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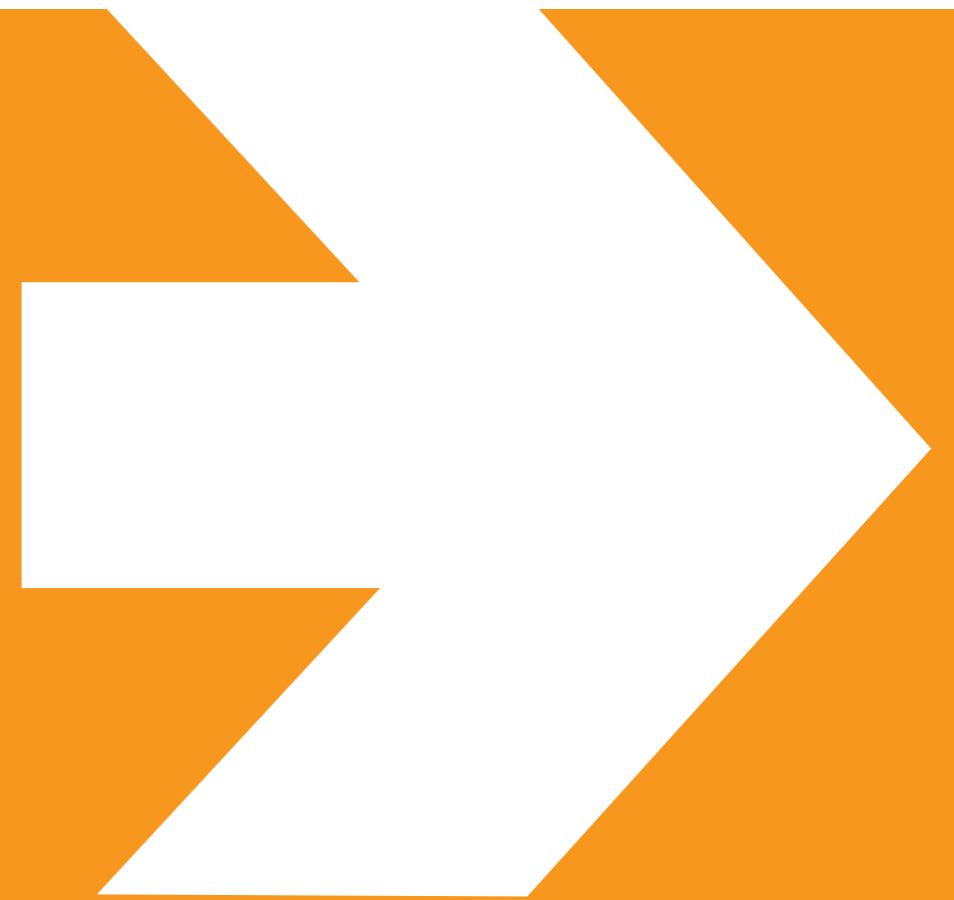
**wayfound** →

# Southern Tablelands Tourism Signage Strategy

Submitted to:



