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**Yass Valley Council
Tourism Signage Strategy**

Submitted to:

yass valley council
the country the people

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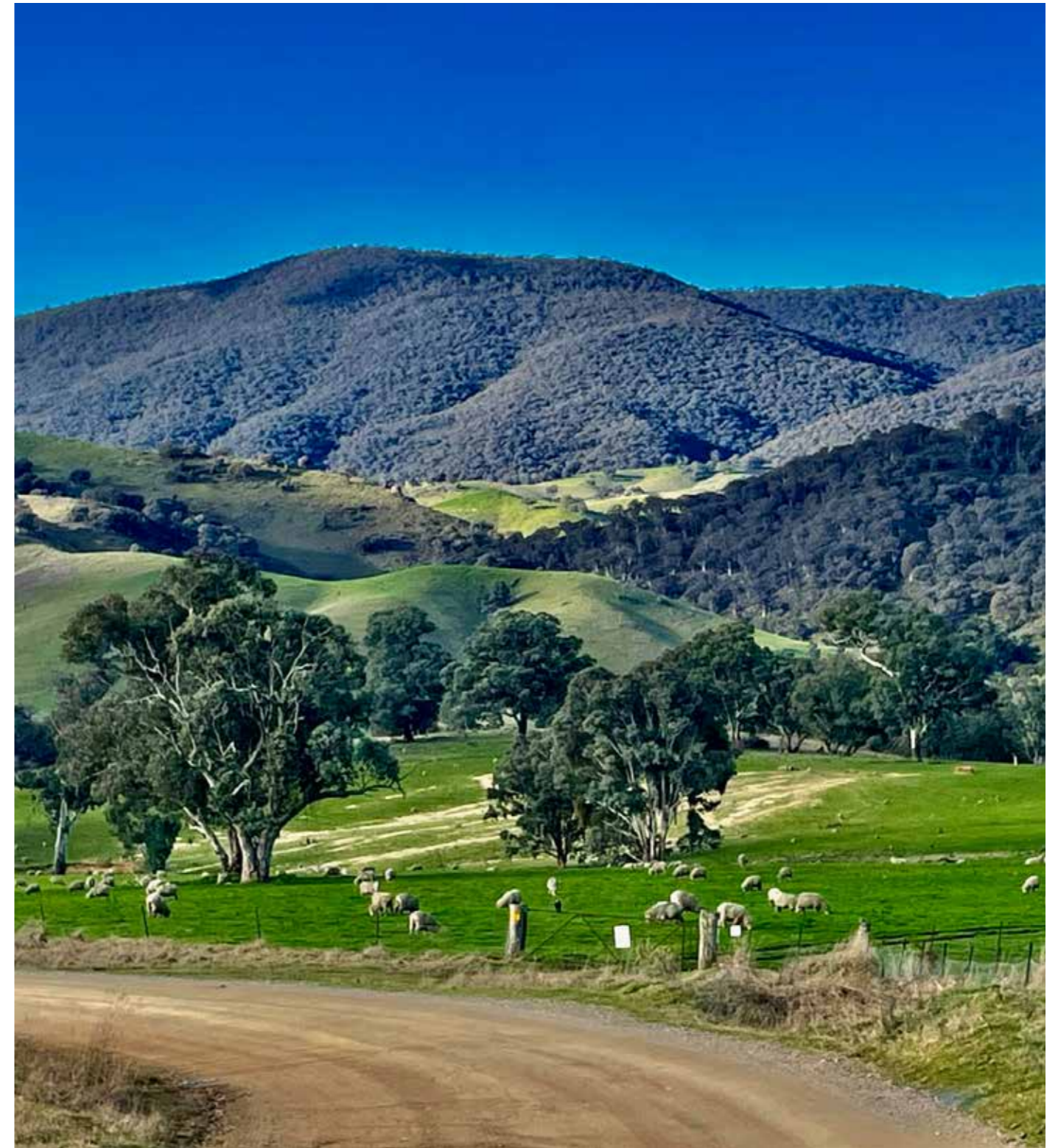
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DEFINITION OF TERMS

- **Promotional billboards** roadside promotional billboards are instrumental in tourism destination marketing, strategically positioned along roadsides to prompt spontaneous decisions among travellers. Designed to spark immediate interest, these billboards serve to remind and reinforce a destination or attraction in the traveller's mind, contributing to increased brand awareness over time and influencing future travel 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



Nottingham Rd, Wee Jasper



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 Strategy aims to ensure signage promotes safe and positive journeys, offering visitors opportunities to connect with the Southern Tablelands people and places.

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 is located bordering the north and east of the Australian Capital Territory (ACT).

Council	Area	Population
Hilltops Council	7,139km ²	18,800+
Upper Lachlan Shire Council	7,102km ²	8,500+
Yass Valley Council	3,999km ²	17,000+
Queanbeyan-Palerang Regional Council	5,319km ²	63,300+
Goulburn-Mulwaree Council	3,220km ²	32,000+
	26,779km²	139,600+

The Southern Tablelands covers an area of nearly 27,000km² and a combined population of 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 destinations branding, marketing and visitor information strategies. Signage is critically important to presenting a consistent tourism experience and to retaining and dispersing visitors throughout the Southern Tablelands. Signage also provides opportunities to raise awareness of the area's attractions and features and encourage people to stop and visit.

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

The existing tourism related signage in the Southern Tablelands does not enhance the visitor experience or adequately direct visitors to the areas 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 it's towns and villages.
- Lack of unique and distinctive signage and imagery that showcases Southern Tableland's tourism experiences and entices visitors to stop, explore and stay longer.

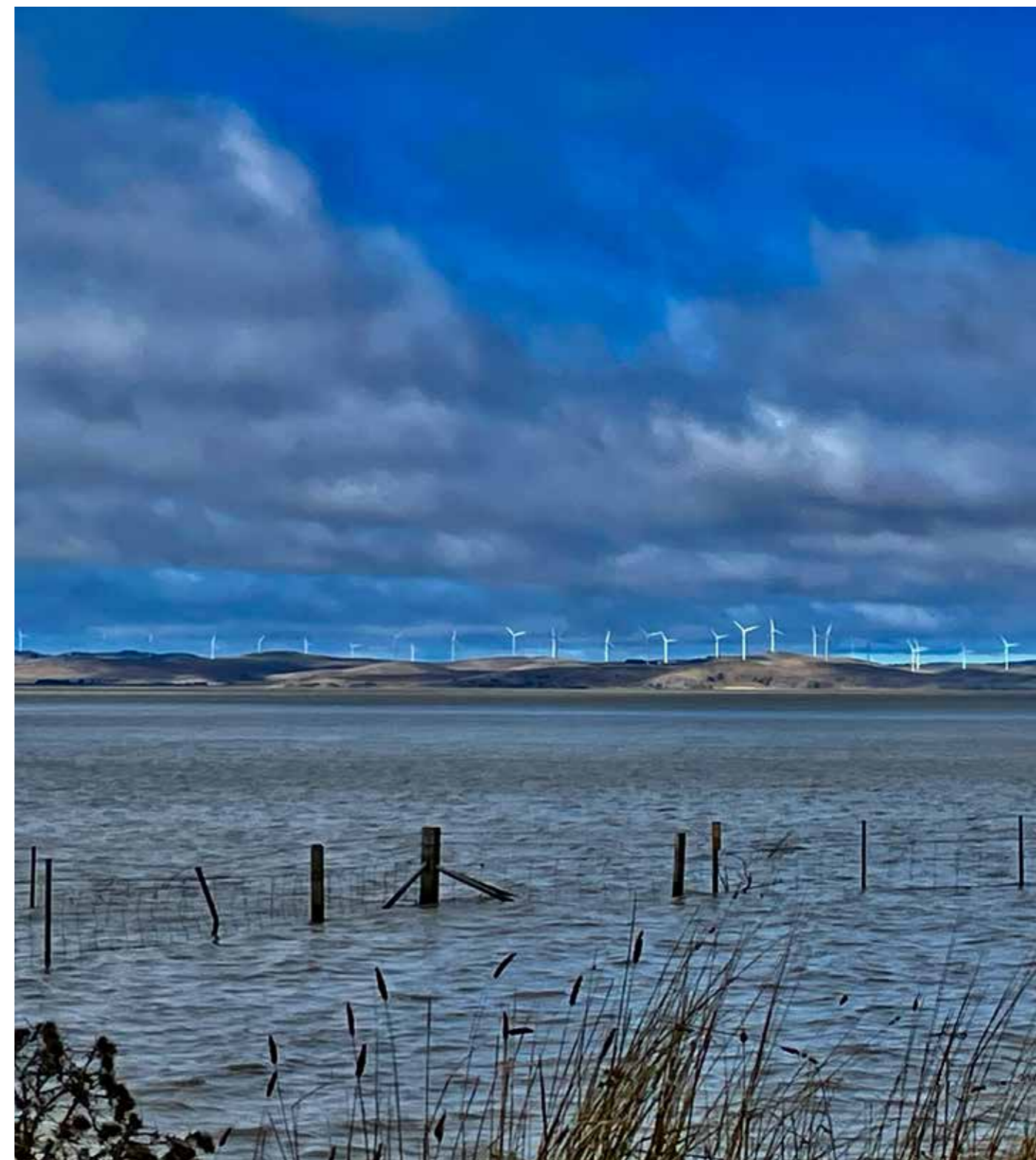
The Strategy forms part of a suite of initiatives by Destination Southern NSW to encourage visitors to stop, extend their length of stay and increase expenditure in the region.

WHAT'S INCLUDED IN THE STRATEGY?

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

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

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



Lake George, Federal Hwy

SECTION 1. INTRODUCTION

1.2 WHAT ARE WE TRYING TO ACHIEVE?

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

STAKEHOLDER ENGAGEMENT

Engaging and informing the community, particularly stakeholders involved in tourism-related activities and businesses, is a key component of developing the Strategy. Community feedback has been integral in developing this strategy.

Because of the tight timeline for this project we were unable to hold the community workshops we usually have. These workshops will be held post site visit remotely in September/October 2023.

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

Wayfound also prepared and provided a questionnaire for stakeholders who couldn't make it to any of the community consultation sessions to give feedback.

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

STAGE 01

Review of previous reports and documents

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

STAGE 02

Site visits

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

STAGE 03

Community & stakeholder consultation

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

STAGE 04

Development of the Strategy

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

SECTION 1. INTRODUCTION

1.3 ABOUT THE SOUTHERN TABLELANDS

ABOUT THE SOUTHERN TABLELANDS

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

Economy

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

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

Tourism

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

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

Many towns in the region have a rich historical heritage with well-preserved buildings and architecture from the colonial era. Goulburn, in particular, is famous for its historic charm and was proclaimed as Australia's first inland city by Queen Victoria in 1863.

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

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

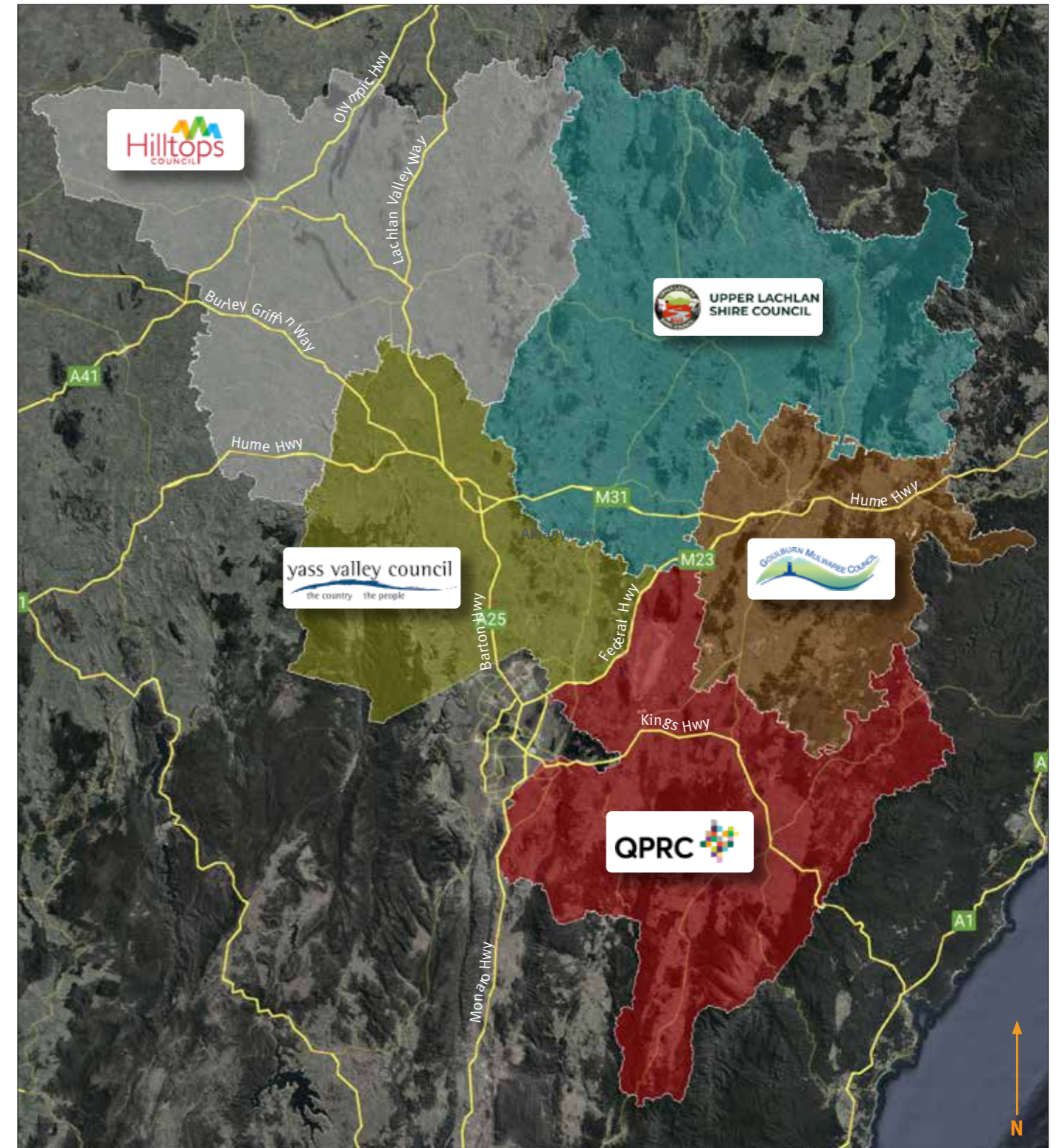
The Southern Tablelands offer opportunities for outdoor enthusiasts to engage in activities such as bushwalking, birdwatching, and exploring national parks like Morton, Monga and Budawang National Park.

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

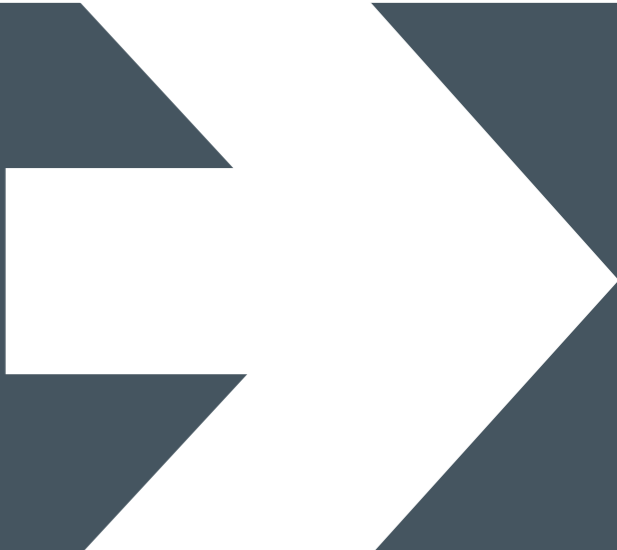
The main routes through the Southern Tablelands are the Hume, Kings, Federal Hwy. Other main arterial routes include the Barton Hwy, Burley Griffin Way, Olympic Hwy, Lachlan Valley Way and the Monaro Hwy.



Major roads within in the Southern Tablelands region



SECTION 2 - ABOUT WAYFINDING & TOURISM SIGNAGE



SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.1 TYPES OF TOURISM SIGNAGE

This section provides information about the purpose of tourism signage, best practice for wayfinding, signage design and relevant policies and standards for signage. The roles and responsibilities of Transport for NSW and Southern Tablelands LGAs in determining signage eligibility, priorities and guidelines are also explained. This information is provided because it has been used in the formulation of this Strategy and provides the decision-making process by these regulatory authorities.

