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Hilltops Council Tourism Signage Strategy

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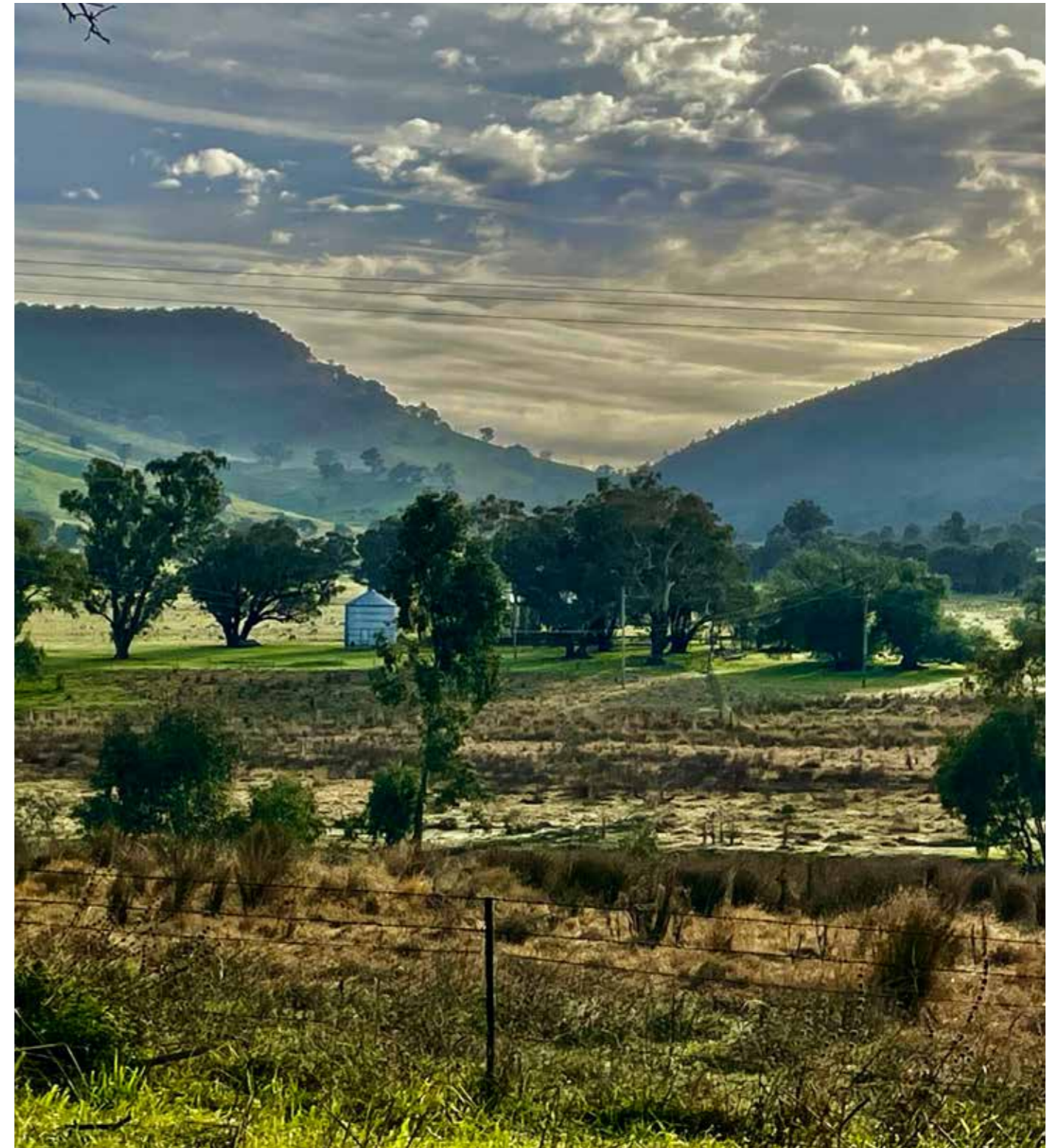
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DEFINITION OF TERMS

- **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 remind and reinforce, keep a destination or attraction in the mind, increasing brand awareness over time and influencing future decisions.
- **LGA Entry Statements** mark and define the entry to the LGA. Well designed, high quality boundary signs do more than define a geographic region. Entry statements can grow tourism, attract investment and even become a destination on their own right. They convey the vibrancy of the local culture and maintain a strong harmony with the surrounding environment.
- **Town entry statements** capture a sense of arrival, beautify the entry point and help to establish the identity of the city or town for tourists and local residents alike. Effective gateway signage has a positive impact on local economic development and tourism.
- **Visitor Information Boards** are usually installed at rest areas and in-town stopping points. They provide information that helps with wayfinding and orientation (eg: contain maps of the area), attractions and features, visitor information services, 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
DNSW	Destination NSW
DSNSW	Destination Southern NSW
GMC	Goulburn Mulwaree Council
HC	Hilltops Council
QPRC	Queanbeyan-Palerang Regional Council
ULC	Upper Lachlan Council
YVC	Yass Valley Council
TfNSW	Transport for NSW
Hwy	Highway
NTSRG	National Tourism Signing Reference Group
NSWP&W	New South Wales - Parks & Wildlife
AS	Australian Standard
CBD	Central Business district
RV	Recreational Vehicle
VAS	Visitor Attraction Signposting
VIB	Visitor Information Bay
VIC	Visitor Information Centre



Murringo Gap



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 Southern Tablelands.

The Southern Tablelands is made up of the LGA's Hilltops Council, Upper Lachlan Council, Yass Valley Council, Queanbeyan-Palerang Regional Council and Goulburn Mulwaree Council. Southern Tableland 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+
	26,779km²	139,600+

The Southern Tablelands covers an area of nearly 27,000km² and a combined population of almost 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 LGA's 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 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 him/herself 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.

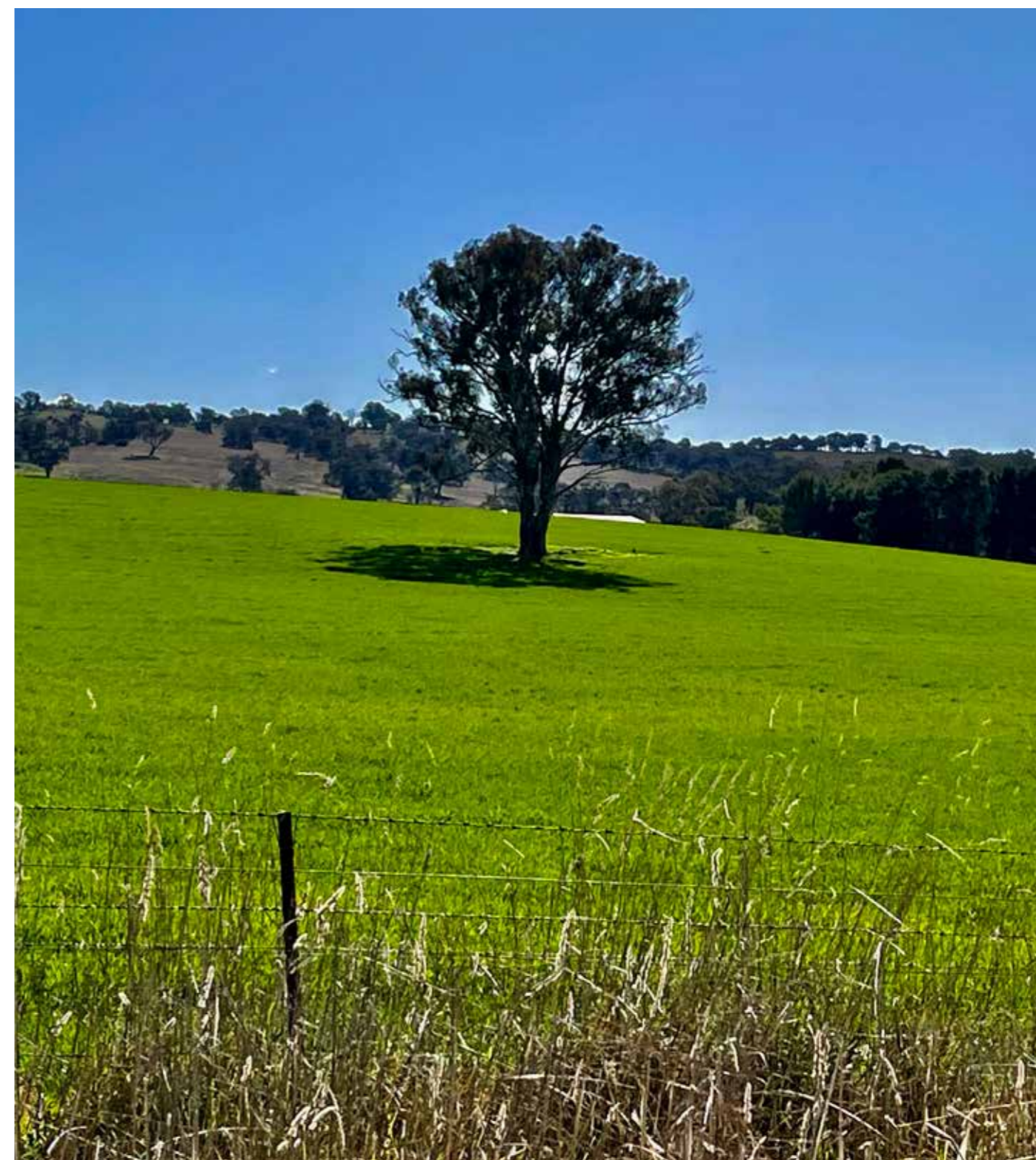
The Strategy forms part of a suite of initiatives by Destination Southern NSW to encourage visitors to stop, extend their length of stay and increase expenditure in the region.

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 Shire.



SECTION 1. INTRODUCTION

1.2 WHAT ARE WE TRYING TO ACHIEVE?

The Strategy provides the framework for the five LGA's 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 council's strategic tourism goals. It gives direction for choosing the right signage for the particular circumstance, for locating signs and for further development of signage policies and processes. Priorities for action and an implementation plan are also included. It has a number of objectives which are to:

- Improve how visitors are made aware of, and are 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.

Because of the tight timeline for this project we were unable to hold the Community workshops we usually have. These workshops will be held post site visit remotely in 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 cannot make it to any of the 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
Upper Lachlan - Michelle Storey Connect @ Gunning - Phone Call	Thursday 6th July, 10.00am - 11.00am
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 25th October, 9.30am - 11.30am
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
- 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, among others.

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 potentially 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 some 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 historical 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.

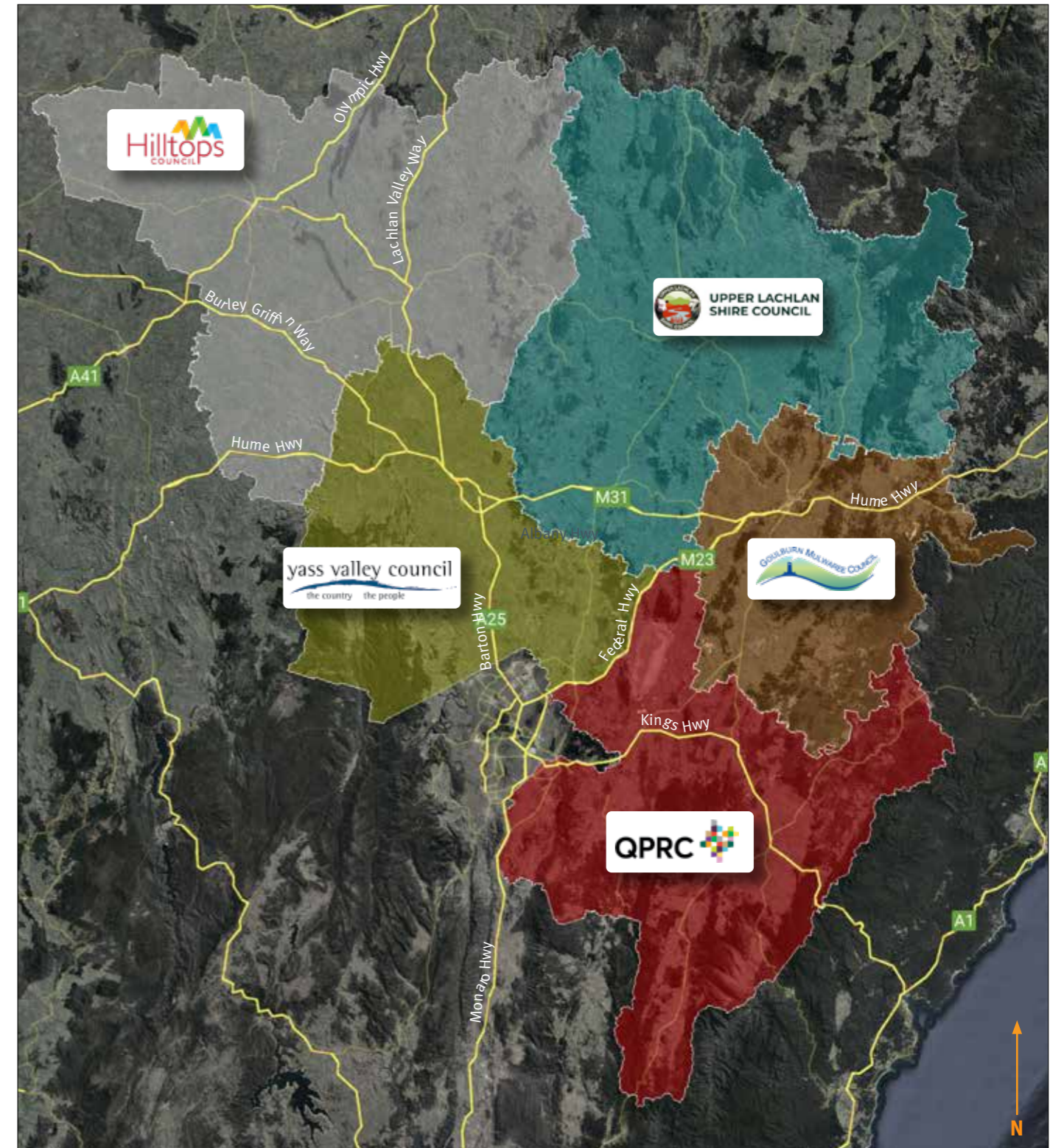
The Southern Tablelands offers opportunities for outdoor enthusiasts to engage in activities such as bushwalking, birdwatching, and exploring national parks like Morton, Monga and Budawang National Park.

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 has 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, Federal Hwy. 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 and Southern Tablelands LGA's 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.

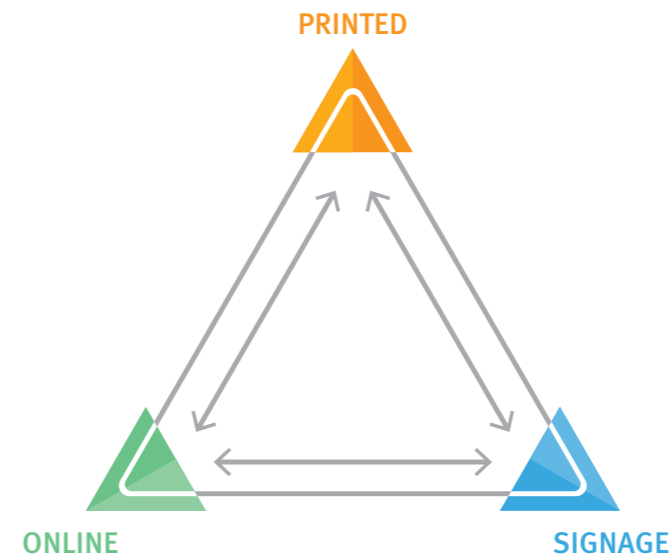
The two main purposes of tourism signs are to:

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

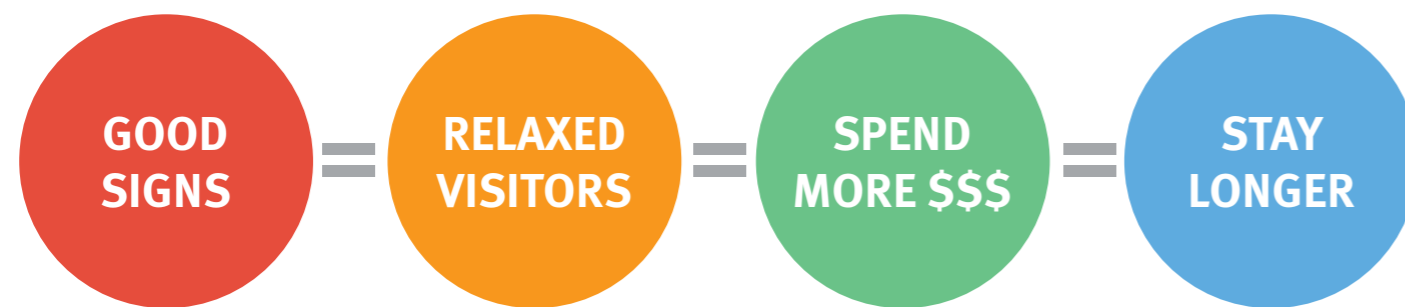
To achieve this, tourist signs have a range of functions that need to be considered in their design and planning including:

- 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. Generally the maximum allowed at an intersection is four signs -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 destination.

