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**Queanbeyan-Palerang
Regional Council
Tourism Signage Strategy**

Submitted to:



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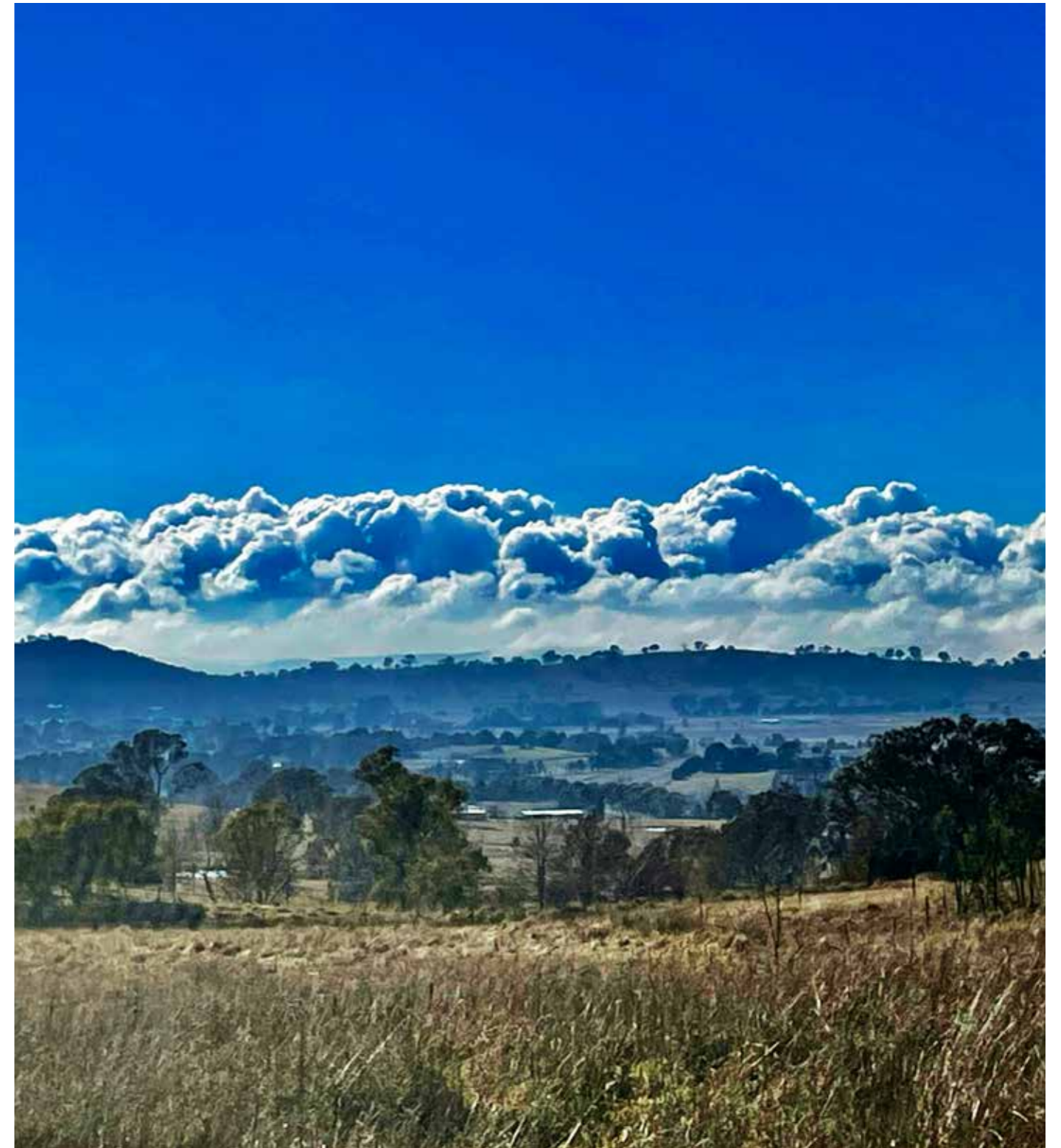
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DEFINITION OF TERMS

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

LIST OF ACRONYMS

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



Old Cooma Rd



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

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

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

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



Neringla Rd, Araluen

SECTION 1. INTRODUCTION

1.2 WHAT ARE WE TRYING TO ACHIEVE?

The Strategy provides the framework for the five LGAs to make decisions on the location and style of all future tourism signage and wayfinding in the Southern Tablelands. 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 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 area.

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 were held remotely 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 could not make it to any of community consultation sessions to give feedback.

Individual Consultations	When
Hilltops - Karen Kemp Murrumburrah Business Owner - Site Visit	Thursday 29th June, 1.00pm - 1.30pm
Upper Lachlan - Prue Burfitt Taralga Progress Association - Site Visit	Wednesday 5th July, 3.00pm - 4.00pm
Upper Lachlan - John Serle Gunning Progress Association - Site Visit	Thursday 6th July, 10.00am - 11.00am
Yass Valley - David Faulks Tallagandra Hill Winery Owner - Site Visit	Wednesday 12th July, 2.00pm - 3.00pm
Queanbeyan-Palerang - Margaret Tuckwell Braidwood & Villages Tourism - 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 Deebank MS Teams	Monday 16th October, 2.00pm - 3.30pm
Goulburn-Mulwaree - Jessica Price MS Teams	Tuesday 10th October, 2.00pm - 3.30pm

STAGE 01

Review of previous reports and documents

- Southern NSW Destination Management Plan 2022-2030
- Southern Tablelands Regional Economic Development Strategy 2018-2022
- 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
- Queanbeyan CBD Wayfinding Strategy 2022
- QPRC Directional Signage Policy 2022

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.

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 are located to the southwest of Sydney and encompass several towns and cities including Goulburn, Young, Crookwell, Queanbeyan and Yass.

Economy

The economy of the Southern Tablelands is a mix of industries, with agriculture being a significant contributor. The region is renowned for its fertile soils, making it a prime area for farming and grazing activities. The region specialises in sheep and beef cattle farming, meat product manufacturing, construction material mining, road freight transport, residential care services and tourism, as well as the 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 have 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 are an emerging tourist destination, attracting visitors from both within Australia and, to a limited extent, internationally. The region's natural beauty, historical sites, and cultural attractions make it an appealing place to explore.

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

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

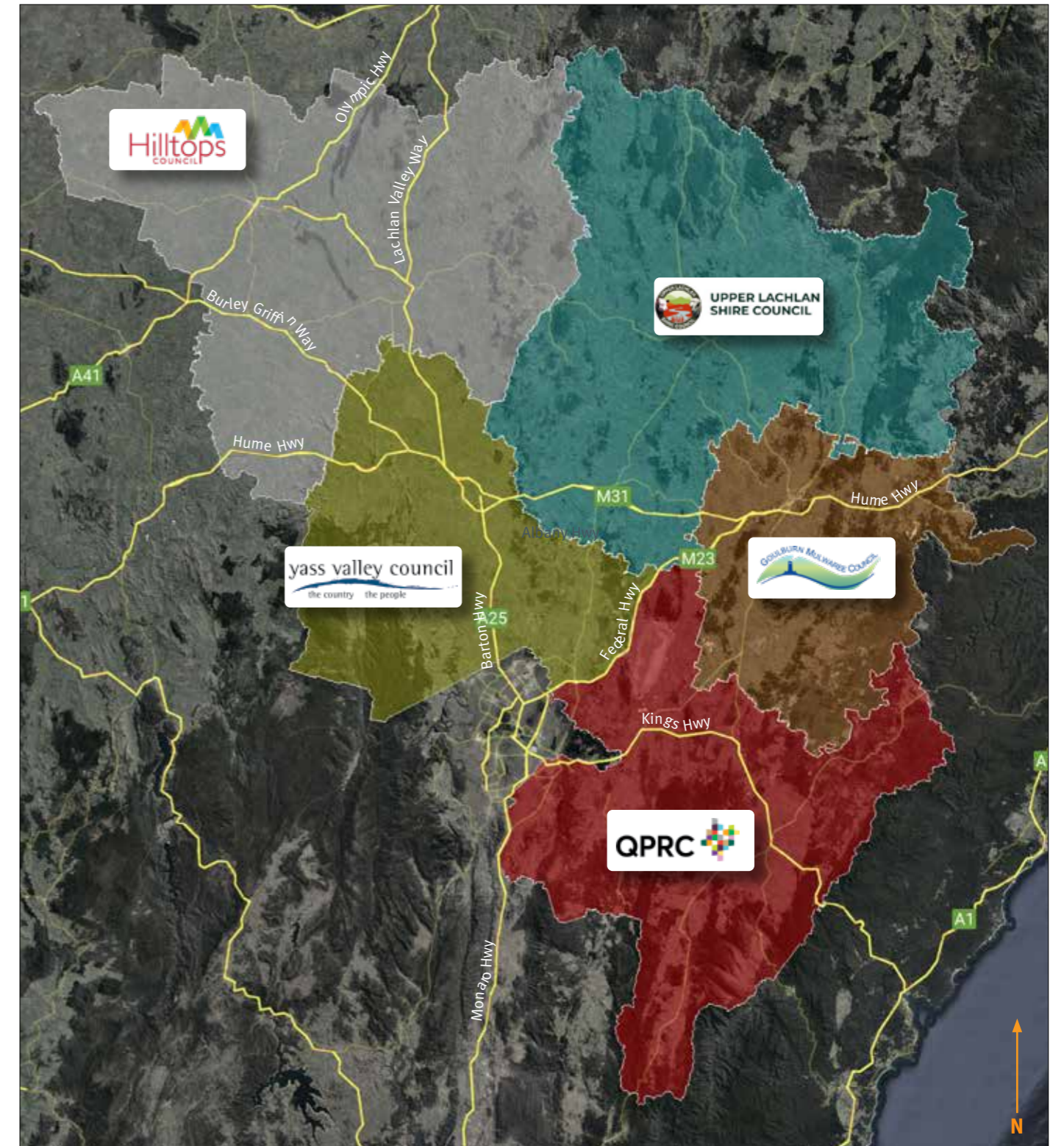
The Southern Tablelands offer opportunities for outdoor enthusiasts to engage in activities such as bushwalking, birdwatching, and exploring national parks like Morton, Monga and Budawang National Park.

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

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

MAIN ROUTES INTO THE REGION

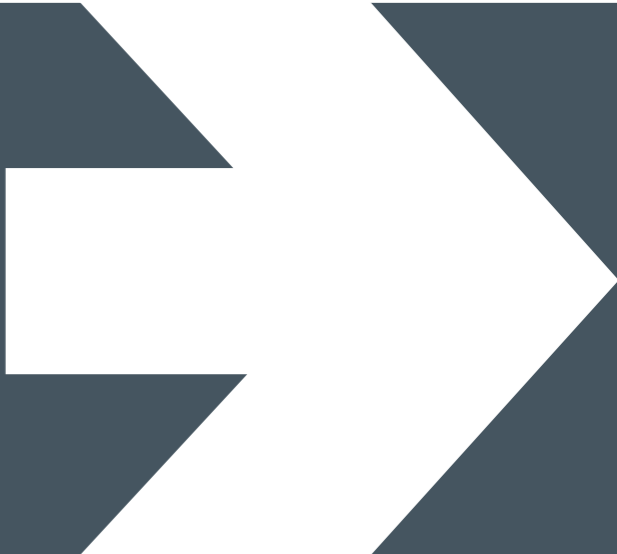
The main routes through the Southern Tablelands are the Hume, Kings and Federal Hwy. Other main arterial routes include the Barton Hwy, Burley Griffin Way, Olympic Hwy, Lachlan Valley Way and the Monaro Hwy.



Major roads within 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 LGAs in determining signage eligibility, priorities and guidelines are also explained. This information is provided because it has been used in the formulation of this Strategy and provides the decision-making process by these regulatory authorities.

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

Road signage

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

Green Directional

Brown Tourism

Blue Services

Destination Signage

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

Promotional Billboards

Entry Statements

Town Entry Statements

Visitor Information Boards (VIBs)

Temporary/Event

Interpretive Panels

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.2 THE PURPOSE OF TOURISM SIGNAGE

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

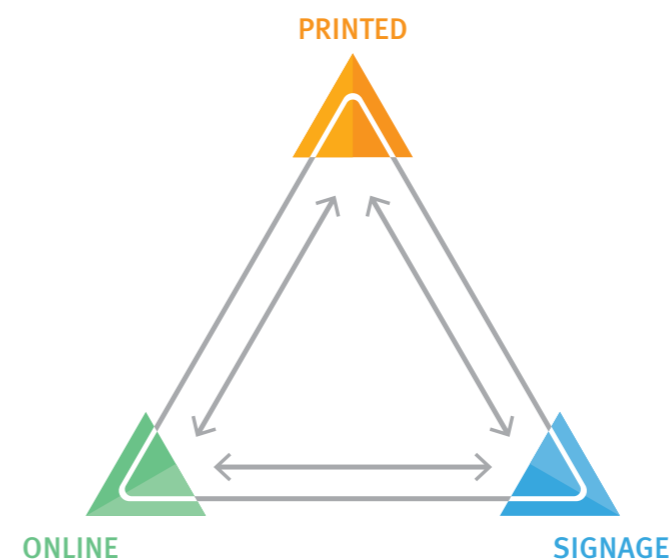
The two main purposes of tourism signs are to:

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

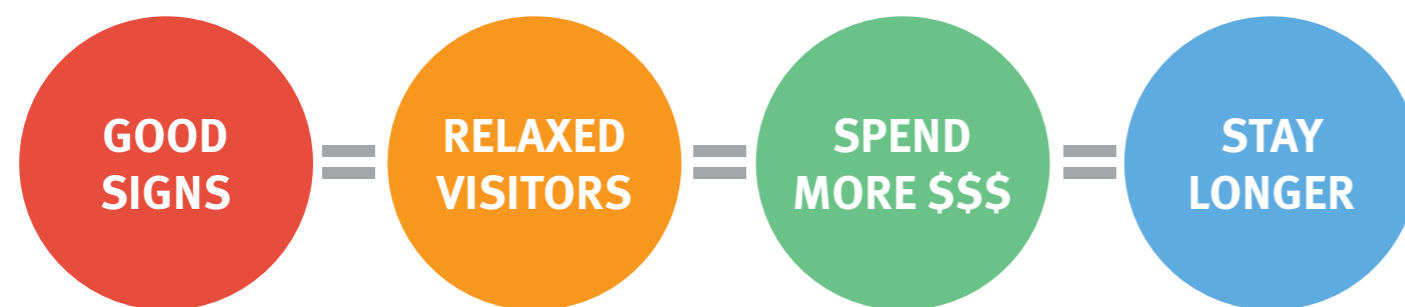
To achieve this, tourist signs have a range of functions that need to be considered in their design and planning including:

- Giving advance notice of experiences and services, particularly where a change in direction is required.
- Giving immediate notice of an attraction or service and facilitating safe access.
- Directing visitors to sources of tourist information (e.g. 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 have a mix of accredited and non-accredited visitor information centres throughout the region.

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

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.2 THE PURPOSE OF TOURISM SIGNAGE

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

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

The National Tourism Signing Reference Group (NTSRG) document, *Tourist Signing Rationalisation: A practical*

guide for road signing practitioners explains that the purpose of tourism signage is NOT to replace marketing and information provided by tourism businesses and 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 and QPRC have a formal signage policy for tourism, services and community signage. Whilst this policy exists, it is very light in detail and there are no associated guidelines for applying for signage, no formal criteria for who can have signage and what type of signage they can have. This situation can cause problems for council and frustration for tourism related businesses applying for signage.

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

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

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

In conclusion, developing a tourism signage policy and guidelines for application is crucial for the Southern Tablelands 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 their 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.



Illegal advertising on QPRC controlled roads

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.3 SIGNAGE POLICIES & GUIDELINES

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

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

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

TFNSW AND COUNCIL RESPONSIBILITIES

TfNSW is responsible for authorising, installing and removing signs on state roads. These include highways and other major roads, such as the Hume Highway. Council is responsible for all other road signs within the 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 should work together closely to ensure signage facilitates connectivity between signage. For example signage on the Hume Highway cannot be approved and installed by TfNSW until Council has installed the linking signage on council controlled local roads.

IMPROVING SIGNAGE POLICIES AND PRACTICES

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

- A Council officer assigned to manage tourism signage.
- An officer from 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 TfNSW standards for signs in preference to individual variations and interpretations which are sometimes developed by Local Government Authorities.
- to rationalise and simplify signage standards, to ensure that all businesses operate under the same controls or restrictions concerning tourist attraction and service facility signs.
- to ensure that signs are uniformly used as a means of confirmation for the motorist of tourist attractions and service facilities in a given area.
- to ensure that existing signs are properly maintained and continue to project a positive image of the area.
- to ensure that the value of tourist attraction and service signs are not diminished by ensuring that only those attractions and services that meet the essential criteria are signed.



Directional signs (white on green)



Tourist attraction signs (white on brown)



Services signs (white on blue)



Community facility signs (white on blue)

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.3 SIGNAGE POLICIES & GUIDELINES

LAYOUT/CONTENT

- Tourist signs identify the type of attraction (eg. Historic Site) with a symbol. Major attractions usually also note the name of the attraction.
- The signs typically contain two to three words and use of standard internationally recognised symbols.
- Symbols are generally based on Australian Standard AS 2899.1 – 1986 (Public information symbol signs - refer page 15) and international standard ISO 7001.