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

Road signage

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

Green Directional

Brown Tourism

Blue Services

Destination Signage

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

Promotional Billboards

Entry Statements

Town Entry Statements

Visitor Information Boards (VIBs)

Temporary/Event

Interpretive Panels

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.2 THE PURPOSE OF TOURISM SIGNAGE

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

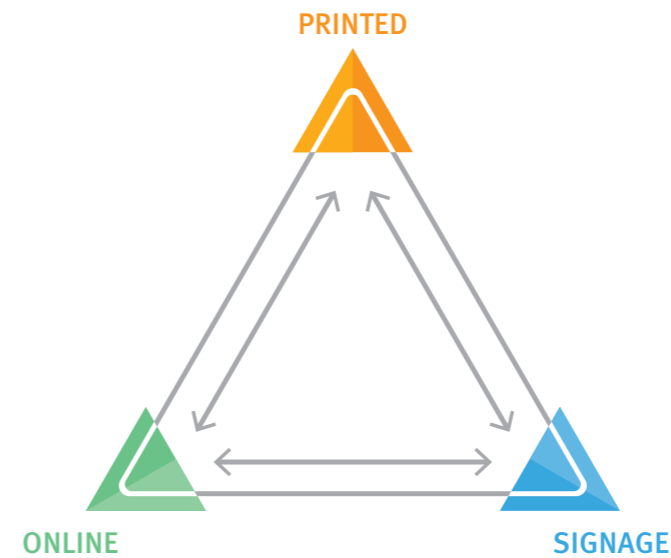
The two main purposes of tourism signs are to:

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

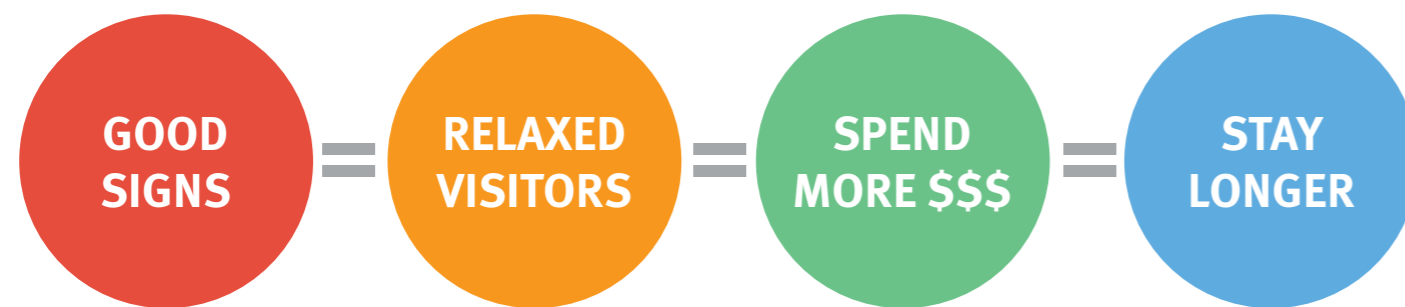
To achieve this, tourist signs have a range of functions that need to be considered in their design and planning including:

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

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



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



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



Accredited Visitor Centre



Non-Accredited Visitor Centre

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

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

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.2 THE PURPOSE OF TOURISM SIGNAGE

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

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

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

The NTSRG guidelines specify that:

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



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

(source: NTSRG)



Typical brown tourist signs in the Southern Tablelands

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.3 SIGNAGE POLICIES & GUIDELINES

SIGNAGE POLICY AND GUIDELINES.

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

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

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

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

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

Recommendation

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



SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.3 SIGNAGE POLICIES & GUIDELINES

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

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

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

TFNSW AND COUNCIL RESPONSIBILITIES

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

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

Council and TfNSW must work together closely to ensure signage facilitates connectivity between signage. For example signage on the Hume Highway cannot be approved and installed by TfNSW until Council has installed the linking signage on council controlled local roads.

IMPROVING SIGNAGE POLICIES AND PRACTICES

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

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

TFNSW AND DESTINATION NSW GUIDELINES

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

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

- to ensure that the fundamental purpose of signposting tourist attractions and service facilities is always maintained. It must be remembered that the main purpose of signs is to confirm the location of, and not advertise, tourist attractions and services.
- to promote the use of 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
- 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:

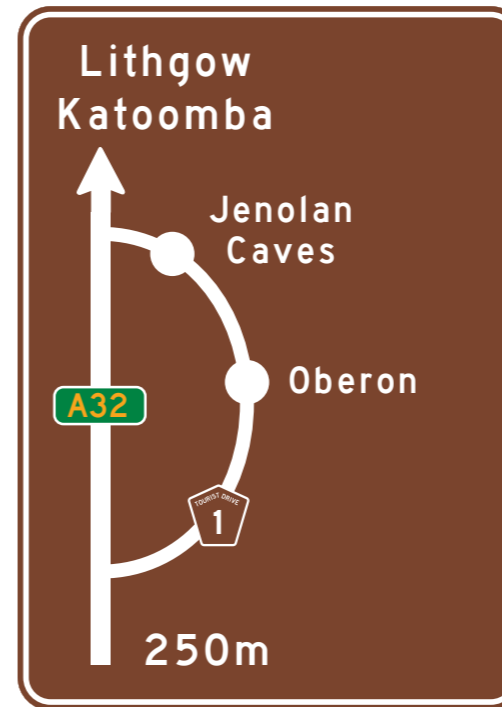
- The attraction is established, lawful and operating.
- No pre-booking is required to visit the attraction. It is expected that major tourist attractions operate to a scale and standard that enables them to cater for the demands of casual visitors without the need for pre-booking.
- There are adequate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



Transport for NSW - Tourist signposting manual



Tourist Drive trail markers

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.3 SIGNAGE POLICIES & GUIDELINES

BLUE SERVICES SIGNS

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

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

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

SERVICE SIGNS

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

Service signs are used for:

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

COMMUNITY FACILITY SIGNS

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

Eligible facilities include:

- Town halls, civic centres and municipal offices
- Municipal depots/tips
- Sporting and recreational grounds/facilities
- Hospitals
- Railway and bus stations

- Post Offices
- Tertiary education institutions
- Churches and religious institutions
- Airports
- Shopping centres

TOURISM ATTRACTION SIGNS

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



Australian Standard Service Symbols

TfNSW approved tourism symbols

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

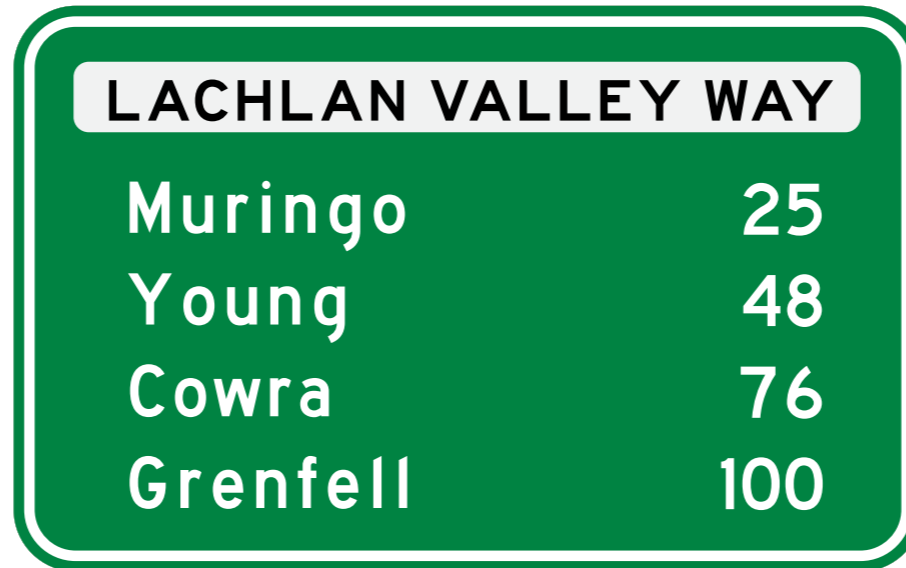
2.3 SIGNAGE POLICIES & GUIDELINES

DIRECTIONAL SIGNS

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

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

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



Reassurance



Positional



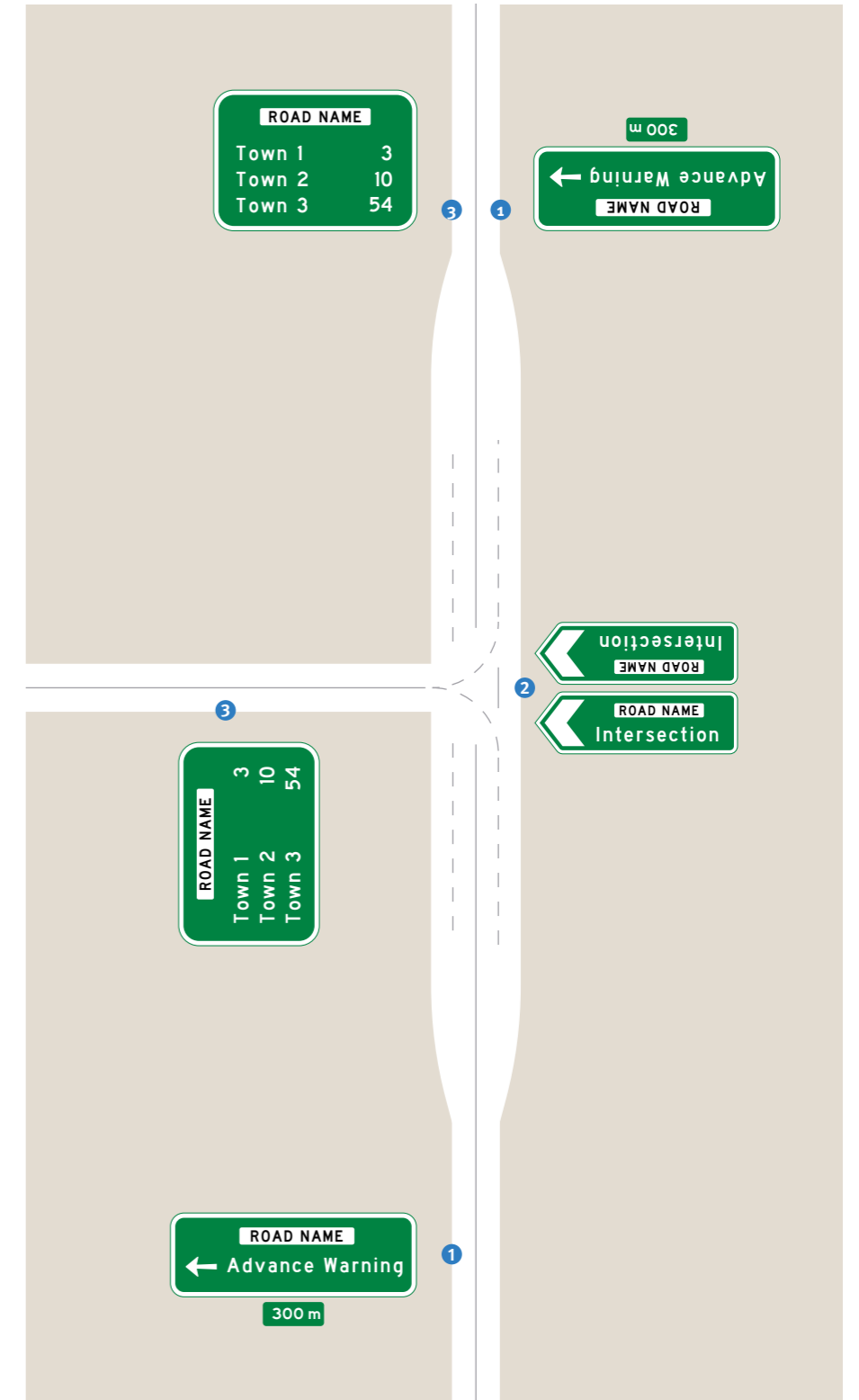
Intersection



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

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

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

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

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

The principles underpinning a tourism signage system

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

SIGNAGE PLANNING

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

DESIGN

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

BEST PRACTICE IN WAYFINDING SIGNAGE DESIGN

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

CONTENT

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

LOCATION

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

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

FUNCTION

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

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

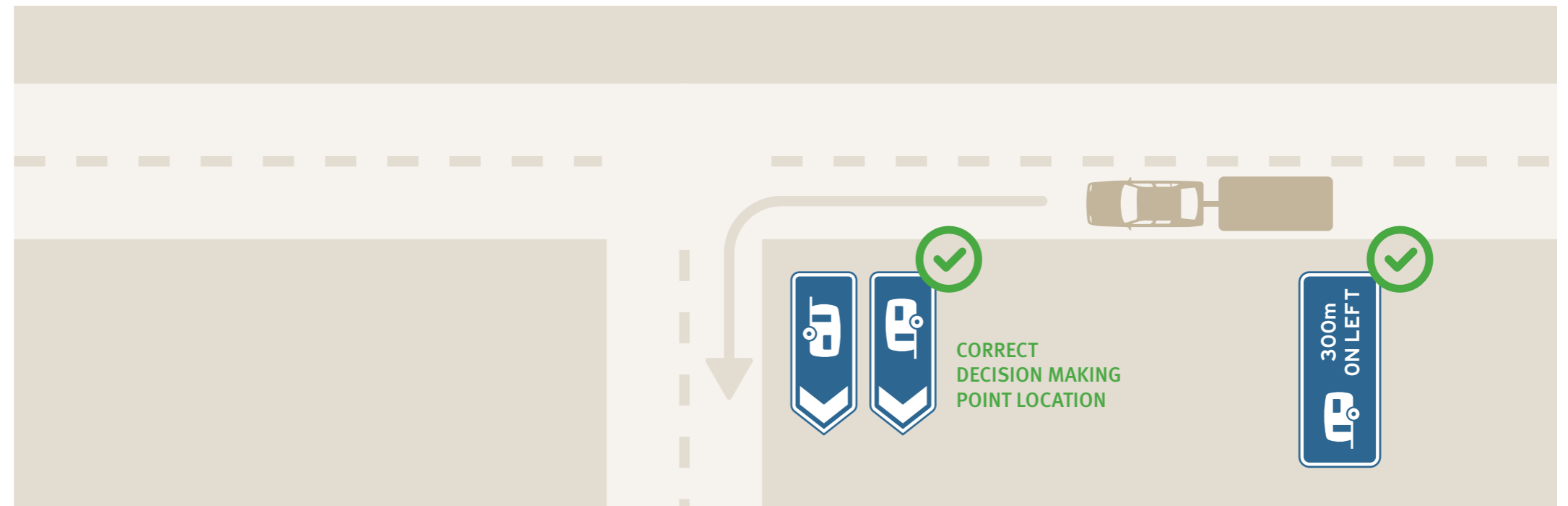
2.5 SIGNAGE PLACEMENT

DECISION MAKING POINTS (EXAMPLE)