The NTSRG guidelines specify that:

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



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 LGA's 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 Local Governments 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 LGA's to develop a council signage policy, signage guidelines and an application process.
- Southern Tablelands LGA's to review all of their shire 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.



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 shire.

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 Shire officer assigned to manage tourism signage.
- An officer from the 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 MRWA 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 must:

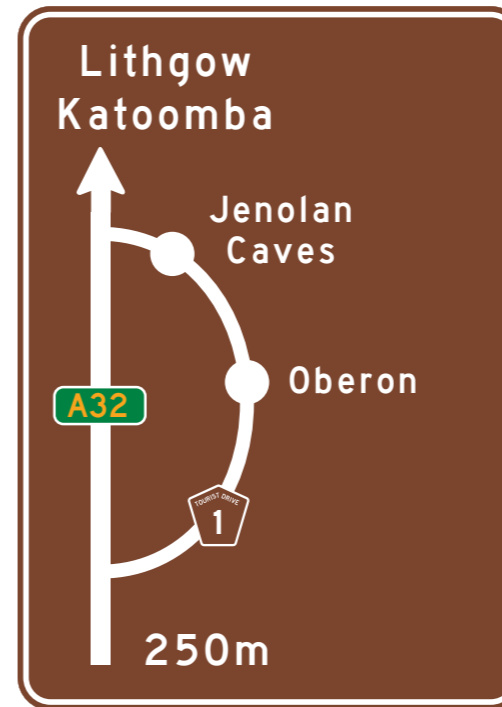
- Be established, lawful and operating.
- No pre-booking is required to visit the attraction. It is expected that major tourist attractions operate to a scale and standard that enables them to cater for the demands of casual visitors without the need for pre-booking.
- There are adequate car parking facilities.
- There are publicly accessible toilets available. Attractions where the visitor is expected to stay 15 minutes or less are exempted (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 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: <http://www.rms.nsw.gov.au/business-industry/partners-suppliers/documents/technical-manuals/touristsignsv4.pdf>.



Diagrammatic advance warning sign



Trailhead/Reassurance sign



Advance warning sign



Positional sign



Tourist Drive trail markers



Transport for NSW - Tourist signposting manual

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. In the case for NSW which has introduced an additional symbol for historic towns.

There were also examples of brown signs being used incorrectly. For example private facilities in Southern Tablelands have brown signs instead of blue signs.



Neither facility pictured qualify for brown tourist signs



Australian Standard Service Symbols

TfNSW approved tourism symbols

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

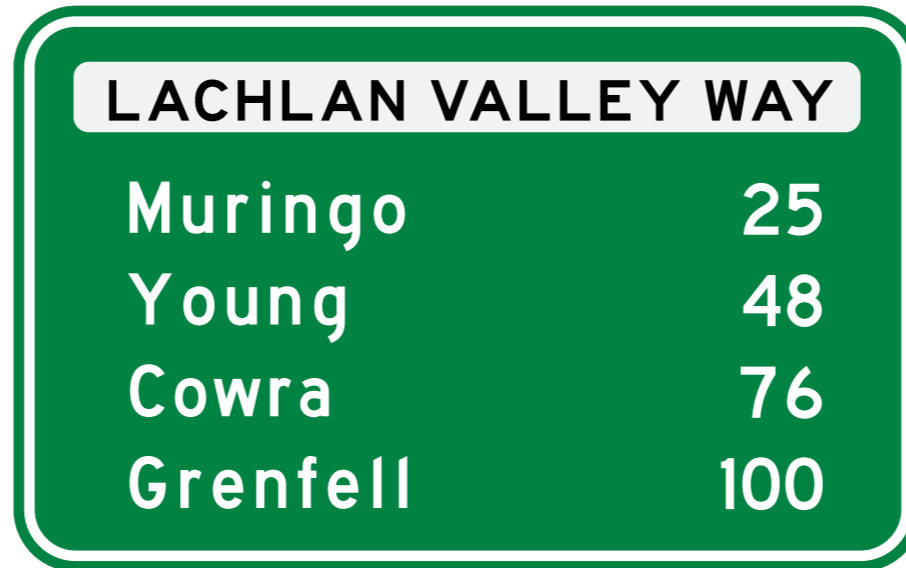
2.3 SIGNAGE POLICIES & GUIDELINES

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 the RMS adopted in 2011 as its primary technical reference for directional signs.



Reassurance



Positional



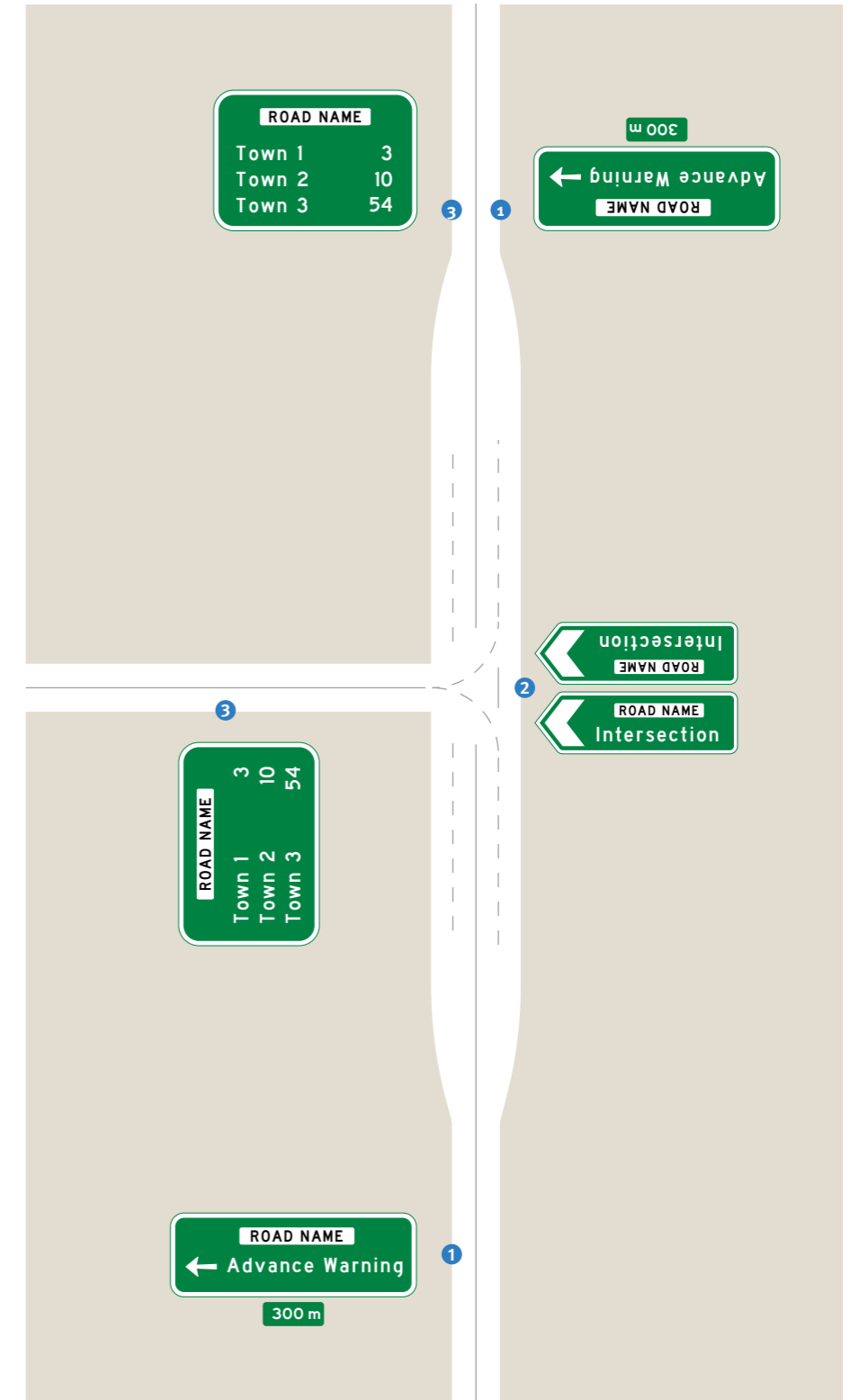
Intersection



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 him/herself and navigates through an area or place. A wayfinding system is a unified series of related informational, advisory and directional aids to help visitors travel around successfully, safely and with confidence.

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

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

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

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

The principles underpinning a tourism signage system

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

SIGNAGE PLANNING

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

DESIGN

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

BEST PRACTICE IN WAYFINDING SIGNAGE DESIGN

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

CONTENT

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

LOCATION

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

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

FUNCTION

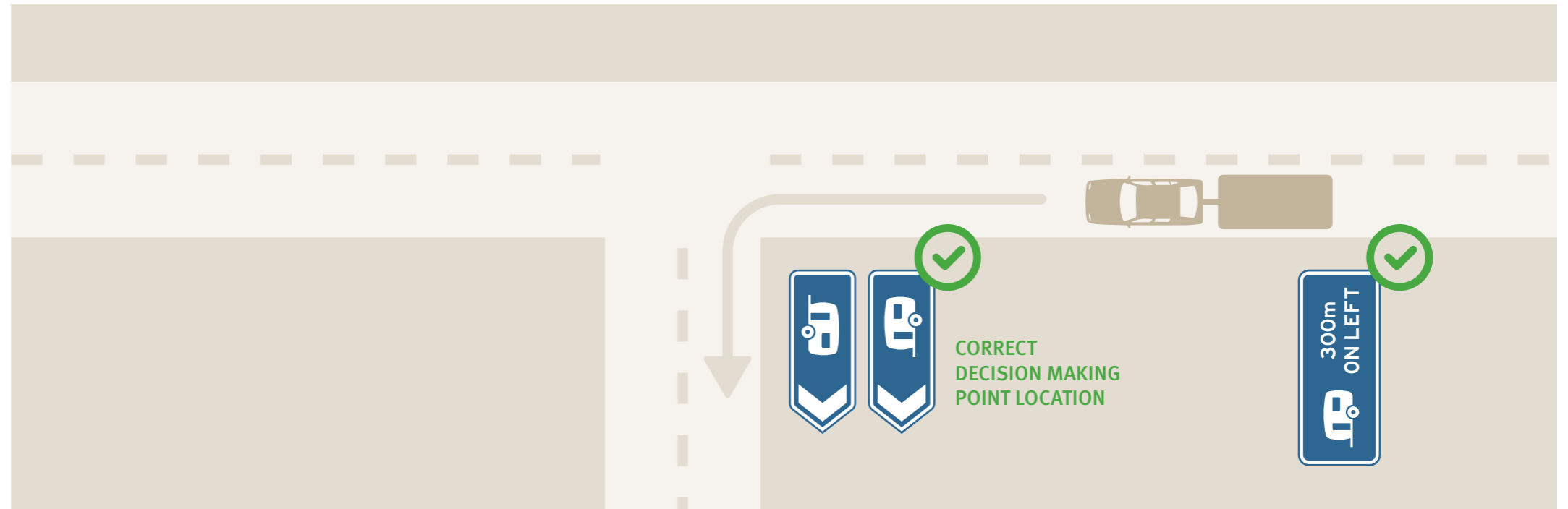
- Wayfinding systems generally consist of combinations of signs – information panels, navigation and orientation.
- Sign design and materials are durable, flexible and adaptable to accommodate changes or future requirements.
- Signage fits the environment well – striking the balance between being obvious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

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.5 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.



Correct decision making point scheme



Incorrect decision making point scheme

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.6 SIGNAGE CONSOLIDATION

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

TIME DELAYS & FRUSTRATION CAUSED BY POOR WAYFINDING SIGNAGE

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



Existing signage at Olympic Hwy/Lovell St intersection





SECTION 3. HILLTOPS SIGNAGE AUDIT

SECTION 3. HILLTOPS COUNCIL 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 accommodations, 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. HILLTOPS COUNCIL SIGNAGE AUDIT

3.3 HILLTOPS GREEN DIRECTIONAL SIGNS

GREEN DIRECTIONAL SIGNAGE

Green directional signage throughout Hilltops is generally good with advance warning, intersection and reassurance signs well positioned on the road reserve. Green directional signs on all major roads and within town centres were generally in good condition whereas some green signs on council controlled roads in outlying areas were often in need of maintenance or replacement. We did not locate any gaps in the signage system with all signs generally placed where visitors would expect to find directional signage. In some instances additional signs have been added to the original structures and review and consolidation is required.

There were a number of signs overgrown, damaged, faded or in need of some general maintenance and cleaning. (See full signage audit document for details).

Recommendation

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



SECTION 3. HILLTOPS COUNCIL SIGNAGE AUDIT

3.3 HILLTOPS BROWN DIRECTIONAL

BROWN DIRECTIONAL SIGNAGE

There are numerous application of brown tourist signs throughout the Hilltops region. These signs are applied to tourist attractions and tourist businesses throughout Hilltops Council.

Many of the minor attractions are either poorly signed or the signs are in need of replacement. These include directional signage to defunct wineries and redundant tourist drives.

There were a number of signs overgrown, damaged, faded or in need of some general maintenance and cleaning. (See full signage audit document for details).



Woodonga Hill Winery - no longer in business



Lions Lookout - this is a rest area not a tourist attraction



Difficult to access this attraction - should this sign be removed?

Recommendations

- Review all brown tourist signs to determine if they are lawful and meet TfNSW guidelines eligibility criteria.
- Replace damaged and faded signs.



St Clements - This is not a tourist attraction



Convent - this is a private property, not a tourist attraction



Jugiong Hume Hwy Lookout - replace advance warning sign



Galong Cemetery - closed not open to the public



Orchards are only seasonal operations and do not meet signage criteria

SECTION 3. HILLTOPS COUNCIL SIGNAGE AUDIT

3.3 HILLTOPS BLUE DIRECTIONAL SIGNS

BLUE SERVICES SIGNS

The installation of blue services signs has been prolific throughout Hilltops Council. Whilst these types of sign are fairly infrequent on the highways and regional roads within the towns and villages they are prolific in application. These signs have been added over time in an ad-hoc fashion with many different sign style competing with each other. Many of these signs use text instead of the more easily recognised Australian Standard service symbols (see page 15). This results in a visual overload defeating the purpose of the signs. Many of these signs are now faded and/or in need of maintenance.

Recommendation

- Review and re access all blue services signs within Hilltops townships.
- Establish a maintenance schedule to ensure that signs remain in good condition. This includes repairing or replacing faded signs and addressing any damage promptly.