THE HIERARCHY OF TOURISM ATTRACTION SIGNS

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

ELIGIBILITY FOR TOURIST ATTRACTION SIGNS

Types of attractions

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

Criteria for Tourist Attraction Signing

Eligibility requirements

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

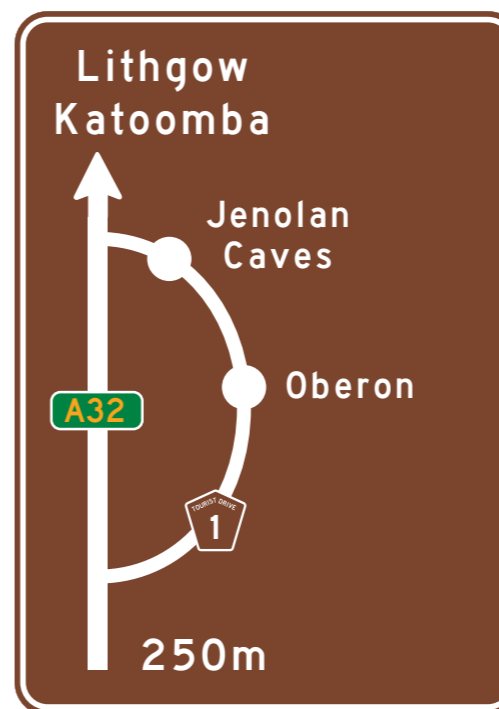
- The attraction is established, lawful and operating.
- No pre-booking is required to visit the attraction. It is expected that major tourist attractions operate to a scale and standard that enables them to cater for the demands of casual visitors without the need for pre-booking.
- There are adequate car parking facilities.
- There are publicly accessible toilets available. Attractions where the visitor is expected to stay 15 minutes or less are 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 for the eligibility requirements for tourism signage.

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

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

For further information about the TfNSW and VAS processes: <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, such as NSW's symbol for historic towns.



Australian Standard Service Symbols

TfNSW approved tourism symbols

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

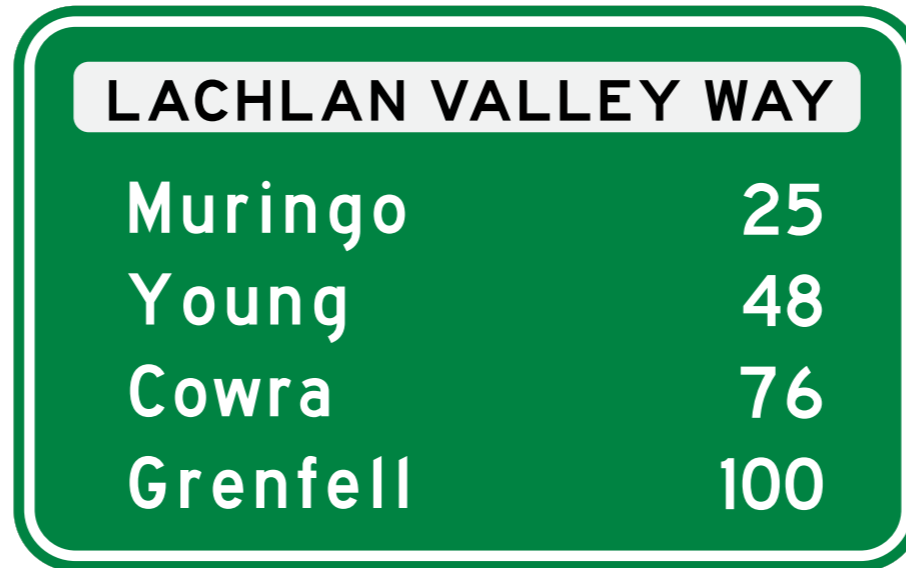
2.3 SIGNAGE POLICIES & GUIDELINES

DIRECTIONAL SIGNS

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

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

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



Reassurance



Positional



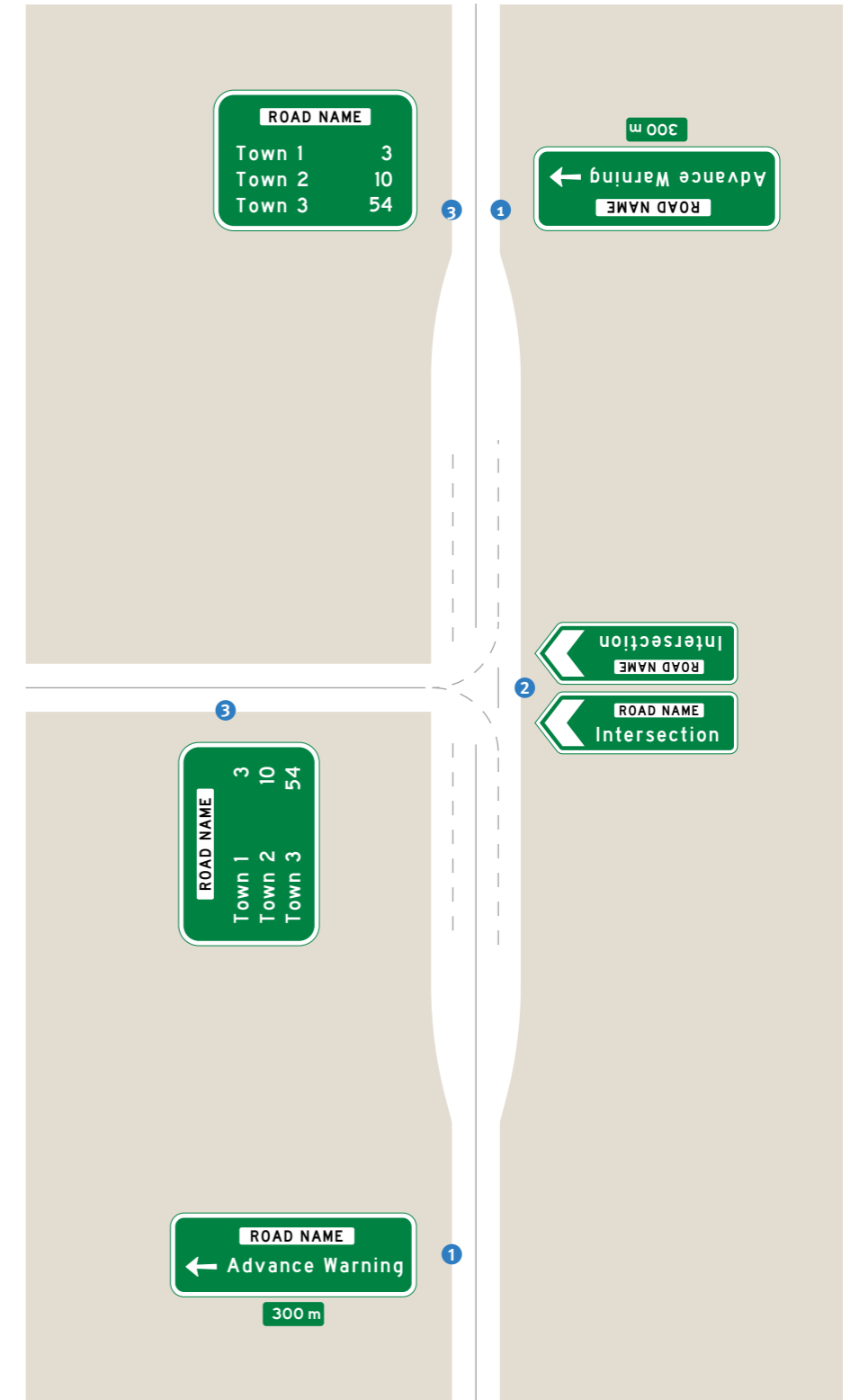
Intersection



Advance Warning



Intersection



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

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.4 WAYFINDING PRINCIPLES/GUIDELINES

Wayfinding is about finding one’s way and relates to how a person orientates 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.
Acknowledgment of Aboriginal cultural heritage	Local traditional names, designs and languages are incorporated where appropriate and in consultation with Aboriginal communities.
Accessibility	Cater for diverse abilities and languages.
Adaptability	Fit for purpose, adaptable to be easily updated or changed.
Cost-effective	Good quality, durable, easily and locally sourced materials, easily accessed and maintained, low whole of life cost.
Maintenance	Assessment, cleaning and maintenance should be scheduled and completed on a regular basis. Outdated, inconsistent signs or those in poor condition should be replaced or removed.

SIGNAGE PLANNING

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

DESIGN

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

BEST PRACTICE IN WAYFINDING SIGNAGE DESIGN

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

CONTENT

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

LOCATION

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

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

FUNCTION

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

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

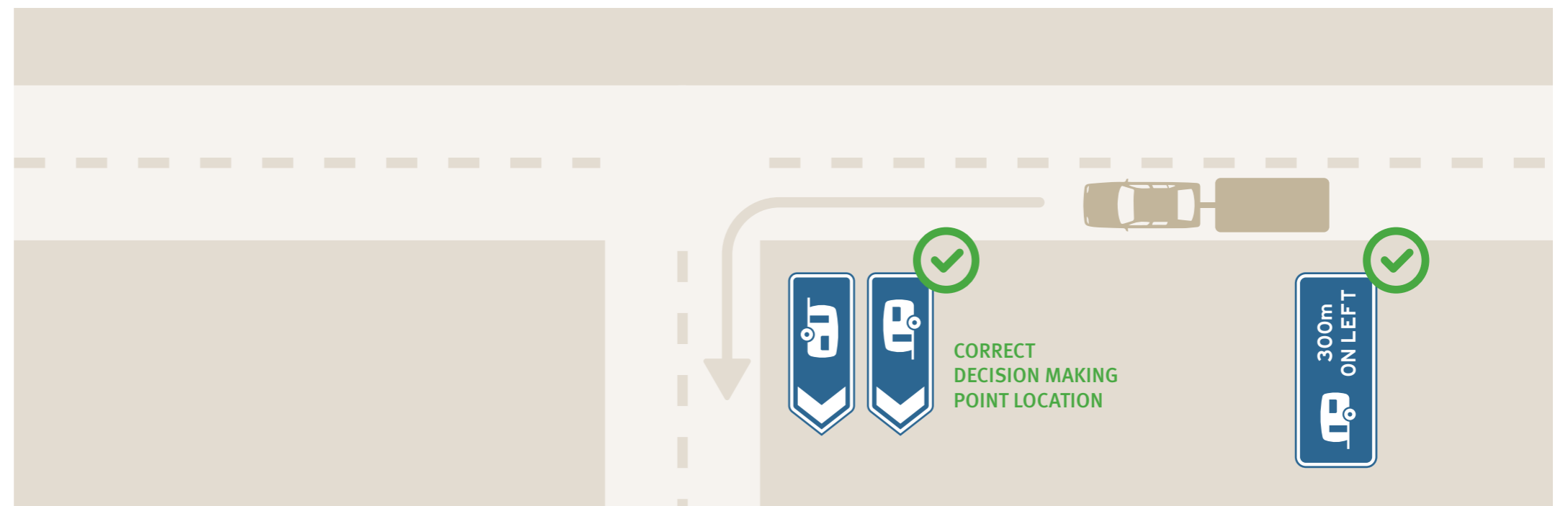
2.5 SIGNAGE PLACEMENT

DECISION MAKING POINTS (EXAMPLE)

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



Incorrect decision making point scheme



Correct decision making point scheme

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.6 SIGNAGE CONSOLIDATION

When undertaking a signage plan it is 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 Bungendore's Kings Hwy/Majara St intersection



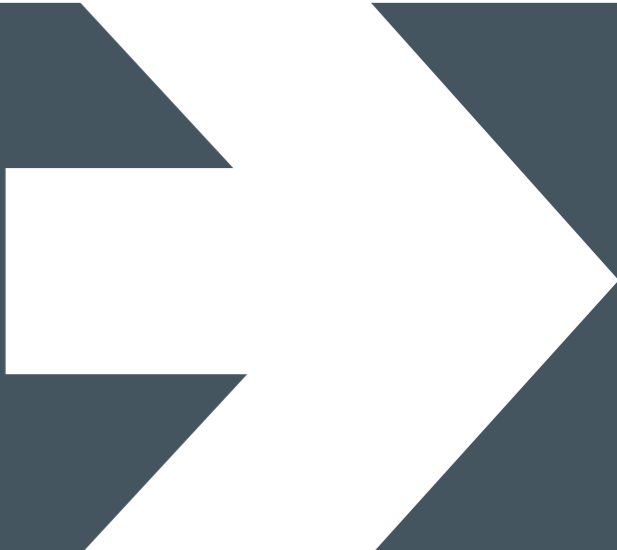
EXAMPLE -Suggested replacement front view



EXAMPLE -Suggested replacement side view



SECTION 3. QUEANBEYAN-PALERANG SIGNAGE AUDIT



SECTION 3. QUEANBEYAN PALERANG SIGNAGE AUDIT

3.1 ABOUT QUEANBEYAN-PALERANG

ABOUT QUEANBEYAN-PALERANG

Queanbeyan Palerang Regional Council (QPRC) is a local government authority located in NSW, south west of Sydney. The council was formed in 2016 through the amalgamation of the former Queanbeyan City Council and Palerang Council. It covers a diverse region that includes the city of Queanbeyan, as well as various rural and semi-rural areas, small towns, and villages.

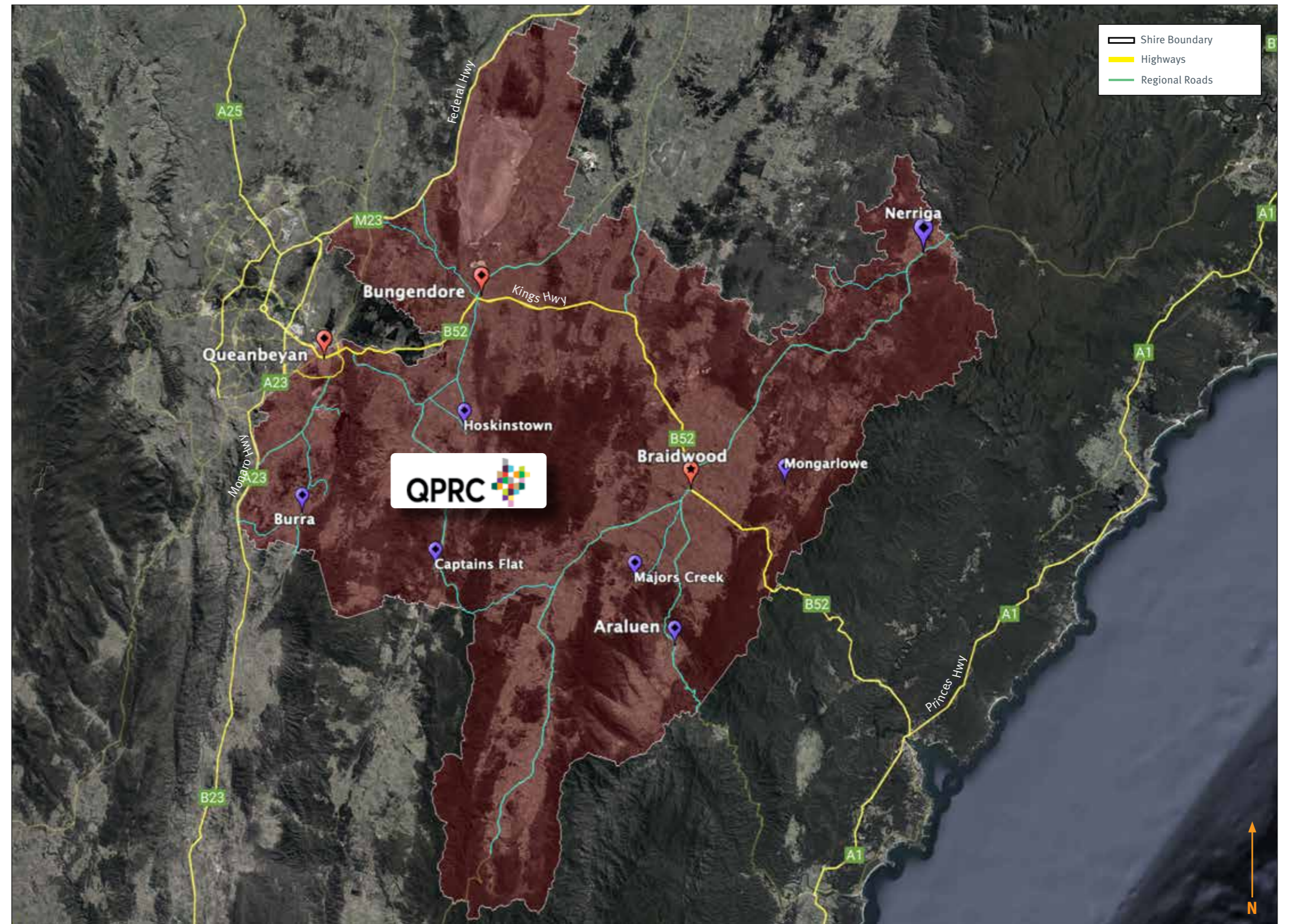
The economy of the Queanbeyan Palerang region

is primarily driven by agriculture, tourism, and some light industrial activities. Agriculture plays a significant role in the region, with many rural areas engaged in farming and livestock production. The fertile soils and favourable climate make it suitable for agricultural activities.

Tourism is also a crucial component of the local economy. The region boasts natural beauty, historic sites, and recreational activities that attract visitors from both within Australia and overseas. Tourists are drawn to the picturesque countryside, national parks, and outdoor recreational opportunities. There are several heritage-listed sites, such as the Queanbeyan Museum and the Molonglo River Bridge, which add to the historical charm of the region. Main routes into the Shire

MAIN ROUTES THROUGH QUEANBEYAN-PALERANG

The main routes through Queanbeyan-Palerang are the Kings Hwy, Federal Hwy, and Monaro Hwy



Highways and regional roads within in Queanbeyan-Palerang

SECTION 3. QUEANBEYAN PALERANG 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 RVs, 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. QUEANBEYAN PALERANG SIGNAGE AUDIT

3.3 QUEANBEYAN-PALERANG GREEN/BLUE DIRECTIONAL SIGNS

GREEN DIRECTIONAL SIGNAGE

In Queanbeyan Palerang the green directional signage is consistent, generally well maintained and correctly positioned. These signs serve the vital functions of offering advanced warnings, guidance at intersections, and reassuring travellers. In major roads and town centres, they are typically in good condition. Nevertheless, it's important to note that certain green signs in remote within Queanbeyan-Palerang may require maintenance or replacement. We did not identify any significant gaps in the signage system, as all signs were generally situated where visitors would naturally anticipate finding directional guidance. In a few instances, extra signs were added to existing structures, prompting a need for a review and consolidation process.