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



Incorrect decision making point scheme



Correct decision making point scheme

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.6 SIGNAGE CONSOLIDATION

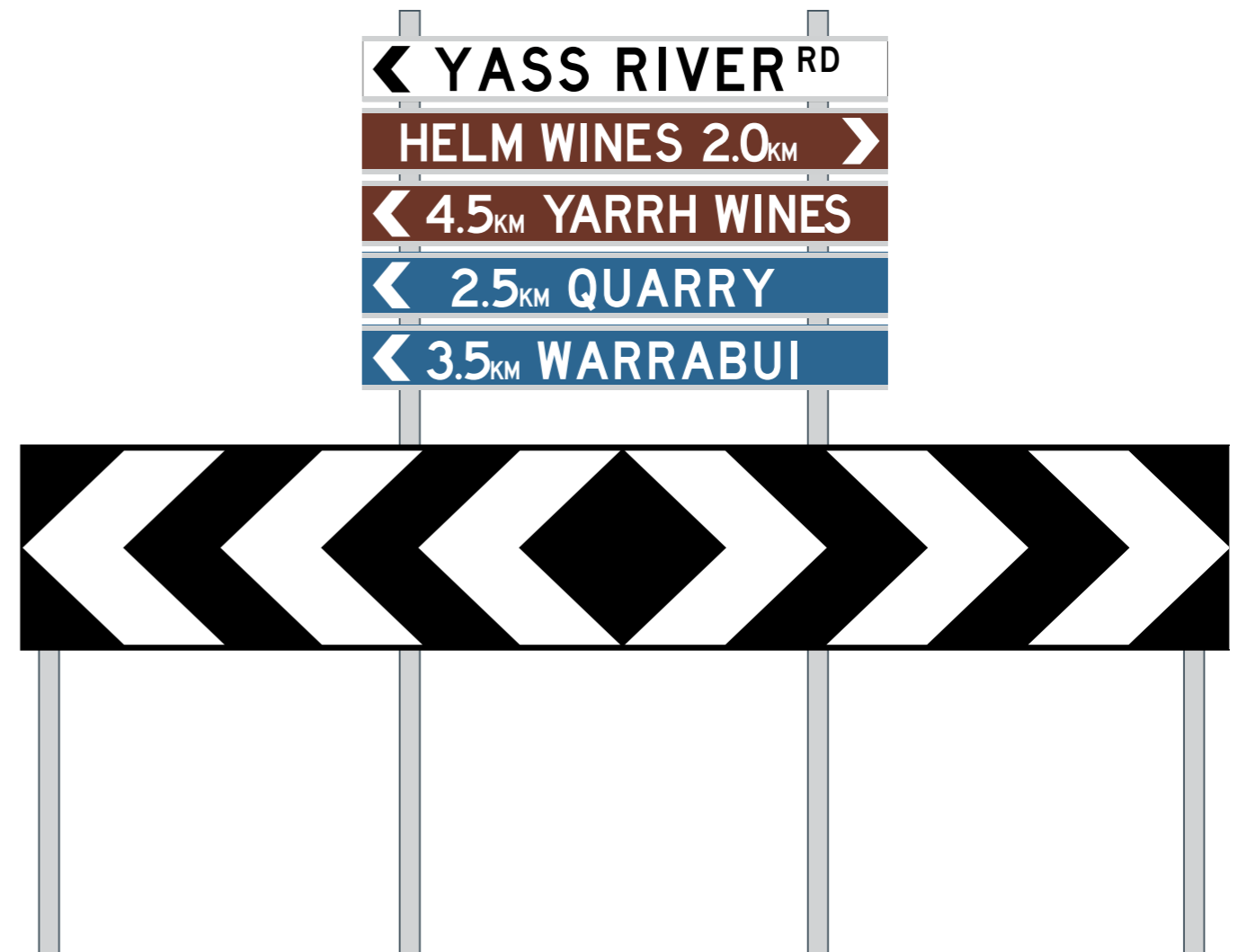
When undertaking a signage plan it is also important to see where the new signs can be consolidated with existing sign messages to create one sign. Too often sign clusters are continually added, creating a totem pole effect. When too many signs are added, there are too many competing messages and the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



EXAMPLE -Suggested replacement (double sided)



SECTION 3. YASS VALLEY SIGNAGE AUDIT

SECTION 3. YASS VALLEY SIGNAGE AUDIT

3.1 ABOUT YASS VALLEY COUNCIL

ABOUT YASS VALLEY COUNCIL

Yass Valley is a local government area (LGA) located in the Southern Tablelands of NSW, bordering the ACT, Snowy Valleys Council, Cootamundra-Gundagai Regional Council, Hilltop Council, Upper Lachlan Shire and Queanbeyan-Palerang Regional Council.

Yass Valley encompasses both rural and semi-rural areas. The major town within the Yass Valley LGA is Yass, which is located approximately 280 kms southwest of Sydney. Yass, as the major town in the area, provides essential services such as healthcare, education, and retail, contributing to the local economy. The region is known for its picturesque landscapes, featuring rolling hills, fertile plains, and the Yass River.

Yass Valley had a relatively small population. The demographics of the region typically included a mix of urban and rural residents. The population of Yass Valley is generally diverse in terms of age, with a mix of younger families, middle-aged residents, and older individuals. The predominant ethnic group is typically of European descent, reflecting the broader Australian population.

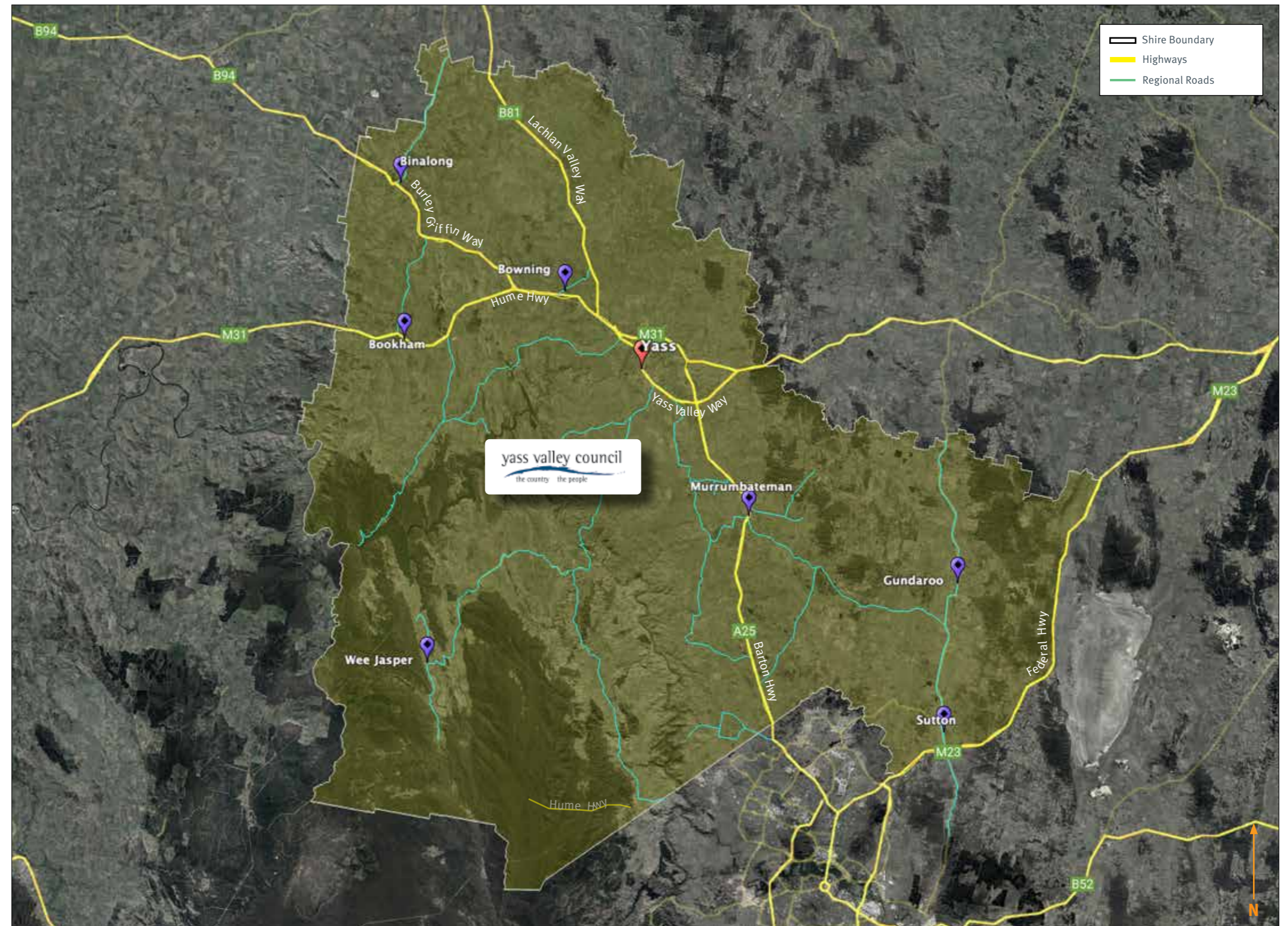
Yass Valley's economy traditionally revolves around agriculture and associated industries. The region is known for its agricultural production, including sheep and cattle farming.

The scenic beauty and historical sites in Yass Valley attract tourists, especially those interested in heritage and the rural Australian experience. Tourism plays a role in the local economy through accommodation, restaurants, and retail services.

Yass Valley is part of the Canberra District Wine Region and has several wineries and vineyards. These establishments contribute to the economy by producing wine and attracting tourists.

MAIN ROUTES INTO THE SHIRE

The main routes through Yass Valley Council are the Hume Hwy, Barton Hwy, Federal Hwy, Burley Griffin Way, Lachlan Valley Way and Yass Valley Way.



Highways and regional roads within in Yass Valley Council

SECTION 3. YASS VALLEY SIGNAGE AUDIT

3.2 WHY DO A TOURISM SIGNAGE AUDIT?

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

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

Benefits include;

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



SECTION 3. YASS VALLEY SIGNAGE AUDIT

3.3 YASS VALLEY 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.



Yass - Hoop sign fingerboards. Only Hattons Corner would qualify as a tourist attraction.



Sutton - The brown winery sign is an intersection sign, it should be an advance warning sign (see example page 14)



Hume Hwy - business permanently closed, remove all signage.



Yass - Walk trail sign in need of replacement use AS brown hiking symbol



Yass - Good Hope Tourist Resort should be a blue sign with the appropriate blue services symbols



Murrumbateman - Only two of the wineries listed here meet the criteria for cellar door brown signs



Redbrow gardens should be a blue sign with the B&B symbol. Other businesses appear to have renamed.



Hume Hwy - Burrinjuck Rd trailhead sign in need of replacement



Yass - Glenleigh Merino Stud is not a tourist attraction.

SECTION 3. YASS VALLEY SIGNAGE AUDIT

3.3 YASS VALLEY BLUE SERVICES SIGNS

BLUE SERVICES SIGNS

The extensive deployment of blue visitor service signs in Yass Valley LGA, particularly within towns and villages, has been noted. However, it appears that there are concerns regarding their uniformity and effectiveness.

Haphazard Installation - The signs have been added in a haphazard manner, possibly without a consistent plan or design. This can lead to an inconsistent visual appearance across the area.

Variety of Sign Styles - It seems that different sign styles have been used, which can create confusion among visitors. Using a variety of styles rather than adhering to a standardized design can make it difficult for people to quickly and easily understand the information the signs are meant to convey.

Over reliance on Text - Instead of using universally recognizable symbols, 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.

Maintenance Issues - A significant 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 recognize 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.



Replace text base fingerboard signs with Australian Standard symbols



Use Australian Standard symbols



Accommodation signs should be white text on a blue background with the Australian Standard symbols



TBinalong- Use Australian Standard symbols



Yass - Replace faded signage



Yass - Install proper directional sign with Australian Standard symbols



Yass - Use Australian Standard symbols



Fake road signs, non AS symbols Pool, Tennis Courts etc are not tourist attractions. (These services are for resort guests)



Yass - signage too small, use non standard design, non AS symbol (RV)

SECTION 3. YASS VALLEY SIGNAGE AUDIT

3.4 YASS VALLEY TOURIST DRIVES

YASS VALLEY TOURIST DRIVES

Currently, Yass Valley offers two designated tourist drives: Tourist Drive 7 and Visit NSW "Vibrant Villages." Of these, Tourist Drive 7 is the only one which is signed. It spans from Yass to Wee Jasper, concluding in Tumut. The Yass Valley tourism website features a dedicated page for Tourist Drive 7 (<https://www.yassvalley.com.au/tours-and-trails/self-drive-tours/yass-tourist-drive-7/>). However, the description of the trail on this web page is minimal, consisting mainly of a list, with only one photograph depicting the Goodradigbee River Bridge.

The "Vibrant Villages" trail is featured on the Visit NSW website (<https://www.visitnsw.com/things-to-do/southern-tablelands-trails>). This web page highlights a collection of five "Southern Tablelands Trails," with "Vibrant Villages" being one of them. This particular trail, which runs from Taralga to Grabben Gullen, follows the eastern boundary of Yass Valley LGA via the Federal Highway.

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 and rest stops, parking facilities, and convenience stores. This generates revenue for local service providers.
- Tourist drives provide an opportunity for destination marketing. Local governments and tourism organisations can promote the drives through various channels, attracting a broader audience and encouraging more visitors to explore the area.
- The growth in tourism-related activities, such as hospitality, retail, and entertainment, can lead to the creation of new job opportunities within the community. This helps reduce unemployment rates and enhances the local workforce.
- Successful tourist drives can lead to increased demand for real estate and accommodations in the region. This can positively impact property values and potentially attract property investors.
- Signed tourist drives often encourage collaboration and cooperation among different towns and communities along the route. This can lead to coordinated efforts for regional development, infrastructure improvements, and beautification projects that benefit both residents and visitors.

Signed tourist drives in Australia provide significant economic benefits by boosting local spending, encouraging longer stays, diversifying business opportunities, supporting cultural sites, and driving overall economic growth within the regions they traverse. These drives contribute to a thriving tourism industry and a more vibrant local economy.

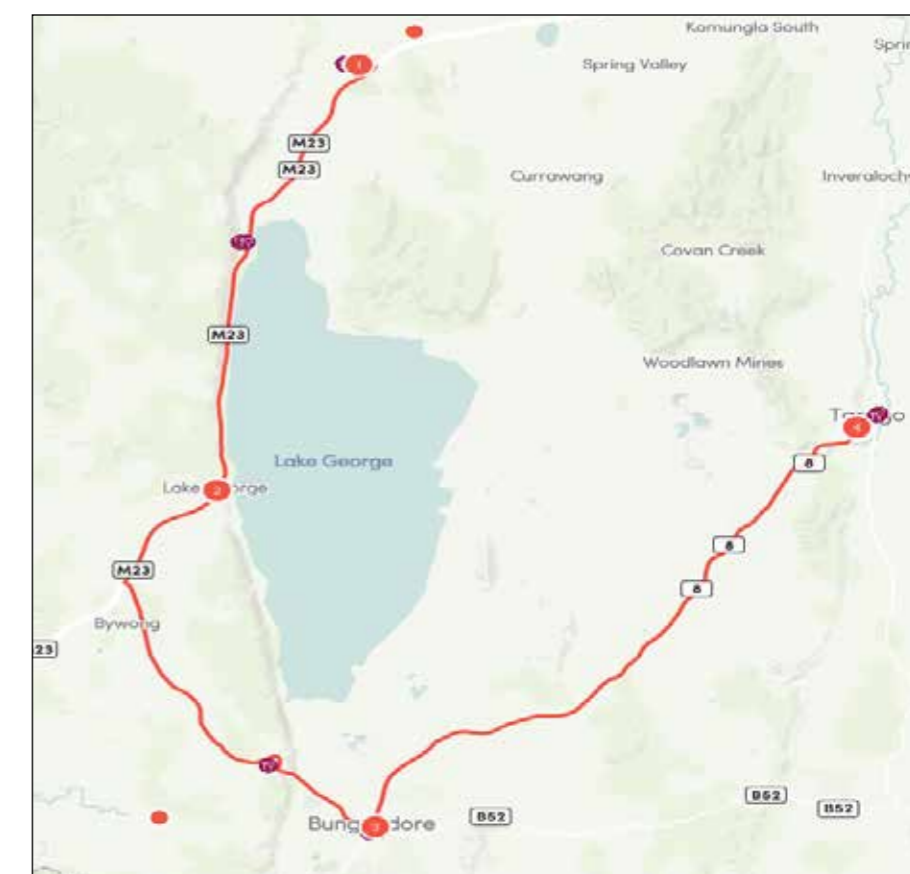
Destination NSW has a downloadable Touring route application form (<https://www.destinationnsw.com.au/wp-content/uploads/2013/10/TASAC-Form-Touring-Routes.pdf>) This application form is branded under TASAC (Tourist Attraction Signposting Assessment Committee) which has now been replaced by VAS (Visitor Attraction Signposting).

Recommendation

- Work with neighbouring LGAs to develop signed tourist drive(s) within Southern Tablelands. This could be an all day drive taking in natural attractions or developed as a themed trail.
- Rework the Yass Valley tourism web site to better promote Tourist Drive 7.



Tourist Drive 7 runs from Yass to Tumut



Destination NSW unsigned drive trail "Vibrant Villages"

SECTION 3. YASS VALLEY SIGNAGE AUDIT

3.5 YASS VALLEY TOURIST ATTRACTIONS

YASS VALLEY TOURIST ATTRACTIONS

The tourism website for Yass Valley, www.yassvalley.com.au, features a list of 61 attractions in its "see and do" section. Among these, 16 can be considered as proper tourist attractions, while the remaining 45 primarily consist of retail shops, galleries, private tour businesses, and community assets like swimming pools etc. However, when we subject these 16 attractions to the TfNSW's Tourism signage criteria, specifically concerning eligibility for brown tourist signs, the list significantly reduces to only 9. 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. Interestingly, none of Yass Valley's attractions, with the exception of winery cellar doors, make use of the TfNSW-recognised Australian Brown tourist symbols as delineated on page 15 of the strategy. It's worth noting that, in contrast to some other Australian states, New South Wales currently lacks established and recognizable symbols for monuments and memorials.