Young - Directional signage overgrown



Boorawa - directional signage needs to be consolidated at this location



Harden - Advance warning signage overgrown



Young - Road name and green directional signage should always be positioned at the top of the signage stack, all other signed below



Rye Park - Directional sign 3m off the ground, too small



Galong - Text when Australian standard symbol could be used



Olympic Hwy, Young - Advance warning signs to rest area overgrown



Murrumburrah - Signage rationalisation and consolidation required.



Young - Car/caravan signs are too small

SECTION 3. HILLTOPS COUNCIL SIGNAGE AUDIT

3.4 HILLTOPS TOURIST DRIVES

HILLTOPS TOURIST DRIVES

Whilst Hilltops Council does not have a vast range of tourist attraction it has a multitude of sealed roads traversing beautiful country scenery making it ideal for a signed tourist drive.

Currently there is very little evidence of signed tourist drives within Hilltops Council. The only evidence of tourist drive we could find was an advance warning sign "Scenic Drive To Young" southbound on Olympic Hwy just north of Scenic Rd. This is the only sign directing to this drive route. Other than this sign we could find no trailhead or trail markers for this route. We found what appears to be old trail markers for a now defunct drive trail from Boorowa to Wyangala Dam. We found another sign on Whiteman Ave, Young for a "David Saines Memorial Dr". We can find no evidence of this being an actual drive trail or any reference to what it actually is? This should not have a brown tourist sign.

The Hilltops tourism website has page dedicated to trails (<https://www.visithilltopsregion.com.au/trails/?route=8>). The trails listed are a mix of unsigned drive itineraries and walk trails around Young, Murrumburrah - Harden and Boorowa.

Visit NSW Website (<https://www.visitnsw.com/things-to-do/southern-tablelands-trails>) This page lists five unsigned "Southern Tablelands Trails" none of which travel through Hilltops.

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 accommodations, 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 VAC (Visitor Attraction Signposting).

Recommendation

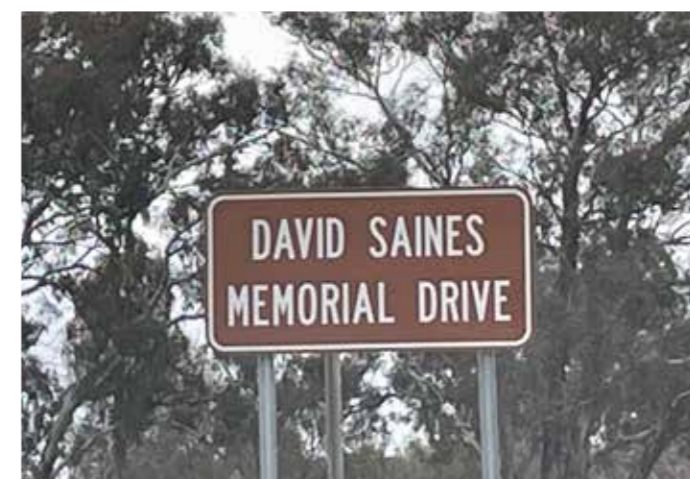
- Install directional signage for both ends of Scenic Drive (Scenic Rd) including advance warning, directional, trailhead and trail markers.
- Remove old Wyangala Dam Tourist Route signage.
- Resign David Saines Memorial Drive with appropriate signage.
- Work to develop a signed tourist drive(s) within Hilltops Council. This could be an all day drive taking in natural attractions or develop a themed trail.



Directional sign for un-named tourist drive to Young. This route leaves Olympic Hwy and joins Henry Lawson Drive as an alternative route to Young



"WD" Tourist Drive trail marker on Frogmore Rd between Boorowa and Wyangala Dam



David Saines Memorial Drive does not appear to be a tourist drive therefore it should not have a brown sign.

SECTION 3. HILLTOPS COUNCIL SIGNAGE AUDIT

3.5 HILLTOPS TOURIST ATTRACTIONS

HILLTOPS TOURIST ATTRACTIONS

The Tourism website of Hilltops Council features a total of sixty-four listings categorised as attractions. Among these, fifteen align with the criteria outlined by TfNSW (Transport for New South Wales) for classification as official tourist attractions. Of this fifteen only eight attractions fit the eligibility for brown tourist signs. Of this eight only one is a tourism related private business. Apart from winery grapes symbol there is very little use of the TfNSW recognised Australian Brown tourist symbols (refer to page 15). Unlike other states NSW does not have recognisable symbols for monuments and memorials.

Cellar Doors - The Hilltops tourism website showcases six wineries, four of which have operational cellar doors. Among these, Grove Estate is the only one that qualifies for brown tourist signs. Chalker's Crossing Winery is open only on weekdays and thus doesn't meet TfNSW criteria (refer to page 14). Freeman Vineyards is open by appointment only. Presently, two cellar doors possess brown tourist signs – Grove Estate and Woodonga Hill. The latter, however, is permanently closed, necessitating the removal of its signs.

The Young Visitor Centre also hosts the Hilltops Regional Wine Cellar. This centre should meet the TfNSW cellar door criteria and should be signed accordingly. Whilst the Regional Wine Cellar is listed under wineries the page for this attraction is very poor and should at least have photos that represent wine and the regional wine industry (<https://www.visithilltopsregion.com.au/food-wine/wineries/hilltops-region-wine-cellar/>). Currently there is very little information and it does little to promote the Hilltops wine region.

Historic Sites - Hilltops list three attractions that could be considered as historic sites, these are the Bang Bang Hotel site, landra Castle and the Lambing Flat/Chinanman's Dam Tribute Garden. The Bang Bang Hotel site in Koorawatha is located at the back edge of town near its namesake Bang Bang Creek. This site has two interpretive panels, one of which dates from the 1960's. Currently there is no directional signage to this location from the main road, Olympic Hwy.



Advance Warning



Advance Warning/Services Sign



Directional Sign

HILLTOPS TOURIST ATTRACTIONS					
NAME OF ATTRACTION	TYPE OF ATTRACTION	LOCATION WITHIN HILLTOPS		ATTRACTION TYPE/FACILITIES	COMMENTS
Chalker's Crossing Winery	Cellar Door	Young			Open Monday through Friday
Grove Estate Wines	Cellar Door	Young	X		Open Thursday through Monday
Trandari Wines	Cellar Door	Murringo			Co-located with the Taubman & Webb Trading Post
Bang Bang Hotel,	Historic Site	Koorawatha			Has interpretive panel
landra Castle	Historic Site	Greenethorpe			Open only to pre-booked tour groups
Lambing Flat Chinese Tribute Gardens	Historic Site	4Kms south of Young	X	 	Consolidate blue services signs
Bill the Bastard	Memorial/Interp	Murrumburrah	•		Has interpretive panel
The Light Horse Memorial	Memorial/Interp	Murrumburrah	•		Has interpretive panel
Sgt Parry Memorial	Memorial/Interp	Jugiong	X		Has interpretive panel
Harden Murrumburrah Museum	Museum	Harden Murrumburrah			Only open on weekends
Young Historical Museum	Museum	Young	X		Open Daily
Boorowa Historical Museum	Museum	Boorowa			Open Thursdays and Saturdays
Taubman and Webb Trading Post	Museum/Cellar Door	Murringo		 	
Touts Lookout	Natural Feature	21kms north of Young	•	 	
Jugiong/Hume Hwy Lookout	Natural Feature	Jugiong			
Wyangala Dam	Recreation Area	Wyangala	X	 	
Murrumburrah Silo Art	Public Art	Murrumburrah		 	
Koorawatha Falls	Natural Feature	4kms east of Koorawatha			

SECTION 3. HILLTOPS COUNCIL SIGNAGE AUDIT

3.5 HILLTOPS TOURIST ATTRACTIONS

landra Castle is located just north of Hilltops northern boundary on landra Rd. This attraction is signed with blue fingerboard signed from the Olympic Hwy/ Scenic Rd and the Scenic/landra Rd intersections. Although landra Castle is a private residence the volume of visitor traffic would benefit from some form of interpretation at the site(on public land) to interpret the house. Lambing Flats Memorial Gardens is situated 4kms south east of Young. At Lambing Flats there is site interpretation plus toilets and picnic facilities. This attraction is well signed from Olympic Hwy with a full suite of brown advance warning, intersection and directional signs.

Memorials - Hilltops list three attractions that could be considered as historic memorials, these are the Light Horse and Bill the Bastard memorials in Murrumburrah and the Sgt Bateman memorial in Jugiong. Whilst Murrumburrah is signed as an historical town there is no directional or advance warning signs for Murrumburrah's attractions on Burley Griffin Way. It's very easy to drive through town and miss all of these attractions.

The Sgt Parry Memorial is signed from the Jugiong Rd/Riverside Dr intersection and directional signs opposite the memorial at the showgrounds on Riverside Dr. Whilst directional signage is good the site is fairly hidden between the reserve fence and the rest area facilities.

Museums - Hilltops tourism website lists three museums. These are the Young, Boorowa and Murrumburrah-Harden Museums. There is also a small combined museum/cellar door at Murringo. All of these museums are manned by volunteers and apart from the Young Museum do not meet the criteria for brown tourist signs. All museums require new external signage. Interestingly the Young Historical Museum is also named the "Lambing Flat Folk Museum" on the external road signage? In Murringo the Taubman and Webb Trading Post a private museum and cellar door open on weekends only.

Natural Features - Two natural features are listed as Hilltops attractions. These are Touts Lookout and Wyangala Dam. Whilst Wyangala Dam is well signed from Boorowa, Touts Lookout is not signed at all



Grove Estate Winery is the only winery in Hilltops to meet TfNSW Cellar Door criteria requirements



Woodonga Hill Winery



Hilltop Regional Wine Cellar needs to be better promoted on line and with appropriate free standing brown signage.



Bang Bang Hotel site - no directional signage to this location



Landra Castle visitation would benefit from interpretive signage



Lambing flat - Good directional and interpretive signage



No directional signage to Murrumburrah attractions. Brown directional signage needs to be installed opposite each attraction



Sgt Parry Memorial well signed from both entry points into Jugiong

SECTION 3. HILLTOPS COUNCIL SIGNAGE AUDIT

3.5 HILLTOPS TOURIST ATTRACTIONS

until you actually arrive at the location. Other natural attractions not listed is Koorawatha Falls which has brown directional signage from Olympic Hwy in Koorawatha and the Murrumbidgee Valley Lookout west of Jugiong.

Recommendation

- Cellar Door - Remove all directional signage for Woodonga Hill winery.
- Cellar Door - Redesign Hilltops Region Wine Centre web page to better promote Hilltops wines.
- Historic Sites - Bang-Bang Hotel Install directional signage (brown fingerboards) from the Olympic Hwy/Boorowa St intersection to the hotel site.
- Historic Sites - Work with landra Castle owners to select a site and pull off area to install interpretive signage for this attraction.
- Memorials - Install directional signage for Murrumburrah attractions (Light Horse, Bill the Bastard and Murrumburra Silo Art).
- Museums - Replace "Lambing Flat Folk Museum" directional sign with the correctly named sign.
- Natural Attractions - Install brown directional signage with the lookout symbol to Touts Lookout from Olympic Hwy/ Scenic Rd intersection.
- Natural Attractions - Decide whether Koorawatha Falls will remain an attraction, if not remove all signage to this location.
- Natural Attractions - Murrumbidgee Valley Lookout replace old signage and facilities.



Young Museum confusingly named Lambing Flat Folk Museum on the directional signage in front of the museum



Murrumburrah-Harden Museum lacks all external signage



Boorowa Museum requires new external signage



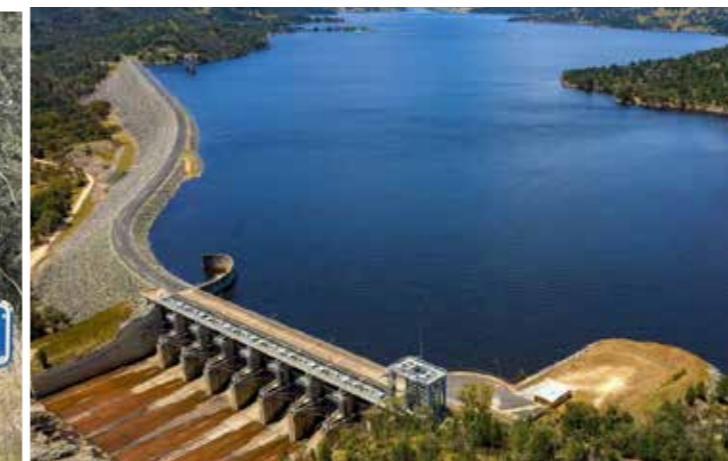
The only directional sign for Touts Lookout



Access to Koorawatha Falls across Bang Bang Creek, access to the falls is mostly on the Cowra side of the LGA boundary



Scenic Lookout - Jugiong, overlooking the Murrumbidgee River Valley



Wyangala Dam -well signed from Boorowa



Murrumburrah Silo art is becoming obscured by the trees, currently there is no easy access or a viewing point for this attraction.

SECTION 3. HILLTOPS COUNCIL SIGNAGE AUDIT

3.6 YOUNG TOWN VISITOR SERVICES

YOUNG 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 300 meters from the turning point; when speeds are under 80 km/h, this distance reduces to 200 meters. A fundamental principle to remember is that "Good signage equals relaxed visitors, leading to longer stays and increased spending."

Young provides an assortment of visitor services, encompassing an accredited visitor information centre (VIC), two caravan and camping sites—Young Tourist Village and the Young Showgrounds—alongside a public RV dump point located at the showgrounds.

Initially, a set of Yellow "I" signs were positioned to lead visitors to the VIC from main entry points into Young. The routes covered include the Olympic Highway (north and south), Boorowa Street (Milvale Rd), Whiteman Ave (Murringo Rd), and Blackett Ave/Main St (Henry Lawson Dr).

Subsequently, an additional set of signs was introduced, guiding car and caravan visitors along these same routes to appropriate parking areas for their vehicles at the VIC. Ideally, these secondary car/caravan signs should have been integrated with the original VIC signs. However, the result appears somewhat cluttered and disorganised, with conflicting messages in some instances. Numerous signs are improperly positioned and frequently located beyond the decision-making points. Moreover, the second set of signs are relatively small and can be easily overlooked.

For the Olympic Hwy route, the approach is relatively straightforward, with advance warning signs for the VIC placed well ahead of any critical decision-making points on the approach to Young. Unfortunately, this first opportunity to direct car/caravan visitors to suitable parking has been missed. The signs of this kind are absent until the decision-making points well within the town—specifically, the Main/Boorowa St roundabout (northbound) and immediately before the Lovell/Zouch St intersection (southbound). In both scenarios, these

signs are diminutive and can easily go unnoticed amidst the multitude of messages at these locations.

Boorowa St (Milvale Rd) offers a direct route into Young. Prior to the Boorowa/Thornhill St intersection, there exists an advance warning sign for the VIC indicating "turn left 650m." However, there is no corresponding advance warning sign for car/caravan parking at this location. This discrepancy seems to stem from the fact that the sign was likely installed before the establishment of the heavy haulage route aimed at diverting heavy vehicles—including caravans and RVs—away from Boorowa St and the Young CBD. Notably, directional signs for eastbound Boorowa St traffic at the previous 650m turning point have been removed. The route to the VIC is now redirected through the Temora heavy haulage route (Thornhill and Lovell Sts). Consequently, this sign should now read "turn left 150m." The subsequent decision point is the Boorowa/Thornhill St intersection, this key decision making point lacks directional signage. At the Thornhill/Lovell St intersection, a small sign denotes car/caravan parking, yet there is no sign directing to the VIC. The next decision point for this route is the Lovell/Main St intersection, again bereft of directional signage.

Whiteman Ave (Murringo Rd) sees its first directional sign westbound on Whiteman Ave, just prior to the Whiteman Ave/Zouch St intersection. From there, the route follows Lovell St to the Lovell/Main St intersection. Signage tends to be positioned past the point where decisions need to be made (see page 18).