Destination  
Southern NSW



April 2024 - V4.0

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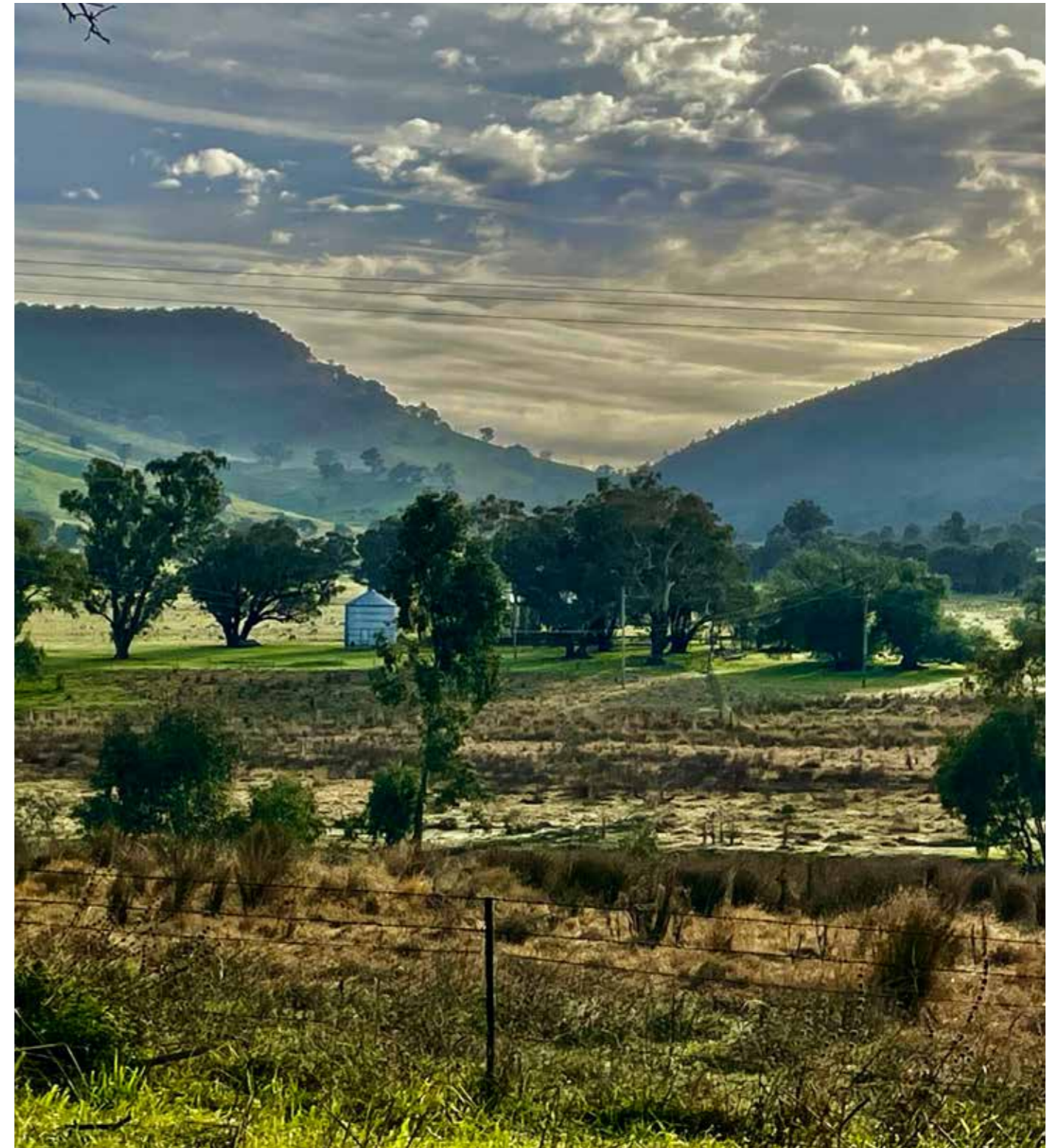
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# DEFINITION OF TERMS

- **Promotional billboards** are used in tourism for destination marketing. This type of advertising is often found strategically positioned along roadsides. The object of the roadside promotional billboard is to spark or prompt a spontaneous decision during a traveller’s current trip. The signage basically helps them to ‘exit and experience’. The promotional message is used to increase brand awareness and influence future decisions by reminding and reinforcing information about a destination or attraction.
- **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 (e.g.: contain maps of the area), attractions and features, visitor information services, facilities and amenities available in the area.
- **Temporary/Event Banners & signs** are temporary promotional signs and banners that are used to highlight events and activities but are not permanent signs.
- **Interpretive Panels** provide information about attractions, historic sites, lookouts, etc. and can be arranged as single signs or groups of signs.

## LIST OF ACRONYMS

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



Murringo Gap



SECTION 1 - INTRODUCTION

## SECTION 1. INTRODUCTION

# 1.1 PROJECT BACKGROUND

### BACKGROUND

Tourism signage consultancy Wayfound has been commissioned by Destination Southern NSW (DSNSW) to develop a whole of destination integrated tourism wayfinding and signage strategy (the Strategy) for the five local government areas that make up the Southern Tablelands. The purpose of the Strategy is to ensure that current and future signage facilitates safe and positive journeys and enhances the dispersal of visitors and their connection with the people and the places of Southern Tablelands.