Historic Sites - Yass Valley boasts two attractions falling under historical properties/sites. These are Cooma Cottage in Yass and Allwood Cottage in Wallaroo. 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



Advance Warning



Advance Warning/Services Sign



Directional Sign

YASS VALLEY TOURIST ATTRACTIONS					
NAME OF ATTRACTION	TYPE OF ATTRACTION	LOCATION WITHIN YVC		ATTRACTION TYPE/FACILITIES	COMMENTS
Yass & District Historical Museum	Museum	Yass			Listed as "closed until further notice"
Yass Railway Museum	Museum	Yass			Open on Sundays only
Allwood Cottage	Historical Site	Wallaroo			Open by appointment only
Cooma Cottage	Historical Site	Yass			Open on Sundays only, closed July - September
Banjo Patterson Park	City Park	Yass	X		Bust of AB Patterson, some interpretation
Hamilton Hume's Grave	Grave site	Yass	X		Yass Cemetery grave site no interpretation
Johnny Gilbert's Grave	Grave site	Binalong	X		Road side grave with some interpretation
Thomas Laidlaw's' Grave	Grave site	Yass	X		Yass old cemetery grave site some interpretation
Burrinjuck Dam	Natural Feature	Burrinjuck	X		Open 7 Days a week
Wee Jasper Reserve	Natural Feature	Wee Jasper	X		Open 7 Days a week
Careys Cave	Natural Feature	Wee Jasper			Only open Sat, Sun and Mon
Weereewaa Lookout	Natural Feature	Lake George	X		Open 7 Days a week
Hatton's Corner Lookout	Natural Feature	Yass	X		Open 7 Days a week
Hume & Hovell Track	Hiking Trail	Yass - Wee Jasper (section 1)			Open 7 Days a week

SECTION 3. YASS VALLEY SIGNAGE AUDIT

3.5 YASS VALLEY TOURIST ATTRACTIONS

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.

While both Cooma Cottage and Allwood Cottage meet these requirements, both sites fail to meet the TfNSW Tourism signage criteria because Cooma Cottage remains closed for three months of the year, and Allwood Cottage can only be visited by appointment. Therefore, according to this criteria, all brown tourism signage to Cooma Cottage on Yass Valley Way should be removed or replaced with blue community service signs. Allwood is currently not signed.

Memorials - Yass Valley features three sites that can be categorised as memorials or historic graves. These are Hamilton Hume's Grave, Johnny Gilbert's Grave, and Thomas Laidlaw's Grave. Among these sites, two have directional signage and some form of interpretation.

Hamilton Hume's Grave is situated within Yass Cemetery. To reach it, visitors need to follow directional signage from the Comur/Rossi Street intersection (brown fingerboard). From this point, head west on Rossi Street until you reach the intersection of Rossi Street and Irvine Drive, where you'll find a blue fingerboard simply stating "cemetery." Continue along Irvine Drive to Yass Cemetery, and Hamilton Hume's grave is located near the far end. At this point, there is a brown fingerboard directing to the general location of Hume's grave, although there is no interpretation provided at the site.

Johnny Gilbert's Grave is located northwest of Binalong on Burley Griffin Way. This attraction is slightly off the highway and accessible via a flight of stairs leading to the gravesite. Given the high-speed traffic on the highway, it's easy to miss this site. The only directional sign is located on the opposite side of the road adjacent to the site's pull-off area. To improve visibility and accessibility, advance warning signs on both sides of the gravesite are needed. The pull-off area at the grave site offers ample parking and features a Gold Trails interpretive panel. However, the site could



Yass & District Museum - Closed until further notice.



Railway Museum brown fingerboard sign at Comur/Lead St intersection



Railway Museum property signs



Cooma Cottage, Advance warning and directional signs on Yass Valley Way



Cooma Cottage, Property signage - closed for winter



Banjo Paterson Park - Bust of Banjo Paterson. This park would benefit from interpretation



Hamilton Hume's Grave - This would benefit from directional signage and interpretation at the cemetery entrance.



SECTION 3. YASS VALLEY SIGNAGE AUDIT

3.5 YASS VALLEY TOURIST ATTRACTIONS

benefit from some maintenance, including trimming grass and shrubs. At the actual grave site, there is an old Edgar Penzig (Australian Historian) interpretive panel dating back to the late 1960s, which also requires some upkeep.

The third memorial is dedicated to Thomas Laidlaw, and this lesser-known grave and interpretation are located at the old Catholic burial ground on Hanley Place, just off Irvine Drive. Unfortunately, there is no directional signage to this location. However, the site does have an interpretive panel installed by the Yass & District Historical Society. It's worth noting that this grave site is not currently listed on the Yass Valley tourism website.

Efforts to improve the visibility, maintenance, and promotion of these historic and memorial sites would enhance their accessibility and appreciation by both locals and visitors.

Museums - Yass Valley is home to two museums, the Yass & District Historical Museum and the Yass Railway Museum. However, there are some important details to note about their accessibility and current status.

Yass & District Historical Museum - Regrettably, the museum is currently listed as "closed until further notice." This museum is situated on Comur Street, just north of the Visitor Information Centre (VIC). Presently, apart from the sign on the museum's facade, there is no directional signage from the roadway. Visitors should be aware of its temporary closure and check for updates regarding its reopening.

Yass Railway Museum - The Yass Railway Museum is located at the Yass Railway Station and is open only on Sundays from 10:00 am to 4:00 pm. To assist visitors in finding this museum, there is a brown fingerboard sign at the Comur/Lead Street intersection, which provides essential directional information. Additionally, property signs at the railway station entrance help guide visitors to the museum.

For both museums, it is crucial to check their opening status and any additional information, especially if you plan to visit, as their accessibility and hours of operation may change over time. Moreover, it may be beneficial for the Yass Valley tourism authorities to consider enhancing directional signage to these museums to improve their discoverability and visitor experience.



Gilberts Grave - Directional sign



Gilberts Grave - Gold Trail Interpretive sign at car park. Site is overgrown and in need of cleaning and maintenance.



Thomas Laidlaw's grave



Advance warning and intersection sign at the Hume Hwy/Burrinjuck Rd intersection



Fade brown trailhead sign on Burrinjuck Rd



Burrinjuck Nature Reserve mixed bag of park signage



SECTION 3. YASS VALLEY SIGNAGE AUDIT

3.5 YASS VALLEY TOURIST ATTRACTIONS

Natural Features - Yass Valley boasts a diverse range of natural attractions and recreational features. These attractions vary from expansive recreation areas like Burrinjuck Dam and the Wee Jasper Reserve to unique destinations like Careys Cave and picturesque lookouts such as Weereewaa and Hattons Corner Lookouts.

Burrinjuck Dam - Situated in the southwest corner of Yass Valley, Burrinjuck Dam offers a vast recreational area for outdoor enthusiasts. Activities here include boating on Lake Burrinjuck, camping, and various day use options. Visitors can access Burrinjuck Dam via Burrinjuck Road, which is well-signed from the intersection of the Hume Highway and Burrinjuck Road.

Wee Jasper Reserve - Like Burrinjuck, Wee Jasper Reserve is a large recreation area located on the Goodradigbee River just south of Burrinjuck Dam. It offers camping and a variety of day-use activities and serves as a way point for the Hume and Hovell Trail. While it may not be explicitly signed as a tourist attraction, Wee Jasper is marked with green directional signage from the Comur Street/Wareroo Road Junction, and eventually leads to Wee Jasper Road. This route is also a significant portion of Tourist Drive 7.

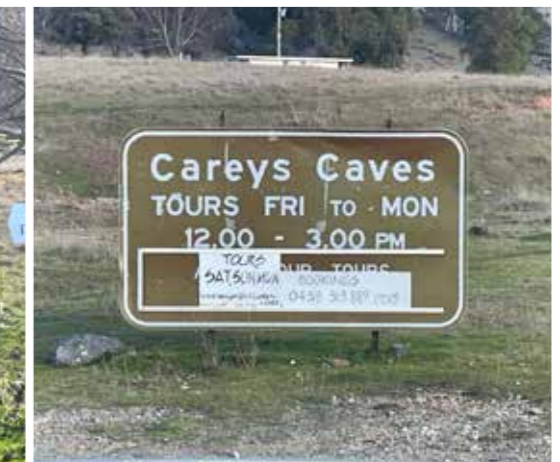
Careys Cave - Found just north of Wee Jasper on the western side of the Goodradigbee River, Careys Cave is a distinctive attraction. It is marked with directional signage at the Wee Jasper/Caves Road intersection. However, it's important to note that Careys Cave is open only on Saturdays, Sundays, and Monday public holidays, which disqualifies it from receiving brown tourist signs.

Weereewaa Lookout - Overlooking the southern end of Lake George and located just off the Federal Highway, Weereewaa Lookout is a well-signed attraction. It features brown directional signs for southbound traffic from the highway and serves as a designated rest area. The lookout is well maintained and provides amenities such as toilets and picnic shelters. Notably, it is one of the few attractions in Yass Valley that utilises an Australian Standard (AS) tourism symbol (lookout camera).

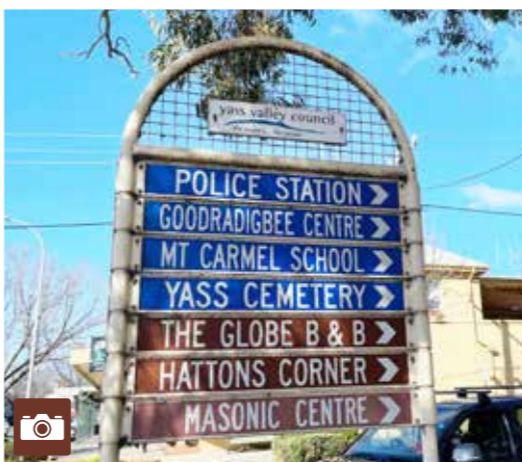
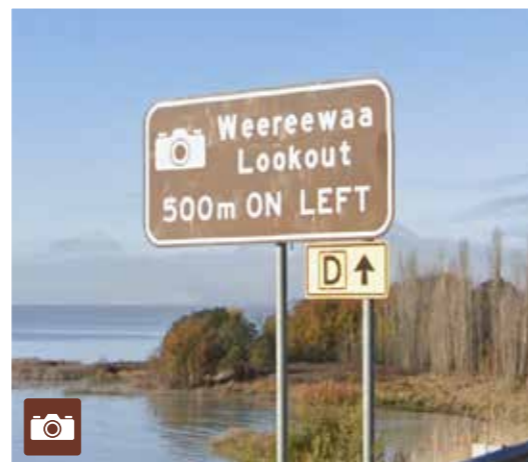
Hattons Corner Lookout - Hattons Corner Lookout, although easily overlooked, is a small attraction



Wee Jasper- Directional signage also the route of Tourist Drive 7. Wee Jasper Reserves signage poorly designed and positioned.



Directional signage to Careys Cave, currently the attraction is only open three days a week.



Advance warning sign on Federal Hwy for Weereewaa Lookout

Brown fingerboard sign at Camur/Rossi St intersection, minimal facilities at Hattons Corner

SECTION 3. YASS VALLEY SIGNAGE AUDIT

3.5 YASS VALLEY TOURIST ATTRACTIONS

situated at the western end of Rossi Street in Yass. It is signed with a brown fingerboard sign from the Comur/Rossi Street intersection. Currently offering very basic facilities, including a car park and a park bench, this attraction has the potential for improvement. Adding basic amenities such as picnic shelters could enhance the visitor experience.

These natural attractions contribute to the rich tapestry of experiences available in Yass Valley and offer a wide range of outdoor activities and scenic beauty for visitors to enjoy.

Other Attractions - Yass Valley offers a variety of other attractions that add to its cultural and recreational diversity. These attractions include:

Hume and Hovell Track - This 420-kilometer hiking trail begins in Yass, commencing at Cooma Cottage, which was Hume's main residence during his lifetime. The initial section of the track within Yass Valley LGA runs along Yass Valley Way towards the Hume Highway. From there, the track turns left onto Black Range Road and continues to Burrinjuck Dam, eventually reaching Wee Jasper, where this portion of the track concludes at the Fitzpatrick Trackhead. While this track is nationally supported and features a comprehensive website covering the entire trail, the quality of the signage along the track is a concern, with many signs being old and worn out, beyond their use by date, and in need of replacement.

Crisp Galleries - Located just west of the Burley Griffin Way intersection off the Hume Highway, Crisp Galleries once offered a gallery, café, bar, and hosted weddings and functions. However, the business has since scaled back its tourism operation and is now open only by appointment. As a result, all brown tourist signs associated with Crisp Galleries should be removed, as they no longer meet the criteria for such signage.

These attractions contribute to the unique character of Yass Valley and provide a range of experiences, from outdoor adventures on the Hume and Hovell Track to cultural enrichment at Crisp Galleries. Maintaining updated signage and ensuring that signage aligns with the current status and offerings of these attractions is essential to enhance the visitor experience in the region.

Recommendation

- Yass Railway Museum - Replace brown fingerboard sign with a blue fingerboard sign
- Cooma Cottage - Determine if Cooma Cottage qualifies for brown tourism signage, if not replace brown signs with blue signs.
- Banjo Paterson Park - Install interpretation at Banjo Paterson Park.
- Hamilton Hume's Grave - Investigate installation of interpretive signage at Yass Cemetery entrance.
- Johnny Gilbert's Grave - Install advance warning signs 2-300m either side of this attraction on Burley Griffin Way. Clean up site, mow grass and cut back undergrowth.
- Burrinjuck Dam - Replace trailhead sign on Burrinjuck Rd.
- Careys Caves - Determine if Careys Caves qualifies for brown tourism signage, if not replace brown signs with blue signs.
- Hattons Corner Lookout - Improve amenities at this attraction.
- Crisp Galleries - Remove brown tourist signs for this attraction.
- Hume & Hovell Track - Audit all trail signage and replace where necessary. Develop a new trail logo and trail markers.



Crisp Galleries - This business is only open by appointment, all brown tourist signs on Hume Hwy should be removed



Hume & Hovell Walking Track - Many signs are in poor condition, poor choice of colour for trail markers

SECTION 3. YASS VALLEY SIGNAGE AUDIT

3.6 YASS VALLEY CELLAR DOOR ATTRACTIONS

YASS VALLEY CELLAR DOOR ATTRACTIONS

The winery industry plays a crucial role in driving tourism to the Yass Valley. The allure of wine tasting tours, events, and wine-related experiences draws both domestic and international tourists, resulting in increased patronage for local businesses, including restaurants, accommodations, and various service providers. Furthermore, the industry fosters agritourism, enabling visitors to partake in the full wine production journey, from grape cultivation to the bottling process. This form of tourism generates a significant revenue stream for the region, elevating the overall economic prospects.

The Canberra cool climate wineries also contribute to the added value of local agricultural products. Through the production of high-quality wines, the Yass Valley can command premium prices for its offerings, ultimately translating into higher profits for local enterprises and an appreciation of agricultural land values.

Additionally, the winery industry contributes to the branding of the Yass Valley. By establishing itself as a region known for producing high-quality cool climate wines, it enhances the area's reputation, positively affecting other industries such as real estate and potentially attracting new businesses to the region.

Our research and signage audit identified 29 wineries within the Yass Valley LGA, with 19 displaying brown tourist signs. A closer examination, involving cross-referencing opening hours from various sources, reveals that only 9 of these wineries currently meet the criteria for brown tourist signs. This shift is often attributed to wineries scaling back their cellar door operations, commonly due to staffing requirements or insufficient customer traffic to justify the endeavour.