Blackett Ave/Main St (Henry Lawson Dr), this route is unnecessary as Henry Lawson Drive ends 700 meters east of this intersection at Olympic Hwy. Furthermore, due to the absence of directional signage at the junction of Henry Lawson Way and Blackett Ave, most visitors would likely overlook this route into Young.

Recommendation

- Develop a new signage plan for access routes to the VIC and designate car/caravan parking. Consolidate all blue signage and use Australian Standard Symbols.
- At the VIC line mark and sign the designated car/caravan RV parking.
- Remove all signage for the Blackett/Main St access route.



Eastbound Boorowa St (Milvale Rd) - Advance warning sign for the VIC but no mention of car/caravan parking at this key engagement point. This sign is only 150m from the new route to the VIC.



No directional signage at the intersection of Landra St (Henry Lawson Way)/Blackett Ave. This intersection is the start point for the Blackett Ave route. This route should be removed.



Large overly worded sign for the visitor centre when the yellow "i" would have been sufficient. This could have been combined with the car/caravan symbol



Lovell/Main St intersection is also the start point for a route to the caravan park



At the Main/Boorowa St intersection - contradictory directions to the same location



Tiny directional sign at Thornhill/Lovell St Intersection. No mention of the VIC at this important decision making point.

SECTION 3. HILLTOPS COUNCIL SIGNAGE AUDIT

3.6 YOUNG TOWN VISITOR SERVICES



Young - Existing service signage

SECTION 3. HILLTOPS COUNCIL SIGNAGE AUDIT

3.6 MURRUMBURRAH - HARDEN TOWN VISITOR SERVICES

MURRUMBURRAH - HARDEN VISITOR SERVICES

The main route through Murrumburrah - Harden is the Burley Griffin Way. This route runs east - west between the twin towns with numerous visitor services along it or just off this arterial route. Working our way west to east through the towns it is noted that Murrumburrah - Harden are the only towns within Hilltops Council with Blue services advance warning signs, these signs advise of the availability of cafés, telephone, meals, accommodation, fuel and medical.

Murrumburrah, classified as a historic village, boasts a blend of historical architecture and memorials. Among these are memorials commemorating the first Australian Light Horse contingent's establishment and, across the road, the WW1 horse "Bill the Bastard," renowned for rescuing AIF diggers during the Battle of Romani. Regrettably, these attractions can go unnoticed by passing visitors due to the lack of positional signage. Proper brown signs would signify the significance of these attractions and encourage visitors to stop.

Just east of these attractions lies the Murrumburrah Silo Art, situated off Albury St (Burley Griffin Way) on Lyon St. The artwork primarily faces east and may be overlooked by eastbound travellers, particularly when surrounding trees are in foliage. Similar to the memorials, this attraction necessitates double sided brown positional signage near the Albury/Lyon St intersection.

Travelling east from Murrumburrah directional signage is generally clear and well positioned with advance warning signs for the new rest area at George Coddington Park. This facility will require directional signage at the Iris St entrance to the new rest area.

At the Albury/Woolrych St intersection, the primary access point to the Harden Showgrounds, a blue sign displaying "showground" is positioned. Beneath it, a small blue fingerboard sign indicates "Caravan Parking." This sign should be replaced with a larger double-sided sign featuring the Caravan and RV dump point symbol.

At the intersection of Albury St and Stair St is a blue fingerboard sign for Hanson Hill Winery, This business



Murrumburrah - designated historic village



Bill the Bastard Memorial - this attraction should have double sided brown directional signs adjacent to this location.



Light Horse Memorial - this attraction should have double sided brown directional signs adjacent to this location.



Blue services advance warning signs either side of Murrumburrah - Harden



Silo Art - this attraction should have double sided brown directional signs adjacent to this location prior to the Albury/Lyon St intersection.



Showgrounds directional sign should include the caravan and RV dump point icon



Old Harden-Murrumburrah mixed attractions/services panel sign - too much information, too small, too far off the road.



Showgrounds entrance should have a directional sign to RV dump point



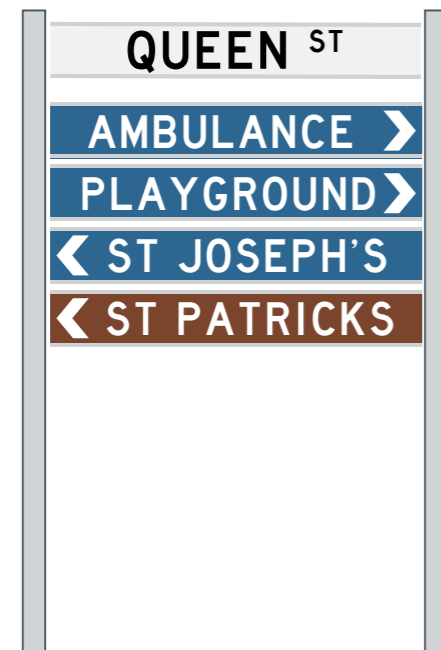
RV dump point - should have positional sign as the facility can be hard to locate especially when there are equestrian events on (horse floats)

SECTION 3. HILLTOPS COUNCIL SIGNAGE AUDIT

3.6 BOORAWA & BRIBBAREE TOWN VISITOR SERVICES



SUGGESTED- Signage stack (double-sided) for Lachlan Valley Way/Brial St, Boorowa



SUGGESTED- Signage stack for Lachlan Valley Way/Queens St, Boorowa



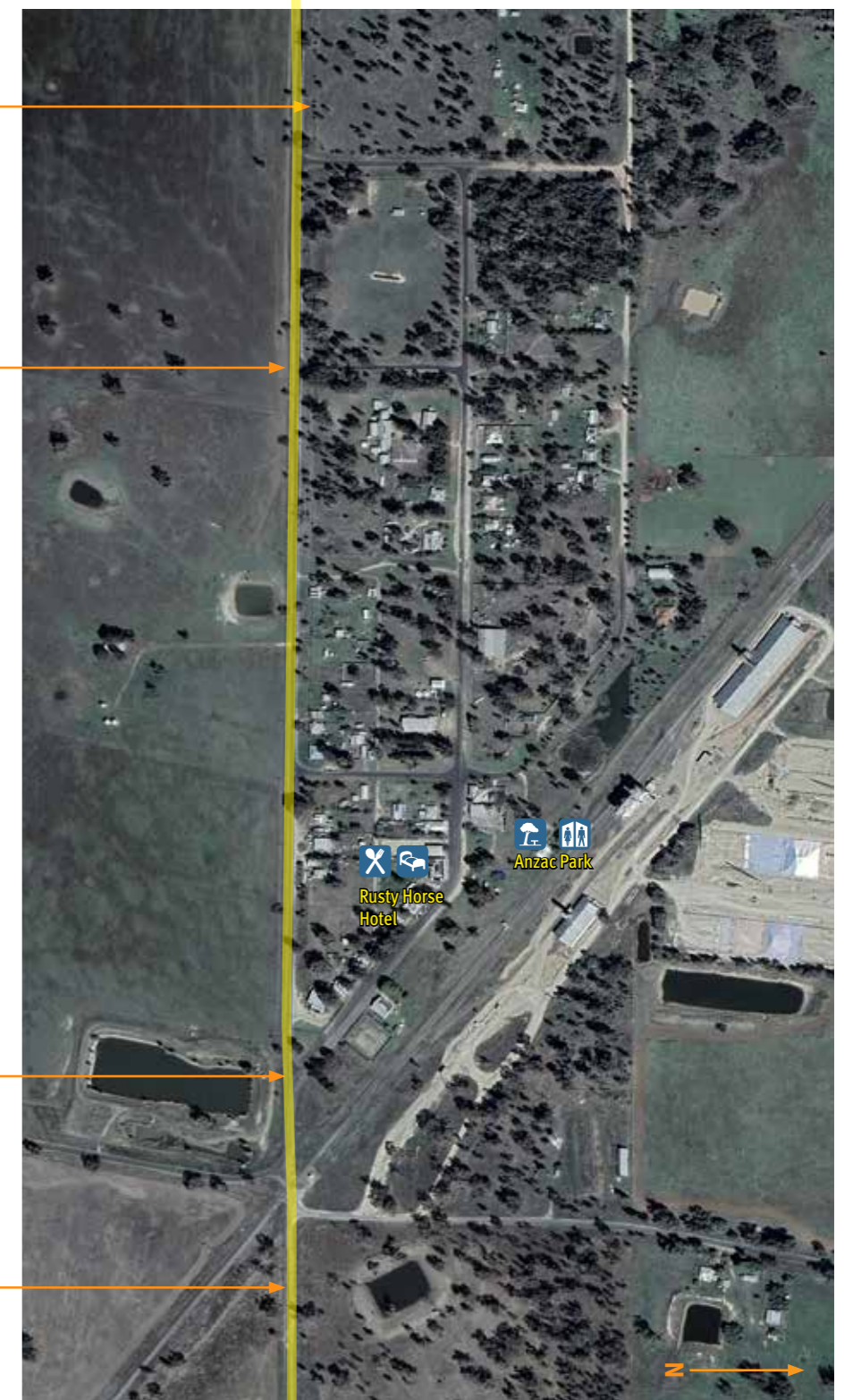
Proposed blue services signage plan for Bribbaree



Directional Sign



Advance Warning Sign



Bribbaree - proposed service signage plan

SECTION 3. HILLTOPS COUNCIL SIGNAGE AUDIT

3.7 HILLTOPS CARAVAN & CAMPING

THE ECONOMIC BENEFITS OF CARAVAN & CAMPING TO REGIONAL AUSTRALIA

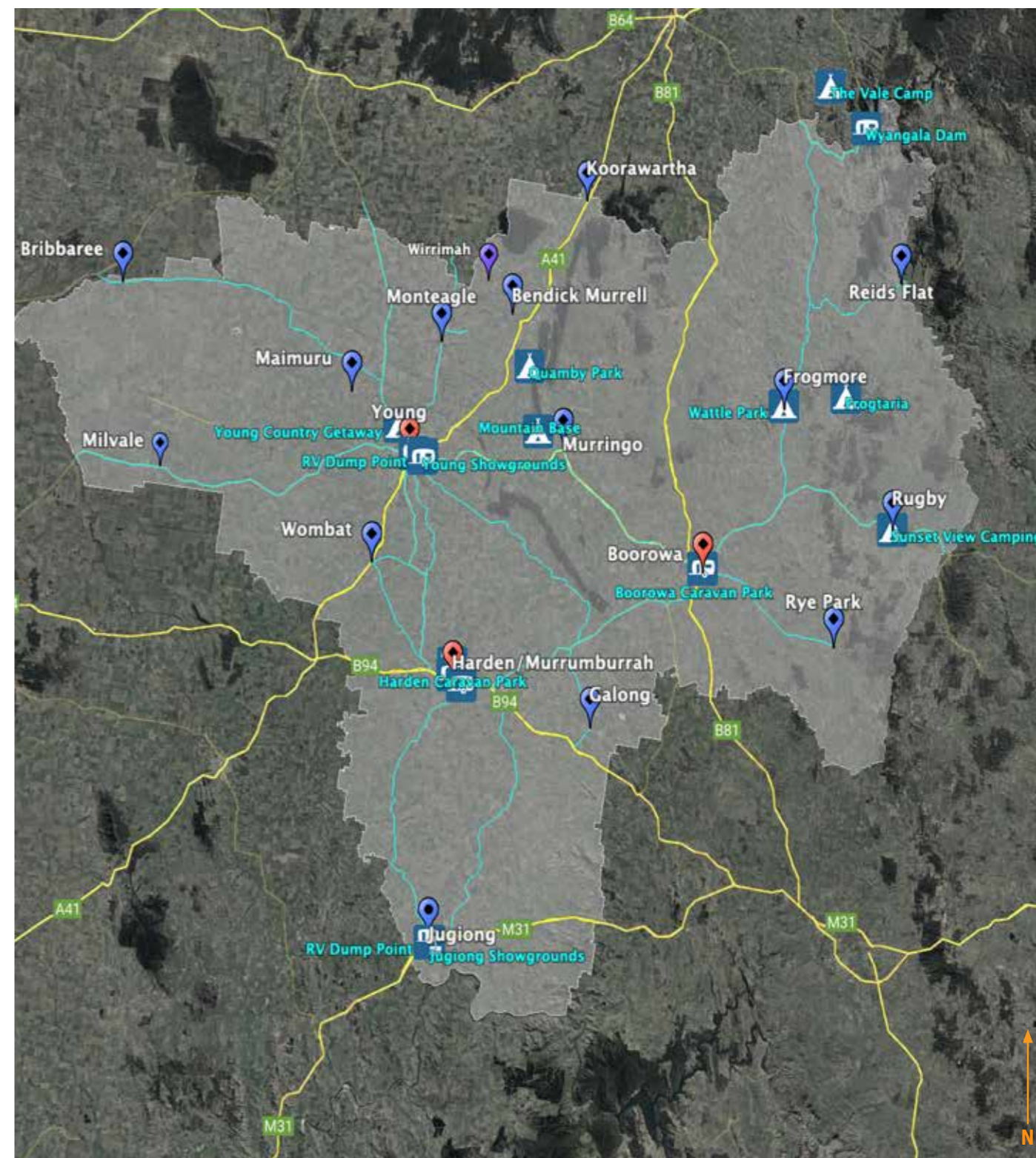
The caravan and camping economy plays a significant role in benefiting regional Australia in several ways. This thriving industry provides various economic, social, and environmental advantages to both local communities and the broader Australian economy.

- 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 play 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.

Hilltops Caravan & Camping Parks	Private	Council	Nat Pk	Other
Boorowa Caravan Park		•		
Boorowa Showgrounds		•		
Frogtaria	•			
Harden-Murrumburrah Showgrounds				•
Harden Caravan Park		•		
Jugiong Showgrounds		•		
Mountain Base	•			
Quamby Park Farm Stay	•			
Sunset View Camping	•			
The Vale Camp	•			
Wattle Park	•			
Wyangala Waters (Reflections Holiday Park)	•			
Young Country Getaway	•			
Young Tourist Park	•			
Young Showgrounds				•
Public RV Dump Point - Boorowa		•		
Public RV Dump Point- Harden		•		
Public RV Dump Point - Jugiong		•		
Public RV Dump Point- Young		•		



Hilltops - Caravan and camping

SECTION 3. HILLTOPS COUNCIL SIGNAGE AUDIT

3.7 HILLTOPS CARAVAN & CAMPING

HILLTOPS CARAVAN & CAMPING

In Hilltops Council there are 13 caravan and camping options. These range from Hilltops owned (4 Green), privately operated (8 Blue) and not for profits (2 Pink). These parks are spread across Hilltops Council and are located in the towns, villages, with smaller private operators offering simple bush camping through HipCamp (<https://www.hipcamp.com/en-AU/discover/new-south-wales/>). Many of the larger campgrounds are well signed on the property but are generally let down by poor directional signage. As an example there is no directional signage to the Jugiong free camping or to the RV dump point from Riverside Drive.

Caravan Parks - When approaching a town on the main arterial routes there should be a blue advance warning sign (with Caravan/camping symbols) announcing "Caravan Park Name - distance" etc. followed by directional signs just prior to each decision making point until the destination is reached (see examples page 18). This approach helps to take the stress out of visitors navigating to their destination through unfamiliar streets.

Recommendation

- Install advance warning and directional signage for all town based caravan parks.