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

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

The Southern Tablelands covers an area of nearly 27,000km<sup>2</sup> and a combined population of almost 140,000.

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

### WHY DO THIS STRATEGY?

Tourism signage is an extremely important element of any destination's branding, marketing and visitor information strategies. Signage is critically important to presenting a consistent tourism experience and to retaining and dispersing visitors throughout the Southern Tablelands. Signage also provides opportunities to raise awareness of the area's attractions and features and encourage people to stop and visit.

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

The existing tourism related signage in the Southern Tablelands does not enhance the visitor experience or adequately direct visitors to the area's many attractions. Council and tourism organisations along with business operators have requested that a regional strategy be developed to address this, with some of their concerns being:

- Lack of wayfinding and tourism signage to let visitors know the attractions, services and facilities available within the Southern Tablelands and its towns and villages.
- Lack of unique and distinctive signage and imagery that showcases Southern Tableland's tourism experiences and entices visitors to stop, explore and stay longer.

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

### WHAT'S INCLUDED IN THE STRATEGY?

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

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

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



Frogmore Road, Hilltops Council

## 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 (Section 5). It has a number of objectives which are to:

- Improve how visitors are made aware of, and are guided to, the diverse experiences, attractions and tourism services across the Southern Tablelands Region and its towns and villages.
- Improve access to the Southern Tablelands Region and its destinations, particularly those with tours, products and experiences that visitors can enjoy.
- Enhance the visitor experience and the amenity of the community.
- Enhance the image of the Southern Tablelands Region as a tourism destination by encouraging consistent themes and innovative and distinctive signage across the Council.