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

Recommendation

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



BLUE SERVICES SIGNS

In general blue services signs were found to be in good condition across the LGA with only a few exceptions. Unusually we found that in a lot of cases there was a lack of signs rather than too many. This was particularly so in Bungendore where there is a lack of signage directing visitors to the town centre, and Braidwood which lacks signage directing visitors to the town services off Kings Hwy e.g. rest area, car/caravan parking and the RV dump point.

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

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

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

Recommendation

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



SECTION 3. QUEANBEYAN PALERANG SIGNAGE AUDIT

3.3 QUEANBEYAN-PALERANG BROWN TOURIST SIGNS

BROWN DIRECTIONAL SIGNAGE

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

Recommendations

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

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



Queanbeyan - All listed buildings on this sign are community facilities, not tourist attractions



Queanbeyan - Queanbeyan railway station is not a tourist attraction



Bungendore - Only one winery meets the criteria for brown signs



Braidwood - private function centre, not a tourist attraction



Bywong - Affleck vineyard, cellar door permanently closed



Bywong - Larger intersection sign required with distance to the winery and bearing the AS symbol for cellar doors



Northangarra - overgrown sign



Braidwood - Tombarra Holiday Units should be a blue sign with the AS accommodation symbol



Captains Flat - Heritage Trail appears to be no longer supported

SECTION 3. QUEANBEYAN PALERANG SIGNAGE AUDIT

3.4 QUEANBEYAN-PALERANG TOURIST DRIVES

TOURIST DRIVES

Queanbeyan-Palerang has one signed drive trail, Tourist Drive 8. This drive trail runs between Goulburn and finishes at the Bungendore Rd/Federal Hwy intersection. Signage for this trail is well signed with directional signage and trail markers along the entire route.

The Visit Queanbeyan-Palerang website lists a number of tourist drives on its website (<https://www.queanbeyanpalrang.com.au/visit/explore-trails-itineraries/>). All of these trails are unsigned but are downloadable via Alpaca maps and will work offline on all smart phones. Overall the Visit Queanbeyan Palerang trails pages are well set up with clear directions.

The Visit NSW website (<https://www.visitnsw.com/things-to-do/southern-tablelands-trails>) features two unsigned drive trails that pass through Queanbeyan-Palerang. These trails are "Wine, Water, Wonder" and "Off the Beaten Track", which are both downloadable as either PDFs or via QR code directly on to your phone.

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.

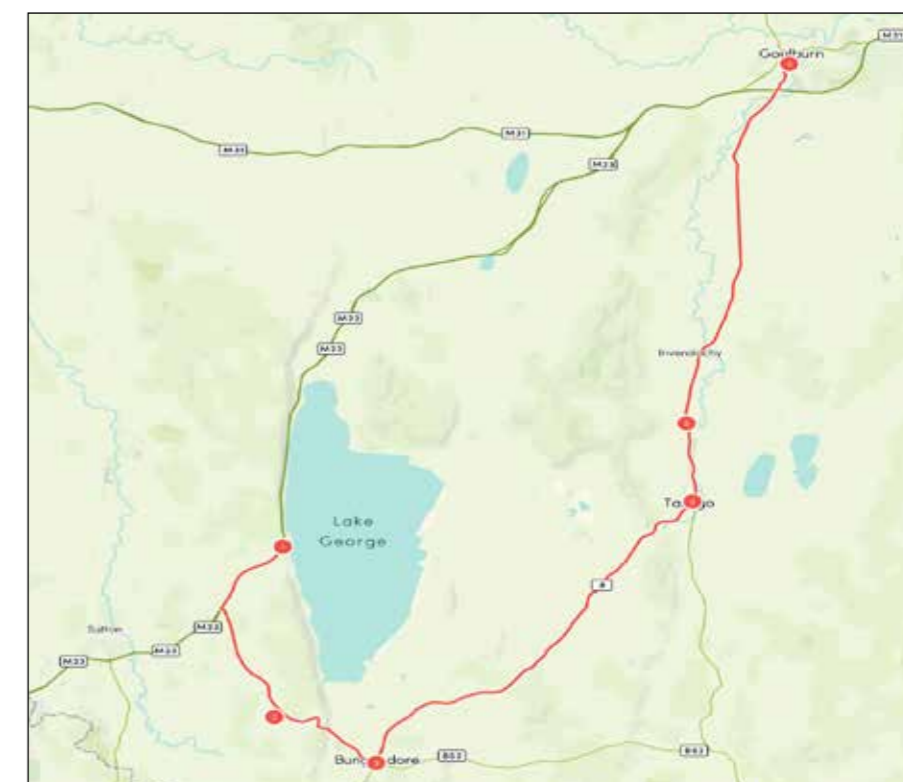
- Tourist drives highlight cultural and historical sites that might otherwise go unnoticed. As visitors stop to explore these sites, they contribute to entrance fees, guided tours, and donations, which help preserve and maintain these important landmarks.
- The influx of visitors due to signed tourist 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 VAS (Visitor Attraction Signposting).



Tourist Drive 8 runs from Goulburn to Lake George via Bungendore



NSW Tourist Drive 8 - Lake George to Goulburn

SECTION 3. QUEANBEYAN PALERANG SIGNAGE AUDIT

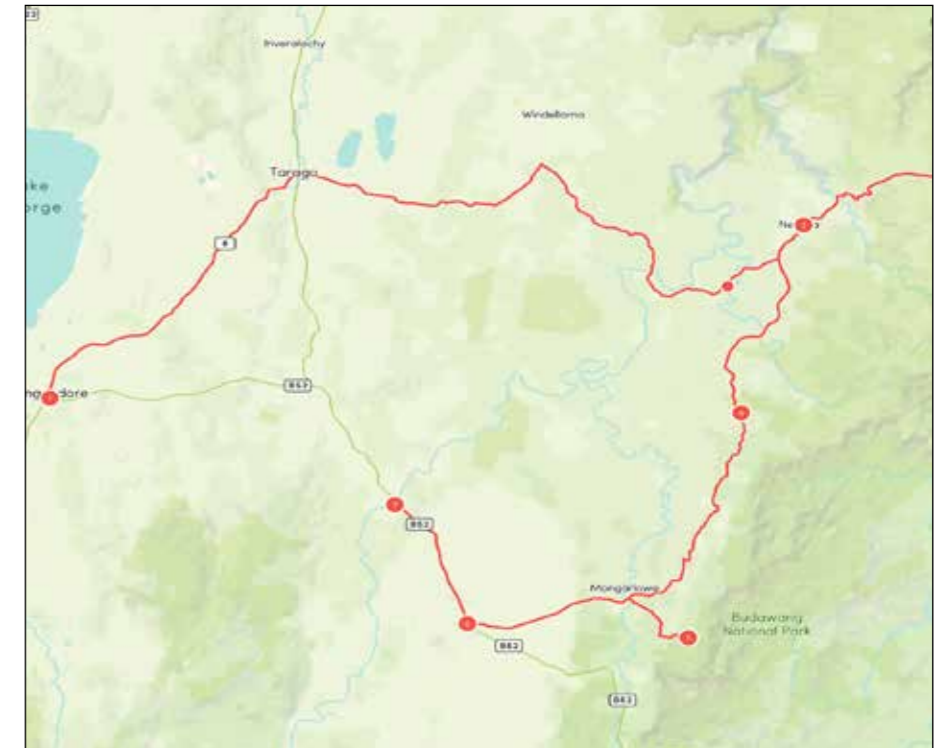
3.4 QUEANBEYAN-PALERANG TOURIST DRIVES



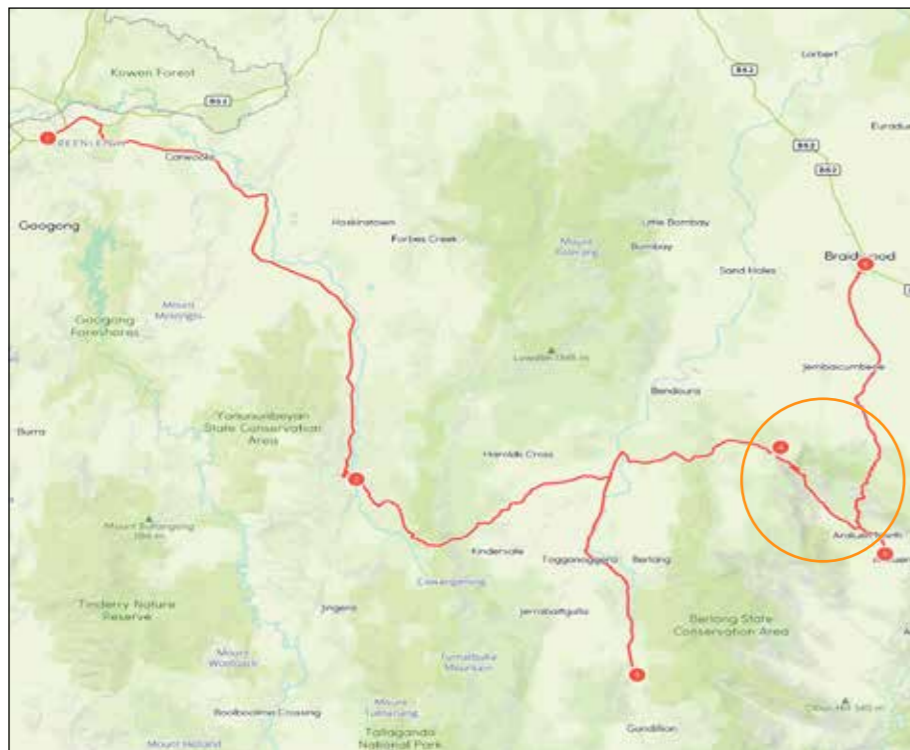
Visit Queanbeyan Palerang - The West Explorer Road Trip



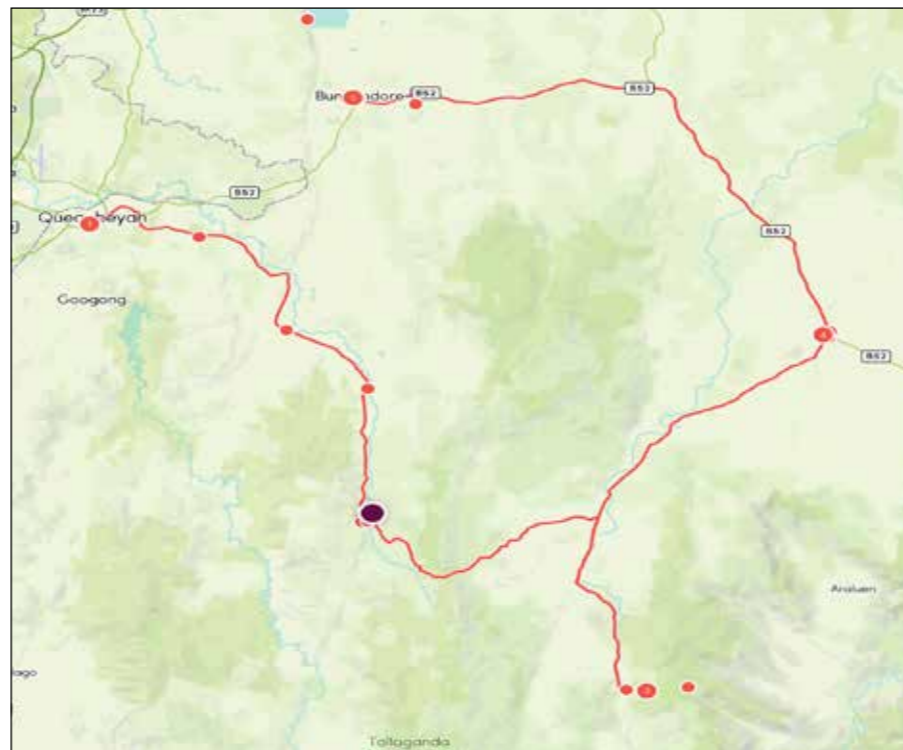
Visit Queanbeyan-Palerang - The Big Hole Road Trip



Visit Queanbeyan-Palerang - The North Explorer Road Trip



Visit Queanbeyan-Palerang - Southern Village Explorer



Visit Queanbeyan-Palerang - Scenic Country Drive



Visit Queanbeyan-Palerang - The Winery Road Trip

SECTION 3. QUEANBEYAN PALERANG SIGNAGE AUDIT

3.5 QUEANBEYAN-PALERANG TOURIST ATTRACTIONS

TOURIST ATTRACTIONS

QPRC's tourism website Visit Queanbeyan Palerang (<https://www.queanbeyanpalerang.com.au/visit/>) lists 85 attractions in its "see and do" section. Among these, 19 can be considered as bona fide tourist attractions, while the remaining 66 consist of retail shops, galleries, private tour businesses, and community assets etc. However, when we subject these 19 attractions to the Destination NSW's Tourism signage criteria, specifically concerning eligibility for brown tourist signs, the list significantly reduces to only 12. In most cases, this reduction is attributed to these attractions not meeting the open hours requirement, which necessitates being open five days a week, including both weekend days and public holidays, for 11 months of the year. Additionally, some attractions may require advanced booking which also cancels out eligibility for brown tourist signs. Interestingly, none of Queanbeyan-Palerang's attractions, with the exception of Wineries of Lake George and Monga NP, make use of the TfNSW - recognised Australian Brown tourist symbols as shown on page 15 of the strategy.

Museums

Queanbeyan-Palerang is home to art galleries two museums, these are the Queanbeyan Museum, Braidwood Museum and the Rusten House Art Gallery. However, there are some important details to note about their accessibility and current status.

Queanbeyan Museum - This museum is located in the former police sergeant's resident on Farrer Pl Queanbeyan. The museum is only open for limited hours on Saturdays and Sundays. The museum only has minor property signs and has no external directional signage to this location except for a faded brown fingerboard sign at the Farrer Pl/Lowe St intersection. As the museum is only open for a limited time this sign should be replaced with a blue fingerboard sign or removed entirely.

Braidwood Museum - Much like the Queanbeyan Museum this museum is only open for limited hours on Friday and Saturday. The museum displays property signs and banners outside the museum but there is no directional signage to this attraction.

Rusten House Art Centre - a community art centre that hosts regular exhibitions, operates from Wednesday to Saturday. While the attraction possesses property



QUEANBEYAN-PALERANG TOURIST ATTRACTIONS					
NAME OF ATTRACTION	TYPE OF ATTRACTION	LOCATION WITHIN YVC		ATTRACTION TYPE/FACILITIES	COMMENTS
Queanbeyan Museum	Museum	Queanbeyan			Only open Sat & Sun
Braidwood Museum	Museum	Braidwood			Only open Fri & Sat
Rusten House Art Gallery	Gallery	Queanbeyan			Open Wed, Thu, Fri, Sat
Bedevale Homestead	Historical Site	Braidwood			Open by appointment
London Bridge Homestead	Historical Site	Burra	X		Open 7 Days a week
Glenburn Homestead (ACT)	Historical Site	Carwoola	X		Open 7 Days a week
Yanunbeyan State Conservation Park	Natural Feature	Yanunbeyan	X		Open 7 Days a week
Budawang National Park	Natural Feature	Budawang	X		Open 7 Days a week
Monga National Park	Natural Feature	Monga	X		Open 7 Days a week
Berlang State Conservation Park	Natural Feature	Berlang	X		Open 7 Days a week
Tallaganda National Park	Natural Feature	Palerang	X		Open 7 Days a week
Mt Jerrabomberra Lookout Trail	Hiking Trail	Queanbeyan	X		Open 7 Days a week
Mt Budawang Trail	Hiking Trail	Budawang	X		Open 7 Days a week
Big Hole Walking Track	Hiking Trail	Berlang	X		Open 7 Days a week
Googong Dam Recreation Area	Recreation Area	Googong	X		Open 7 Days a week
Contentious Character Vineyard	Cellar Door	Wamboin			Open Thu, Fri, Sat, Sun, Mon
Lark Hill Winery	Cellar Door	Bungendore			Open Fri, Sat, Sun, Mon
Sapling Yard Cellar Door	Cellar Door	Bungendore			Open Fri, Sat, Sun
Norton Road Wines	Cellar Door	Wamboin			Open Sat & Sun

Currently meet Destination NSW tourism criteria

SECTION 3. QUEANBEYAN PALERANG SIGNAGE AUDIT

3.5 QUEANBEYAN-PALERANG TOURIST ATTRACTIONS

signage, it does not have directional signage. Given its focus on the local community, it may be more appropriate to install blue community-type signs (refer to example on page 13).

Given the limited opening hours of both museums, there may be limited value in upgrading signage to these attractions. However, QPRC's tourism officers might consider enhancing directional signage to improve the discoverability and visitor experience of these museums.