Destination NSW Visitor Attraction Signposting Fact Sheet for Wineries lists the following criteria for brown tourist signs;

- Established and open
- Current ATDW listing
- No pre-booking required
- Car parking available
- Toilets available

YASS VALLEY CELLAR DOOR ATTRACTIONS				
NAME OF WINERY	LOCATION	LISTED OPENING HOURS	HAS BROWN TOURIST SIGNS	MEETS CRITERIA FOR BROWN TOURIST SIGNS
Barton Estate Wines	Barton Hwy, Murrumbateman	Sat and 1st Sun of each month	NO	NO
Briar Hill Estate	Briarwood Ln, Springrange	Not listed	NO	NO
Brindabella Hills Winery	Woodgrove Cl, Wallaroo	Sat/Sun	YES	NO
Clonakilla	Crisps Ln, Murrumbateman	7 Days per week	YES	YES
Dionysus Winery	Patemans Ln, Murrumbateman	Sat/Sun	YES	NO
Dog Trap Vineyard	Dog Trap Rd, Yass	Wed/Thu/Fri/Sat/Sun	YES	YES
Eden Road Wines	Barton Hwy, Murrumbateman	Thu/Fri/Sat/Sun	YES	NO
Four Winds Vineyard	Patemans Ln, Murrumbateman	7 Days per week	YES	YES
Gallagher Wines	Dog Trap Rd, Jeir	Thu/Fri/Sat/Sun/Mon	YES	YES
Granitevale Estate	Magennis Dr, Murrumbateman	Fri/Sat/Sun & Public Holidays	NO	NO
Gundog Estate	Cork St, Gundaroo	Thu/Fri/Sat/Sun	NO	NO
Helm Wines	Butts Rd, Murrumbateman	Fri/Sat/Sun/Mon	YES	NO
Jeir Creek Wines	Bluebell Ln, Murrumbateman	7 Days per week	YES	YES
Joshua's Fault	Murrumbateman Rd, Gundaroo	by appointment only	NO	NO
Lake George Winery	The Vineyard Rd, Lake George	Sat/Sun	YES	NO
Lerida Estate	Federal Hwy, Lake George	7 Days per week	YES	YES
Long Rail Gully Wines	Long Rail Gully Rd, Murrumbateman	Temporarily closed	NO	NO
Mallaluka Wines	Dog Trap Rd, Yass	by appointment only	NO	NO
McKellar Ridge Wines	Euroka Ave, Murrumbateman	Sat/Sun	NO	NO
Murrumbateman Winery	McIntosh Circ, Murrumbateman	7 Days per week	YES	YES
Nick O'Leary Winery /HEYWOOD	Brooklands Rd, Wallaroo	Thu/Fri/Sat/Sun	NO	NO
Pankhurst Wines	Woodgrove Cl, Wallaroo	Sat/Sun & Public Holidays	YES	NO
Shaw Wines	Isabel Dr, Murrumbateman	7 Days per week	YES	YES
Surveyors Hill Vineyards	Brooklands Rd, Wallaroo	Sat/Sun and most public holidays	YES	NO
Tallagandra Hill Winery	Murrumbateman Rd, Gundaroo	Sat/Sun	YES	NO
The Vintner's Daughter	Crisps Ln, Murrumbateman	Fri/Sat/Sun	YES	NO
Wallaroo Estate	Brooklands Rd, Wallaroo	Not listed	NO	NO
Wily Trout Vineyard/ Poachers Pantry	Nanima Road, Springrange,	7 Days per week	YES	YES
Yarrh Wines	Greenwood Road, Yass	Fri/Sat/Sun	YES	NO

 Currently meet TfNSW Cellar Door criteria

SECTION 3. YASS VALLEY SIGNAGE AUDIT

3.6 YASS VALLEY CELLAR DOOR ATTRACTIONS

- Minimum opening hours required
- Current brochure or website
- Wine tasting
- Suitably qualified staff
- Interpretive/educational material
- Winemaking

While Yass Valley's wineries meet most of these requirements, where they generally fall short in most cases is in opening hours. Destination NSW /Visitor Attraction Signposting states the following;

"Visitors have a legitimate expectation that attractions will be open when they see a 'white on brown' sign and decide to visit. If the attraction is unexpectedly closed, it may result in visitor dissatisfaction, which reflects badly not only on the credibility of the attraction but on the tourism industry generally and the NSW Visitor Attraction Signposting program."

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. The full VAS fact sheet can be downloaded here - https://www.destinationnsw.com.au/wp-content/uploads/2022/08/15_Wineries-Factsheet_Final.pdf

Regardless of meeting the criteria for tourist signage much of the existing winery cellar door directional signage is in a poor state with many signs in need of cleaning or replacement.

Recommendation

- Determine who is eligible for brown tourist sign
- Encourage cellar doors to increase opening times to meet VAS criteria (At least 5 of them would only need to open one more day)



Australian standard cellar door symbol



Signage in need of consolidation and replacement - Of the 5 wineries listed here only two meet the criteria for brown signs (Clonakilla and Four Winds)



All signs in need of replacement, Gallagher meets brown sign criteria.



The winery appellation is called Canberra Wine Region



Helm Wines - Falls one day short of the opening hours criteria



Jeir Creek - Website states they are now open 7 days per week



Non-standard trailhead sign for Hall District wineries - none meet opening hours criteria for brown signs

SECTION 3. YASS VALLEY SIGNAGE AUDIT

3.7 YASS VALLEY TOWN VISITOR SERVICES



Yass - Existing town visitor services signs

SECTION 3. YASS VALLEY SIGNAGE AUDIT

3.7 YASS VALLEY TOWN VISITOR SERVICES

YASS VISITOR SERVICES

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

Yass provides an assortment of visitor services, encompassing an accredited Visitor Information Centre (VIC), three caravan and camping sites — Yass Caravan Park (Private), Yass Showgrounds and Joe O'Connor Park (short stay self contained camping). There is also a public RV dump point located at the old service station at the northern end of town and designated long bay parking for cars/caravans and RV's (Lead St).

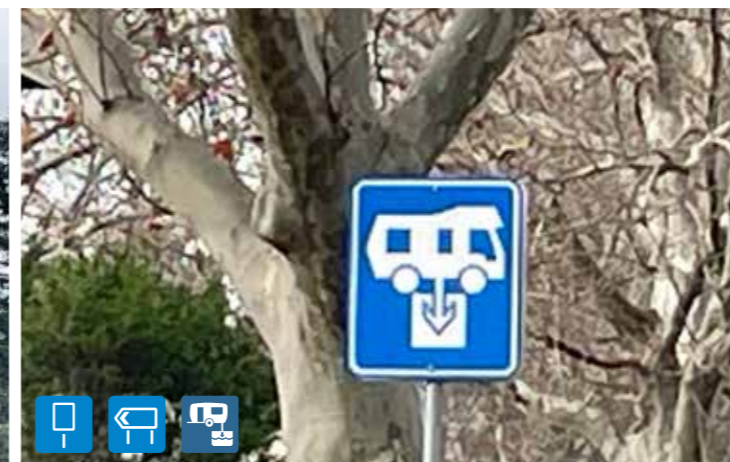
Blue services signage application throughout Yass has been applied in an ad-hoc fashion with various signs added to existing structures without any consideration to consolidation or consistent application. Many signs use text instead of Australian Standard symbols, this results in a clutter of different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

At some point a new suite of signs has been installed to direct RV's to designated parking and overnight camping areas. These signs have numerous problems including poor design (too small) and badly situated. These signs have been installed along Laidlaw and Comur St without removing any of the old series of signs

At Yass's main intersections on Comur St large hoop signs have been installed. Each one of these signs carry the YVC logo in the top half circle and a series of fingerboard sign panels underneath. These signs suffer from a number of problems. Firstly what is their purpose, are they vehicular or pedestrian wayfinding, or are they trying to do both? In most instances they have been installed past the decision making point (see example page 18). Australian national standards



RV Friendly Town designation means that the town has met CMCA's accreditation criteria. It is illegal to attach these signs to road caution/safety sign structures



Yass RV Dump point - This location has visibility issues, advance warning signs should be positioned 200m either side of this location with a double sided directional sign opposite the entrance to the car park (see example page 37)



This important turn-off should have a chevron directional sign at this important intersection with advance warning signs positioned 200m either side of this intersection (see example page 37)



Bed & Breakfast accommodation should display the AS B&B symbol. Public toilets should carry the AS and internationally recognised toilet symbol



RV parking advance warning signs are too small. As traffic is travelling below 80kph these signs only need to be positioned 200m either side of the parking area.



This sign is too small. This sign is a directional sign and therefore should have the chevron on the side of where we are directing visitors to turn



Even though a new suite of signs has been installed, the old ones have been left in place



In some instance on the same installation



Old out date hospital sign

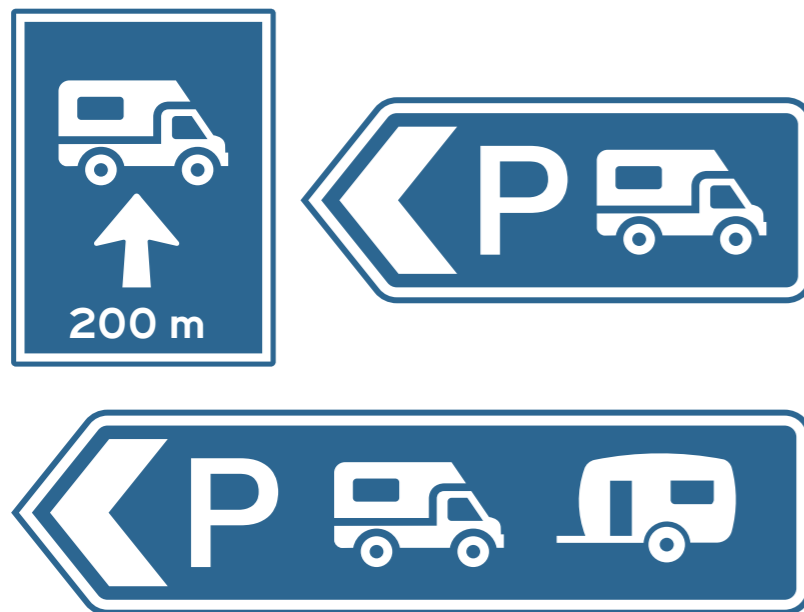
SECTION 3. YASS VALLEY SIGNAGE AUDIT

3.7 YASS VALLEY TOWN VISITOR SERVICES

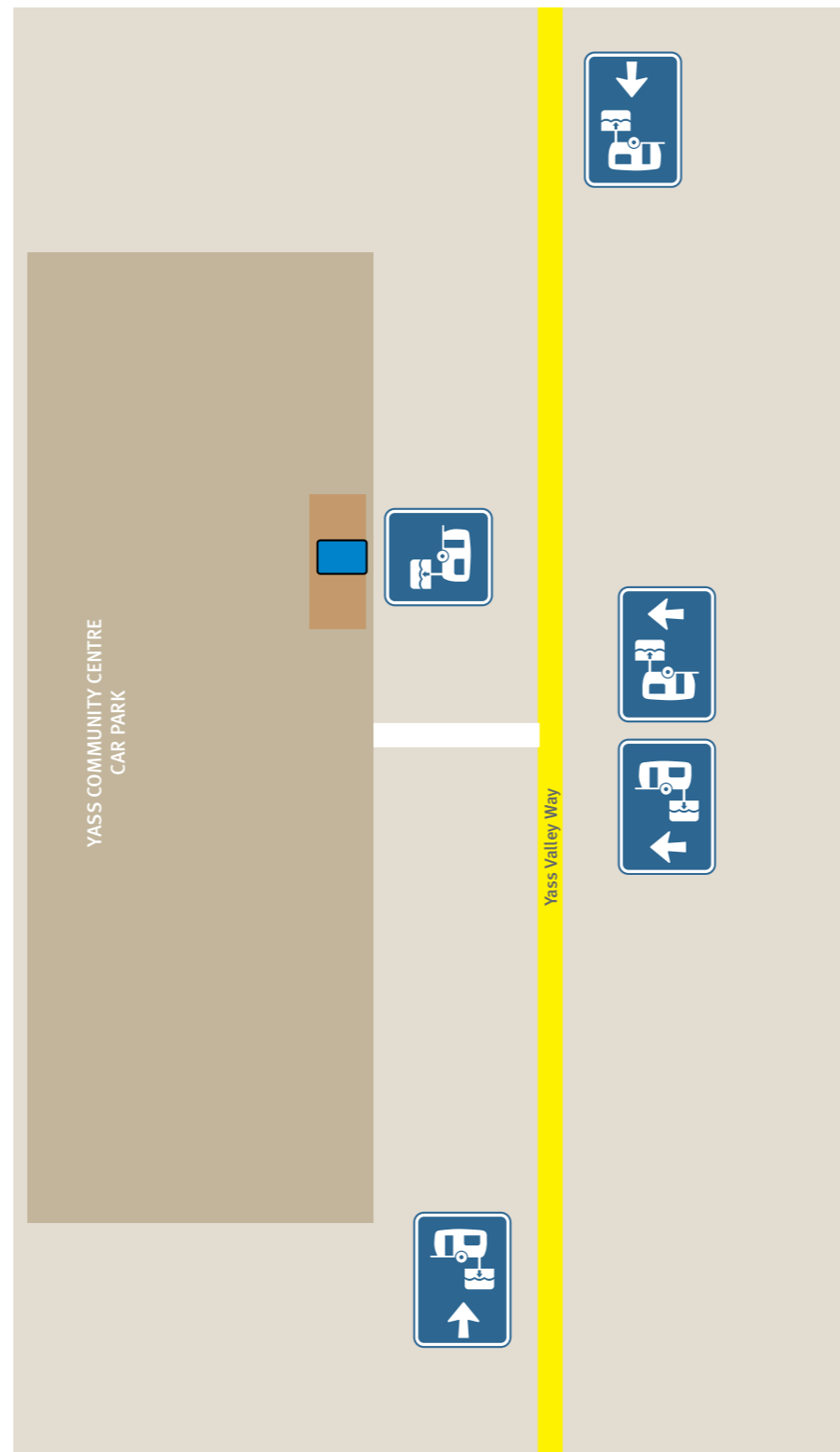
suggest that in most instances motorists can take in no more than four lines of text as they drive through. Some of Yass's hoop signs carry up to eight lines of text. Also as previously mentioned there seems to be some confusion between what is a tourist service and what is a tourist attraction. For instance The Globe InnB&B has a brown sign panel, this is a tourist service and should have a blue sign panel with the AS B&B symbol. Other examples with brown tourist attraction sign panels include the CWA Rooms, a medical practice and Walker Park which appear to be a group of playing fields. Also noticeable is that only Polding and Adele Streets carry the actual street name.

Recommendation

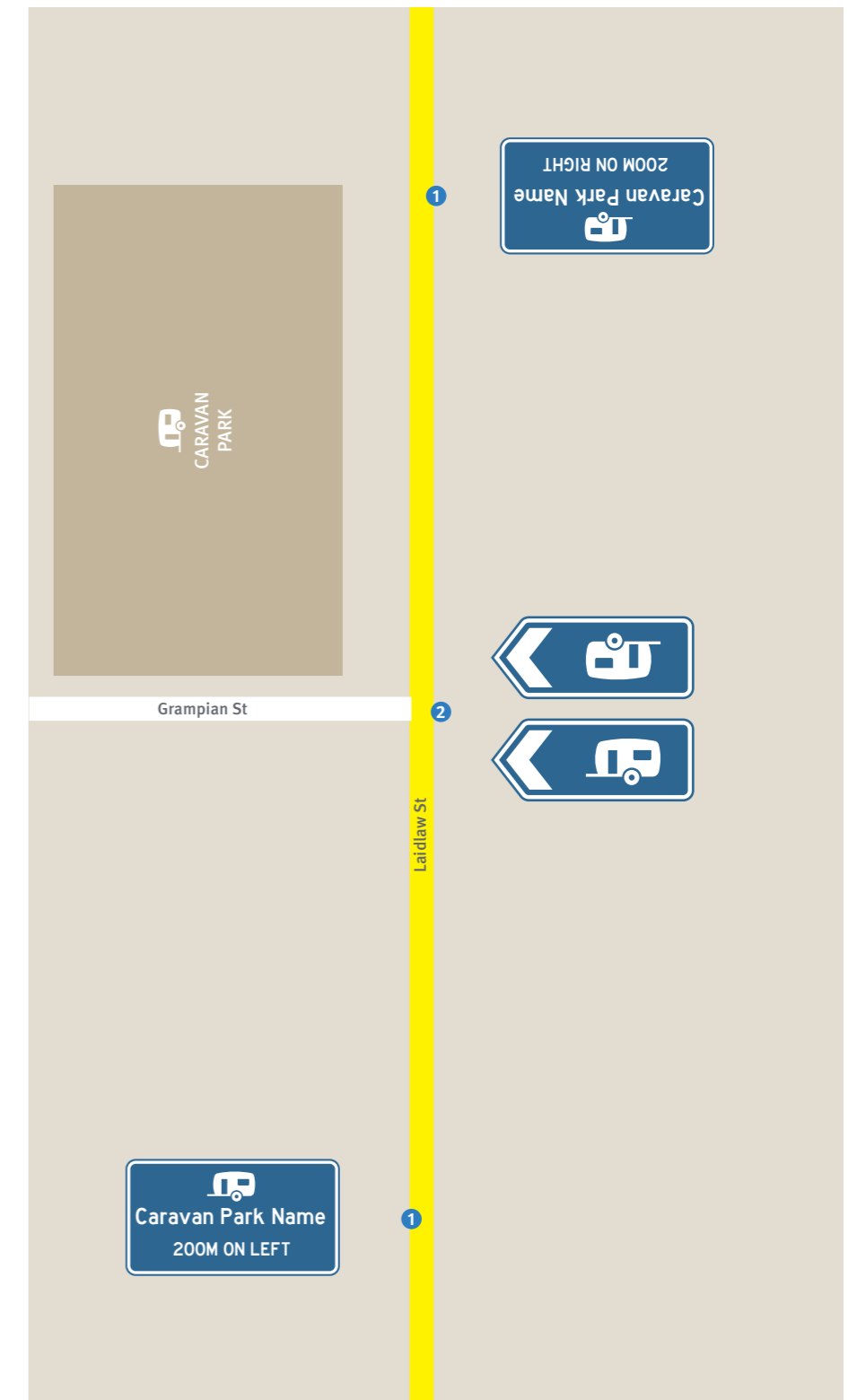
- Develop a new signage plan for access to all of Yass's visitor services starting from the town entry points on Yass Valley Way north and south.
- Consolidate all blue signage where applicable and use AS Symbols.
- Replace all RV parking signs with AS standard sign designs.
- Review the status of the Comus St hoop signs. If they are to remain there needs to be considerable rationalisation of the sign panels and the messaging.



