiences of a place. Good interpretation is a key plank in good tourism experiences.

The quality of interpretive signage throughout Goulburn Mulwaree presents a mixed picture. While some impressive new interpretation stands out along the Mulwaree River Walk, the overall landscape features interpretive signage of varying quality across the LGA. Notably, interpretation commissioned and crafted by local historical societies often falls short, characterised by excessive information, subpar writing, and poor design. A key principle in effective interpretation is the inclusion of a headline, a compelling pull quote to capture passing attention, coupled with concise text limited to 150/200 words. Emphasising stories about the individuals who lived or worked in historical buildings rather than the structures themselves enhances engagement.

In general, most interpretive signage is in good condition, with minimal instances of fading or vandalism observed. However, the Towrang Convict Stockade signage is notably in need of replacement, being produced on wooden plywood panels which are well beyond their use-by date.

Notably, indigenous interpretation is limited, with only two instances identified—one panel on the Mulwaree River Walk near Lansdowne Bridge and another at the Rocky Hill War Memorial car park. Expanding the representation of indigenous history and culture in interpretive signage will contribute to a more comprehensive and inclusive narrative of the region.

Principals & Guidelines

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

- 1. Planning** – Planning is the KEY to using limited resources effectively and to producing attractive, quality signs and creating a worthwhile experience. What is the purpose of the experience? What do you want people to learn?
- 2. Content** – The written content and images must be interesting and engaging. A professional writer with experience in researching and writing interpretive content should be engaged.
- 3. Design** – Engage a professional graphic designer with experience in interpretive signage design to work with you on this step. They will understand how to make the

layout interesting and easy to read.

NOTE - Always ensure that GMC retains full ownership of all artwork and it is properly archived. This will make it much easier to produce replacement panels.

- 4. Materials and fabrication** – Consider the final selection of the sign materials based on the environment, durability, ease of maintenance and longevity along with the fit and requirements for the type of experience at the site. For example, drive trails will have different needs, options and opportunities to say, a historic site. Consider using local materials such as stone or timber whenever possible and cost effective.
- 5. Installation** – This stage should be carefully planned and managed by the signage contractor and the designer to ensure the process is safe, efficient and there is minimal disruption to the public. This stage should not be left to an installer without clear instructions or direction.
- 6. Maintenance** – The need for maintenance and cleaning is often overlooked. This will affect the life of the sign and give visitors a negative impression of the place and experience. It simply doesn't make sense to invest time, effort and money in an interpretive signage project to then neglect its maintenance. Establishing roles/ agreement and resources needed for maintenance of signage should be established during planning phase.

Recommendations

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

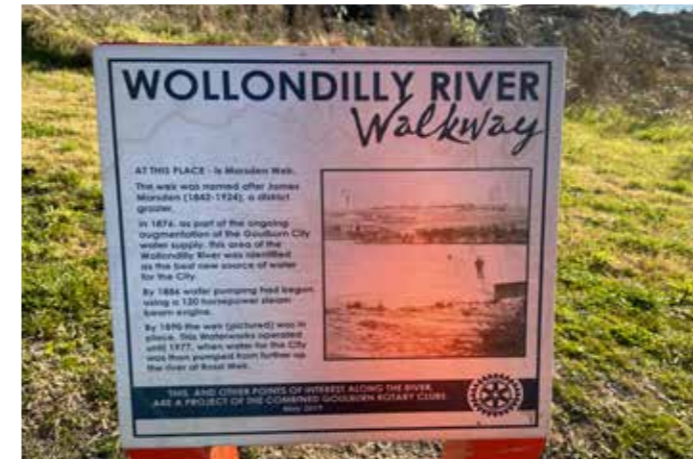
- Encouraging creative alternatives to interpretive signage that do not involve panels of information.
- Criteria for when interpretive signage would be supported e.g. significant story and interesting to a wide audience.
- Text must be professionally written.
- Must be professionally designed.
- Specifications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



New Mulwaree River Walk interpretation



Bungonia interpretation - Poorly written, poorly designed, too much information



Wollondilly River Walkway interpretation



Towrang interpretation - No headline, Text should be set in columns, too hard to read across the whole panel



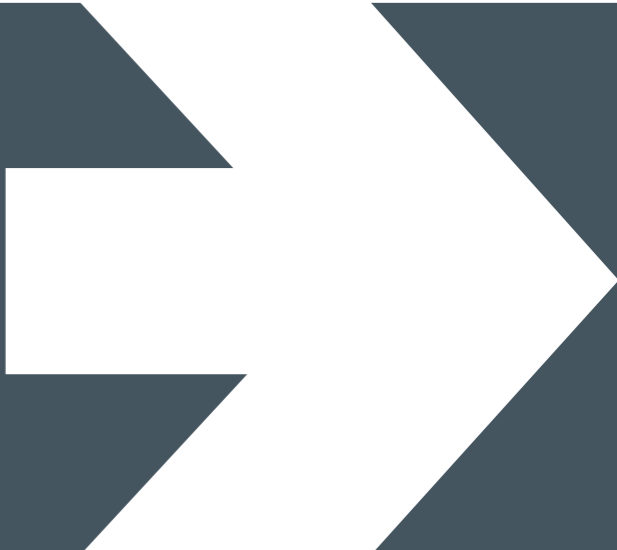
One of only two indigenous interpretation panels sighted, poor design, too much information. Would be better spread over 2 to 3 panels