Harden Showgrounds would benefit from directional signage to the camping area and the RV dump point



Jugiong Showgrounds would benefit from directional signage to the camping area and the RV dump point



Young Tourist Park is the only caravan/camping ground in Hilltops council with advance warning and directional signage to its location



Young Showgrounds would benefit from proper directional signage to the camping area and the RV dump point within the showgrounds



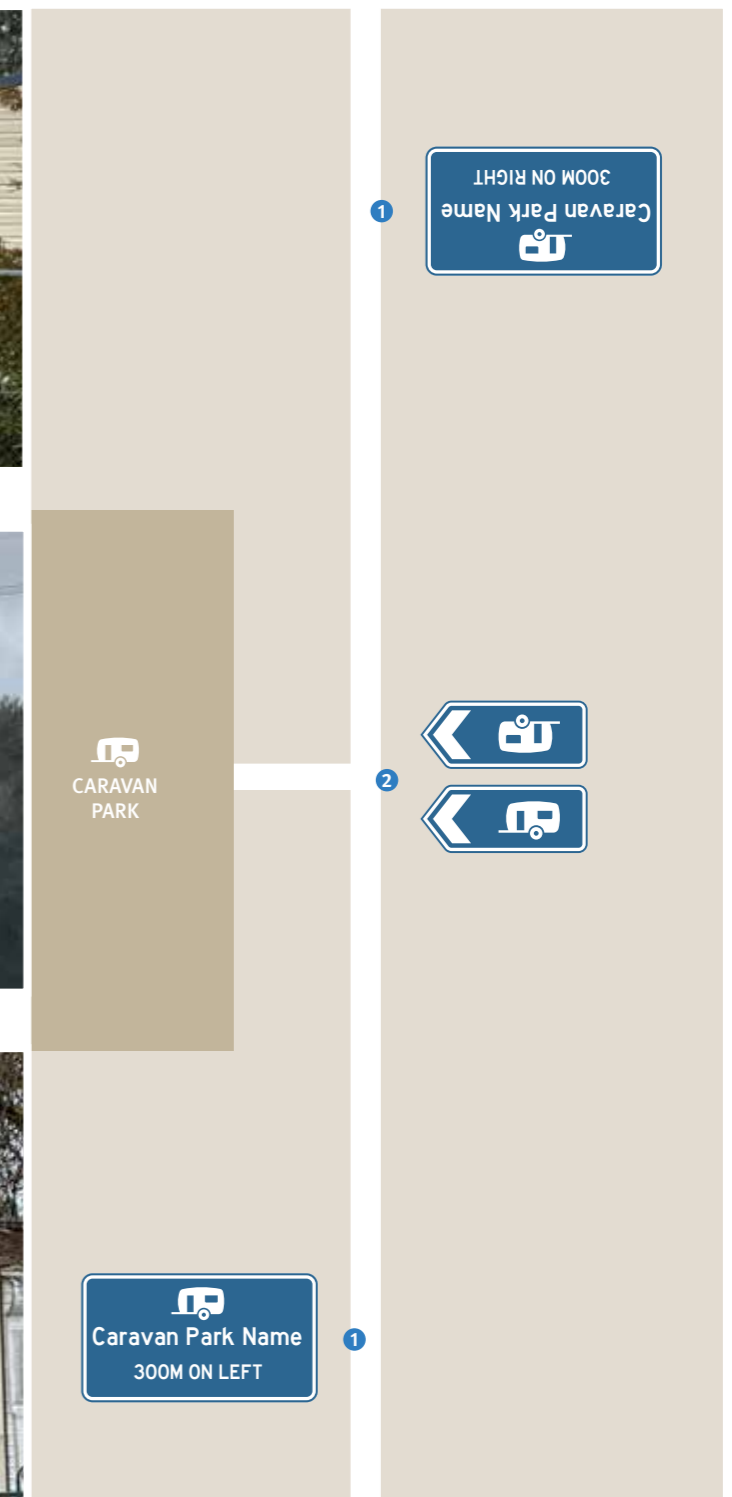
Harden Caravan park would benefit from having advance warning signs zoom either side of the park location and a park property sign.



Directional signage to Boorowa Caravan Park from Lachlan Valley Way is poor



Australian Standard Symbols - Caravan, Camping, Self Contained RV Camping, RV Dump point



SUGGESTED - Standard signage suite recommended for singular caravan parks (AS1742.6:2014) 1) Advance warning sign, 2) Positional sign

SECTION 3. HILLTOPS COUNCIL SIGNAGE AUDIT

3.8 HILLTOPS RV DUMP POINTS

HILLTOPS RV DUMP POINTS

Hilltops has four RV dump points with one located each in Young, Harden, Boorowa and Jugiong. RV dump points are a key requirement for any Hilltops town to qualify as an "RV Friendly Town". Whilst these facilities are all set up correctly not much thought seems to have gone into planning and installing the signage to the dump point location. Of the four dump points the Boorowa facility is the best signed with signs from Lachlan Valley to the Brail/Park St intersection. It's at this point that signage seems to have gone missing with only one small positional sign at the actual dump point location.

The Harden RV dump point is located at the Harden Showgrounds, currently there is no directional signage from Burley Griffin Way or at the actual facility. The Harden Showgrounds is a large facility and it is easy to miss where the dump point is actually located. This becomes doubly difficult when the park is being used for equestrian events as the dump point is situated where many of the horse floats park.

The Jugiong RV dump point is situated within the Jugiong Showgrounds free camping area. The dump point location is low-lying and was very wet and muddy during our visit. The dump point pad needs to be raised to lift the site out of the mud. The main access point to the showgrounds is Riverside Dr. Currently there is no directional signage from this point.

The RV dump point at Young is located at the Showgrounds. There is directional signage at Olympic Hwy adjacent the showgrounds entrance but like the Harden Showgrounds the actual dump point is hard to locate when the showgrounds is busy. Positional signage at the actual dump point needs to be improved, the current sign is too low to the ground

In summary, while Hilltops has taken positive steps in providing RV dump points, there is room for improvement in signage and facility accessibility. Enhancing directional signage and addressing the specific issues at each location can significantly improve the experience for RV users and promote the region as a truly RV-friendly destination.

Recommendation

- Improve positional signage at Boorowa RV dump point.
- Harden RV dump point install directional signage from Burley Griffin Way. Install directional and positional signage at the showgrounds entrance.
- Jugiong apply re-remediation work to the RV dump point pad. Install directional signage from Riverside Dr.
- Install improved positional signage at Young Showgrounds RV dump point.



Australian Standard RV dump point symbol



Boorowa RV dump point - directional signage to this location is good but let down by poor positional signing

Harden RV dump point - No directional signage from Burley Griffin Way or internally within the showgrounds



Jugiong RV dump point, no directional sign to this location from Riverside Dr. Dump point area needs to have a proper pad installed.



Young Showgrounds RV dump point, directional signage from Olympic Hwy but poor positional signage makes it hard to locate when the showgrounds are busy (horse floats etc.) Better positional signage required.



SUGGESTED - Double sided directional sign at nearest arterial road intersection with positional signs locating the dump point from both directions

SECTION 3. HILLTOPS COUNCIL SIGNAGE AUDIT

3.9 HILLTOPS RESERVES & REST AREAS

HILLTOPS 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 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.

Hilltops has numerous rest areas and reserves spread throughout the LGA. Breaking these down rest areas can be categorised into two groups, in town and out of town.

The rest areas within the towns have undergone extensive renovations, resulting in the installation of new facilities. These include Young's Rotary Park, Murrumburrah's George Coddington Park, and Boorowa's Rotary & Boorowa Park. Each of these sites has recently received significant upgrades to their amenities, including improved landscaping, modernised rest room facilities, and the addition of picnic and barbecue amenities. In addition to these in-town rest areas, nearby villages like Murringo, Koorawatha, and Bribbaree also boast good quality rest areas.

The problem seems to lie with the out of town rest areas with many of them suffering from lack of cleaning and maintenance. Many of them have old wood fired barbecues which are no longer usable and should be removed. Possibly the worst of these rest areas is the one on Riverside Dr just east of Jugiong before you rejoin the Hume Hwy. This rest area has spectacular views overlooking the Murrumbidgee River. Here the facilities are a very run down and overgrown.

As one person described it in a google review as "A wonderful spot to view I guess what might be the Jugiong Valley. Unfortunately the littering at this location is beyond the joke. Local council should be



Touts Lookout signage replace with brown sign with blue symbols for camping, picnic, barbecues



Touts Lookout - basic facilities in need of maintenance or replacement



Lions Lookout - facilities in need of maintenance. Has the water quality been checked?



Lions Lookout



Jugiong - Murumbidgee Valley Lookout - poor quality signage in need of replacement and maintenance



Jugiong - Murrumbidgee Valley Lookout views (Also called Waterworks Lookout)



Jugiong - Murrumbidgee Valley Lookout -spectacular view, ample quality parking let down by poorly maintained facilities



SECTION 3. HILLTOPS COUNCIL SIGNAGE AUDIT

3.9 HILLTOPS RESERVES & REST AREAS

greatly concerned that this spot that was once a jewel of a location has coffee cups, tyres, oil containers. One broken garbage bin. That's it. Whoever is responsible for the care of this location, pick up your game".

Hilltops also has numerous reserves many of which suffer from the same lack of cleaning and maintenance. Touts lookout has previously been mentioned in this strategy mostly due to the lack of directional signage but on arrival besides the site being mowed facilities are very poor. Another reserve we found was the one on Fishers Lane between Murringo and the Olympic Hwy. This reserve as like some of the others had been recently mowed yet the toilet block was overgrown and the rest of the facilities were in poor condition.

Recommendation

- Conduct a regular inspection of all rest areas and reserves
- Plan and upgrade out of town rest areas



Murrumburrah Rest Area (Intersection of Wombat Rd and Burley Griffin Way), This well maintained rest area has no directional signage



Young Rest Area, Olympic Hwy South - directional signage is inconsistent and overgrown, facilities broken and in need of maintenance



Fishers Lane (Murringo Gap) reserve, great locality, old and antiquated facilities

SECTION 3. HILLTOPS SIGNAGE AUDIT

3.10 HILLTOPS REST AREA SIGNAGE

HILLTOPS REST AREA SIGNAGE

Throughout Hilltops there is a multitude of rest stop with a multitude of different sign types. While most use the Australian standard rest area symbol, sign layout is vast and varied. Some rest areas have advance notice many kilometres from the actual rest stop yet no actual advance warning signs prior to the actual rest stop. These signs were most likely installed when the rest stop was constructed but have since gone missing.

Recommendation -

- Standardise all rest area signage on Hilltops controlled roads.



Boorowa - Advance warning for town rest area?



Milvale - Correctly signed except it is illegal to combine service signs with road advisory signs



Riverside Dr, Jugiong - This sign should just have the rest area symbol and the "2km" distance



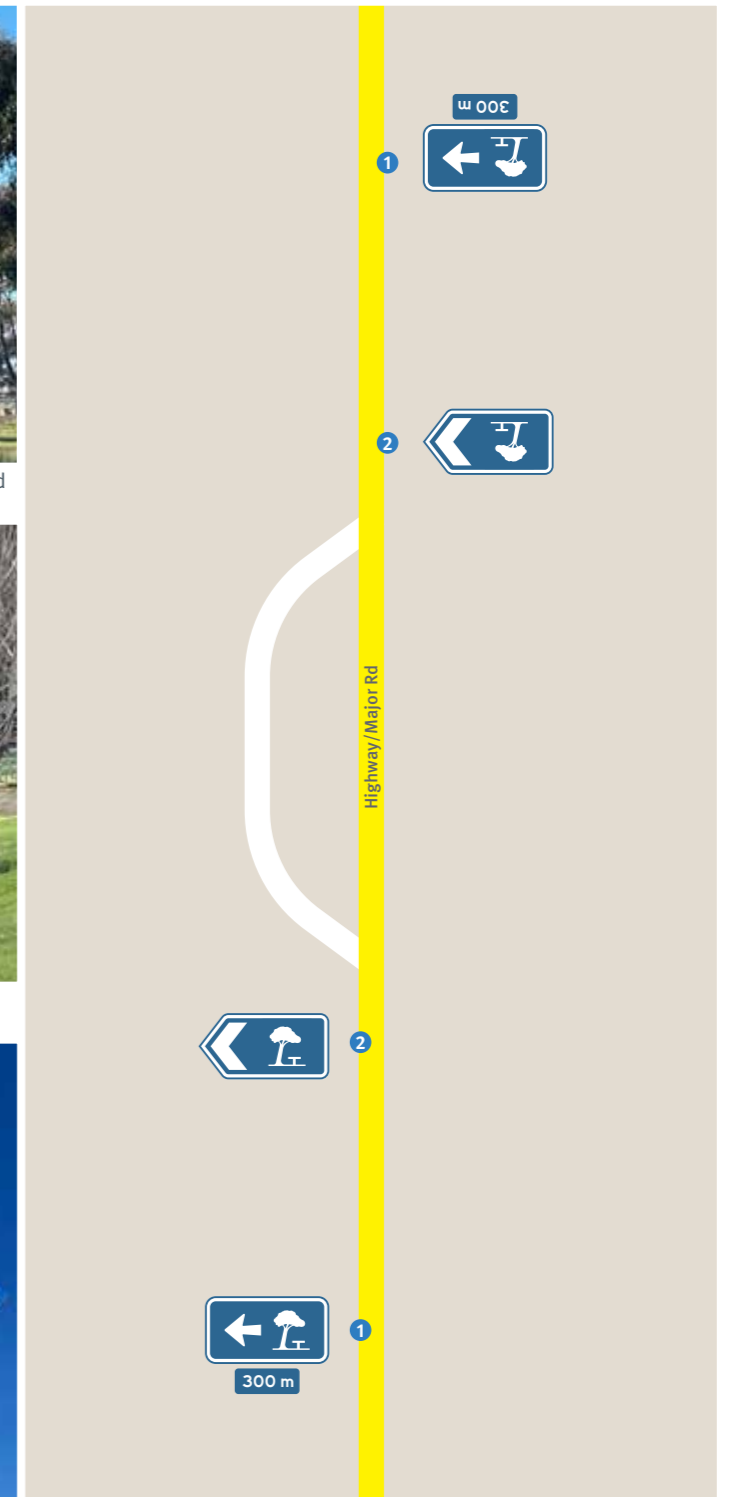
Riverside Dr, Jugiong - This sign should just have the rest area symbol and the "200m" distance



Olympic Hwy - Again just symbol and distance. Why advise there is a fireplace?



Boorowa - Massive rest area sign when just the symbol on the chevron sign would have been sufficient



SUGGESTED - Standardised signage plan for Hilltops out-of-town Rest Areas



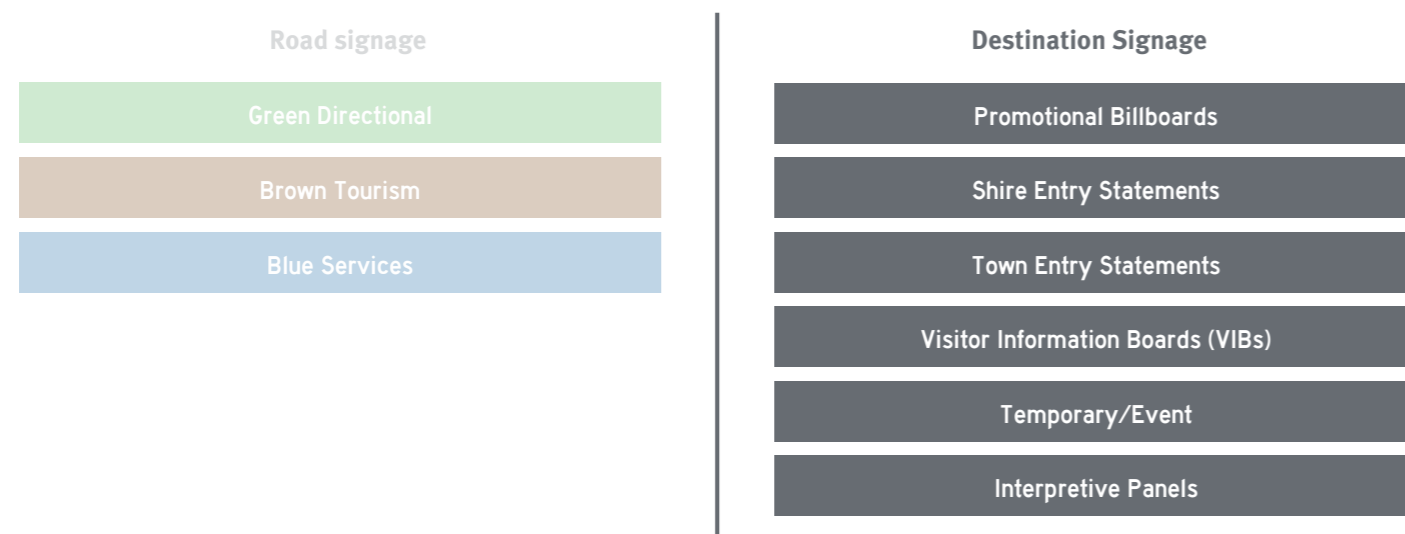
Australian standard rest area symbol



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 Hilltop Council'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 Hilltops Council

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.
- Shire Entry Statements** – these are also referred to as gateway signs. They create a sense of arrival to a region, Shire or town/village and identify an area as a destination (i.e. a place worth stopping). They should reflect the character of the place.