EXAMPLE- Australian standard advance warning and directional signage for RV's and Caravan parking



SUGGESTED - Signage plan for Yass RV Dump Point



SUGGESTED - Signage plan for Yass Caravan Park

SECTION 3. YASS VALLEY SIGNAGE AUDIT

3.7 YASS VALLEY TOWN VISITOR SERVICES

YASS VILLAGES VISITOR SERVICES

Yass Valley has a number of smaller villages spread throughout the LGA including Binalong, Bookham, Bowning, Gundaroo, Murrumbateman, Sutton and Wee Jasper. Visitor services signage follows much the same pattern as Yass - too many different text type signs and the almost complete absence of Australian Standard visitor service symbols.

Murrumbateman has a large rest area at Jones Park just off the Barton Hwy with facilities including visitor information, picnic shelters and toilets. Apart from one small pedestrian type sign for toilets there is no directional signage for this important rest stop.

Gundaroo Park on the northern side of Gundaroo township boasts a rest area toilets, barbecues and is now hosting short stay caravanner's. Currently the only signage at this location is a blue fingerboard for public toilets. This site requires advance warning signs from both directions, a double sided directional sign adjacent to the park entrance with AS symbols for Rest Area, toilets, barbecues and caravan camping.

The town of Binalong is skirted on the western side of the village by Burley Griffin Way (Stephens St). There are a number of access points into Binalong's town centre with the main access points being Wellington St (northbound) and Queen St (southbound). Binalong village's services include toilets, meals, a cafe and accommodation. The Binalong Recreation Ground is also available for short stay RV and caravan camping yet none of this is signed.

Recommendation

- Install blue services advance warning sign and directional signage for Murrumbateman's Jones Park Rest Area.
- Install blue services advance warning sign and directional signage for the Gundaroo Park Rest Area.
- Design a new signage plan for Binalong and install signage accordingly.



Murrumbateman Jones Park Rest Area - No advance warning or directional signage to this facility from either northern or southern approach on Barton Hwy. The only directional sign present is a symbol sign (wrong) for the toilets positioned well past the decision point for turning into the rest area



Gundaroo Park - No advance warning or directional signage to this facility from either northern or southern approach on Cork St. The only directional sign present is a fingerboard sign for the toilets. This facility should have advance warning (Rest Area) and directional signs at the park entrance with symbols for rest area, toilets, caravan park and barbecues.



Binalong - Wellington/Stephen St intersection, this sign should carry the symbols for toilets, fuel, meals and cafe

Binalong - Woolrych/Stephen St intersection, this sign should carry the symbols for Caravan camping

Binalong - Queen/Stephen St intersection, this intersection should have an advance warning sign 200m prior to this intersection. The sign should carry the symbols for toilets, fuel, meals and cafe

SECTION 3. YASS VALLEY SIGNAGE AUDIT

3.8 YASS VALLEY ACCOMMODATION SIGNS

ACCOMMODATION SIGNS

There are various types of accommodation options throughout the Yass Valley, some of these are well established and have been in operation for many years, whilst some are fairly new. It's been noticed throughout the audit that there is no standardised signage for these type of businesses.

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

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.

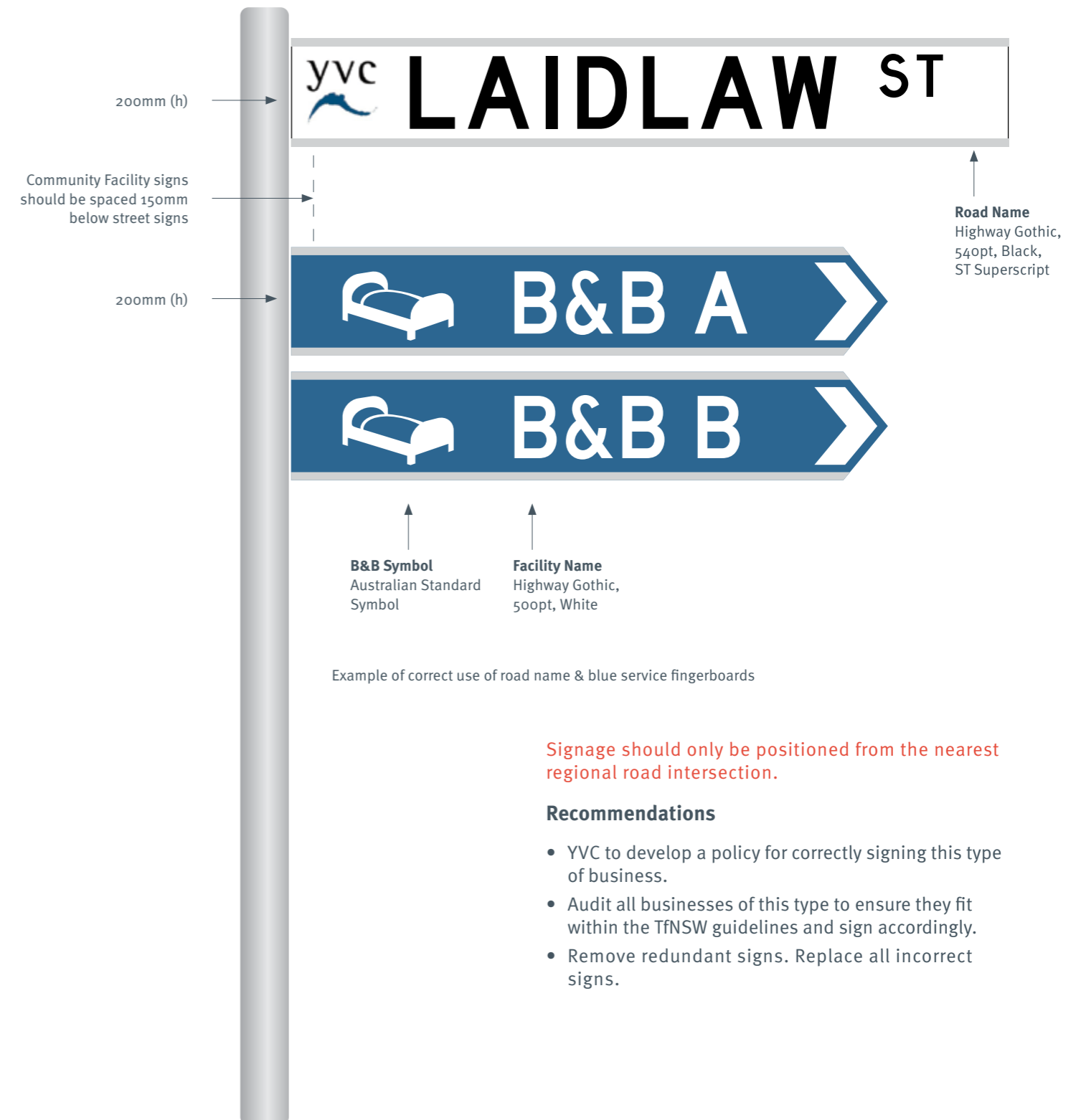
The street name should always feature at the top of the structure, and this should be a standard black on white fingerboard. Text should be in Highway Gothic at 54opt. Street types (e.g. road, street avenue) should use standard abbreviations RD, ST, AVE.

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:



SECTION 3. YASS VALLEY SIGNAGE AUDIT

3.9 YASS VALLEY CARAVAN & CAMPING

THE ECONOMIC BENEFITS OF CARAVAN & CAMPING TO REGIONAL AUSTRALIA

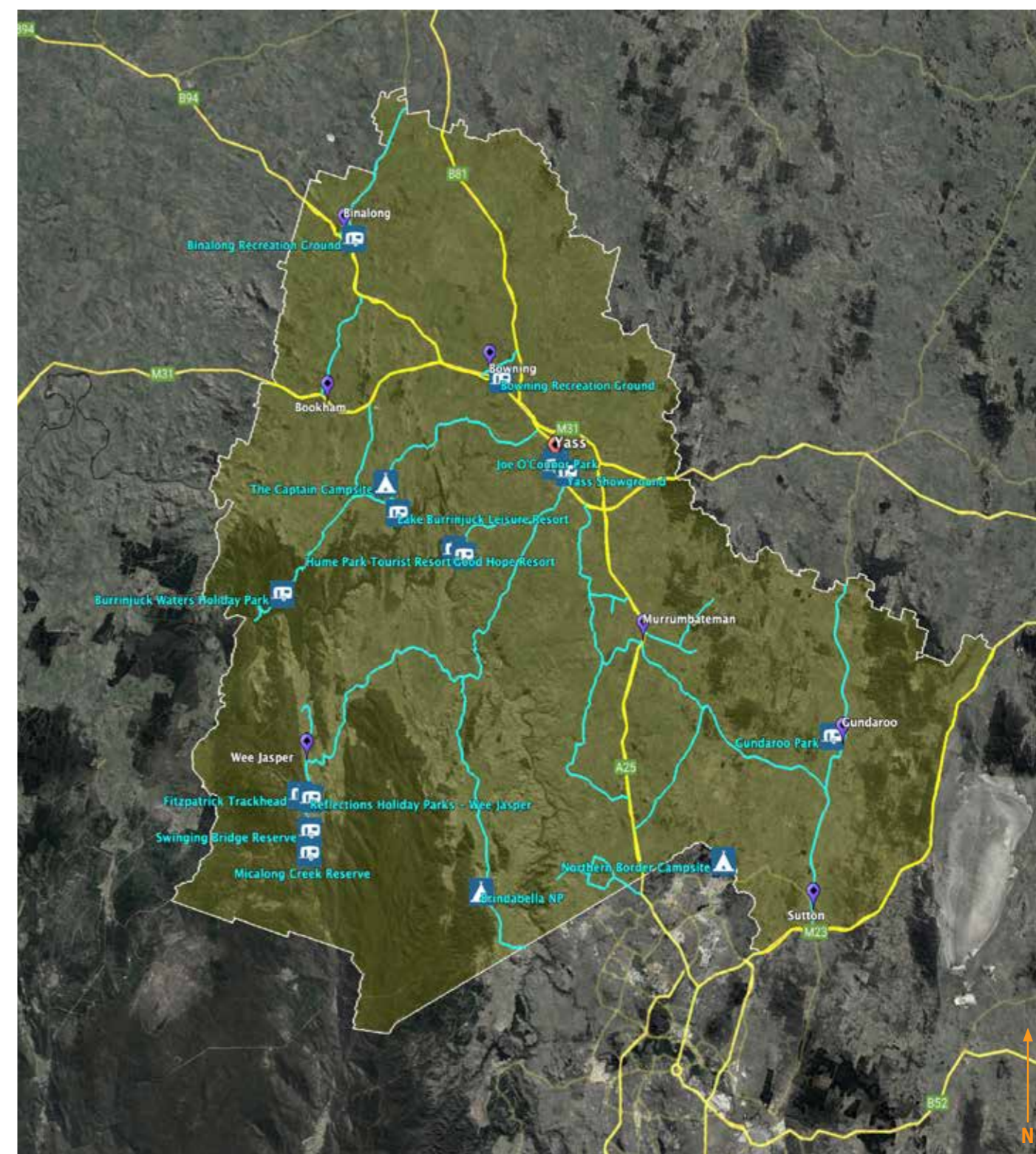
The caravan and camping economy plays a significant role in benefiting regional Australia in several ways. This thriving industry provides various economic, social, and environmental advantages to both local communities and the broader Australian economy.

- 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.

Yass Valley Caravan & Camping Parks	Private	Council	Nat Pk	Other
Binalong Recreation Ground		•		
Bowning Recreation Ground		•		
Brindabella National Park			•	
Burrinjuck Waters Holiday Park	•			
Good Hope Resort	•			
Gundaroo Park		•		
Hume Park Tourist Resort	•			
Joe O'Connor Park		•		
Lake Burrinjuck Leisure Resort	•			
The Captain Campsite		•		
Wee Jasper - Billy Grace				•
Wee Jasper - Fitzpatrick Trackhead				•
Wee Jasper - Micalong Creek Reserve				•
Wee Jasper - Swinging Bridge Reserve				•
Yass Caravan Park		•		
Yass Showground				•
Yass RV Dump Point		•		



Yass Valley - Caravan and camping

SECTION 3. YASS VALLEY SIGNAGE AUDIT

3.9 YASS VALLEY CARAVAN & CAMPING

YASS VALLEY CARAVAN & CAMPING

In Yass Valley, there are a total of 16 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 Yass Valley Council (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 Yass Valley, 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 Yass Valley has to offer.

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

Binalong Recreation Ground - Situated off Woolrych Street in Binalong, this recreation ground offers camping by donation. The campground provides amenities such as toilets, potable water, and proximity to Binalong's swimming pool. It is dog-friendly and accommodates RVs, camper trailers, and caravans. Currently, there is no directional signage (featuring the AS caravan symbol) from the Stephens/Woolrych Street intersection.

Bowning Recreation Ground - The potholed access road to this recreation ground is in need of maintenance. Similar to Binalong, the Bowning Recreation Ground lacks proper signage as a camping ground from the Bowning Rd/Minehan Ln intersection. The camp site recently received a new toilet block and offers additional facilities like picnic shelters and a barbecue. It is open to RVs, caravans, and tent camping. Directional signage from Bowning Rd needs to be installed.



Binalong Recreation Ground - Install directional signage from Stephens/Woolrych St intersection



Bowning Recreation Ground - Install directional signage from Bowning Rd/Minehan Ln intersection



Brindabella National Park

SECTION 3. YASS VALLEY SIGNAGE AUDIT

3.9 YASS VALLEY CARAVAN & CAMPING

Brindabella National Park - Located just north of the ACT, Brindabella National Park features four campgrounds: Coree, Flea Creek, Lowells Flat, and McIntyre's campgrounds. These camping options are popular among ACT residents. Similar to most national parks, directional signage is adequate, but the facilities are basic, with pit toilets being the primary offering.

Burrinjuck Waters Holiday Park - Owned and operated by the Reflections Holiday Park Group, this holiday park on Burrinjuck Dam accommodates RVs, caravans, and offers various-sized cabins. Directional signage to the holiday park is well-marked, starting from the Hume Hwy/Burrinjuck Rd intersection and leading all the way to the holiday park entrance.

Good Hope Resort - This privately owned and operated resort park is located on the upper reaches of Burrinjuck Dam. Access to the park is primarily through Yass via Wee Jasper Rd and Good Hope Rd. The signage for the resort is inconsistent, with an old, faded brown fingerboard at the Yass Valley Way/Warroo Rd intersection. Additionally, signage at the Hume Park/Good Hope Rd intersection features non-standard sign panels.

Gundaroo Park - Situated at the northern end of the Gundaroo town centre, Gundaroo Park is managed by the Gundaroo Park Land Manager Board. Short-term camping recently resumed after storm damage and the installation of a new amenities block. Unfortunately, the only signage for this facility is for public toilets and some homemade signs for camping. Improved advance warning and directional signage are needed.

Hume Park Tourist Resort - This privately owned resort, also located on Good Hope Rd, lacks directional signage until reaching the Hume Park/Good Hope Rd intersection. At this intersection, a green directional sign and two non-standard sign panels are in place.