Historic Sites

Queanbeyan-Palarang boasts three attractions falling under historical properties/sites criteria. These are Bedevale Homestead in Braidwood, London Bridge Homestead/shearing shed in Burra and just off Kings Hwy in the ACT is Glenburn Homestead. The Visitor Attraction Signposting (formerly TASAC) Historic Properties or Sites – Signposting Rationale fact sheets (https://www.destinationnsw.com.au/wp-content/uploads/2022/08/09_Historic-Property-or-Site-Factsheet_Final.pdf), outline various requirements for qualifying for brown tourist signs. These include:

- Providing significant insights into former lives and circumstances.
- Depicting significant historic events or settlement patterns.
- Representing historically significant lifestyles or architectural styles, garden design, or landscaping.
- Serving to illustrate the ways in which past generations lived, worked, and pursued recreational and other interests.
- Commemorating the achievements of individual Australians and/or generations of Australian families.
- Offering insights into the property's history and that of its owners, as well as the history of the area in which it is located.
- Reflecting very high standards of conservation, whether lavish or modest.
- Including original furniture, furnishings, decorations, memorabilia, and household utensils that reflect the changing styles and differing tastes of successive owners and occupiers, thereby bringing the world of the past to life.

Both London Bridge Homestead/shearing shed and



Queanbeyan & District Museum located in Farrer Pl, Queanbeyan, only open Sat/Sun. The only directional sign is a brown fingerboard sign at Farrer Pl/Lowe St intersection



Braidwood Museum, only open Fri/Sat. No directional signage to this attraction

Rusten House Art Centre open Wed/Thu/Fri/Sat. No directional signage to this attraction



This attraction needs brown advance warning and intersection signs for this intersection. These signs should carry the AS brown symbols for hiking, historical site. Blue symbols for toilets, picnic shelters and barbecues

SECTION 3. QUEANBEYAN PALERANG SIGNAGE AUDIT

3.5 QUEANBEYAN-PALERANG TOURIST ATTRACTIONS

Glenburn Homestead meet these requirements as both sites are open 7 days a week all year round. Bedevale Homestead can only be visited by appointment. Therefore according to VAS criteria it does not qualify for brown tourist signs (AS symbol Brown "H" in the white shield).

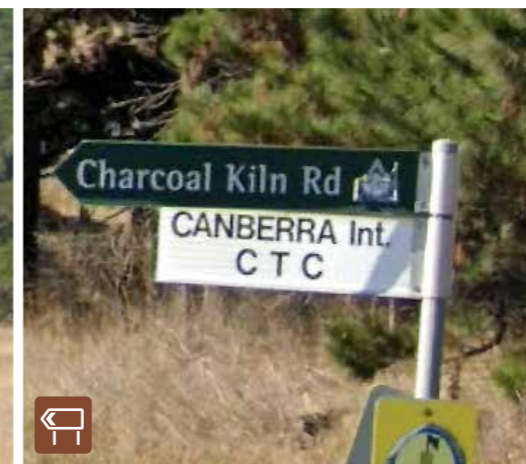
London Bridge - Signage for the natural feature London Bridge, London Bridge Homestead and the associated recreational facilities is very poor. This popular recreational area doesn't even have a brown directional sign at the Burra/London Bridge Rd intersection. This intersection should have brown advance warning signs 300m prior to the intersection and at the intersection there should be a large brown intersection sign with the distance to the recreational park and the associated facilities e.g. toilets, barbecues, picnic tables/shelters.

Glenburn Homestead - is located off Kings Hwy on the ACT side of the border on Charcoal Kiln Ln. This attraction has advance warning signs 200m either side of the Charcoal Ln intersection but has no intersection sign at the intersection. As traffic is travelling at highway speeds an intersection sign should be installed bearing the AS historic and hiking symbols.

Natural Features

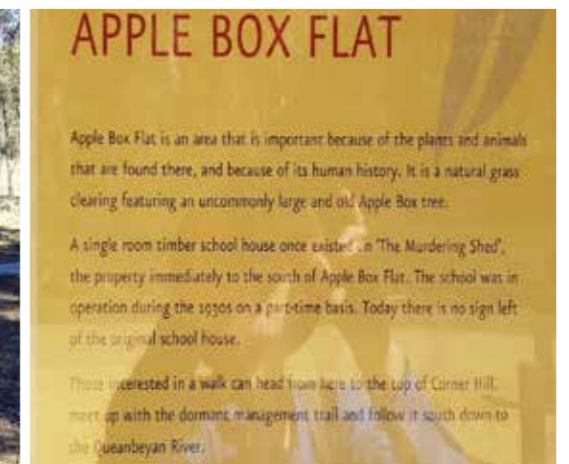
Queanbeyan-Palarang boasts a diverse range of natural attractions and recreational features including national parks, conservation parks, recreational areas and hiking trails. These attractions include Yanunbeyan, Budawang, Monga and Tallaganda National Parks (NP) and DeuaNP/Berlang State Conservation Park (SCP) also parts of Morton NP.

All of these attractions are controlled by NSW Parks and Wildlife. Of the five National Parks Monga NP is the easiest to access being just south of Kings Hwy at the eastern edge of the LGA. This park has brown advance warning and directional signs from Kings Hwy. Of the other National Parks only Deua NP/Berlang State Conservation Park has directional signage. This signage for some reason only starts at the Cooma/Captains Flat intersection rather than Braidwood which seems the more obvious start point for directional signage. The remaining parks only have NSW Parks & Wildlife signage at the park boundary entrances. Better directional signage would help with the dispersal of visitors throughout the LGA's parks and conservation areas.



Glenburn Homestead Precinct (ACT) - This attraction has advance warning signs on Kings Hwy but no intersection sign at Charcoal Kiln Rd.

Glenburn Precinct interpretive



Yanununbeyan NP - Directional signage required at the Captains Flat Rd/Woolcara Ln. Currently there is no signage until the park boundary



Budawang NP - Like Yanununbeyan NP there is no signage for this NP until reaching the park boundary

SECTION 3. QUEANBEYAN PALERANG SIGNAGE AUDIT

3.5 QUEANBEYAN-PALERANG TOURIST ATTRACTIONS

Yanumbeyan NP is listed both as a SCP and a NP. Yanumbeyan is located north west of Captains Flat. The park has hiking trails, day use and camping facilities. The park is best reached via Woolcara Ln off Captains Flat Rd. There is no directional signage at this intersection and the park is only signed at the park boundary. Directional signage at the Woolcara Ln intersection would help improve the discoverability of this park.

Budawang NP is very isolated and is located north of Kings Hwy on the eastern border of QPRC. The best access route to this NP is from Mongarlowe via Charleys Creek road. The park is only signed from the park boundary. This park should be signed from Mongarlowe with a trailhead sign at the start of Charleys Creek Rd and directional signs to one of the parks most popular attractions, the Mt Budawang Trail.

Tallaganda NP (Palering Section) is located south east of Queanbeyan off Hoskinstown Rd via Forbes Creek Rd to the main facility, Mulloon Creek campground. There are no directional signs to this park, the park is only signed from the park boundary. This park is isolated and the best way to get there is through downloading a map and directions from NSW Parks and Wildlife website. Accessibility to this park would benefit by having directional signage starting at the Briars Sharrow/Plains Rd intersection.

Deua NP/Berlang State Conservation Park (SCP) is located south of Braidwood approximately halfway between Tallaganda and Monga NP. Berlang is located just east of the Cooma Rd and contains two attractions, The Big Hole and Marble Arch. Access signage to this park starts from the Cooma/Captains Flat Rd intersection. This is the most direct route for visitors travelling from Canberra. This route would be unfamiliar to visitors from outside the region. Additional directional signage from Braidwood would benefit visitors from outside the region which is a more likely start point. The sign at the Cooma/Captains Flat Rd intersection is signed - Deua NP 17, The Big Hole and Marble Arch, there is no mention of Berlang SCP. Berlang isn't signed until you reach the turn off at the Cooma/Dempseys Rd intersection.



Monga NP - Well signed from Kings Hwy.



Deua NP/Berlang Conservation Park - Directional signage strangely starts from the Cooma/Captains Flat Rd intersection this is the most direct route for Canberra based visitors but doesn't take into account visitors unfamiliar with the area.



Tallaganda NP - no signage for this NP until reaching the park boundary



SECTION 3. QUEANBEYAN PALERANG SIGNAGE AUDIT

3.5 QUEANBEYAN-PALERANG TOURIST ATTRACTIONS

Other Attractions

Queanbeyan-Palarang offers a variety of other attractions that add to its cultural and recreational diversity. These attractions include the Mount Jerrabomberra Lookout Trail, The Mt Budawang Trail, the Big Hole walking trail and Googong Dam Recreation Area.

The Mt Jerrabomberra Trail - is a 4.0-kilometer loop trail located in Queanbeyan. The trail is a moderately challenging route and is a popular destination for birdwatching, hiking, and running enthusiasts. The trail commences at the car park situated at the base of Mt Jerrabomberra and leads to the summit lookout. Directional signage to this attraction is lacking, with the sole directional sign being a fingerboard sign located at the intersection of Halloran Rd and Jerrabomberra Hill Rd. At the trailhead, there is a recently installed trailhead sign, which can assist visitors in finding their way to this engaging and scenic trail. Improved directional signage can further enhance the accessibility and overall experience for trail users.

The Mt Budawang Trail - is in the southern part of Budawang NP. The trail is 8kms cutting through several environments; from grassy woodland, forest and finishing at the summit. Directional signage to the trailhead is almost non-existent apart from a few trail markers bearing the NSW Parks & Wildlife brand. As previously mentioned accessibility to this trail would be improved by the installation of directional signage.

The Big Hole walking trail - is at Deua NP/Berlang SCP. The trail is 4km long and starting at the Berlang campground and finishing at the Big Hole viewing platform. This attraction is signed from the Captains Flat/Cooma Rd intersection with additional directional signage at the Cooma/Dempster Rd entry point to Berlang Campground.

Googong Foreshores Recreation Park - is located at Googong Dam south of Queanbeyan. Googong Foreshores includes Googong Dam and Reservoir, a large water source for the ACT. While the area is part of NSW, it is managed by the ACT Parks and Conservation Service under a special agreement with NSW and the Commonwealth Governments.

The dam as well as being a water catchment is also a recreation reserve. Activities include fishing and hiking with public toilets, picnic shelters and barbecues. This



Mt Jerrabomberra Lookout Walking Track, Queanbeyan, no directional sign until the turn-off to the car park



Mt Budawang Trail, no directional signage to the park entrance and trailhead



The Big Hole walking trail starts at Berlang campground. directional signage starts as far back as the Cooma/Captains Flat Rd intersection

SECTION 3. QUEANBEYAN PALERANG SIGNAGE AUDIT

3.5 QUEANBEYAN-PALERANG TOURIST ATTRACTIONS

attraction is signed with brown directional signs as far back as the Lowe/Cooma St roundabout in Queanbeyan. Directions to Googong Dam would be improved with the addition of directional signage prior/at the Farrer/Lowe St intersection.

Craft Based Attractions - Queanbeyan-Palarang has a number of craft based businesses that have the potential to meet the criteria for brown tourist signs. These are as follows;

- Fyfe Gallery (open 7 days a week)
- Braidwood Quilt Store (open 5 days a week)
- Bungendore Woodwork Gallery (open 7 days a week)
- Dunstone Design (open 5 days a week)
- Rushe Photography Gallery
- V&M Art Jewellery (open 7 days a week)
- Thompson Bespoke Jewellers (open 6 days a week)

Destination NSW/VAS Craft Based Attractions fact sheet (https://www.destinationnsw.com.au/wp-content/uploads/2022/08/08_Craft-based-attractions-Factsheet_Final.pdf) states -

"Craft-based attractions feature objects made by hand from a broad range of media including wood, glass, ceramics, jewellery, metal, textile/fabrics and mixed media. The objects are generally three-dimensional and often feature the use of natural resources. Craft, where it is demonstrated and interpreted, has a high level of interest to visitors. This is especially so when it uses local materials, provides opportunities for visitors to participate in some way, and the items produced are essentially hand crafted."

To qualify businesses' must meet the following list of criteria;

- Established and open
- Current ATDW listing
- No pre-booking required
- Car parking available
- Toilets available
- Minimum opening hours required
- Current brochure or website
- Interpretive information available
- Demonstrations and displays



Directional signage to Googong Dam starts at the Cooma Rd roundabout. Directional signage for this recreation area should carry AS blue service symbols



Recommendations

- Queanbeyan-Palarang Museums - determine the status of these museums whether to resign them with blue community signs or to remove all directional signage associated with these attractions.
- London Bridge Recreation Area (South Googong) - install brown advance warning signs 300m either side of the Old Cooma/London Bridge Rd intersection. Install intersection sign with distance to London bridge facilities.
- Glenburn Homestead - install intersection sign at Kings Hwy/Charcoal Kiln Rd intersection on ACT side of border.
- Yanununbeyan NP - Install directional signage at the Captains FlatRd/Woolcara Ln intersection.
- Budawang NP - Install brown directional signage from Mongarlowe village including a trailhead sign and directional signage to the park entrance and the Mt Budawang Trailhead.
- Tallaganda NP - Install directional signage from the Briars-Sharrow/Plains Rd intersection.
- Deua NP/Berlang SCP - Install a trailhead sign on Araluen Rd at the Braidwood town boundary.
- Mt Jerrabomberra Lookout Trail - Install brown directional signage from the nearest arterial road (Edwin Land Pkwy) to the Mt Jerrabomberra trailhead car park.
- Googong Dam Recreation Area - Install directional signage prior to and at the Farrer/Lowe St intersection.
- Craft based businesses - QPRC to work with these businesses to determine eligibility for brown tourist signs.

SECTION 3. QUEANBEYAN PALERANG SIGNAGE AUDIT

3.6 QUEANBEYAN-PALERANG CELLAR DOOR ATTRACTIONS

CELLAR DOOR ATTRACTIONS

Lake George Wineries consists of 4 active wineries. These are Contentious Character, Lark Hill, Sapling Yard and Norton Road wines. A fifth winery, Affleck Winery has permanently closed its cellar door. These four wineries are located in and north west of Bungendore.

Destination NSW Visitor Attraction Signposting Fact sheet for wineries (https://www.destinationnsw.com.au/wp-content/uploads/2022/08/15_Wineries-Factsheet_Final.pdf) lists a number of criteria for the application of brown tourist signs, these include;

- Established and open
- Current Australian Tourism Data Warehouse (ATDW) listing
- No pre-booking required
- Car parking available
- Toilets available
- Minimum opening hours required
- Current brochure or website
- Wine tasting
- Suitably qualified staff
- Interpretive/educational material
- Winemaking

While all Lake George wineries meet most of this criteria, only one meets the minimum opening hours which is - "Attractions are required to be open for at least five days per week (including both weekend days) for six hours per day and 11 months of the year."

The requirement that attractions be open on both weekend days is to ensure their availability on the days when many recreational trips are undertaken. The five-day per week requirement recognises that, particularly in more remote regions, the volume of trade may not be adequate to support opening every day during the week."

Currently only Contentious Character Winery meets this requirement. Lark Hill is only open 4 days, Norton Road Wines is only open on weekends, and Sapling Yard is currently open Friday to Sunday.

Recommendations

- Remove all directional signage for Affleck Vineyard
- Contentious Character - Install larger intersection sign with distance to winery at the Bungendore/Norton Rd intersection.



Wineries of Lake George trailhead sign - cut back trees and remove Affleck Vineyard signboard



Remove Affleck Vineyard directional sign, cellar door is permanently closed



Lark Hill Winery has reduced its days of trading to Friday to Monday (Lark Hill website) this negates its brown tourist sign cellar door status



Affleck Vineyard - cellar door is permanently closed



Contentious Character - This directional sign should be larger and include distance to the winery and carry the AS cellar door symbol.



Contentious Character - property sign



Norton Rd Winery - open only Sat/Sun



Sapling Yard Cellar Door - open by appointment only



Lark Hill Winery property sign - currently open Fri/Sat/Sun/Mon

SECTION 3. QUEANBEYAN PALERANG SIGNAGE AUDIT

3.7 QUEANBEYAN-PALERANG HISTORIC TOWN ACCREDITATION

HISTORIC TOWN ACCREDITATION

Destination NSW offers a specific tourism signage category known as "Historic Towns or Villages." The associated fact sheet, which outlines the eligibility criteria for towns or villages seeking to attain historic town/village status, can be accessed via this link: (https://www.destinationnsw.com.au/wp-content/uploads/2022/08/05_Historic-Town-or-Village-Factsheet_Final.pdf). The administration of this program falls under Visitor Attraction Signposting (VAS) which is part of Destination NSW. For a town or village to apply for historic town/village status it must have support of its LGA. Candidate towns are required to satisfy the following criteria:

1. Historical Themes
2. Interpretive/Educational Material
3. Sense of Place
4. Local Council Commitment
5. Community Commitment
6. Promotional Material
7. Current ATDW Listing

An exemplary candidate within Queanbeyan-Palarang is Braidwood, as it already fulfills a significant portion of these criteria.

The benefits of the town of Braidwood applying for and being granted historic town status, along with the associated brown tourist signs, are numerous and can have a positive impact on the town's economy, cultural heritage and tourism industry.

- **Preservation of Heritage** - Historic town status acknowledges and celebrates Braidwood's rich history and architectural heritage. It encourages the preservation of historic buildings, landmarks, and cultural traditions, ensuring that the town's unique character remains intact for future generations.
- **Tourist Attraction** - Brown tourist signs are instantly recognisable to travelers, and they provide a clear indication that Braidwood is a significant historic destination. This can attract history enthusiasts, tourists, and day-trippers who are interested in exploring the town's historical sites, museums, and cultural offerings.
- **Increased Tourism** - By gaining historic town status and installing brown tourist signs, Braidwood can tap into a broader tourism market. Visitors who are interested in history, heritage, and authentic experiences are more likely to choose Braidwood as a destination, leading to increased footfall and tourism revenue.
- **Economic Growth** - With an influx of tourists, local businesses can experience a boost in revenue. Gift shops, cafes, restaurants, and other retail establishments can benefit from increased patronage. This, in turn, supports the local economy and can potentially lead to the creation of new jobs.