- Town Entry Statements** – these are at the entrance to a town or village. They usually reflect the destination's branding but with a regional approach they might include the regional and Shire council brand.
- Visitor Information Boards (VIBs)** – provide information that helps with wayfinding and orientation (e.g. contain maps of the area), attractions and features, visitor information services and services, facilities and amenities available in the area.
- Temporary/Event** – these signs are used to highlight events and activities but are not permanent signs.
- Interpretive Panels** – these signs provide information about attractions, historic sites, lookouts, etc. and can be arranged single signs or groups of signs.



Examples of existing tourism signage in Hilltops

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.2 HILLTOPS 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.

Currently, Hilltops Council relies solely on two large commercial billboards on Burley Griffin Way to promote Harden and Murrumburrah. These billboards feature the striking Murrumburrah Silo artwork and are strategically positioned at the entrance to these twin towns. During our survey of Hilltops and the neighbouring Southern Tablelands Local Government Areas, we encountered no other promotional billboards. However, it's essential to recognise the potential benefits of extending such marketing efforts to other Hilltops towns, especially those hosting regular festivals and events.

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 Hilltops Council 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 Hilltops 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, extending promotional billboards beyond Harden and Murrumburrah to showcase other Hilltops towns and their events is a promising endeavour. 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, Hilltops Council can create an impactful billboard campaign that brings the spotlight to its diverse attractions and vibrant events.

Recommendation -

- Determine if council and the community are interested in developing a billboard campaign.
- If so, explore opportunities with commercial outdoor advertising companies



Harden - Murrumburrah billboards on Burley Griffin Way

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 HILLTOPS 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 Hilltops 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 Hilltops owned property
- 3. Line of Sight** - Look for locations that have a clear line of sight from approximately 250 meters. This is the maximum distance that the casual observer will notice your billboard when travelling at the standard highway speed limit of 110kmh.
- 4. Messaging** - Keep it very simple. The best way for Hilltops to promote a destination is through large professionally shot images of the destination with simple messages or directions such as "Light horse Memorial, Murrumburrah 12kms". 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 LGA's 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.



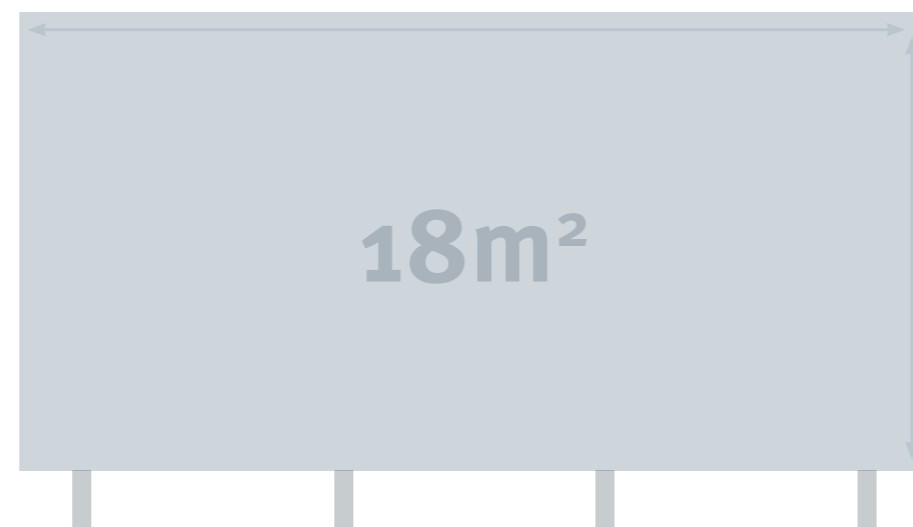
EXAMPLE - Super 8 Promotional Billboard



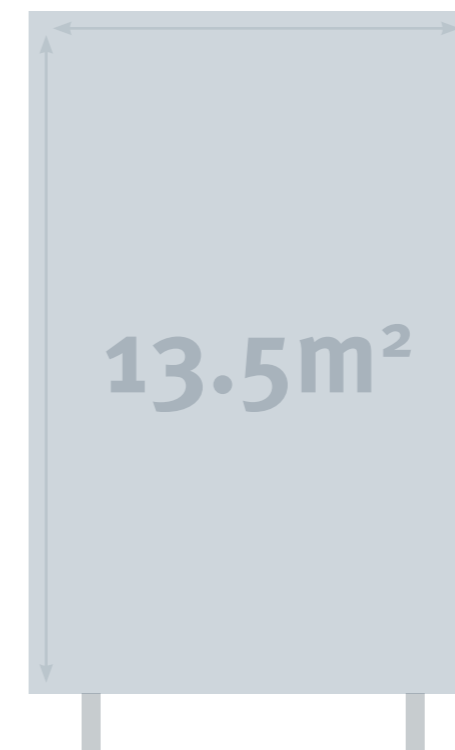
Super 8's
8.3m x 2.2m

Portrait 2
4m x 6m

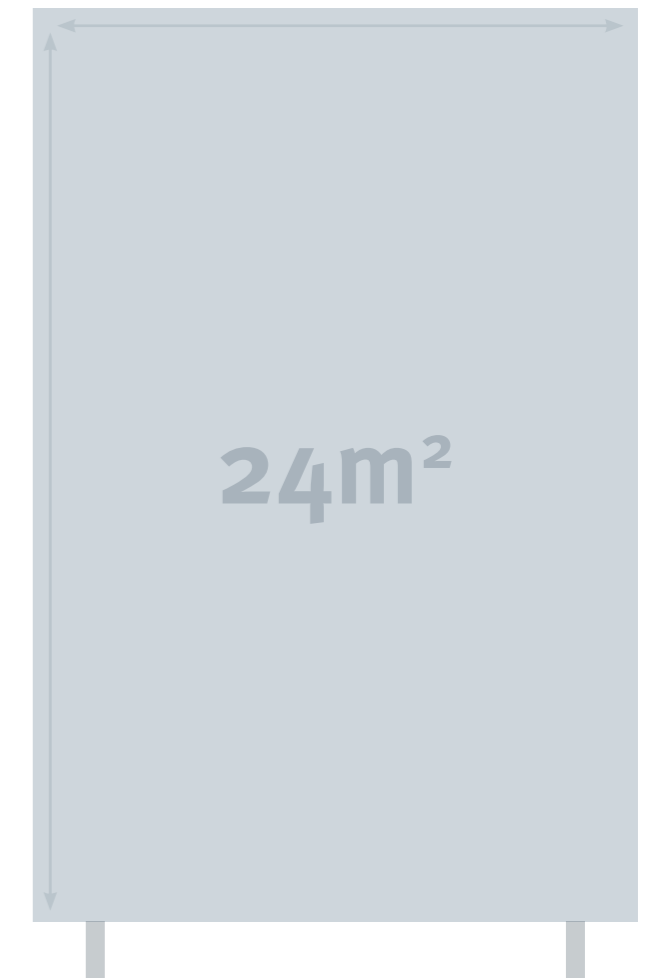
Super 6's
6m x 3m



Portrait 1
3m x 4.5m



24m²



Australian Standard Billboard sizes.

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.2 HILLTOPS PROMOTIONAL BILLBOARDS

MOBILE BILLBOARDS

Often overlooked as a marketing tool mobile billboards present a fantastic opportunity to spread the Hilltops/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 a 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.

Recommendation

- Explore the development of this form of destination marketing with Hilltops Transport Operators.

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

NOTE - Livestock Transport operations will not be suitable for this form of promotion.



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 HILLTOPS COMMUNITY EVENT PROMOTIONS

HILLTOPS MINOR EVENT PROMOTIONS

As part of this strategy we also were asked to look at better ways for community groups to advertise their events and yet work within the framework developed by Hilltops. Currently Hilltops has no temporary banner signage locations.

Hilltops should develop clear guidelines for using these locations consisting of;

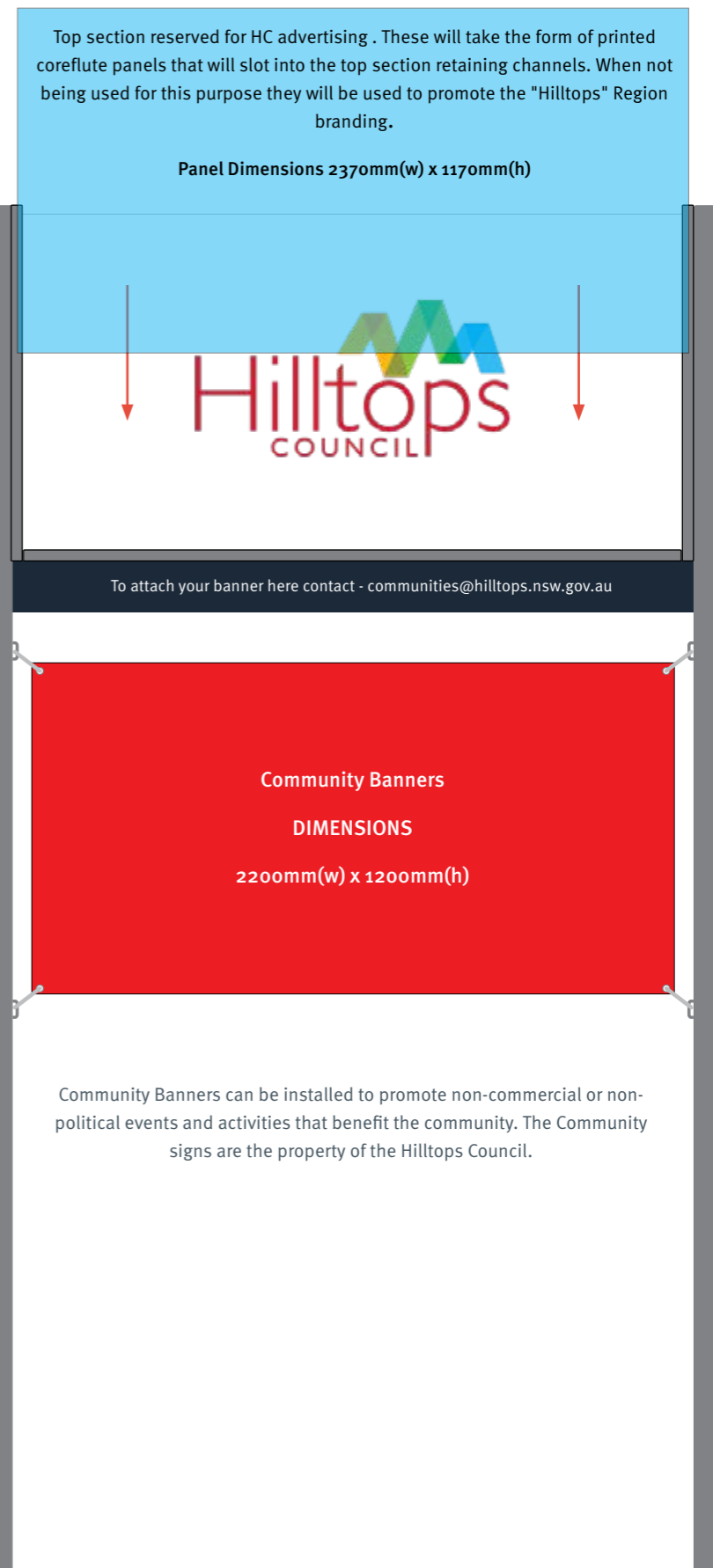
- **Locations** – Identify key sites within the LGA for installation of events and temporary signage. This type of signage should be restricted to these sites only. They should not obstruct views and lines of sight (for vehicle and pedestrian safety).
- **Infrastructure** – At each site, install infrastructure for temporary signage e.g. permanent frames and poles for banners etc.
- **Policy considerations** – Should include clear guidelines about application processes, types of events that are eligible, who can apply (e.g. clubs), time limits and process for removal of unauthorised signs.
- **Design templates** – Create design templates for recommended banner sizes. Include tips for graphic consistency, text size, suggested number of words etc. and suitable colour palettes. Make these templates available online and supply to local signage producers.
- **Provide information about the guidelines for these signs** – This is to raise awareness of what the council is trying to achieve with a firm policy and restrictions to avoid proliferation of signs and protect public safety/amenity.

Recommendations

- Our recommendation is to develop a series of community event signage locations around Hilltops towns. These should be clearly branded as property of Hilltops Council with the Hilltops logo clearly displayed and contact details for booking a banner site.



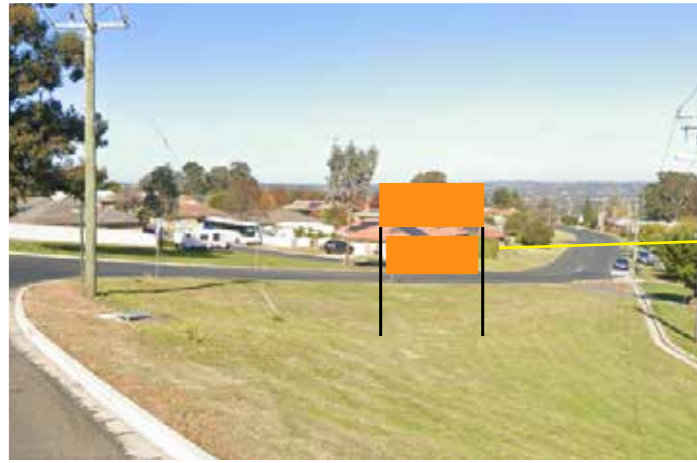
Example - City of Cockburn, WA - Community sign at the suburb of Hammond Park. Community banners attach underneath.