Towrang Stockade - Old interpretation in need of replacement



SECTION 5 - IMPLEMENTING THE STRATEGY



SECTION 5. IMPLEMENTING THE STRATEGY

Actions would be rolled out progressively and subject to funding and resources. Goulburn Mulwaree will 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. But, there are some actions that could result in substantial improvements and address the issues raised in the community consultations

that the Goulburn Mulwaree could implement in the near future to begin to progress this Strategy. Quick wins are identified in the implementation table.

Page No./ Strategy Section	Actions/Recommendations	Priority	Indicative Timeframe to start	Indicative Costs	Quick Wins
Page 12 - 2.3 Signage Policies & Guidelines	Southern Tablelands LGA's to develop a council signage policy, signage guidelines and an application process.	High	Immediate	N/A	No
	Southern Tablelands LGA's to review all of their Council-wide signage to bring them into alignment with this strategy				
	Conduct regular audits of tourist, services and community signs against Council's signage Policy (to be developed) and progressively remove signage that is not compliant.				
Page 23 - 3.3 Green/Blue Directional Signs	Review intersections with large sign clusters and consolidate signage structure.	High	Ongoing	\$10,000 pa	No
	Conduct a regular asset review of all GMC controlled road signage.				
	Replace damaged and faded signs				
	Standardisation - Develop a standardised design for blue signs, include the use of Australian Standard service symbols.				
	Strategic Placement - Plan the placement of blue service signs more strategically. Focusing on key locations where visitors are likely to benefit from the information provided.				
Page 24 - 3.3 Brown Tourist Signs	Review all brown tourist signs to determine if they are compliant and meet TfNSW guidelines eligibility criteria.	High	Ongoing	\$10,000 pa	No
	Replace damaged and faded signs.				
Page 25 - 3.4 Tourist Drives	Work with neighbouring LGA's to develop a signed tourist drive(s) within Southern Tablelands.	Low	24 Months	\$50,000	No
	Remove all Tourist Drive 13 signage.	High	Immediate	N/A	Yes
	Australian Motorcycle Grand Pix Memorial - Install New brown intersection sign and positional signs adjacent the attraction.	Medium	12 months	\$2,500.00	No
	Garroorigang Historic Home - Work with owner to improve property signage at home entrance. Investigate the installation of an interpretive panel on public land at homestead entrance.	Medium	12 months	\$3,000.00	No
	Old Goulburn Brewery - Work with owner to determine when brewery will reopen. Will new opening hows qualify this attraction for brown tourist signs or should these be removed? Install interpretive panel on public thoroughfare alongside brewery.	Medium	12 months	\$5,000.00	Yes
	Goulburn Historic Waterworks - Install advance warning signs 200m either side of the Waterwork /Marsden Park entrance. Replace faded interpretive panels at attraction.	High	Immediate	\$1,500.00	Yes

SECTION 5. IMPLEMENTING THE STRATEGY

Page No./ Strategy Section	Actions/Recommendations	Priority	Indicative Timeframe to start	Indicative Costs	Quick Wins
Page 32 - 3.5 Tourist Attractions	Rail Heritage Centre - Work with Rail Heritage Centre to improve hours of opening and the importance of meeting VAS criteria for museums. If not remove brown signs.	High	Immediate	\$1,500.00	Yes
	Lansdowne Park - Remove brown tourist directional sign at property entrance.	High	Immediate	N/A	Yes
	Towrang Stockade - Install advance warning and directional signage to parking for this attraction on Hume Hwy or develop a new entry point on council controlled Towrang Rd.	Medium	12 months	\$15,000	No
	William Hovells Grave - Improve wayfinding to this grave site from the Maud St/ Cemetery Rd intersection to the cemetery parking area and to the grave site.	High	Immediate	\$2,500	Yes
	Badgerys Lookout - Determine who is responsible for this attractions maintenance and cleaning. Repair and replace all broken infrastructure	High	Immediate	\$30,000	Yes
	Bungonia Creek Wines - Remove brown fingerboard signs on Jerrara Rd.	High	Immediate	N/A	Yes
	Corang Estate - Work with owners to increase opening days to qualify for brown tourist signs.	High	Immediate	N/A	Yes
	Wollondilly/Mulwaree River Walkway - Develop directional signs to the main trail entry points (brown fingerboard signs with Australian Standard (AS) hiking symbols. Design Trailhead signs for all main trail entry points. Design trail marker symbols for placement along the trails.	Medium	12 months	\$50,000.00	No
	Jim Wattling Walk - Replace brown fingerboard sign at Railway Pde/Caoura Rd intersection.	High	Immediate	\$500.00	Yes
Page 36 - 3.7 Town Visitor Services	Goulburn - replace all advance warning and positional caravan park signage.	High	Immediate	\$5,000.00	Yes
	Goulburn - reinstall RV Friendly towns in compliance with standard practice.	High	Immediate	\$5,000.00	Yes
	Goulburn - Define route to Riverdale Historic House and sign accordingly.	High	Immediate	\$2,000.00	Yes
	Goulburn - Improve and implement signage plan for William Hovell's grave.	High	Immediate	\$2,000.00	Yes
	Goulburn - Install new signage structure at both Sloane St/Blackshaw Rd intersections	High	Immediate	\$3,000.00	Yes
	Goulburn - remove old Tourist Drive 13 and Tourist Radio signs on Taralga Rd.	High	Immediate	N/A	Yes
	Marulan - Develop new signage plan for attracting visitors to town centre.	High	Immediate	\$500.00	Yes
Page 39 - 3.8 Accommodation Signs	GMC to develop a policy for correctly signing this type of business.	Medium	12 months	N/A	No
	Audit all businesses of this type to ensure they fit within the TfNSW guidelines and sign accordingly.	Medium	12 months	N/A	No
	Remove redundant signs. Replace all incorrect signs.	High	Immediate	\$500.00	Yes