- **Cultural and Educational Opportunities** - Historic town status encourages the development of educational and cultural programs, such as guided tours, historical reenactments, and heritage festivals. These initiatives not only enrich the town's cultural offerings but also provide learning opportunities for residents and visitors.
- **Community Pride** - Gaining recognition as a historic town can instill a sense of pride among Braidwood's residents. It fosters a stronger connection to the town's history and heritage, encouraging the community to participate in preservation efforts and promote its unique character.
- **Improved Infrastructure and Amenities** - In pursuit of historic town status, Braidwood may invest in improving its infrastructure and amenities, such as better signage, historical markers, and public spaces. This not only benefits tourists but also enhances the quality of life for residents.
- **Historical Education** - Visitors to a historic town often learn about the region's history, which can lead to a greater appreciation of its heritage providing valuable learning experiences.
- **Boost in Property Values** - Historic town status can have a positive impact on property values as the town becomes a more desirable place to live and invest in. This can benefit homeowners and encourage property development.
- **Promotion of Local Art and Culture** - Historic towns often become hubs for local artists, artisans, and cultural events. Brown tourist signs can highlight galleries and craft shops, promoting the town's artistic community.

In summary, achieving historic town status and installing brown tourist signs can bring a range of economic, cultural, and community benefits to Braidwood. It helps in the preservation and promotion of the town's unique heritage while boosting tourism and enhancing the overall quality of life for both residents and visitors.



Hilltops Shire - Murrumburrah



Eurobodella Shire - Central Tilba & Tilba Tilb

SECTION 3. QUEANBEYAN PALERANG SIGNAGE AUDIT

3.8 QUEANBEYAN-PALERANG TOWN VISITOR SERVICES



Queanbeyan - Existing town visitor services signs



SECTION 3. QUEANBEYAN PALERANG SIGNAGE AUDIT

3.8 QUEANBEYAN-PALERANG TOWN VISITOR SERVICES

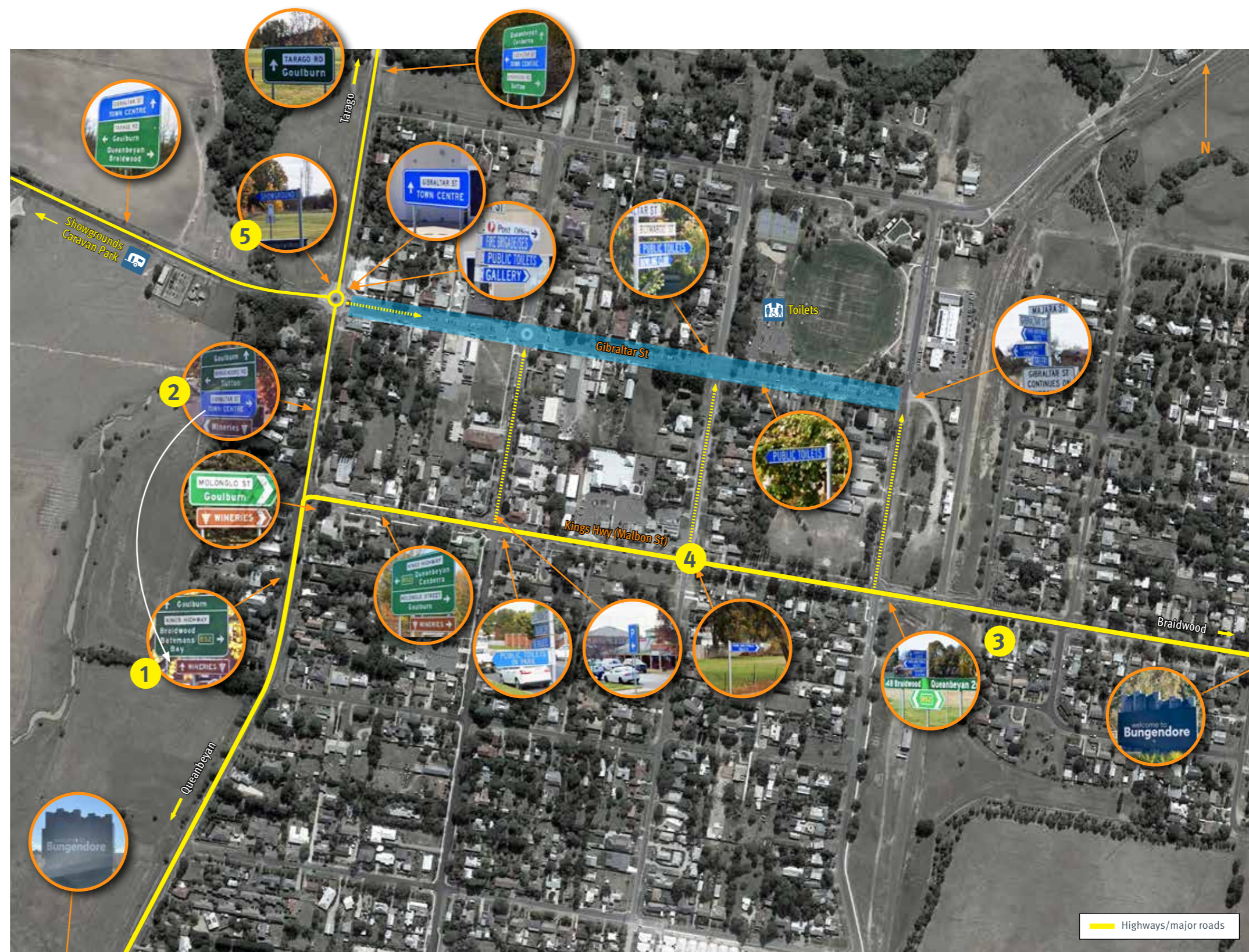
TOWN VISITOR SERVICES

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

In contrast to the other Southern Tablelands LGAs where signs denoting services and community facilities are randomly displayed throughout towns and villages, the use of such signs in Queanbeyan-Palerang exhibits a more restrained approach. Indeed, within the Queanbeyan-Palerang region, the emphasis lies in the necessity to install signs rather than remove them. Similar to most LGAs, there is a preference for employing text-based signs rather than adopting the Australian Standard blue service symbols, as illustrated on page 15.

Queanbeyan - Visitor service signs in Queanbeyan are predominantly well-positioned along the town's primary thoroughfare, Canberra Ave/Farrer Pl/Monaro St.

- Location 1 - Traveling eastbound, an advance warning sign for Crestview Caravan Park is present, but there is a lack of directional signage at the actual intersection of Canberra Ave and Donald St. Conversely, westbound visitors are provided with both an advance warning and directional sign for the same caravan park.
- Location 2 - It is recommended that Googong Dam should be clearly signposted from the intersection of Farrer Pl and Lowe St.
- Location 3 - The RV dump point in Queanbeyan is situated within the Queanbeyan Showgrounds. Therefore, directional signs should be installed at the Farrer Pl/Lowe St intersection, the entrance to the showgrounds, and at the actual dump point location.
- Location 4 - The Queanbeyan Performing Arts Centre, Bicentennial Hall, and Council Chambers serve as community assets rather than tourist attractions. Consequently, they should be signposted with white text on blue signs (see examples page 13).



Bungendore - Existing town visitor services signs

SECTION 3. QUEANBEYAN PALERANG SIGNAGE AUDIT

3.8 QUEANBEYAN-PALERANG TOWN VISITOR SERVICES

Bungendore - The majority of visitors enter Bungendore via Kings Hwy and often miss the town's shopping precinct on Gibraltar St. This is mainly due to the placement of signage on the town approaches.

- Location 1 - For visitors approaching Bungendore from Canberra on Molonglo St, the town centre sign (Location No 2) is positioned past the decision-making point, as explained on page 18. As a result, most traffic turns right onto Malbon St and completely bypasses the Gibraltar St. It is suggested that the blue services panel "Town Centre" be integrated into the sign structure at Location 1.
- Location 3 - For eastbound traffic arriving from Braidwood, there is currently no directional signage, causing them to overlook the entry point to the Bungendore Gibraltar St shopping precinct. This entry point also offers the fastest route to the rest area facilities and toilets at Bungendore Park.
- Location 4 - The Malbon/Butmaroo St is another opportunity to bring visitors into the main shopping precinct. Currently at this location there is a small fingerboard sign "public toilets" this sign should be replaced with a larger directional sign bearing the AS symbols for rest area and toilets, there should also be advance warning signs 100m either side. If this is done directional signage at the Butmaroo/Gibraltar St intersection will also need to be upgraded.
- Location 5 - At the Molonglo St/Bungendore Rd intersection there is a blue fingerboard sign bearing the text "Showgrounds". This sign should be upgraded to a larger sign carrying the AS symbols for caravan and camping.

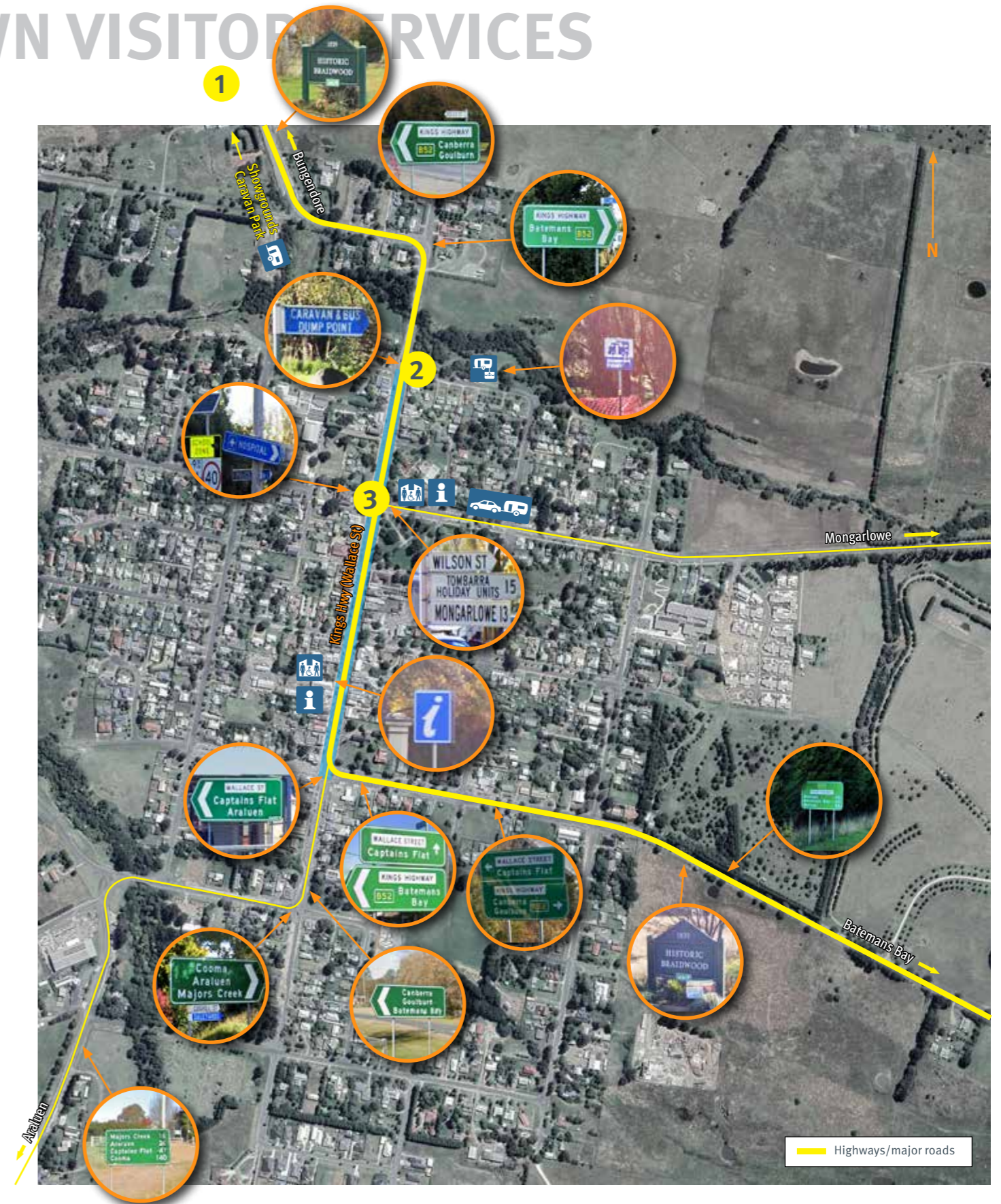
Braidwood - As per the other main towns in Queanbeyan-Palerang it really is a case of installing signage rather than removing signage.

- Location 1 - Recently the Braidwood showgrounds have been upgraded to improve the caravan and camping facilities. Advance warning and directional signs should now be installed for this facility.
- Location 2 - An RV dump point has been installed at Bicentennial Park on McKellar St. Currently there is only a small fingerboard sign at the Wallace/McKellar St intersection. This sign should be replaced with a larger double sided directional with the AS RV dump point symbol.

- Location 3 - Braidwood's Memorial Park - Ryrie Park at the corner of Wallace and Wilson St contains a number of facilities for visitors. These include toilets, rest area facilities, visitor information and further along Wilson St parking for car/caravans and RV's. Signage at this location is non-existent and double sided directional signage should be installed adjacent to the Wilson St intersection. Across the road is another signage installation with directional signs for the hospital. This sign should be consolidated with the sign structure on the park side of the road or vice versa. Currently there is no designated parking bays on Wilson St for Car/caravans and RVs. These bays should be clearly marked with the appropriate signage and line markings.

Recommendations

- Queanbeyan - install appropriate directional signage for Crestview Caravan Park at Canberra Ave/Donald St intersection.
- Queanbeyan - Install directional signage at the Farrer Pl/Lowe St intersection for the RV dump point and Googong Dam.
- Queanbeyan - Replace Queanbeyan Performing Arts Centre, Bicentennial Hall, and Council Chambers brown tourist signs with the correct blue community signs.
- Bungendore - At Molonglo St relocate "Town Centre" blue sign panel to Location 1 sign structure.
- Bungendore - Install a blue "Town Centre" sign panel including AS symbols for rest area and toilets prior to the Malbon/Majara St intersection for west bound visitors.
- Bungendore - Install rest area/toilets advance warning (100m) and directional signage at the Malbon/Butmaroo St intersection
- Bungendore - Upgrade showgrounds sign at Molonglo St/Bungendore Rd to include AS symbols for caravan and camping.
- Braidwood - Install standard signage suite for showgrounds caravan park.
- Braidwood - Install a double sided directional sign for the RV dump point at the Wallace/McKellar St intersection.
- Braidwood - Install new consolidated sign structure at the Wallace/Wilson St intersection. New structure to contain AS symbols for Hospital, rest area, toilet, visitor information and RV and car/caravan parking.



Braidwood - Existing town visitor services signs

SECTION 3. QUEANBEYAN PALERANG SIGNAGE AUDIT

3.8 QUEANBEYAN-PALERANG TOWN VISITOR SERVICES

TOWN VISITOR SERVICES

The implementation of blue service signage across the Queanbeyan-Palerang has been done in a haphazard manner, with signs often being added to existing structures without careful consideration of consolidation or maintaining a consistent approach. Furthermore, numerous signs utilise text instead of adhering to the standardised symbols defined by the Australian Standard, leading to a disparate collection of sign styles that can create visual clutter.

Recommendation

- Develop a new signage plan for access to all of Queanbeyan-Palerang's visitor services starting from the town entry points (Queanbeyan, Bungendore and Braidwood) on Kings Hwy.
- Consolidate all blue signage where applicable and use AS Symbols.