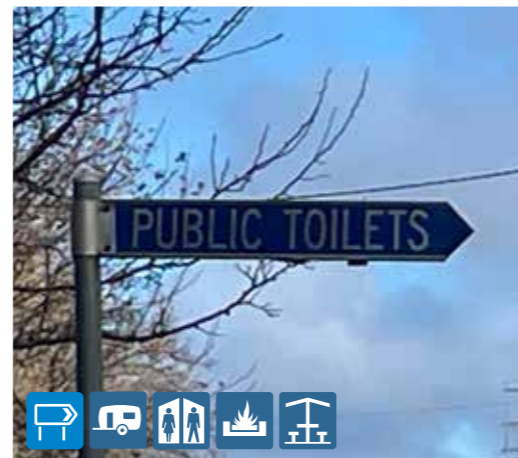
Joe O'Connor Park - Joe O'Connor Park, located off Laidlaw St on the northern side of the Yass River,



Burrinjuck Waters Holiday Park - Directional signage from Hume Hwy to the park entrance



Good Hope Tourist Resort - Correctly signed at Wee Jasper Good Hope Rd intersection, fake road signs installed at Good Hope/Hume Rd intersection



Gundaroo Park - Install advance warning and directional signage

SECTION 3. YASS VALLEY SIGNAGE AUDIT

3.9 YASS VALLEY CARAVAN & CAMPING

is available for self-contained campers with a maximum stay of 48 hours. Although directional signage is present, much of it is poorly designed and incorrectly located (See example page 37).

Lake Burrinjuck Resort (Woolgarlo) - This holiday park, situated at the northern end of Burrinjuck Dam, is privately owned and operated. It caters to RVs, caravans, and offers various-sized cabins. Directional signage to the holiday park is well-marked, starting from the Black Range/Burrinjuck Rd intersection and leading all the way to the holiday park entrance.

The Captain Campsite - This free camp site is located just off Black Range Road and is primarily used by hikers walking the Hume & Hovell Track. Facilities at the site include a pit toilet, picnic shelter, and barbecue.

Wee Jasper Reserve (Reflections Wee Jasper) - The Wee Jasper Reserve comprises four camping areas: Billy Grace, Fitzpatrick Trackhead, Micalong Creek Reserve, and Swing Bridge Reserve. These camping areas are now managed by the Reflections Holiday Park Group, with the entire site overseen from Billy Grace Reserve. While directional signage is in place from the Wee Jasper/Caves Rd intersection, it is poorly designed and positioned. The signage throughout the reserve requires a review and redesign to meet Australian Standards.

Yass Caravan Park - This privately owned caravan park is located just off Laidlaw St, north of Yass town centre. The directional signage to this park is inadequate and needs improvement.

Yass Showground - Operated by a not-for-profit show society, the Yass Showground lacks directional signage to the location, except for a blue sign panel "Showgrounds" at the Comus/Polding St intersection. From this point, the signage is a mix of poorly positioned and homemade signs. The installation of a new suite of signs should be installed along the route from Polding Street to the showgrounds camping area.



Hume Park -



Joe O'Connor - Install new Australian Standard advance warning and directional signage at this location



Lake Burrinjuck Resort - Directional signage

SECTION 3. YASS VALLEY SIGNAGE AUDIT

3.9 YASS VALLEY CARAVAN & CAMPING

Please note that The Captain Camp site was not visited due to road conditions.

Recommendation

- Binalong Recreation Ground - Install directional signage to this location from the Stephens/Woolrych Rd intersection.
- Bowning Recreation Ground - Install directional signage to this location from the Bowning Rd/ Minehan Ln intersection.
- Gundaroo Park - Install advance warning and directional signage at the Cork/Gundaroo Rd entrance.
- Joe O'Connor Park - Install advance warning and directional signage at the Laidlaw St entrance.
- Wee Jasper Reserves - Plan and install new directional and facility signage from the Wee Jasper/Caves Rd intersection to each of the campgrounds.
- Yass Caravan Park - install advance warning and directional signage to this park on Laidlaw St.
- Yass Showgrounds - install advance warning and directional signage from Comur St to the showgrounds.



Wee Jasper - Replace all directional and facility signage at this location



Yass Caravan Park - Install new advance warning and directional to/at this location



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



Yass Showground - Install new advance warning and directional to/at this location

SECTION 3. YASS VALLEY SIGNAGE AUDIT

3.10 YASS VALLEY RV FRIENDLY/RV DUMP POINTS

YASS RV FRIENDLY TOWNS

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

What is an RV Friendly Town?

An RV Friendly Town™ is one that has met a set of guidelines to ensure 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 other towns meeting RV Friendly Town criteria.



Yass - RV Friendly Town



Australian Standard RV dump point symbol

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 greywater. Proper disposal helps protect the environment by preventing contamination of natural water sources and soil, which is especially critical 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



Yass - RV Dump Point

are specifically looking for locations with these amenities.

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

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

Recommendations

- Install additional RV dump points e.g. Gundaroo Park, Binalong and Wee Jasper.



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 Yass Valley'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 Yass Valley. A suite of destinations signs should include the following types of signage.

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



Examples of existing tourism signage in Yass Valley Council

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.2 YASS VALLEY 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 audit of Southern Tablelands Local Government Areas, we only encountered promotional billboards in Hilltops and Yass Valley Councils. Currently Yass Valley has billboards on the Barton and Hume Hwys. These billboards are due to be re-skinned.

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 other Southern Tablelands Councils are 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 Upper Lachlan 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 Southern Tablelands 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, Southern Tablelands can create an impactful billboard campaign that brings the spotlight to its diverse attractions and vibrant events.

Recommendation -

- Yass Valley Billboards - Refer to principle & guidelines point 4 next page.

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



Yass Valley promotional billboards



SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.2 YASS VALLEY 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 Yass Valley 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 Yass Valley Council owned property.
- 3. Line of Sight** - Look for locations that have a clear line of sight from approximately 250 meters. This is the maximum distance that the casual observer will notice your billboard when travelling at the standard highway speed limit of 110kmh.
- 4. Messaging** - Keep it very simple. The best way for Yass Valley 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.



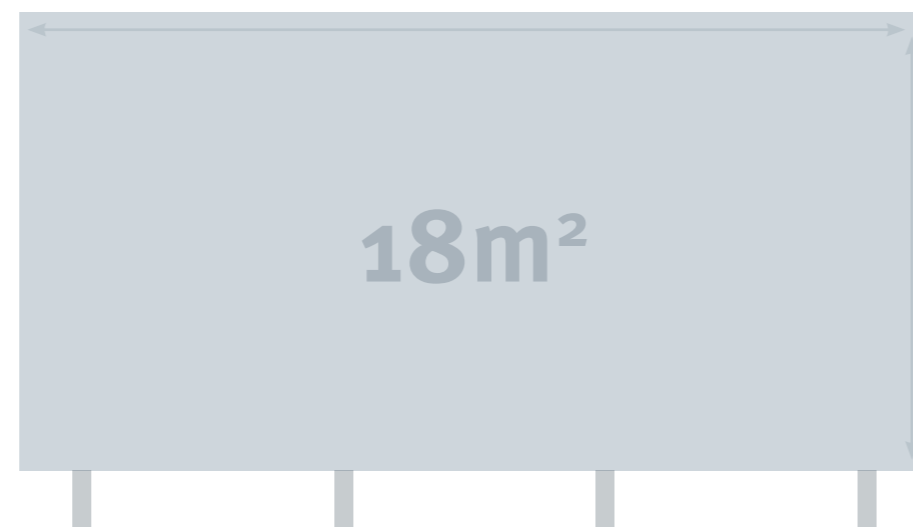
EXAMPLE - Super 8 Promotional Billboard



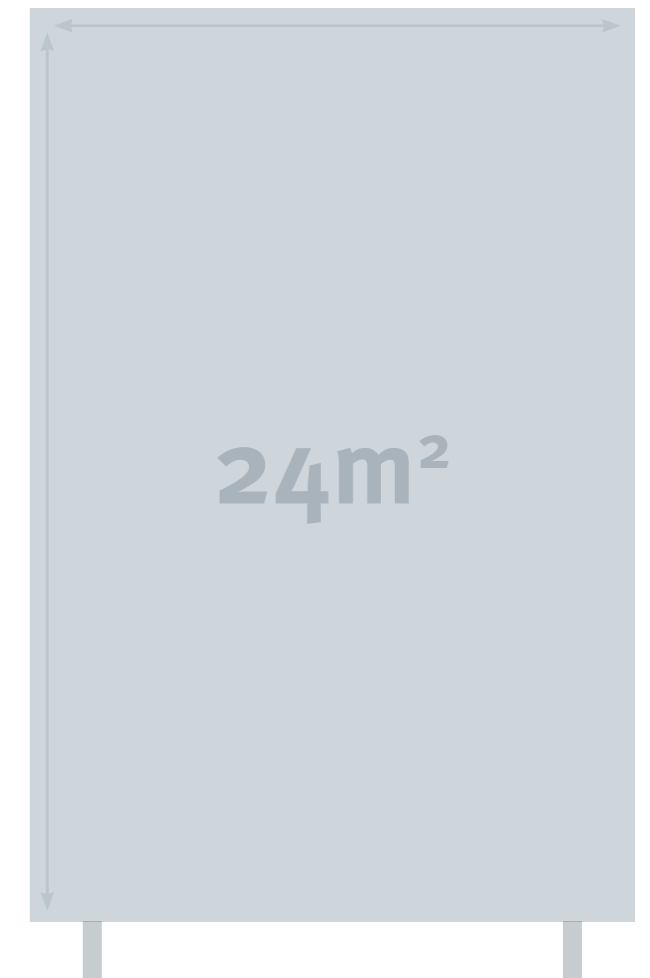
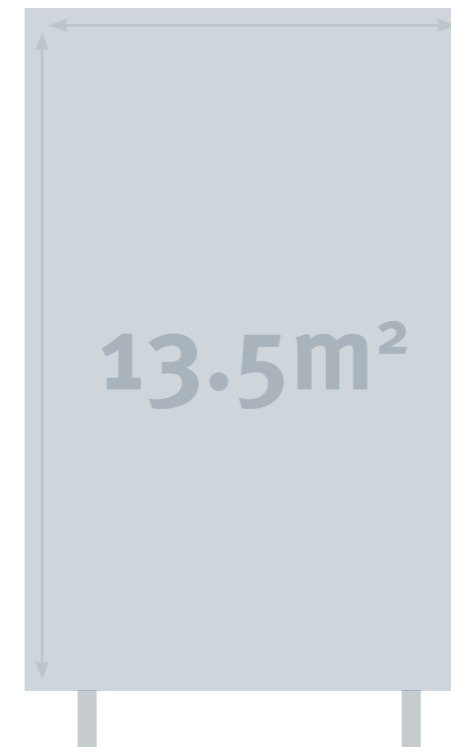
Super 8's
8.3m x 2.2m

Portrait 2
4m x 6m

Super 6's
6m x 3m



Portrait 1
3m x 4.5m



Australian Standard Billboard sizes.

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.2 YASS VALLEY PROMOTIONAL BILLBOARDS

MOBILE BILLBOARDS

Often overlooked as a marketing tool, mobile billboards present a fantastic opportunity to spread the Yass Valley/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 Yass Valley 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 YASS VALLEY LGA BOUNDARY ENTRY SIGNS

YASS VALLEY COUNCIL BOUNDARY ENTRY SIGNS

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

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

Yass Valley entry signs - Yass Valley's Local Government Area (LGA) entry signs are characterised by white lettering on a brown background and feature a variation of the Yass Valley Council logo. These signs prominently display the LGAs positioning statement, "The country, the people," and pay respect to the traditional owners of the region, "Ngunnawal Country." While these signs possess a modest design, they are consistently applied across the LGA at all primary road entry points. There is one exception, as we observed a different style on Mountain View Rd, which serves as a minor entry point into Yass Valley.

It's worth noting that Yass Valley stands out as the sole Southern Tablelands LGA with entry signs along the Hume Hwy. Currently, there isn't an entry statement on the ACT/southern border of the Barton Highway, which may be attributed to extensive roadwork projects in progress in that area.

Recommendation

- Clean all Shire entry signs, replace where needed.



Yass Valley LGA Boundary entry sign on Gundaroo Rd



Hilltops and Upper Lachlan LGA Boundary entry signs



Yass Valley LGA Boundary sign, Mountain View Rd



Yass Valley LGA Boundary entry sign on Lachlan Valley Way



Yass Valley LGA Boundary entry markers

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.4 YASS VALLEY TOWN ENTRY STATEMENTS



YASS VALLEY TOWN ENTRY STATEMENTS

Yass Valley's town entry statements feature cream frames with maroon name panels, a design that is uniform at all entry points for Yass Valley villages. The town of Yass itself employs a larger version of these entry statements, adhering to the same colour scheme. Additionally, Yass has two other entry statements: one appears to be a remnant from a previous promotional campaign, "Wool, Wine, and Waterways," located at the southern boundary on Yass Valley Way, while the northern end of Yass displays another entry statement, "Yass - A Heritage Tidy Town."

Although Yass Valley's town entry statements maintain a degree of consistency throughout the local government area, they are generally characterized as unremarkable, uninspiring, and lacking any effort to convey the distinctive character of the individual towns/villages they represent.

Principals and guidelines

- 1. Community** - Community buy-in must be sought at the start of the process. It cannot be underestimated the importance of getting the community engaged and involved in these type of projects. This will help achieve a successful outcome.
- 2. Design** - Create a memorable design that visitors will recognise and establish the connection between the entry statements and the broader Yass Valley experience. Local materials should be sourced whenever possible.
- 3. Size and scale** - They should be of an appropriate scale for the size of the location and be able to be seen from a reasonable distance (about 200 meters) by people travelling in vehicles.
- 4. Visibility** - Lighting and power supply e.g. mains power or solar should be carefully considered for night time viewing.
- 5. Site location** - Locations should be chosen so the entry statement can be clearly viewed but is not a distraction or safety hazard for motorists. Entry signs should not interfere with other road safety and regulatory signs and be placed in locations to convey a positive image of the location.
- 6. Construction** - High quality construction and use of materials that are durable, high quality and replaceable.

Recommendation

- Develop a new sign style that reflects the individual town/village character yet ties in with the Yass Valley LGA brand. Work with the local community to get buy-in on the design.
- Develop tier one entry statements for the Yass and tier two signs for smaller villages such as Binalong, Murrumbateman, Gundaroo etc.
- Remove all old non-conforming entry statements.

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.5 YASS VALLEY VISITOR INFORMATION BOARDS

YASS VALLEY 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 Yass Valley, 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 URL's from the boards. This online information can be seamlessly integrated into the LGA tourism website, enabling easy management and quick updates as needed. Typically, information managed in this manner remains relevant for up to five years, after which time, the physical panels may require replacement.

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

During the audit phase of this project, three potential locations for visitor information boards were identified: Bookham village rest area (Tier 1), Yass/Hume Hwy Travel Stop (Tier 1), and Murrumbateman Jones Park rest area (Tier 2). Each of these locations is equipped with toilets, picnic tables, and ample parking. Other potential locations for smaller Tier 3 village visitor information boards include Binalong town centre (near the mechanic's institute), Gundaroo Park rest area, and Wee Jasper (near the community noticeboard). In Yass, outside the Visitor Information Centre, there is a stylized map of Yass and the road network to the surrounding Yass Valley LGA villages, this could be replaced with a visitor information board panel for when the VIC is closed.

Recommendations:

- 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 at large Hume Highway rest areas with toilet facilities (Bookham and Yass/Hume Hwy Travel Stop parking area).
- Install a Tier 2 visitor information board at the Murrumbateman Jones Park rest area and outside the Yass Visitor Information Centre.
- Investigate suitable rest areas with facilities for Tier 3 visitor information boards, such as Binalong, Gundaroo Park rest area, and Wee Jasper.



SUGGESTION - Rest Areas with toilet facilities are a great place to engage with visitors to the area
Top to bottom - Bookham Rest Area, Yass/Hume Hwy Travel Stop, Murrumbateman Jones Park Rest Area

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.5 YASS VALLEY 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 Yass Valley.