SECTION 5. IMPLEMENTING THE STRATEGY

Page No./ Strategy Section	Actions/Recommendations	Priority	Indicative Timeframe to start	Indicative Costs	Quick Wins
Page 42 - 3.9 Caravan & Camping	Install positional signs adjacent Tarago Recreational Area parking area entrance. Sign should contain AS symbols for caravan, toilets, picnic shelter and barbecue.	High	Immediate	\$1,500.00	Yes
	Goulburn South Caravan Park - Replace advance warning signs and install positional signs opposite the caravan park entrance	High	Immediate	\$1,500.00	Yes
	List GMC RV dump points on the Sanidumps website	High	Immediate	N/A	Yes
Page 43 - 3.10 RV Friendly Town/RV Dump Point	Review feasibility of other GMC towns/villages meeting RV Friendly Town criteria.	High	Immediate	N/A	Yes
	Install directional and positional signage at the Marsden Weir Park RV dump point.	High	Immediate	\$1,500.00	Yes
	Install additional RV dump points e.g. Marulan and Tarago.	Low	24 Months	\$25,000.00	Yes
	Apply for RV Friendly Town Accreditation for Crookwell.	High	Ongoing	N/A	Yes
Page 44 - 3.11 Reserves & Rest Areas	All - Improve directional and facility signage to and at all Goulburn Mulwaree rest areas.s.	High	Immediate	\$10,000.00	Yes
Page 47 - 4.2 Promotional Billboards	Determine if council and the community are interested in developing billboard campaign.	TBD			
	Explore the development of truck side destination marketing with Goulburn Mulwaree Transport Operators.	Medium	24 Months	\$20,000	No
Page 51 - 4.3 Boundary Entry Signs	Develop a set of major entry statements on the Hume Hwy where the GMC already has a sign positioned. Reinstall the reciprocal Eastbound sign on the western border of GMC.	Medium	24 Months	\$50,000.00	No
	Develop minor entry signs for the regional arterial roads that enter GMC.	Low	36 Months	\$30,000	No
	Develop a new sign style that reflects the individual town/village character yet ties in with the Goulburn Mulwaree LGA brand. Work with the local community to get buy-in on the design.	Low	36 Months	\$150,000	No
Develop tier one entry statements for the Goulburn and tier two signs for smaller villages.					
Page 53 - 4.5 Visitor Information Boards	Develop a standardised set of visitor information panels that can be applied in a tiered system.	Medium	24 Months	\$100,000	No
	Install advance warning and positional signs for all GMC controlled road visitor information board locations using the white "i" AS symbol.	Medium	24 Months	\$10,000	No
	Investigate the installation of Tier 1 visitor information boards at large Hume Highway rest areas with toilet facilities - French VC rest area, Kingsbury VC rest area.	Medium	24 Months	\$25,000	No
	Install a Tier 2 visitor information board at the Marulans Tony Onions Memorial Park and Goulburns Belgrave Park.	Medium	24 Months	\$25,000	No
	Install a Tier 3 visitor information boards at the Tarago Recreation Park Rest Area, Bungonia Rest Area and Goulburns Belgrave Park.	Medium	24 Months	\$25,000	No
Page 55 - 4.6 Goulburn Visitor Information Centre	Improve Goulburn VIC fascia side panel signage to reflect the same design as the front panel.	Medium	12 months	\$10,000	No
	Clearly mark designated car/caravan parking at the new VIC.				

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