Queanbeyan - Install reciprocal sign on eastbound Canberra Ave/Donald St intersection



Queanbeyan - Remove pedestrian wayfinding sign on Canberra Ave



Queanbeyan - Crawford/Morrison St intersection replace Caravan Park fingerboard with larger directional sign with AS caravan symbol



Queanbeyan - toilets are 4 blocks away on Lowe St. The Monaro/Lowe St intersection would be a better option



Queanbeyan - Monaro/Lowe St intersection fingerboard signs. Remove green toilets, motels should be a white on blue sign with AS accommodation symbol, Park toilets text should have AS symbol, Church is not a tourist attraction



Queanbeyan - pedestrian wayfinding doubling as vehicle wayfinding



Majors Creek - Majors Creek Rd/George St intersection, install blue directional sign for Majors Creek Hotel with AS symbol for meals and accommodation



Majors Creek - Majors Creek Recreation reserve install double sided blue directional sign with AS symbol caravan and RV



Kings Hwy - Replace top panel with "Welcome to Southern Tablelands"

SECTION 3. QUEANBEYAN PALERANG SIGNAGE AUDIT

3.8 QUEANBEYAN-PALERANG TOWN VISITOR SERVICES



SUGGESTED - Signage plan for Queanbeyan Showgrounds



SUGGESTED - Signage plan for Bungendore Town Centre



SUGGESTED - Signage plan for Braidwood Town Centre

SECTION 3. QUEANBEYAN PALERANG SIGNAGE AUDIT

3.9 QUEANBEYAN-PALERANG ACCOMMODATION SIGNS



ACCOMMODATION SIGNS

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

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

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

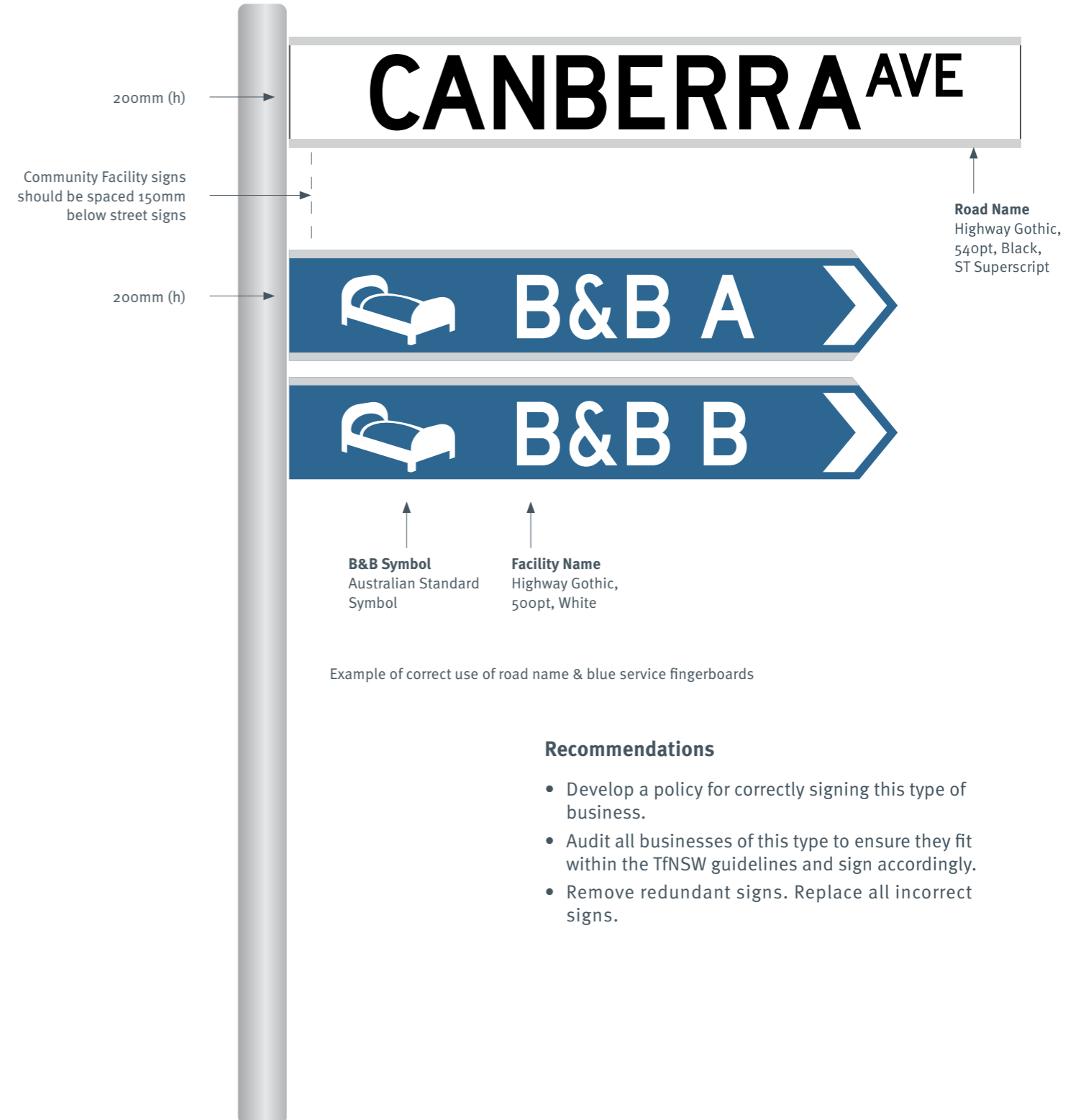
The street name should always feature at the top of the structure, and this should be a standard black on white fingerboard. Text should be in Highway Gothic at 54opt. Street types (e.g. road, street avenue) should use standard abbreviations RD, ST, AVE.

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

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

Tourist accommodation signing can utilise the above symbol types:

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



SECTION 3. QUEANBEYAN PALERANG SIGNAGE AUDIT

3.10 QUEANBEYAN-PALERANG CARAVAN & CAMPING

THE ECONOMIC BENEFITS OF CARAVAN & CAMPING TO REGIONAL AUSTRALIA

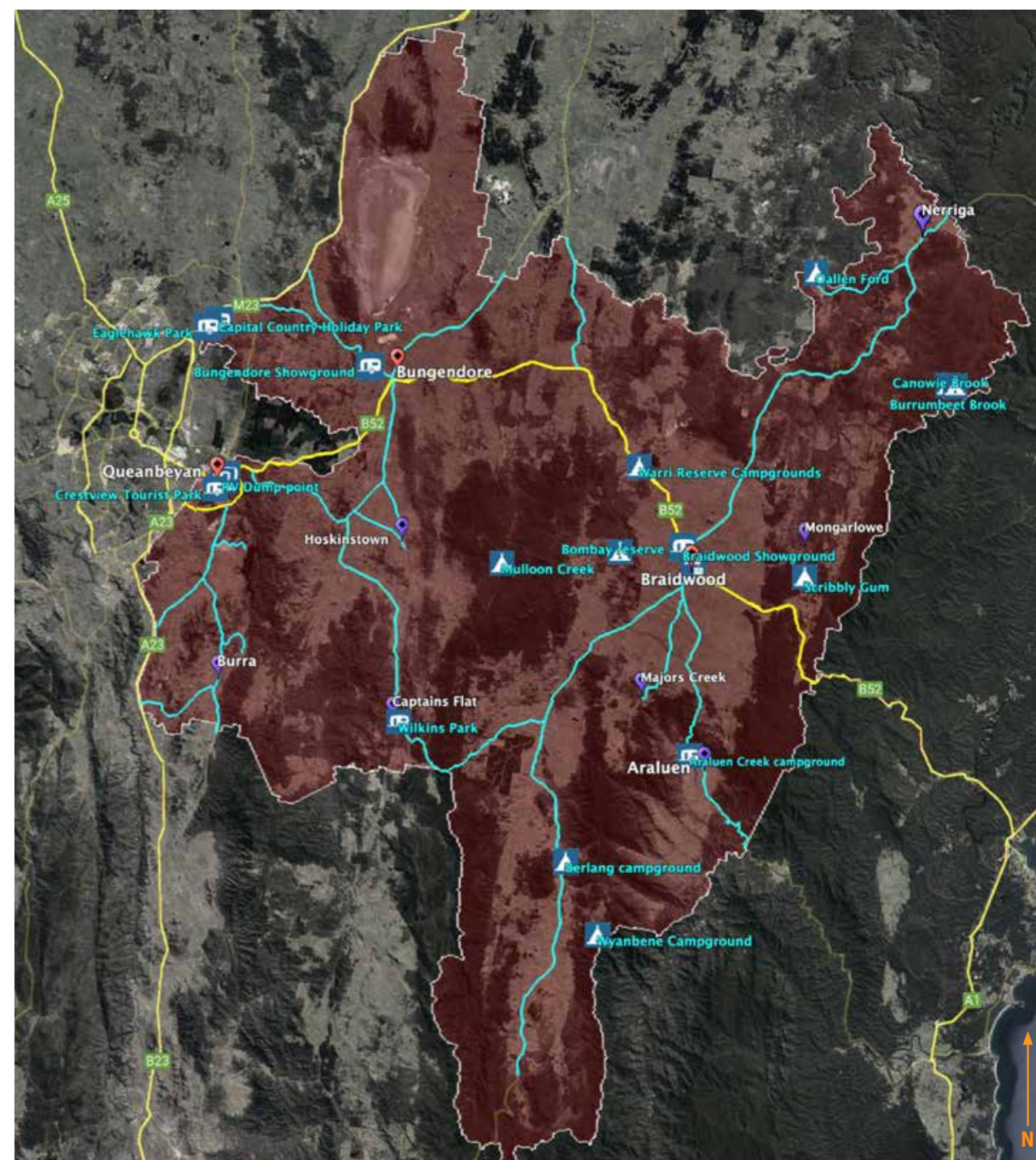
The caravan and camping economy plays a significant role in benefiting regional Australia in several ways. This thriving industry provides various economic, social, and environmental advantages to both local communities and the broader Australian economy.

- 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.

QPRC Caravan & Camping Parks	Private	Council	Nat Pk	Other
Araluen Creek Campground		•		
Bombay Reserve		•		
Braidwood Showground		•		
Wilkins Park (Captains Flat)		•		
Capital Country Holiday Park	•			
Crestview Tourist Park	•			
Eaglehawk Park	•			
Queanbeyan River Caravan Park	•			
Berlang Campground			•	
Burrumbeet Brook			•	
Canowie Brook			•	
Mulloon Creek			•	
Scribbly Gum			•	
Wog Wog Campground			•	
Wyanbene Campground			•	
Bungendore Showground				•
Majors Creek Recreation Reserve				•
Warri Reserve Campgrounds				•
Oallen Ford				•
Bungendore RV Dump Point (Showgrounds)	•			
Braidwood RV Dump Point		•		
Queanbeyan RV Dump Point		•		



Queanbeyan-Palerang- Caravan and camping

SECTION 3. QUEANBEYAN PALERANG SIGNAGE AUDIT

3.10 QUEANBEYAN-PALERANG CARAVAN & CAMPING

CARAVAN & CAMPING

In Queanbeyan-Palerang, there are a total of 19 caravan and camping options available, each offering distinctive experiences for visitors. These options can be categorised into three primary groups: those under the ownership of Queanbeyan-Palerang (in green), privately operated sites (in blue), those managed by NSW National Parks (in pink), and others (in orange). These parks are scattered throughout various locations within QPRC, including towns and villages. Additionally, smaller private operators provide rustic bush camping experiences through platforms like HipCamp (<https://www.hipcamp.com/en-AU/discover/new-south-wales/>).

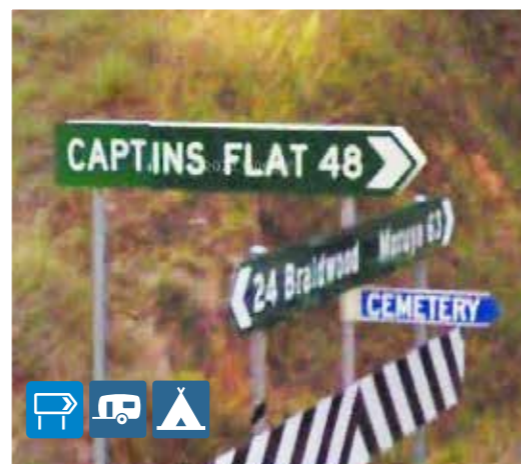
These camping options offer a wide range of experiences, catering to the diverse preferences of different visitors and showcasing the natural beauty and recreational opportunities that Queanbeyan-Palerang has to offer.

Here's a brief overview of the key caravan and camping options in the region:

Araluen Creek Campground - This campground is situated north of the village of Araluen on Majors Creek Mountain Rd. The park is well equipped with toilets, picnic shelters and barbecues/fire pits. This is the only Queanbeyan-Palerang campground with a QPRC facility sign at the entrance. Currently there is no directional sign at the Araluen/Majors Creek Mtn Rd intersection. This location should have a blue directional sign with the AS symbol for caravan and camping.

Bombay Reserve - Is located 9kms west of Braidwood on Bombay Rd. Currently there is no directional signage at the Araluen/Bombay Rd intersection or at the reserve turn-off. Basic blue directional signage should be installed to this location. These should take the form of directional signs with the AS symbol for camping.

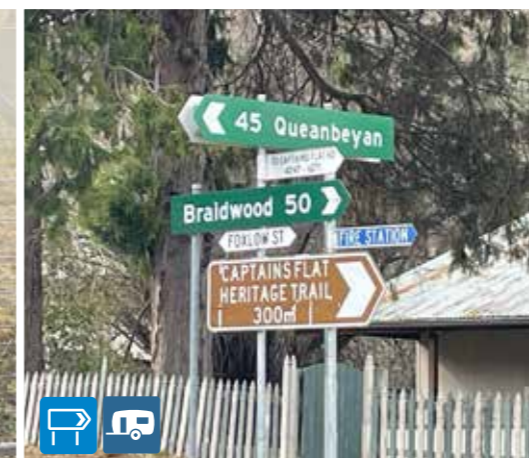
Braidwood Showgrounds - The showgrounds has recently undergone an overhaul of its facilities including site power and an upgrade to the showground ablutions block. Currently there is no



Install directional signage at the Araluen/Majors Creek Mtn Rd intersection



Install directional signage at the Araluen/Bombay Rd intersection and at the Bombay Reserve turn-off



Install advance warning and directional signage prior to and at the Braidwood Showgrounds turn-off

Install directional signage at the Captains Flat/Foxlow Rd intersection and at the entrance to Wilkins Park

SECTION 3. QUEANBEYAN PALERANG SIGNAGE AUDIT

3.10 QUEANBEYAN-PALERANG CARAVAN & CAMPING

directional signage to this location. As this site is on Kings Hwy advance warning signs should be installed 2-300m either side of the showgrounds entry point. Adjacent the showground entrance there should be a double sided directional sign. All signs should carry the AS symbols for caravan and camping.

Willis Park (Captains Flat) - This small site caters to overnight self-contained camping. Willis Park is located at the southern end of the Captains Flat playing fields next to the Miners' Memorial and the Molonglo River. The facilities here include toilets, picnic shelters and barbecues. Currently there is no directional signage to this site. Directional signage should be installed from the Captains Flat Rd/Foxlow St intersection with additional directional signage installed at the car park entrance.

Capital Country and Eaglehawk Holiday Parks - These two privately owned caravan parks are located off the Federal Hwy south of Lake George. These two parks are well signed from the highway with blue directional signs and large property signs.

Queanbeyan River Caravan Park - This privately owned and operated resort park is between the Queanbeyan CBD and the Queanbeyan River. This park is well signed from the main arterial road with advance warning and directional signs to the park entrance.

Berlang Campground - Situated on the western edge of Deua NP and the Berlang SCA. This park and its two attractions, The Big Hole and Marble Arch, are signed with brown tourist signs from the Captains Flat/Cooma Rd intersection which is the main approach route for visitors from Canberra. At the intersection of Cooma/Berlang Campground Rd there is a large brown sign directing visitors to the two attractions. This sign should also carry a blue panel underneath with the AS symbols for caravan and camping plus day use facilities such as toilets and picnic shelters.

NSW Parks & Wildlife Services National Parks and Conservation Areas - Visitors to Queanbeyan-Palerang have access to a wide range of parks and



Capital Country and Eaglehawk Holiday Parks are both adequately signed from the Federal Hwy



Queanbeyan River Caravan Park has a full suite of advance warning and directional signs to the parks entry point



Install blue panel sign under existing brown sign with AS symbols for caravan, toilets, barbecues and picnic shelters

SECTION 3. QUEANBEYAN PALERANG SIGNAGE AUDIT

3.10 QUEANBEYAN-PALERANG CARAVAN & CAMPING

their associated facilities. These facilities vary from park to park but generally consist of pit toilets, picnic shelters and barbecue/fire pits. Generally these parks are well signed internally but lack directional signage from arterial roads to the park access points. The only exception within Queanbeyan-Palerang is Monga NP and Berlang SCA. As previously mentioned in the tourist attraction section of this strategy directional signage should be installed to direct visitors to the various parks and help with the dispersal of visitors throughout the region.

Bungendore Showgrounds - The showgrounds are located 4.5kms north west of Bungendore on Mathews Lane. The facilities here are managed by the Bungendore Showgrounds Trust and include powered and un-powered site and an RV dump point for guests use only. Currently the only directional signage to this location are blue fingerboard signs marked "showgrounds" at the Molonglo/Bungendore Rd and Bungendore Rd/Mathews Lane. These signs should be replaced with larger directional signs with showgrounds and the AS symbol for caravans.

Majors Creek Recreation Reserve - This reserve is managed by a local trust and offers over a 100 individual camp sites. Facilities include toilets, barbecue area and potable water. Currently this facility is unsigned and easily driven past. This facility would benefit from having directional signage installed at the front entrance to the reserve.

Warri Reserve Campground - This free camp site is located just off Kings Hwy between Bungendore and Braidwood. The facility is a combined rest area and campground (maximum of 72 hrs). It is uncertain who is responsible for this site as it is located on a gazetted highway yet some of the signage bears QPRC branding? Facilities are fairly basic but include pit toilets, picnic tables and barbecues. Warri Reserve is signed as a rest stop with advance warning signs positioned at 5km, 2km and 500m either side of the location these signs all carry the AS symbol for toilets and picnic tables. Adjacent the rest area turn off is a directional sign marked "rest area".



NSW Parks are well signed from the property entrance, apart from Monga NP and Berlang SCP external directional signage to these parks is non-existent



Bungendore Showgrounds - Install double sided directional signage at the Molonglo St/Bungendore Rd and the Bungendore Rd/Mathews Ln intersection



Majors Creek Recreation Reserve - Install directional signage at reserve entrance and to the caravan and camping area

SECTION 3. QUEANBEYAN PALERANG SIGNAGE AUDIT

3.10 QUEANBEYAN-PALERANG CARAVAN & CAMPING

Please note that Wog Wog, Burrumbeet Canowie and, Scribbly Gum sites was not visited due to road conditions.