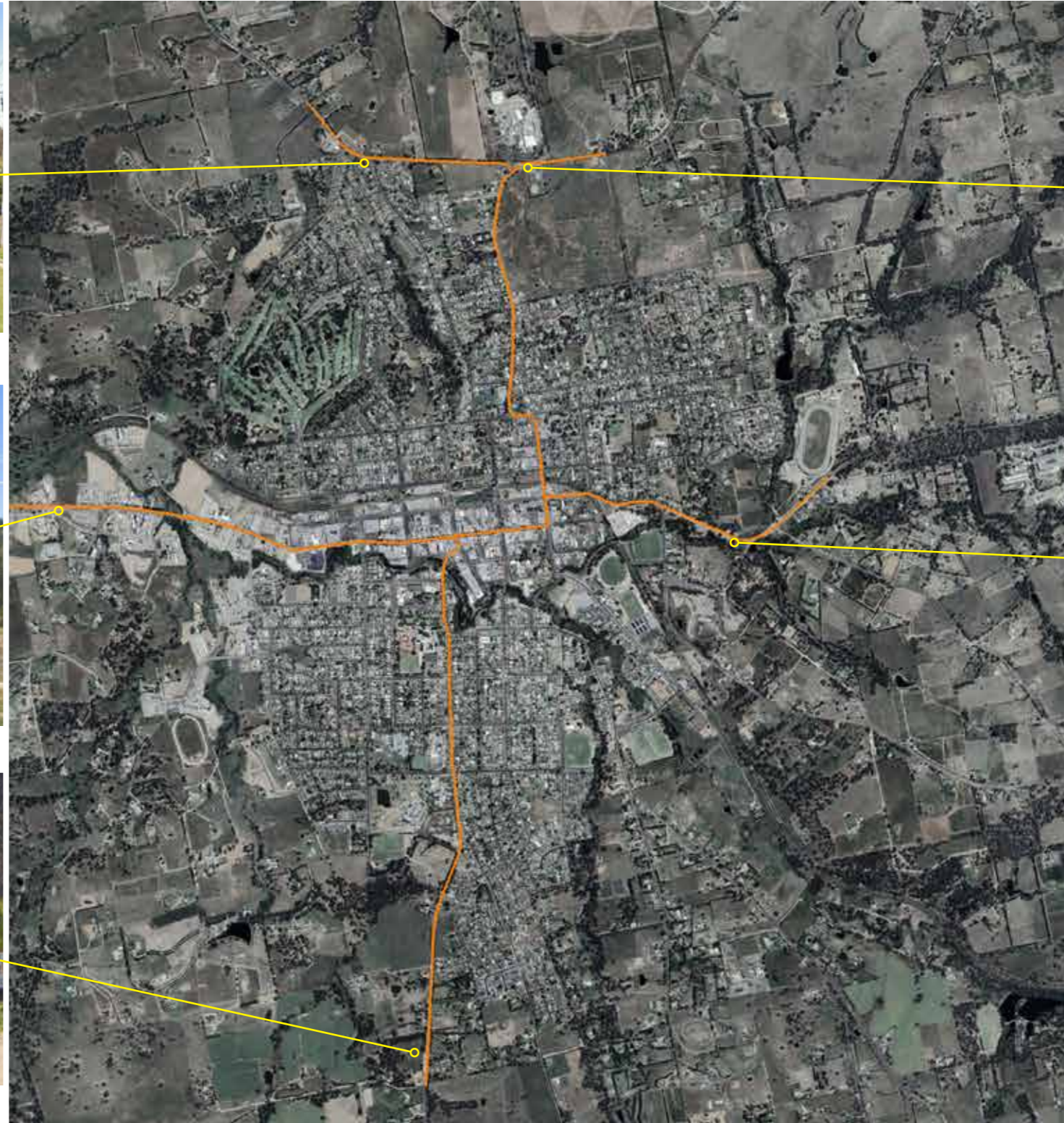
CONCEPT ONLY - Hilltops Community Banner Advertising

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.3 HILLTOPS COMMUNITY EVENT PROMOTIONS



Henry Lawson/Blackett Ave



Henry Lawson/Blackett Ave - disused billboard site



Milvale Rd (Eastbound)



Whiteman Ave (Westbound)



Olympic Hwy, City boundary Entry Statement (Northbound)

SUGGESTED- Hilltops Community Banner Advertising Locations

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.4 HILLTOPS LGA BOUNDARY ENTRY SIGNS

HILLTOPS COUNCIL BOUNDARY ENTRY SIGNS

Local government boundary entry signs clearly mark the entry points into a specific local government area or municipality. They help residents, visitors, and travellers know when they are entering or leaving a particular jurisdiction. This geographic identification is essential for navigation and understanding the administrative boundaries of a region.

Local government boundary entry signs play a multifaceted role in governance, administration, and community identity. They provide valuable information to residents and visitors while assisting local governments in their responsibilities, from resource allocation to emergency response and beyond.

Hilltops entry signs - These signs were all commissioned as part of the Hilltops Council amalgamation branding project. These signs are located at all main LGA entry points on Olympic Hwy, Lachlan Valley Way, Burley Griffin Way, and most other main arterial road at LGA entry points. Notably there are no boundary entry statements on the Hume Hwy. Generally these signs are in fairly good condition though many require cleaning and undergrowth cut back. We noted also there is no LGA entry statement on Bribbaree Rd.

Welcome to Capital Country - As already noted these signs are located at Hilltops northern boundary and at the Cootamundra-Gundagai eastern boundary.

Recommendation

- Clean all Shire entry signs.
- Work with TfNSW to install boundary signs on the Hume Hwy.
- Replace Welcome to Capital Country signs with Welcome to Southern Tablelands.



Hilltops LGA Boundary entry sign



We also located three of these Entry statements either side of Young on the Olympic Hwy and the Young-Temora Rd



Old Welcome to Capital Country boundary markers on the Lachlan Valley Way south of Cowra



Old Boorowa Parrot habitation signs on the LGA boundary



Impressive Cowra Shire entry statements

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.5 HILLTOPS TOWN ENTRY STATEMENTS



HILLTOPS TOWN ENTRY STATEMENTS

Hilltops town entry statements can be best described as mixed. While the majority of small villages entry statements follow the LGA amalgamation styling many of the larger towns have kept the existing town entry statements, most of which pre-date the amalgamation. In many cases towns and villages have kept both, Young has three different style entry signs/statements dependant on which way you come into town. Murrumburrah Harden have maintained their unique identities with different sign styles at either side of the twin towns. This resistance to adopting a universal town entry style generally stems from the new brand styling not accommodating the town/villages unique character (See principals and guidelines point 1).

There are opportunities to re-purpose the existing hoop pole entry statements (Tier 2 signs) with new design panels that better reflects the community's character and yet still tie in with the Hilltops brand.

Principals and guidelines

- 1. Community** - Community buy-in must be sought at the start of the process. It cannot be underestimated the importance of getting the community engaged and involved in 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 Hilltops 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 meters) by people traveling in vehicles.
- 4. Visibility** - Lighting and power supply e.g. mains power or solar should be carefully considered for night time viewing.
- 5. Site location** - Locations should be chosen so the entry statement can be clearly viewed but is not a distraction or safety hazard for motorists. Entry signs should not interfere with other road safety and regulatory signs and be placed in locations to convey a positive image of the location.
- 6. Construction** - High quality construction and use of materials that are durable, high quality and replaceable.

Recommendation

- Re-purpose and redesign the hoop entry statements (Tier 2) that better reflects the individual town/village character yet tie in with the Hilltops LGA brand and work with the local community to get buy-in on the design.
- Develop tier one entry statements for the main towns - Young, Boorowa, Murrumburrah - Harden
- Remove all old non-conforming entry statements.

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.6 HILLTOPS VISITOR INFORMATION BOARDS

HILLTOPS VISITOR INFORMATION BOARDS

In this section of the strategy, I would typically outline the current state and requirements for enhancing the suite of visitor information boards or bays across the LGA. However, the situation in Hilltops differs significantly from the norm. To put it bluntly, such structures are virtually non-existent within the Hilltops region.

The lone example we were able to identify is the antiquated visitor information board located outside the Boorowa Visitor Centre. The information it conveys is not only outdated but also poorly organised, falling far short of the acceptable design standards expected.

Additionally, we encountered another semblance of visitor information in the form of Civic Guides, notably situated along the Olympic Highway just south of Young. These Civic Guides are operated by a commercial entity, Civic Outdoors, and are primarily geared towards advertising. Their offerings are limited, featuring only a small town map. Furthermore, these guides are typically found in bustling pedestrian areas rather than serving as roadside visitor information sources.

Clearly, there is a substantial gap in the provision of adequate visitor information resources within Hilltops, and addressing this deficit should be a priority moving forward.

Visitor Information boards are generally designed as a tiered system. This means that generally there are three different sized boards that make up the system - Tier 1 - Large Gateway VIB's, Tier 2 - Principle towns, Tier 3 - Villages and local rest areas with facilities.

In certain circles, it's true that visitor information boards are viewed as somewhat outdated in the age of on-line content. However, it's important to recognise that well-maintained, up-to-date visitor information boards still hold value within the tourism information tool-kit. Two critical factors contribute to the success of these boards: currency and strategic placement.

Currency of Information: Visitor information boards typically convey two main types of information – details about attractions and essential services. Attractions, especially those of a natural or heritage nature, tend to remain consistent over time. However, it's the information regarding tourism services such as tour operators, restaurants, and accommodations that often becomes outdated due to the dynamic nature of the tourism industry. To address this, we recommend focusing on digital platforms for tourism service details, accessible via QR codes or website URLs. This on-line information can be seamlessly integrated into the LGA tourism website, allowing for 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 will also require replacement.



Old outdated visitor information board outside the Boorowa Visitor Centre - the only one we could find in Hilltops



Northbound Olympic Hwy, south of Young apart from an undersized map advertising is the primary purpose of these structures



EXAMPLE - An effectively designed visitor information board. All businesses/services are accessed online therefore the information board doesn't date as quickly



SUGGESTION - Rest Areas with toilet facilities are a great place to engage with visitors to the area

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

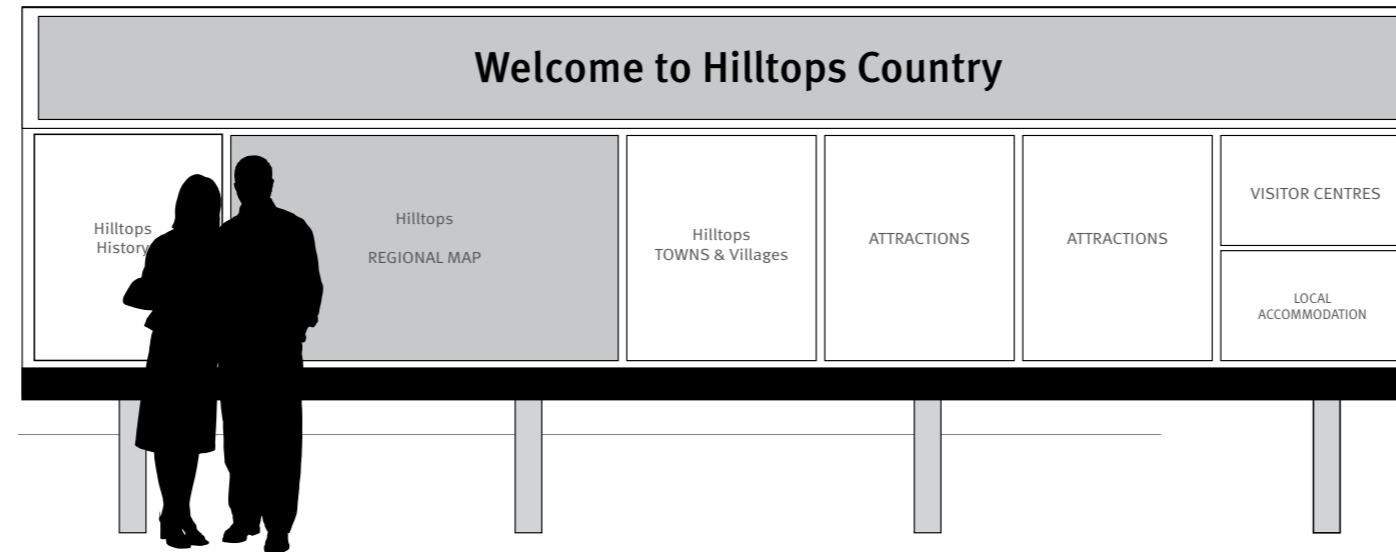
4.6 HILLTOPS VISITOR INFORMATION BOARDS

Strategic Placement: An essential consideration is determining the most effective locations to engage with the visiting public. It's worth noting that not every traveller passing through the LGA will visit a Visitor Information Centre. Hilltops has recently made improvements to several in-town rest areas, often equipped with amenities like toilets and picnic shelters. These rest areas are frequently sought out by travellers as convenient places to take a break. Therefore, they serve as ideal locations to install visitor information boards. By doing so, casual visitors have the opportunity to discover attractions they may not have previously considered or were unaware of, enhancing their overall experience.

In conclusion, while the digital age has transformed how we access information, visitor information boards, when properly maintained with up-to-date information and strategically placed, remain a valuable tool for enhancing the tourism experience in the Hilltops region.

Recommendation

- Develop a standardised set of visitor information panels that can be applied in a tiered system as per the examples on this page.
- Install Advance warning and positional signs for all VIB locations
- Install Tier 2 or 3 VIB's at the newly refurbished rest areas in Young, Murrumburrah and Boorowa.
- Investigate suitable rest areas with facilities suitable for Tier 3 VIB's. - e.g. Bendick-Murrel Rest Area, Olympic Hwy
- Install tier 3 VIB structures in Hilltops villages.



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 Hilltops 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

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.6 HILLTOPS VISITOR INFORMATION BOARDS

Principals and guidelines

Visitor Information Boards should contain the following information:

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

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

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

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

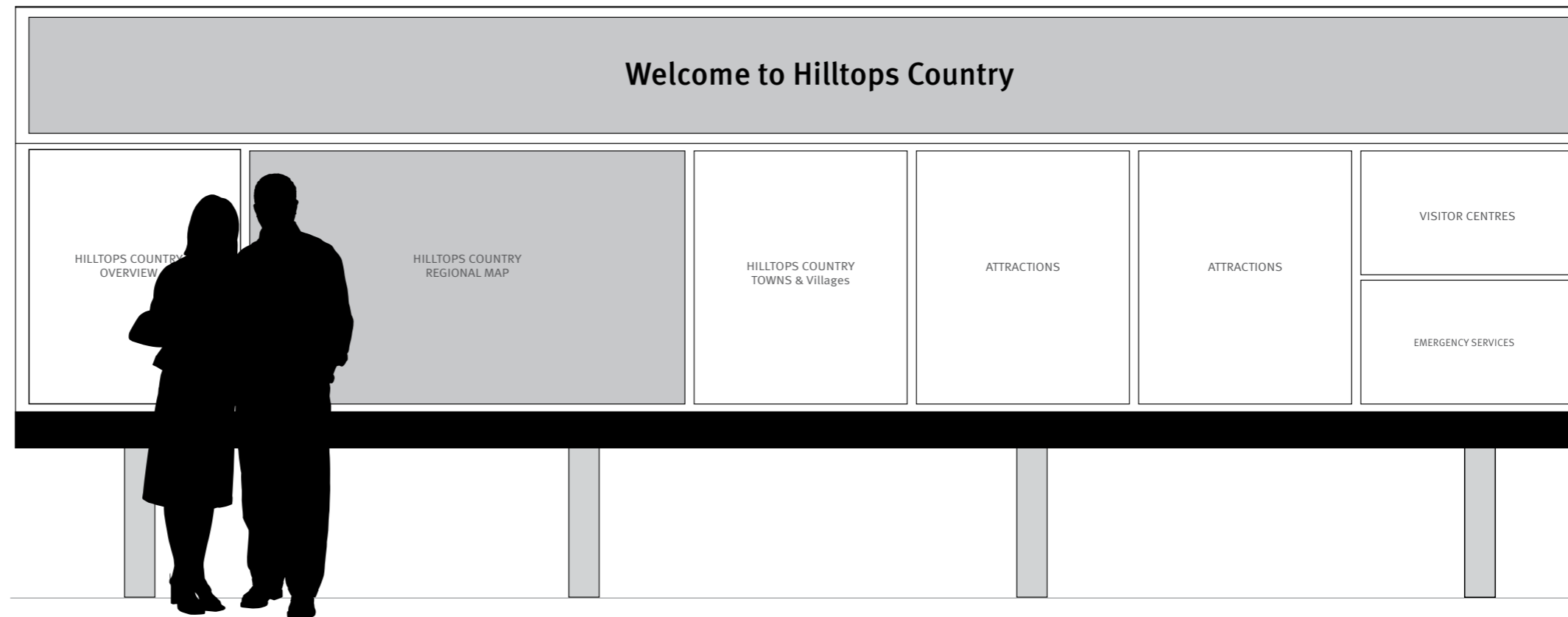
- What can I see & do? (local history & attractions, activities & events, walk & drive trails),
- What services & facilities are available? (services & amenities, accommodation options, key contacts - link to Hilltops tourism website via QR Code and/or URL)
- How do I find what I’m looking for? (local 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?”