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

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

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

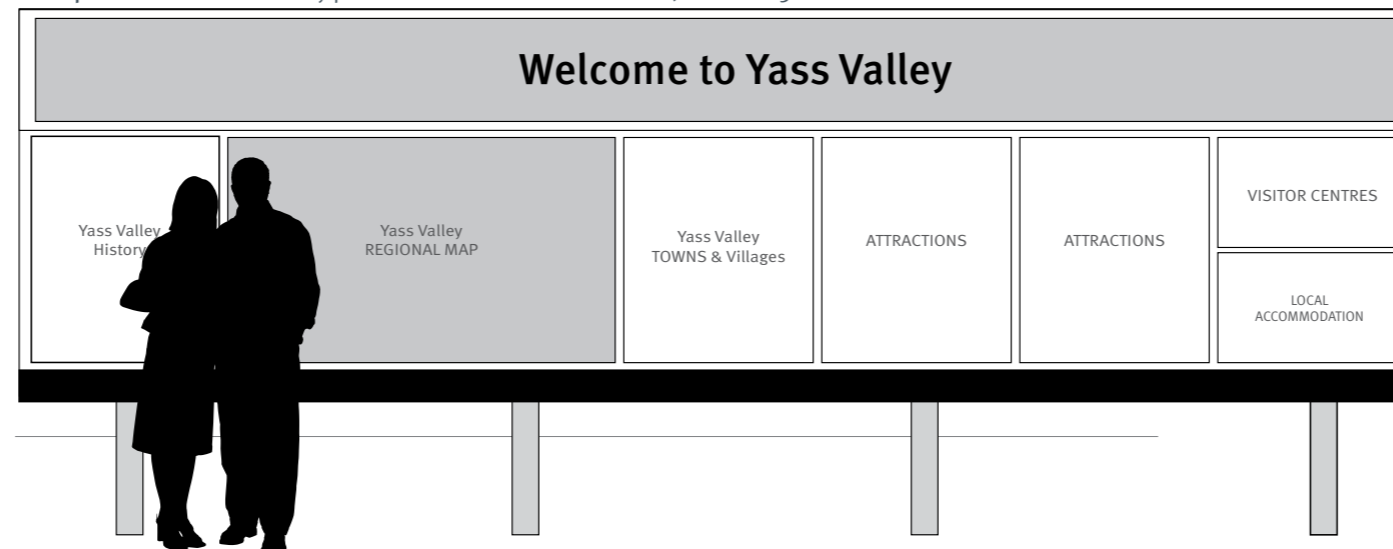
The most important thing when planning the content for a Visitor Information Board is to ask yourself “is this information relevant to visitors?”

Advertising – If Yass Valley 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.

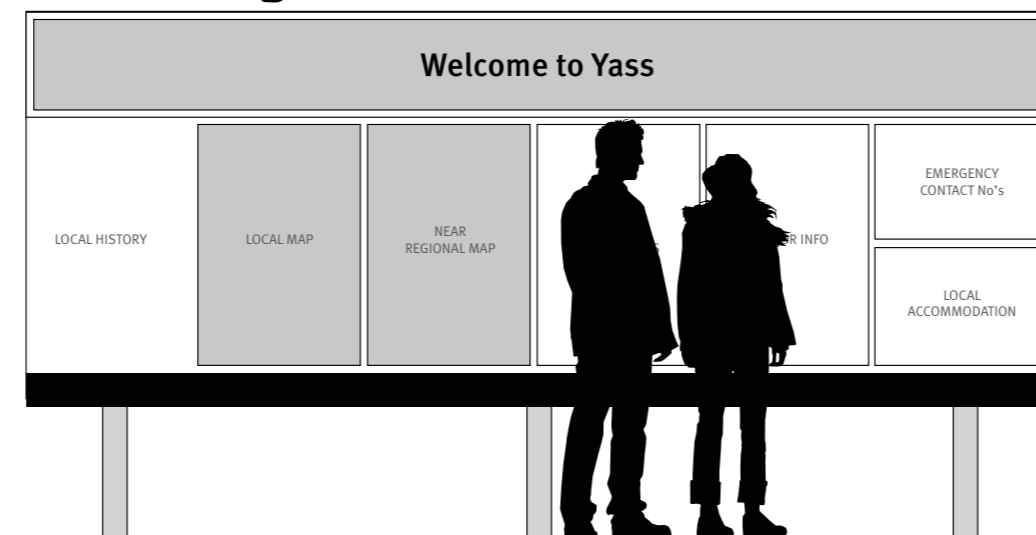
NOTE: Generally we recommend against advertising as the return on investment is usually not worth the hassle of chasing up advertisers for print suitable content.

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



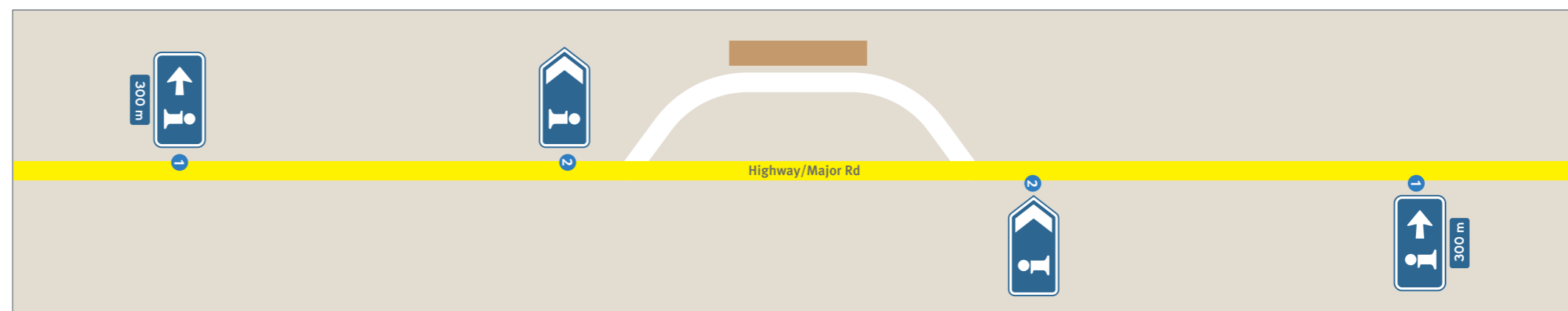
Note: These are examples only of a suite of Visitor Information Boards and the types of information they should contain. They should be designed to be congruent with the LGA/Regional Tourism Brand.



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 3. WDRC SIGNAGE AUDIT

4.6 YASS VALLEY 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.

Yass Valley has one accredited Visitor Information Centre (VIC) located in Yass's Coronation Park.

The Yass Valley Visitor Information Centre offers a range of valuable services to travellers and locals alike. This centre serves as a hub for tourists seeking information on local attractions, events, and accommodation options, as well as assistance in planning their visit. Knowledgeable staff are on hand to provide personalised recommendations and insights into the area's hidden gems. Visitors can also access informative brochures, maps, and itineraries to enhance their visit to the region. The Yass Valley Visitor Information Centre is a valuable resource for exploring and immersing oneself in the charms of Yass Valley.

Recommendation

- Improve VIC positional sign to incorporate AS symbols for toilets, picnic shelters and barbecues.
- Review exterior "after hours" information on offer.
- Clearly mark designated car/caravan parking at the VIC.



Yass VIC advance warning signs inbound on Yass Valley Way



Yass VIC positional sign on Comus St. This sign should also include the AS symbol for toilets, picnic shelter and barbecues which are also located here



Yass VIC from Comus St



Yass VIC exterior information



Yass VIC exterior stylised map

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.7 YASS VALLEY INTERPRETIVE SIGNAGE

YASS VALLEY INTERPRETIVE SIGNAGE

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

Yass Valley's interpretive signage is best characterised as minimal in presence and a mixture of design styles. During our audit of Yass Valley's signage, we identified only 15 interpretive signs. Out of these, one sign was associated with the regional Gold Trail interpretive project, two were privately created and installed (the Globe Inn and Johnny Gilbert's Grave), five were part of the Hume and Hovell track interpretation, and three consisted of the region wide laser-cut verse panels. Consequently, only four or five interpretive signs could be attributed to YVC.

Considering the region's rich historical background, it is noteworthy how limited the interpretation is. Moreover, there was an absence of Indigenous interpretation. In Yass, we recorded just three interpretive points, specifically at Riverside Park and an interpretive node at Cooks Hill. Other villages in Yass Valley lacked any form of interpretive signage, except for a single interpretive sign located outside the Binalong Police Station/Courthouse. Villages like Gundaroo and Bowning had no interpretive signage at all.

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 Yass Valley 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



Wee Jasper Rd - Laser cut sign panels ruined by poor placement of sign posts



Binalong - Johnny Gilbert RIP, part of the Gold Trails series of interpretation spread across the Southern Tablelands



Fitzpatricks Trailhead - Hume & Hovell Track interpretive due for replacement



Yass - Riverbank Park interpretive



Yass - Cooks Hill interpretive



Yass - Riverbank Park interpretive



SECTION 5 - IMPLEMENTING THE STRATEGY

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

Some of the actions and recommendations require a significant commitment of resources, will require time to plan and consult with the community. But, there are some actions that could result in substantial improvements and address the issues raised in the community consultations that the YVC could implement in the near future to begin to progress this Strategy. Quick wins are identified in the implementation table.

Page No./ Strategy Section	Yass Valley Council - Actions/Recommendations	Priority	Indiative Timeframe to start	Indicative Costs	Quick Wins
Page 12 - Signage Policies & Guidelines	Southern Tablelands LGA's to develop a council signage policy, signage guidelines and an application process.	High	Immediate	N/A	No
	Southern Tablelands LGA's to review all of their shire signage to bring them into alignment with this strategy				
	Conduct regular audits of tourist, services and community signs against Council's signage Policy (to be developed) and progressively remove signage that is not compliant.				
Page 23 - 3.3 Green Directional Signs	Review intersections with large sign clusters and consolidate signage structure.	High	Ongoing	\$10,000 pa	No
	Conduct a regular asset review of all YVC controlled road signage.				
	Replace damaged and faded signs as required.				
Page 24 - 3.3 Brown Tourist Signs	Review all brown tourist signs to determine if they are lawful and meet TfNSW guidelines eligibility criteria.	High	Ongoing	\$10,000 pa	No
	Replace damaged and faded signs.				
Page 25 - 3.3 Blue Services Signs	Establish a maintenance schedule to ensure that signs remain in good condition. This includes repairing or replacing faded signs and addressing any damage promptly.	High	Ongoing	\$20,000	No
Page 26 - 3.4 Tourist Drives	Rework the Yass Valley tourism web site to better promote Tourist Drive 7.	High	Ongoing	N/A	Yes
	Work with neighbouring LGA's to develop a signed tourist drive(s) within Southern Tablelands. This could be an all day drive taking in natural attractions or developed as a themed trail.	Medium	24 Months	\$50,000	No

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Page No./ Strategy Section	Yass Valley Council - Actions/Recommendations	Priority	Indiative Timeframe to start	Indicative Costs	Quick Wins
Page 31 - 3.5 Tourist Attractions	Cooma Cottage - Determine if Cooma Cottage qualifies for brown tourism signage, if not replace brown signs with blue signs.	Medium	12 months	\$3,000.00	Yes
	Banjo Paterson Park - Install interpretation at Banjo Paterson Park.	Medium	12 months	\$25,000.00	Yes
	Hamilton Humes Grave - Investigate installation of interpretive signage at Yass Cemetery entrance.	Medium	12 months	\$2,500.00	Yes
	Johnny Gilbert's Grave - Install advance warning signs 2-300m either side of this attraction on Burley Griffin Way. Clean up site, mow grass and cut back undergrowth.	Medium	12 months	\$7,000.00	Yes
	Burrinjuck Dam - Replace trailhead sign on Burrinjuck Rd.	High	Immediate	\$3,500.00	Yes
	Careys Caves - Determine if Careys Caves qualifies for brown tourism signage, if not replace brown signs with blue signs.	High	Immediate	\$3,500.00	Yes
	Hattons Corner Lookout - Improve amenities at this attraction.	High	Immediate	\$25,000.00	Yes
	Crisp Galleries - Remove brown tourist signs for this attraction .	High	Immediate	\$1,000.00	Yes
	Hume & Hovell Track - Audit all trail signage and replace where necessary. Develop a new trail logo and trail markers.	High	Ongoing	\$20,000.00	Yes
Page 33 - 3.6 Cellar Door Attractions	Determine who is eligible for brown tourist sign	Medium	12 Months	N/A	No
	Encourage cellar doors to increase opening times to meet VAS criteria				
Page 36 - 3.7 Yass Town Visitor Services	Develop a new signage plan for access of all Yass's visitor services starting from the town entry points on Yass Valley Way north and south.	High	Immediate	\$25,000.00	Yes
	Consolidate all blue signage where applicable and use AS Symbols.	High	Immediate	\$5,000.00	Yes
	Replace all RV parking signs with AS standard sign designs.	Medium	12 Months	\$5,500.00	No
	Review the status of the Comur St hoop signs. If they are to remain there needs to be considerable rationalisation of the sign panels and the messaging.	Medium	12 Months	\$30,000.00	Yes
Page 37 - 3.7 Yass Village Visitor Services	Install blue services advance warning sign and directional signage for Murrumbateman's Jones Park Rest Area	High	Immediate	\$3,000.00	Yes
	Install blue services advance warning sign and directional signage for the Gundaroo Park Rest Area.	High	Immediate	\$3,000.00	Yes
	Design a new signage plan for Binalong and install signage accordingly.	Medium	12 Months	\$15,000.00	Yes
Page 38 - 3.8 Accomodation Signs	YVC to develop a policy for correctly signing this type of business.	Low	24 Months	N/A	No
	Audit all businesses of this type to ensure they fit within the TfNSW guidelines and sign accordingly.	Low	24 Months	N/A	No

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Page No./ Strategy Section	Yass Valley Council - Actions/Recommendations	Priority	Indiative Timeframe to start	Indicative Costs	Quick Wins
Page 43 - 3.9 Caravan & Camping	Binalong Recreation Ground - Install directional signage to this location from the Stephens/Woolrych Rd intersection.	High	Immediate	\$1,500.00	Yes
	Bowning Recreation Ground - Install directional signage to this location from the Bowning Rd/Minehan Ln intersection	High	Immediate	\$1,500.00	Yes
	Gundaroo Park - Install advance warning and directional signage at the Cork/Gundaroo Rd entrance.	High	Immediate	\$1,500.00	Yes
	Joe O'Connor Park - Install advance warning and directional signage at the Laidlaw St entrance.	High	Immediate	\$500.00	Yes
	Wee Jasper Reserves - Plan and install new directional and facility signage from the Wee Jasper/Caves Rd intersection to each of the campground.	Medium	12 Months	\$10,000	No
	Yass Caravan Park - install advance warning and directional signage to this park on Laidlaw St.	Medium	12 Months	\$1,500.00	No
	Yass Showgrounds - install advance warning and directional signage from Comur St to the showgrounds.	High	Immediate	\$3,500.00	Yes
Page 44 - 3.10 RV Friendly Town Status/RV Dump Points	Review feasibility of other towns meeting RV Friendly Town criteria.	High	Ongoing	N/A	Yes
	Install additional RV dump points e.g. Gundaroo Park, Binalong and Wee Jasper.	High	Immediate	\$15,000.00	Yes
	Explore the development of truck side destination marketing with Yass Valley Transport Operators.	Medium	24 Months	\$15,000 ea	No
Page 50 - 4.3 LGA Boundary Entry Signs	Clean all Shire entry signs.	Medium	Ongoing	N/A	No
	Replace boundary signs on the Hume Hwy.	Low	36 Months	\$10,000	No
Page 51 - 4.4 Town Entry Statements	Develop a new sign style that reflects the individual town/village character yet ties in with the Yass Valley LGA	Low	36 Months	\$150,000	No
	Develop tier one entry statements for the Yass and tier two signs for smaller villages such as Binalong, Murrumbateman, Gundaroo etc.				
	Remove all old non-conforming entry statements.				
Page 52 - 4.5 Visitor Information Boards	Develop a standardised set of visitor information panels that can be applied in a tiered system.	Medium	24 Months	\$100,000	No
	Install advance warning and positional signs for all visitor information board locations using the white "i" AS symbol.				
	Investigate the installation of Tier 1 visitor information boards at large Hume Highway rest areas with toilet facilities (Bookham and Yass/Hume Hwy Travel Stop parking area).				
	Install a Tier 2 visitor information board at the Murrumbateman Jones Park rest area and outside the Yass Visitor Information Centre.				
	Investigate suitable rest areas with facilities for Tier 3 visitor information boards, such as Binalong, Gundaroo				
Page 54 - 4.6 Yass Visitor Information Centre	Improve VIC positional sign to incorporate AS symbols for toilets, picnic shelters and barbecues.	High	Immediate	\$20,000	Yes
	Review exterior "after hours" information on offer.				
	Clearly mark designated car/caravan parking at the VIC.				

Wayfound
60 hampton rd
fremantle wa 6160
kim@wayfound.com.au
www.wayfound.com.au
Tel: 0410 449 375
ABN: 98 120 289 223