Recommendation

- Araluen Campground - Install directional signage at the Araluen/Majors Creek Mtn Rd intersection.
- Bombay Reserve - Install directional signage at the Araluen/Bombay Rd intersection and at the Bombay Reserve turn-off.
- Braidwood Showgrounds - Install advance warning and directional signage prior to and at the Braidwood Showgrounds turn-off.
- Willis Park - Directional signage should be installed from the Captains Flat Rd/Foxlow St intersection with additional directional signage installed at the car park entrance.
- Berlang Campground - Install a blue panel underneath the existing brown sign with the AS symbols for caravan and camping plus day use facilities such as toilets and picnic shelters.
- NSW Parks - Improve access to these parks with external directional signage.
- Bungendore Showgrounds - Install double sided directional signage at the Molonglo St/Bungendore Rd and the Bungendore Rd/Mathews Ln intersection.
- Majors Creek Recreation Reserve - Install directional signage at reserve entrance and to the caravan and camping area



Warri Rest Area and campground



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

SECTION 3. QUEANBEYAN PALERANG SIGNAGE AUDIT

3.11 QUEANBEYAN-PALERANG RV FRIENDLY/RV DUMP POINTS

RV FRIENDLY TOWNS

No towns in the Queanbeyan-Palerang region are listed by Campervan & Motorhome Club of Australia (CMCA) of having RV Friendly Town accreditation.

What is an RV Friendly Town?

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

Essential Criteria

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

Desirable Criteria

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

Recommendations

- Review feasibility of Braidwood meeting RV Friendly Town criteria.

RV DUMP POINTS

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

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

are specifically looking for locations with these amenities.

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

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

Recommendations

- Install additional RV dump points e.g. Bungendore, Majors Creek, Captains Flat



Queanbeyan - RV Dump Point at Queanbeyan Showgrounds



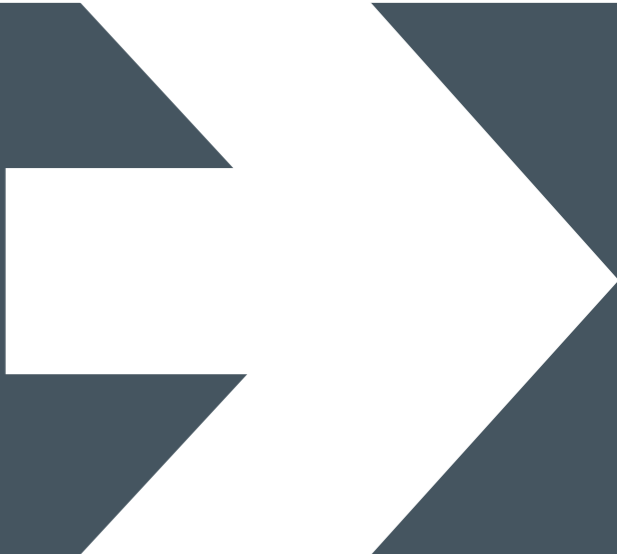
Braidwood - Newly constructed RV Dump Point at Bicentennial Park. Install AS symbol at this dump point



Australian Standard RV dump point symbol



SECTION 4 - THE DESTINATION SIGNAGE SYSTEM



SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.1 BACKGROUND

Road signage

Green Directional

Brown Tourism

Blue Services

Destination Signage

Promotional Billboards

Shire Entry Statements

Town Entry Statements

Visitor Information Boards (VIBs)

Temporary/Event

Interpretive Panels

This section provides background information on the destination signs and how they can be used to promote the region'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 QPRC. A suite of destination signs can include the following types of signage.

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



Examples of existing tourism signage in QPRC

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.2 QUEANBEYAN-PALERANG 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.

During our survey of Queanbeyan-Palerang and the neighbouring Southern Tablelands Local Government Areas, we only encountered promotional billboards in Hilltops and Yass Valley councils.

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 QPRC 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 Queanbeyan-Palerang and its attractions. The availability of such locations should be assessed in partnership with these companies.

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

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

Recommendations

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



Commercial billboard located on Hume Hwy near Gunning

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 and 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 QUEANBEYAN-PALERANG 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 Queanbeyan-Palerang 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 QPRC owned property
- 3. Line of Sight** - Look for locations that have a clear line of sight from approximately 250 metres. 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 Queanbeyan-Palerang to promote a destination is through large professionally shot images of the destination with simple messages or directions. It is important that the billboard does not distract drivers.
- 5. Materials/Size** - Promotional billboards should follow standard Australian sizes, this will allow the Southern Tablelands LGAs to access a large pool of outdoor advertising contractors to service and maintain these billboards. The billboards should be fitted with aluminium tracking to allow them to be changed out regularly with new images or event related images.



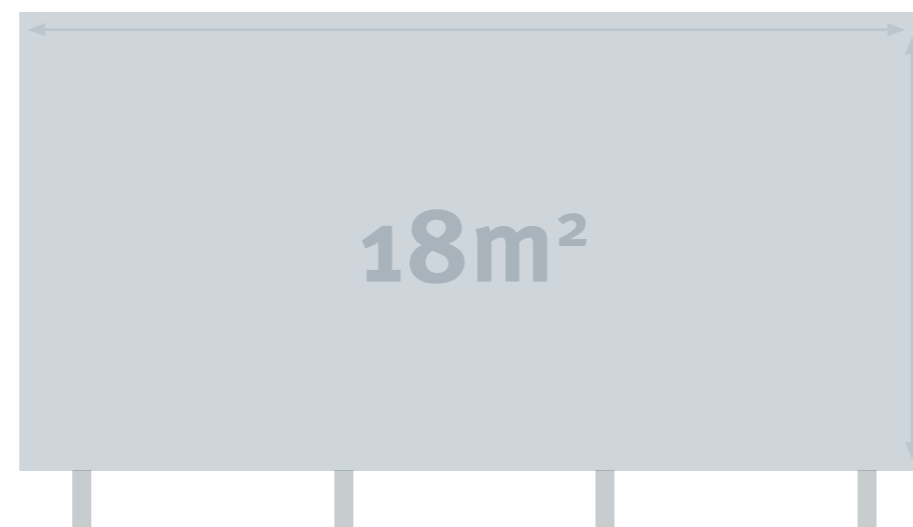
EXAMPLE - Super 8 Promotional Billboard



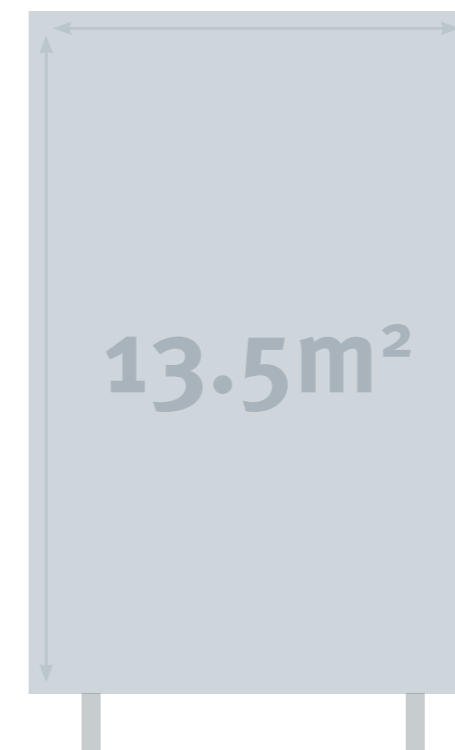
Super 8's
8.3m x 2.2m

Portrait 2
4m x 6m

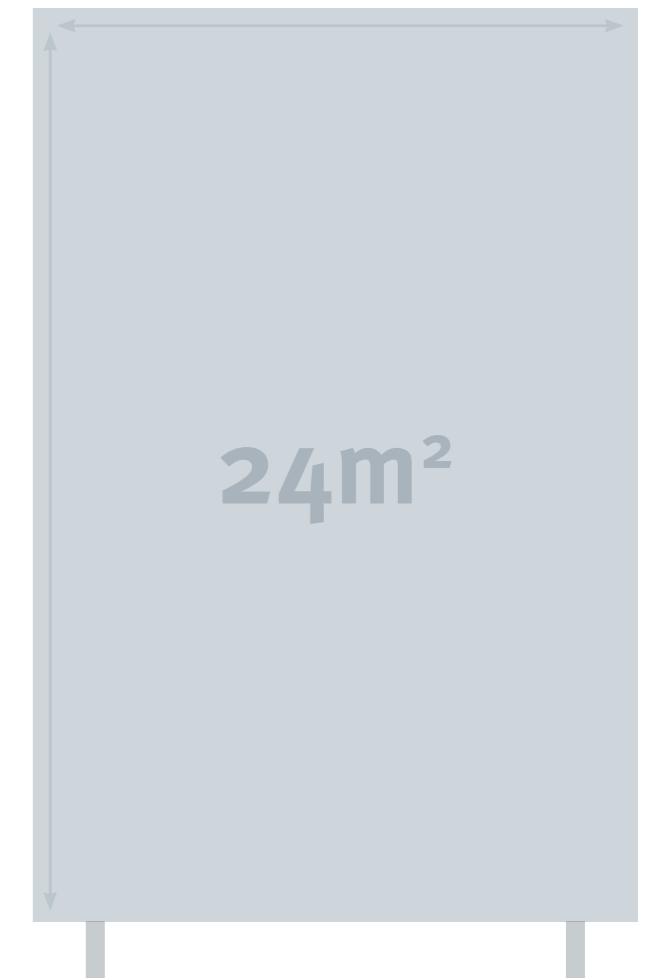
Super 6's
6m x 3m



Portrait 1
3m x 4.5m



Portrait 2
4m x 6m



Australian Standard Billboard sizes.

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.2 QUEANBEYAN-PALERANG PROMOTIONAL BILLBOARDS

MOBILE BILLBOARDS

Often overlooked as a marketing tool mobile billboards present a fantastic opportunity to spread the Queanbeyan-Palerang/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 Queanbeyan-Palerang transport operators.

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



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

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.3 QUEANBEYAN-PALERANG LGA BOUNDARY ENTRY SIGNS

BOUNDARY ENTRY SIGNS

In this section of the strategy, we typically discuss the qualities and state of Local Government Area boundary entry signs. However, in a distinctive departure from the norm, it is noteworthy that Queanbeyan-Palerang does not have any LGA boundary entry signs in place. The sole indication of entering the Queanbeyan-Palerang region relies on state government boundary markers. These markers, while serving their functional purpose, are positioned parallel to the road, making them easily overlooked by travellers.

Principals and Guidelines

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

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

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

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

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

Recommendation

- QPRC has a modern distinctive logo. This logo could be adapted to form part of an LGA entry statement. QPRC could look to developing a set of major and minor boundary entry signs.



Examples of regional council boundary entry signs

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.4 QUEANBEYAN-PALERANG TOWN ENTRY STATEMENTS

TOWN ENTRY STATEMENTS

The town entry statements within the Queanbeyan-Palerang region exhibit a notable lack of uniformity, as each town and village has developed its own unique design without adhering to a cohesive overarching LGA brand. It's worth noting that only the entry statements for Braidwood and Queanbeyan prominently feature the QPRC logo. This divergence from a consistent visual identity often arises due to local communities' frustration stemming from perceived inaction by the council.

Principals and guidelines

1. **Community** - The importance of an engaged and involved community cannot be underestimated in these types 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 Queanbeyan-Palerang 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 metres) 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

- Develop a new sign style that reflects the individual town/village character yet ties in with the QPRC brand. Work with the local community to get buy-in on the design.
- Develop tier one entry statements for Queanbeyan and tier two signs for smaller villages such as Captains Flat, Nerriga and Majors Creek etc.
- Remove all old non-conforming entry statements.



SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.5 QUEANBEYAN-PALERANG VISITOR INFORMATION BOARDS

VISITOR INFORMATION BOARDS

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

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

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

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

Strategic Placement - Identifying the most effective locations to engage with the visiting public is critical. Not all travellers passing through the LGA will visit a Visitor Information Centre. Yass Valley boasts several

in-town rest areas equipped with amenities like toilets and picnic shelters. These rest areas are frequently sought out by travellers as convenient places to take a break, making them ideal locations for installing visitor information boards. By doing so, casual visitors have the opportunity to discover attractions they may not have previously considered or were unaware of, ultimately enhancing their overall experience.

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

Recommendations

- In the context of the strategy, the identification of suitable locations for visitor information boards (VIBs) and rest areas is essential to enhance tourism infrastructure in the region. Since the opportunities for Tier 1 gateway information boards are limited on the main highway approaches into the LGA, it's prudent to consider establishing new rest areas, particularly in Queanbeyan and Braidwood.

Queanbeyan

- **Waniassa Park on Bungendore Rd** - This park is an excellent rest area near Bungendore Rd, offering travellers a convenient spot to take a break, get information, and enjoy the surroundings.
- **Queanbeyan Showgrounds** - The RV dump point at Queanbeyan Showgrounds makes it a fitting rest area with existing facilities for travellers' comfort.

Braidwood

- **Memorial Park off Wilson St** - Memorial Park in Braidwood is a peaceful and central spot in town, ideal for a rest area where visitors can relax and gather regional information.
- **Bicentennial Park** - Bicentennial Park is another option, especially with the newly installed RV dump point. It provides a scenic setting for travellers and supports the goal of enhancing tourism infrastructure in Braidwood.

Other Potential Locations

- **Bungendore Park in Bungendore** - This park in Bungendore could be considered as a rest area location. This park also has a large playground area

making it attractive for families with young children.

- **Warri Reserve off Kings Hwy** - This established reserve provides a convenient stopover point and an opportunity to engage with travellers along the Kings Hwy.

When selecting these locations, it's important to consider factors such as accessibility, visibility, amenities, and safety. Additionally, community input and local stakeholder engagement can help identify the most suitable sites and ensure that the rest areas effectively meet the needs of both visitors and the local community.

- Develop a standardized set of visitor information panels that can be applied in a tiered system.
- Install advance warning and positional signs for all visitor information board locations using the white "i" AS symbol.
- Investigate the installation of Tier 1 visitor information boards in Queanbeyan and Braidwood. Install a Tier 2 visitor information board at Bungendore Park rest area and outside the Braidwood Visitor Information Centre (for after hours information).
- Investigate suitable rest areas with facilities for Tier 3 visitor information boards, such as Captains Flat Wilkins Park, Nerriga rest area, and adjacent Majors Creek Hotel.



SUGGESTION - Rest Areas with toilet facilities are a great place to engage with visitors to the area Top to bottom - Queanbeyan - Waniassa Park, Braidwood - Braidwood Memorial Park, Bungendore Rest Area.

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.5 QUEANBEYAN-PALERANG 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 Visit Queanbeyan - Palerang.

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

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

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 Queanbeyan-Palerang tourism website via QR Code and/or URL)
- How do I find what I'm looking for? (local area and regional maps).

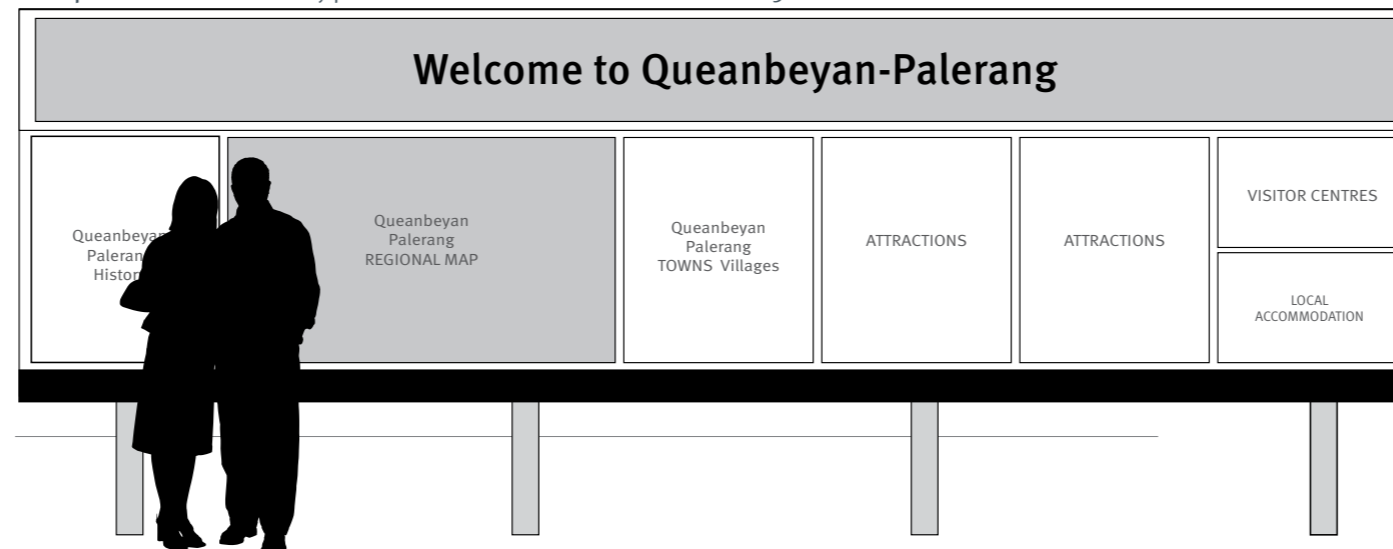
The most important thing when planning the content for a Visitor Information Board is to ask yourself “is this information relevant to visitors?”

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

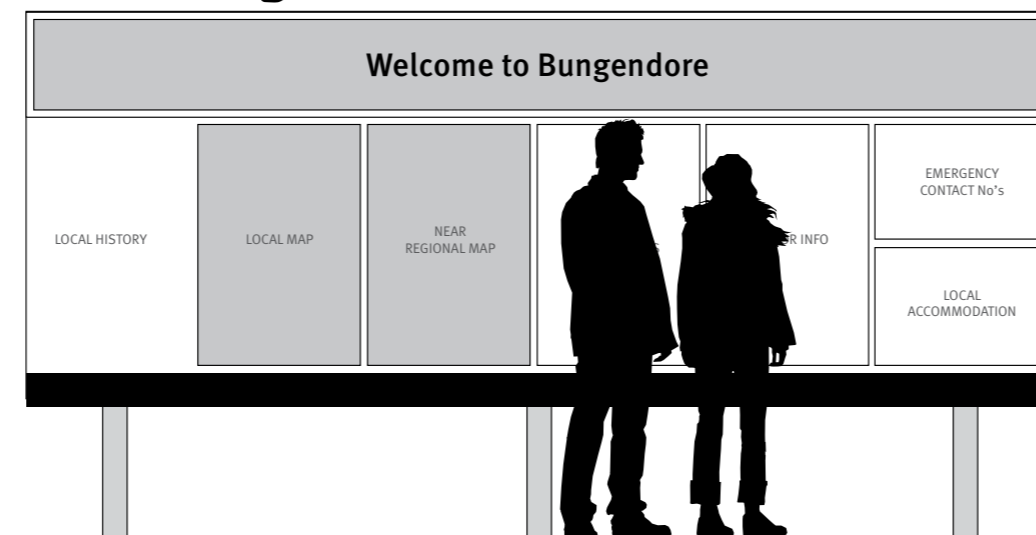
NOTE: Generally we recommend against advertising as the return on investment is usually not worth the hassle of chasing up advertisers for print suitable content.