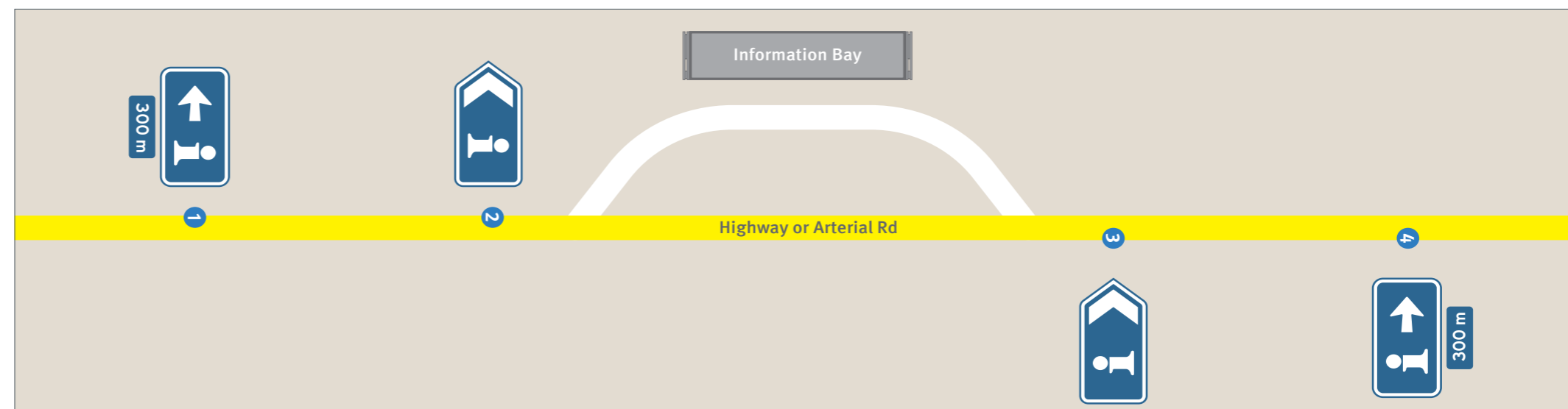
Advertising – If Hilltops VIB's are to include advertising, guidelines should be established and all artwork approved before an advertising panel is approved for production and installation. All advertising should be for a set period of time and renewable every twelve months.

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.



Gateway Visitor Information (e.g.at new Crossman Rest Area) 6.0m X 1.5m



Example – Correct signage for directions to roadside Visitor Information Bays

SECTION 3. WDRC SIGNAGE AUDIT

4.7 HILLTOPS VISITOR INFORMATION CENTRES

A well-run visitor information centre 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 visitor centre 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 visitor information centre is an indispensable asset that not only informs and assists but also contributes significantly to the vitality and sustainability of a tourist destination.

Hilltops has three accredited Visitor Information Centres (VIC's). These are located in the three main towns of Young, Boorowa and Murrumburrah - Harden.

The Young VIC is located in the old Young Railway Station. Directional signage to this facility is fairly haphazard (see page 31 of this strategy). Much of the directional signage is placed past the decision making point (see page 18 of this strategy) or is too small. Once you get to the Young VIC the only facility sign is a small A-Frame sign set up in front of the entrance. Because of the buildings historical significance they are not allowed to attach large facility signage to the actual building or attach anything to the walls inside. The railway station forecourt is also the designated car/caravan parking area although there is no marked parking bays for cars towing caravans and RV's. This VIC is geo-located on Google maps.

The Boorowa VIC is staffed by volunteers and is located in the old Boorowa Court House on Marsden St, this location is also the designated town rest area with toilets, picnic tables and parking. This facility is signed with advance warning signs located north and south of town on the Lachlan Valley Way. On arrival at the VIC there is a large double sided directional sign on Marsden street directly in front of the court house. At the entrance to the VIC there is a Yellow "i" facility sign which is mostly overgrown. One must wonder "surely the staff must have noticed this?" The VIC is

not geo-located on Google maps yet the Magistrates tea rooms is? There is no designated car/caravan parking within Boorowa.

The Murrumburrah - Harden VIC is located on Albury St (Burley Griffin Way). The centre is signed with advance warning signs 400m either side of the VIC, across the road from the centre is a double sided directional sign and the building is branded with a large yellow "i". There is no designated car/caravan parking but this doesn't seem to be an issue with Murrumburrah's wide roads and parallel parking across from the VIC.

The centre is located in the heart of Murrumburrah a short walk down the street from the Light Horse Memorial and across the road from the Bill the Bastard Memorial and the Murrumburrah Silo Art. As with the Boorowa VIC the centre is staffed by volunteers with whom the local tourism association is having trouble filling the ranks. When we visited, the centre was closed. This seems to be a long term issue as comments on google from up to two years ago state "wasn't open at 11.20am today" and 1 year ago "it was closed". The centre is listed on the Hilltops website as open seven days a week 10am to 4pm but on it's google maps listing there are no opening hours listed. This continual closing could affect the centre's Yellow "i" accreditation. This centre is geo-located on Google maps.

Recommendation

- Install a large free standing facility sign in front of the Young VIC.
- Clearly mark designated car/caravan parking at the Young VIC.
- Cut back the shrubs in front of the Boorowa VIC facility sign.
- Geo-locate the Boorowa VIC on Google maps.
- Resolve Murrumburrah - Harden VIC staffing issues to avoid losing accreditation.



Young Visitor Information Centre - Due to the historical significance of the Young Train Station no substantial can be attached to the building



Young Visitor Information Centre - As previously mentioned in Young Visitor Town services some directional signs seem to be an after thought



Boorowa Visitor Information Centre - Surely someone must have noticed that the main facility panel is becoming overgrown?



Boorowa Visitor Information Centre - directional signage in front of VIC



Murrumburrah - Harden Visitor Information Centre - Distinctively branded building



Murrumburrah - Harden Visitor Information Centre - Unfortunately closed due to lack of staffing

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.8 HILLTOPS INTERPRETIVE SIGNAGE

HILLTOPS INTERPRETIVE SIGNAGE

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

Interpretation in Hilltops is a mixed bag and really quite sparse. The majority of interpretation work in this area was carried out at a community level prior to amalgamation, leading to a wide array of styles and applications. In numerous cases, an excessive amount of detail has been incorporated, often resulting in sub-par writing and design. The highest quality interpretation we observed can be found in the Young Heritage interpretive panels located in the Young CBD. These panels are well written and constructed from quality materials. Unfortunately, a significant number of these panels have become faded and are swiftly approaching their expiration date, necessitating replacement.

Principals and Guidelines

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

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

NOTE - Always ensure that Hilltops 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 and ownership of interpretive signs.
- Templates for interpretive panels.
- Location principles e.g. accessible, does not deter from visual amenity.



Boorowa Interpretive node - focused on the railway, too much information for the casual visitor. This would have benefited from a professional writer



Lambing Flats - this part of the Gold Trails series of interpretation spread across the Southern Tablelands



Young CBD - Good quality interpretation and materials used, most of these panels are approaching their use by date and will need replacement



Bendick-Murrell Rest Area, Olympic Hwy - Young Shire Interpretation



Murrumburrah - Poorly designed interpretation, poor layout, difficult to read - should be written in columns



Young - Temora Rd interpretation



SECTION 5 - IMPLEMENTING THE STRATEGY

SECTION 5. IMPLEMENTING THE STRATEGY

Actions will be rolled out progressively and subject to funding and resources. Hilltops Council 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 Hilltops Council could implement in the near future to begin to progress this Strategy. Quick wins are identified in the implementation table.

Page No./ Strategy Section	Hilltops Council - Actions/Recommendations	Priority	Indiative Timeframe to start	Indicative Costs	Quick Wins
Page 12 - 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 shire 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 Directional Signs	Review intersections with large sign clusters and consolidate signage structures.	High	Ongoing	\$10,000 pa	No
	Conduct a regular asset review of all HC controlled road signage.				
	Replace damaged and faded signs as required.				
Page 24 - 3.3 Brown Tourist Signs	Review all brown tourist signs to determine if they are lawful and meet TfNSW guidelines eligibility criteria.	High	Ongoing	\$10,000 pa	No
	Replace damaged and faded signs.				
Page 25 - 3.3 Blue Services Signs	Establish a maintenance schedule to ensure that signs remain in good condition. This includes repairing or replacing faded signs and addressing any damage promptly.	High	Ongoing	\$20,000	No
Page 26 - 3.4 Tourist Drives	Install directional signage for both ends of Scenic Drive (Scenic Rd) including advance warning, directional, trailhead and trail markers.	High	Ongoing	N/A	Yes
	Work with neighbouring LGA's to develop a signed tourist drive(s) within Southern Tablelands. This could be an all day drive taking in natural attractions or developed as a themed trail.	Medium	24 Months	\$50,000	No

SECTION 5. IMPLEMENTING THE STRATEGY

Page No./ Strategy Section	Hilltops Council - Actions/Recommendations	Priority	Indiative Timeframe to start	Indicative Costs	Quick Wins
Page 27 - 3.5 Hilltops Tourist Attractions	Cellar Door - Remove all directional signage for Woodonga Hill winery.	High	Immediate	\$3,000.00	Yes
	Historic Sites - Bang-Bang Hotel Install directional signage (brown fingerboards) from the Olympic Hwy/Boorowa St intersection to the hotel site.	Medium	12 months	\$1,500.00	Yes
	Historic Sites - Work with Landra Castle owners to select a site and pull off area to install interpretive signage for this attraction.	Medium	12 months	\$2,500.00	No
	Museums - Replace "Lambing Flat Folk Museum directional sign with the correctly named sign.	High	Immediate	\$500.00	Yes
	Museums - Install new facility signs at the Young, Murrumburrah and Boorowa Museums.	High	Immediate	\$5,000.00	Yes
	Natural Attractions - Install brown directional signage with the lookout symbol to Touts Lookout from Olympic Hwy/ Scenic Rd intersection.	High	Immediate	\$3,000.00	Yes
	Natural Attractions - Murrumbidgee Valley Lookout replace old signage and facilities.	High	Immediate	\$2,000.00	Yes
	Other Attractions - Install directional signage, interpretation and a viewing area for the Murrumburrah Silo Art.	Medium	12 months	\$20,000.00	No
Page 30 - 3.6 Young Town Visitor Services	Develop a new signage plan for access routes to the VIC and designate car/caravan parking. Consolidate all blue signage and use Australian Standard Symbols.	High	Immediate	\$15,000.00	Yes
	At the VIC line mark and sign the designated car/caravan RV parking.	High	Immediate	\$2,500.00	Yes
	Remove all signage for the Blackett/Main St access route.	High	Immediate	\$1,000.00	Yes
Page 33 - 3.6 Murrumburrah/Harden Visitor Services	Install double sided brown positional signs at the Light Horse and Bill the Bastard memorials.	High	Immediate	\$3,000.00	Yes
	Install double sided brown positional signs at the Albury/Lyon St intersection for the Murrumburrah Silo Art.	High	Immediate	\$3,000.00	Yes
	Install directional signage on Burley-Griffin Way to the Iris Street entrance to the new George Coddington Park Rest Area facilities.	High	Immediate	\$5,000.00	Yes
	Install directional signage at the Albury/Woolrych St intersection for the Harden Showgrounds Caravan camping and RV dump point facilities.	High	Immediate	\$2,000.00	Yes
	At the Albury/Station St intersection re-sign the car/caravan parking fingerboard signs with new larger signs bearing the thev Australian Standard symbol for car/caravan parking. Mark out and sign designated car/caravan parking bays on Station and Whitton St.	High	Immediate	\$1,500.00	yes
	Reposition public toilet sign at toilets near the Harden Swimming Pool.	Medium	12 months	\$500.00	No
	Install advanced warning signs for Harden Caravan Park.	Medium	12 months	\$1,500.00	No

SECTION 5. IMPLEMENTING THE STRATEGY

Page No./ Strategy Section	Hilltops Council - Actions/Recommendations	Priority	Indiative Timeframe to start	Indicative Costs	Quick Wins
Page 34 - 3.6 Boorowa Visitor Services	Consolidate all signage at Lachlan Valley Way/Brial St intersection	Medium	12 months	\$500.00	No
	Consolidate all signage at the Marsden/Queen St intersection	Medium	12 months	\$500.00	No
	Relocate Rest Area sign to the south west corner of the Marsden/Queen St intersection.	High	Immediate	\$500.00	No
	location.	High	Immediate	\$800.00	No
Page 35 - 3.6 Bribbaree Visitor Services	Install blue services advance warning and intersection signs as per proposed signage plan	High	Immediate	\$3,500.00	Yes
Page 36 - 3.7 Caravan & Camping	Install advance warning and directional signage for all town based caravan parks.	High	Immediate	\$3,000.00	Yes
Page 38 - 3.8 RV Dump Points	Improve positional signage at Boorowa RV dump point.	High	Immediate	250	Yes
	Harden RV dump point install directional signage from Burley Griffin Way. Install directional and positional signage at the showgrounds entrance.	High	Immediate	\$3,000.00	Yes
	Jugiong apply re-remediation work to the RV dump point pad. Install directional signage from Riverside Dr.	Medium	12 months	\$10,000.00	No
Page 39 - 3.9 Hilltops Reserves & Rest Areas	Touts Lookout - Sign from Olympic Hwy maintain and update facilities	Medium	12 months	\$30,000.00	No
	Jugiong - Replace all directional signage, refurbish entire site	Medium	12 months	\$50,000.00	No
	Lions Lookout - maintain and update services	Medium	12 months	\$25,000.00	No
	Murrumburrah Rest Area (Intersection of Wombat Rd and Burley Griffin Way) - install directional signage	Medium	12 months	\$2,000.00	No
	Young Rest Area, Olympic Hwy South - Install standard advance warning and directional signage. Replace broken facilities	Medium	12 months	\$35,000.00	No
	Fishers Lane (Murringo Gap) reserve, replace old and antiquated facilities	Low	24 Months	\$15,000.00	No
Page 41 - 3.10 Hilltops Rest Area Signage	Standardise all rest area signage on Hilltops controlled roads.	Low	24 Months	\$15,000.00	No
Page 46 - 4.2 Hilltops Mobile Billboards	Explore the development of truck curtain side destination marketing with Hilltops Transport Operators.	Low	24 Months	\$15,000 per unit	No
Page 47 - 4.3 Hilltops Community Event Promotions	Install community event banner sites on council owned approaches into Hilltops towns and villages	Medium	12 months	\$50,000	No
Page 49 - 4.4 Hilltops LGA Boundary Entry Signs	Clean all Shire entry signs.	Medium	Ongoing	N/A	No
	Work with TfNSW to install boundary signs on the Hume Hwy.	Low	36 Months	\$10,000	No
	Replace Welcome to Capital Country signs with Welcome to Southern Tablelands.	Medium	12 Months	\$20,000	No
Page 50 - 4.5 Hilltops Town Entry Statements	Re-purpose and redesign the hoop entry statements (Tier 2) that better reflects the individual town/village character yet tie in with the Hilltops 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 main towns - Young, Boorowa, Murrumburrah - Harden				
	Remove all old non-conforming entry statements.				

SECTION 5. IMPLEMENTING THE STRATEGY

Page No./ Strategy Section	Hilltops Council - Actions/Recommendations	Priority	Indiative Timeframe to start	Indicative Costs	Quick Wins
Page 52 - 4.6 Hilltops 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 visitor information board locations using the white "i" AS symbol.				
	Install Tier 2 or 3 VIB's at the newly refurbished rest areas in Young, Murrumburrah and Boorowa.				
	Investigate suitable rest areas with facilities suitable for Tier 3 VIB's.				
	Install tier 3 VIB structures in Hilltops villages.				
Page 54 - 4.7 Hilltops Visitor Information Centre	Young - Install a large free standing facility sign in front of the Young VIC.	High	Immediate	\$20,000	Yes
	Young - Clearly mark designated car/caravan parking at the Young VIC.				
	Boorowa - Cut back the shrubs in front of the Boorowa VIC facility sign.				
	Boorowa - Geo-locate the Boorowa VIC on Google maps.				
	ALL - Review exterior "after hours" information on offer.				

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