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

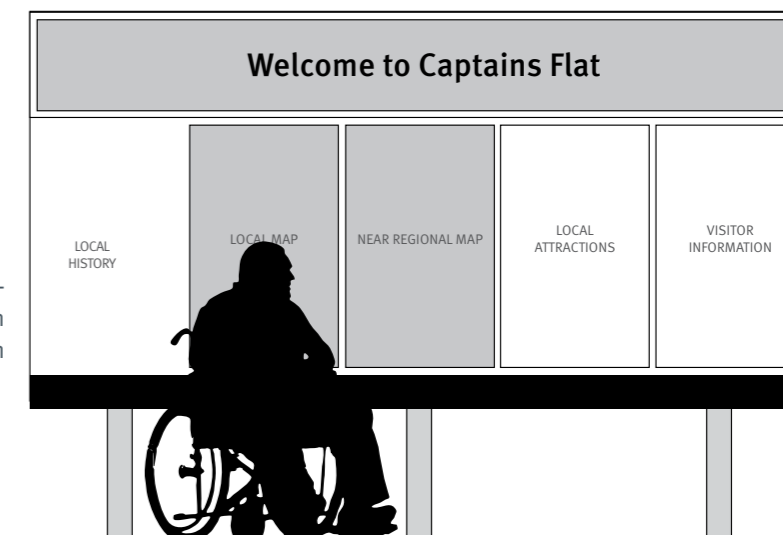
Example 1 - TIER 1 - Main entry points visitor information boards 6.0m X 1.5m



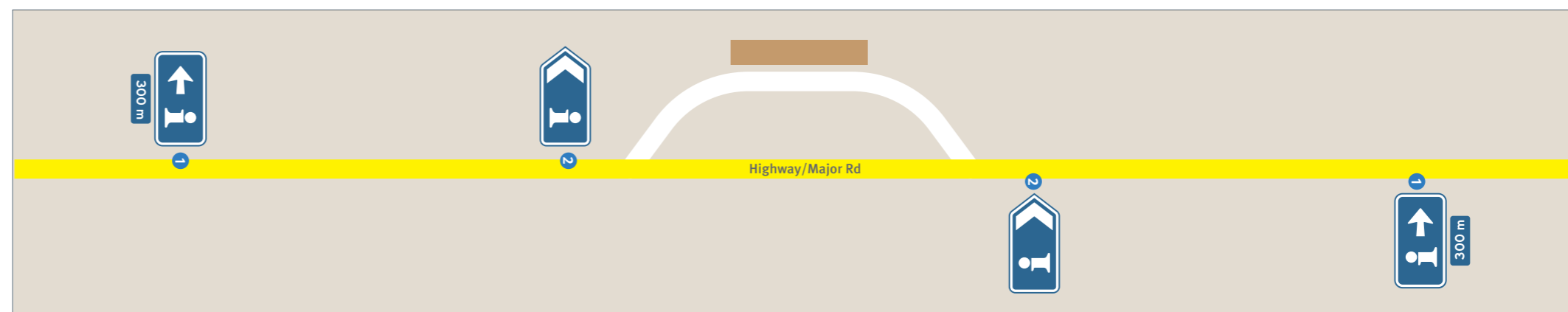
Note: These are examples only of a suite of Visitor Information Boards and the types of information they should contain. They should be designed to be congruent with the LGA/Regional Tourism Brand.



Example 2 - TIER 2 - Large town visitor information boards 4.0m X 1.5m



Example 3 - TIER 3 - Village visitor information boards 3.0m X 1.5m



Example – Correct signage for directions to roadside Visitor Information Bays

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.6 BRAIDWOOD VISITOR INFORMATION CENTRE

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.

QPRC formerly operated an accredited Visitor Information Centre (VIC) in Queanbeyan, which has now permanently closed. Currently, there is one non-accredited Visitor Information Centre (VIC) situated within Braidwood's National Theatre, where dedicated volunteers provide their assistance.

The Braidwood Visitor Information Centre offers a wide array of valuable services to both travellers and local residents. This establishment functions as a central hub for tourists in search of information regarding local attractions, upcoming events, available accommodation options, and aid in planning their visit. Knowledgeable staff members are available to offer personalised recommendations and insights into the lesser-known treasures of the area. In addition, visitors can access informative brochures, maps, and itineraries to enrich their experience while exploring the region.

Recommendation

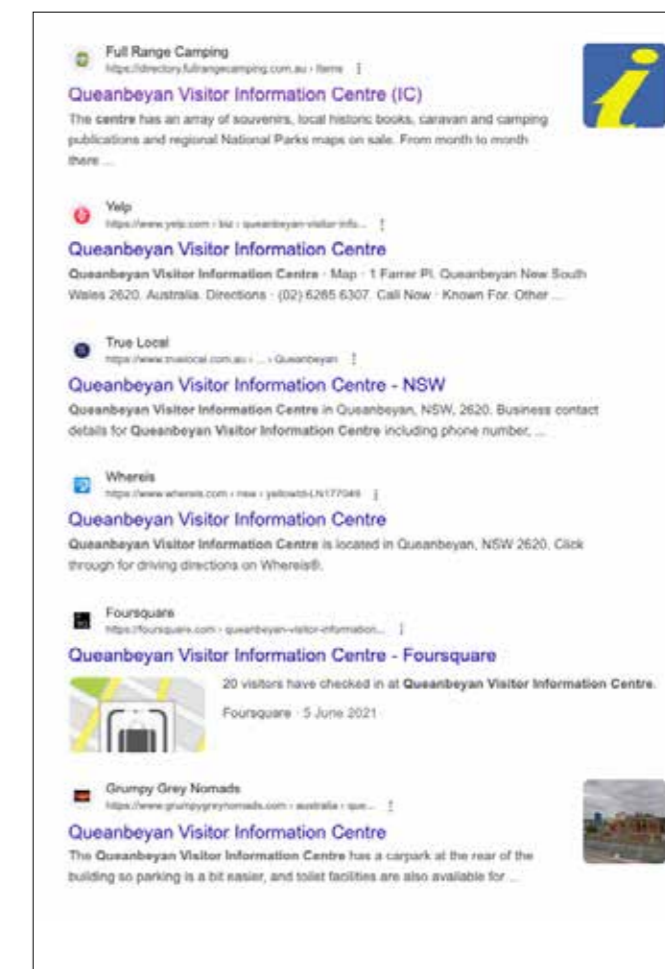
- Install advance warning signs for VIC at Braidwood town boundaries.
- Improve Braidwood VIC property and positional sign to incorporate the correct AS symbols for visitor information and toilets.
- Review exterior "after hours" information on offer.



Braidwood VIC - This centre needs more prominent signage



Braidwood - VIC has no advance warning signs and uses the wrong "i" sign Remove Queanbeyan VIC from this sign



Queanbeyan VIC - Still comes up on various website portals

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.7 QUEANBEYAN-PALERANG INTERPRETIVE SIGNAGE

INTERPRETIVE SIGNAGE

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

The quality of interpretive signage within Queanbeyan-Palerang varies, some of the signage is notably aged and in need of replacement. Apart from a single interpretive node located in Braidwood's Memorial Park, we did not come across any other interpretive signage within the main towns of the region. An exception to this was Captains Flat, where an extensive trail featuring high-quality interpretive signage exists. However, these signs have been in place for over a decade and will require replacement within the next year or so. Additionally, we encountered an older set of signs related to the Tallaganda Heritage Trail Project in Mongarlowe, Krawaree, and Araluen. These signs are nearly two decades old and are in need of replacement. Another series of interpretive signs appeared to be part of a drive trail route and regional marketing project known as "Kings Highway to Discovery," which no longer seems to be actively supported. The associated website URL is inactive, but there is an active Facebook page. We found signs for this trail in Majors Creek and Araluen.

Considering the region's rich historical background, it is noteworthy how limited the interpretation efforts are, and it's especially striking that there is a complete absence of indigenous interpretation.

Principals and Guidelines

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

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

NOTE - Always ensure that QPRC 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.



Nerriga Rd - new interpretation at Charleyong Bridge



Nerriga - Bushfires interpretation



Braidwood Memorial Park interpretive node



Mongarlowe - Old Tallaganda Heritage Trail interpretation



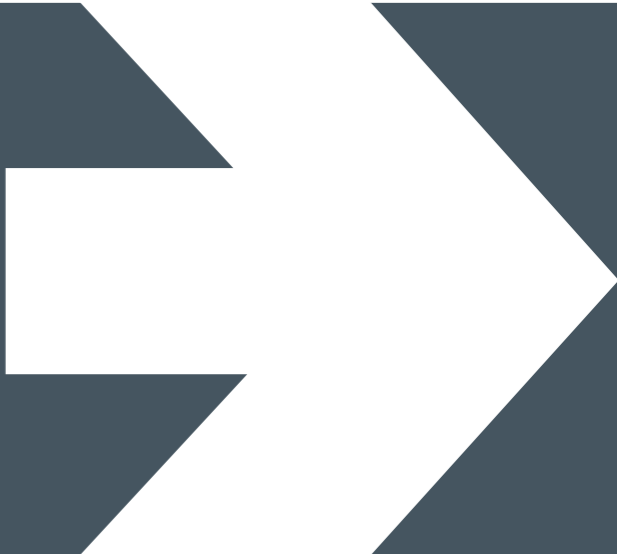
Captains Flat -High quality interpretation reaching their use by date



Kings "Highway to Discovery" interpretation



SECTION 5 - IMPLEMENTING THE STRATEGY



SECTION 5. IMPLEMENTING THE STRATEGY

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/Blue 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 Queanbeyan-Palerang controlled road signage.				
	Replace damaged and faded signs as required.	High	Ongoing	\$20,000	No
	Establish a maintenance schedule to ensure that signs remain in good condition. This includes repairing or replacing faded signs and addressing any damage promptly.				
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 32 - 3.5 Tourist Attractions	Queanbeyan-Palarang Museums - determine the status of these museums resign with appropriate blue or brown directional signs.	High	Immediate	\$2,000.00	Yes
	London Bridge Recreation Area (South Googong) - install brown advance warning signs 300m either side of the Old Cooma/London Bridge Rd intersection. Install intersection sign with distance to London bridge facilities.	Medium	12 months	\$7,000.00	Yes
	Glenburn Homestead - install intersection sign at Kings Hwy/Charcoal Kiln Rd intersection on ACT side of border.	Medium	12 months	\$500.00	No
	Yanununbeyan NP - Install directional signage at the Captains FlatRd/Woolcara Ln intersection.	High	Immediate	\$3,000.00	Yes
	Budawang NP - Install brown directional signage from Mongarlowe village including a trailhead sign and directinal signage to the park entrance and the Mt Budawang Trailhead.	High	Immediate	\$3,000.00	Yes
	Tallaganda NP - Install directional signage from the Briars-Sharrow/Plains Rd intersection.	High	Immediate	\$3,000.00	Yes
	Deua NP/Berlang SCP - Install a trailhead sign on Araluen Rd at the Braidwood town boundary.	High	Immediate	\$2,000.00	Yes
	Mt Jerrabomberra Lookout Trail - Install brown directional signage from the nearest arterial road (Edwin Land Pkwy) to the Mt Jerrbomberra trailhead car park.	Medium	12 months	\$1,000.00	No
Googong Dam Recreation Area - Install directional signage prior to and at the Farrer/Lowe St intersection.	Medium	12 months	\$3,000.00	No	

SECTION 5. IMPLEMENTING THE STRATEGY

Page No./ Strategy Section	Hilltops Council - Actions/Recommendations	Priority	Indiative Timeframe to start	Indicative Costs	Quick Wins
Page 33 - 3.6 Cellar Door Attractions	Remove all directional signage for Affleck Vineyard	High	Immediate	\$500.00	Yes
	Contentious Character - Install larger intersection sign with distance to winery at the Bungendore/Norton Rd intersection.	High	Immediate	\$800.00	Yes
Page 37 - 3.8 QP Town Visitor Services	Queanbeyan - install appropriate directional signage for Crestview Caravan Park at Canberra Ave/Donald St intersection.	High	Immediate	\$2,500.00	Yes
	Queanbeyan - Install directional signage at the Farrer Pl/Lowe St intersection for the RV dump point and Googong Dam.	High	Immediate	\$5,000.00	Yes
	Queanbeyan - Replace Queanbeyan Performing Arts Centre, Bicentennial Hall, and Council Chambers brown tourist signs with the correct blue community signs.	High	Immediate	\$5,000.00	Yes
	Bungendore - At Molonglo St relocate "Town Centre" blue sign panel to Location 1 sign structure.	High	Immediate	\$2,500.00	Yes
	Bungendore - Install a blue "Town Centre" sign panel including AS symbols for rest area and toilets prior to the Malbon/Majara St intersection for west bound visitors.	High	Immediate	\$4,000.00	Yes
	Bungendore - Install rest area/toilets advance warning (100m) and directional signage at the Malbon/Butmaroo St intersection	High	Immediate	\$250.00	Yes
	Bungendore - Upgrade showgrounds sign at Molonglo St/Bungendore Rd to include AS symbols for caravan and camping.	High	Immediate	\$500.00	Yes
	Braidwood - Install standard signage suite for showgrounds caravan park.	High	Immediate	\$2,500.00	Yes
	Braidwood - Install a double sided directional sign for the RV dump point at the Wallace/McKellar St intersection.	High	Immediate	\$1,500.00	Yes
	Braidwood - Install new consolidated sign structure at the Wallace/Wilson St intersection. New structure to contain AS symbols for Hospital, rest area, toilet, visitor information and RV and car/caravan parking.	High	Immediate	\$2,500.00	Yes
Page 45 - 3.10 QP Caravan & Camping	Araluen Campground - Install directional signage at the Araluen/Majors Creek Mtn Rd intersection.	High	Immediate	\$3,000.00	Yes
	Bombay Reserve - Install directional signage at the Araluen/Bombay Rd intersection and at the Bombay Reserve turn-off.	High	Immediate	\$250.00	Yes
	Braidwood Showgrounds - Install advance warning and directional signage prior to and at the Braidwood Showgrounds turn-off.	High	Immediate	\$2,500.00	Yes
	Willis Park - Directional signage should be installed from the Captains Flat Rd/Foxlow St intersection with additional directional signage installed at the car park entrance.	High	Immediate	\$1,500.00	Yes
	Berlang Campground - Install a blue panel underneath the existing brown sign with the AS symbols for caravan and camping plus day use facilities such as toilets and picnic shelters.	High	Immediate	\$500.00	Yes

SECTION 5. IMPLEMENTING THE STRATEGY

Page No./ Strategy Section	Hilltops Council - Actions/Recommendations	Priority	Indiative Timeframe to start	Indicative Costs	Quick Wins
	NSW Parks - Improve access to these parks with external directional signage.	High	Immediate	\$10,000.00	Yes
	Bungendore Showgrounds - Install double sided directional signage at the Molonglo St/Bungendore Rd and the Bungendore Rd/Mathews Ln intersection.	High	Immediate	\$2,000.00	Yes
	Majors Creek Recreation Reserve - Install directional signage at reserve entrance and to the caravan and camping area	High	Immediate	\$1,500.00	Yes
Page 46 - 3.11 RV Friendly Town	Review feasibility of Braidwood meeting RV Friendly Town criteria.	Medium	Ongoing	N/A	No
Page 46 - 3.11 RV Dump Points	Install additional RV dump points e.g. Bungendore, Majors Creek, Captains Flat.	Medium	12 months	\$10,000.00	Yes
Page 46 - 4.2 QP Mobile Billboards	Explore the development of truck curtain side destination marketing with Queanbeyan-Palerang Transport Operators.	Low	24 Months	\$15,000 per unit	No
Page 52 - 4.3 QP LGA Boundary Entry Signs	Developing a set of major and minor boundary entry signs.	Medium	Ongoing	N/A	No
Page 53 - 4.4 QP Town Entry Statements	Develop a new sign style that reflects the individual town/village character yet ties in with the QPRC 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 Queanbeyan and tier two signs for smaller villages such as Captains Flat, Nerriga and Majors Creek etc.				
	Remove all old non-conforming entry statements.				
Page 54 - 4.5 QP Visitor Information Boards	Develop a standardised set of visitor information panels that can be applied in a tiered system.	Medium	24 Months	\$200,000	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 identified rest areas in Queanbeyan, Bungendore and Braidwood				
	Investigate suitable rest areas with facilities suitable for Tier 3 VIB's.				
	Install tier 3 VIB structures in Queanbeyan-Palerang villages.				
Page 54 - 4.7 Braidwood Visitor Information Centre	Install advance warning signs for VIC at Braidwood town boundaries.	High	Immediate	\$20,000	Yes
	Improve Braidwood VIC property and positional sign to incorporate the correct AS symbols for visitor information and toilets.				

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