### STAKEHOLDER ENGAGEMENT

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

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

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

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

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

## STAGE 01

### Review of previous reports and documents

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

## STAGE 02

### Site visits

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

## STAGE 03

### Community & stakeholder consultation

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

## STAGE 04

### Development of the Strategy

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

## SECTION 1. INTRODUCTION

# 1.3 ABOUT THE SOUTHERN TABLELANDS

### ABOUT THE SOUTHERN TABLELANDS

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

#### Economy

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

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

#### Tourism

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

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

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

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

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

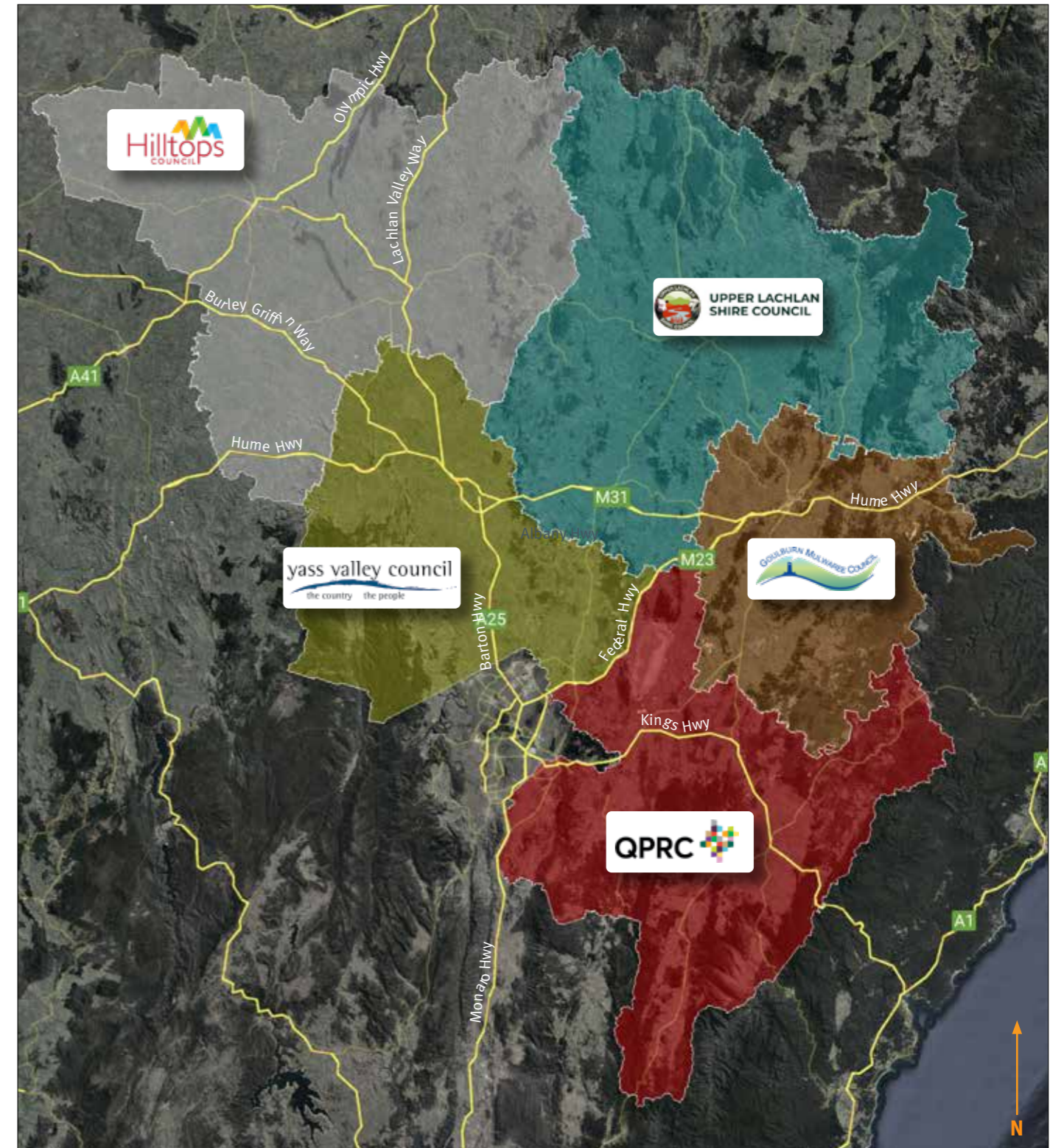
The Southern Tablelands offers opportunities for outdoor enthusiasts to engage in activities such as bushwalking, birdwatching, and exploring national parks like Morton, Monga and Budawang National Park.

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

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

### MAIN ROUTES INTO THE REGION

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



Major roads within in the Southern Tablelands region

## SECTION 1. INTRODUCTION

# 1.4 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 grew 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 present a consistent tourism experience and retain and disperse 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 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 an 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 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

LGA Entry Statements

Town Entry Statements

Visitor Information Boards (VIBs)

Temporary/Event

Interpretive Panels

## SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

# 2.2 THE PURPOSE OF TOURISM SIGNAGE

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

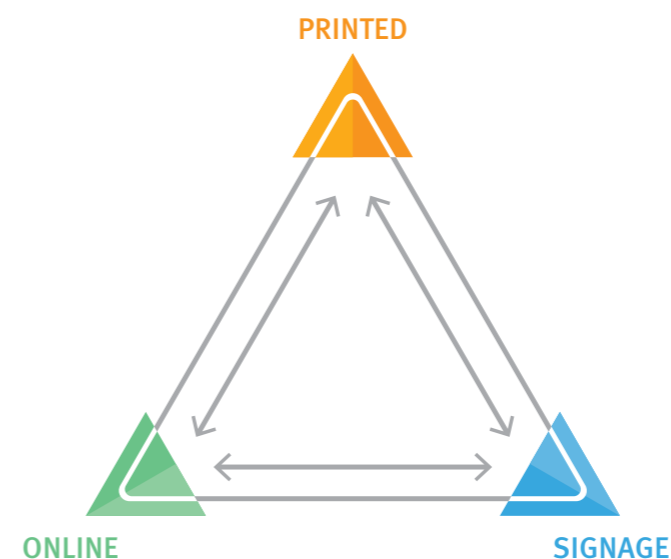
The two main purposes of tourism signs are to:

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

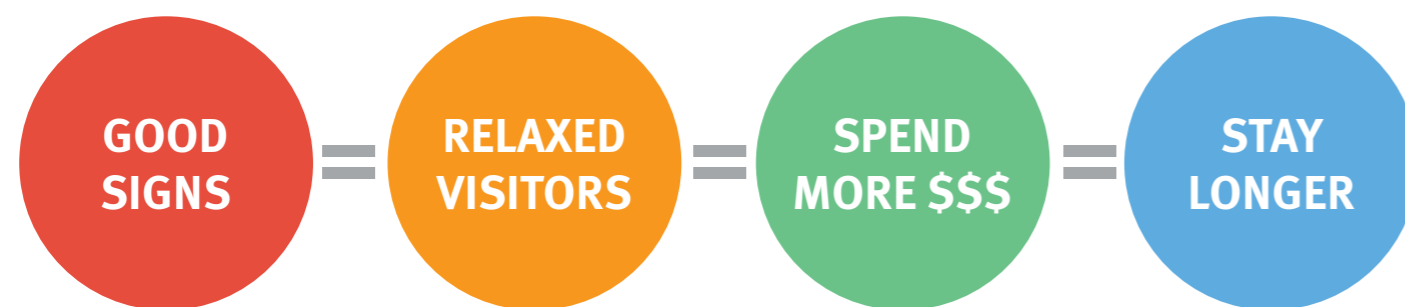
To achieve this, tourist signs have a range of functions that need to be considered in their design and planning, including:

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

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



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



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



Accredited Visitor Centre



Non-Accredited Visitor Centre

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

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

## SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

# 2.2 THE PURPOSE OF TOURISM SIGNAGE

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

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

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

guide for road signing practitioners explains that the purpose of tourism signage is NOT to replace marketing and information provided by tourism businesses and destination.

The NTSRG guidelines specify that:

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



National Tourism Signing Reference Group

*Road signing to tourism attractions and services can be a contentious issue for road authorities. The cause of the tension is often the absence of clear, fair and equitable guidelines for the tourism industry. There is also a 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.

### Recommendations

- 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. Councils are responsible for all other road signs within their LGA.

Because TfNSW and councils 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.

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

- To encourage the provision of an efficient information system, designed as a 'family' of co-ordinated and complementary signs throughout the State, which meet the requirements of tourism operators and the travelling public.
  - To encourage a uniform and consistent approach to the design, construction and erection of signs throughout the State, with a view to eventually eliminating the proliferation of different types of signs, which are becoming increasingly confusing and ineffective to motorists travelling from one area to another.
  - To limit the proliferation of road signs to preserve the prime aesthetic values of the landscape and environment.
  - To encourage the removal of unauthorised or unnecessary signs which:
    - Cannot be read effectively.
    - Threaten road user safety.
    - Interfere with the message of legitimate signs.
    - Clutter the landscape.
    - Reduce the aesthetic and natural beauty of the State.
  - To ensure that, from a road safety point of view, signs incorporate 'glance appreciation' qualities incorporating uniform, elementary shapes and colours, with simple and concise messages using internationally recognised symbols wherever possible.
  - 'Glance appreciation' means being able to readily interpret the information on a sign with only a momentary 'glance' by the driver at the prevailing road speed.
- To ensure that the fundamental purpose of signposting tourist attractions and service facilities is always maintained. It must be remembered that the main purpose of signs is to confirm the location of, and not advertise, tourist attractions and services.
  - To promote the use of MRWA standards for signs in preference to individual variations and interpretations which are sometimes developed by Local Government Authorities.
- To rationalise and simplify signage standards, to ensure that all businesses operate under the same controls or restrictions concerning tourist attraction and service facility signs.
  - To ensure that signs are uniformly used as a means of confirmation for the motorist of tourist attractions and service facilities in a given area.
  - To ensure that existing signs are properly maintained and continue to project a positive image of the area.
  - To ensure that the value of tourist attraction and service signs are not diminished by ensuring that only those attractions and services that meet the essential criteria are signed.



Directional signs (white on green)



Tourist attraction signs (white on brown)



Services signs (white on blue)



Community facility signs (white on blue)

## SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

# 2.3 SIGNAGE POLICIES & GUIDELINES

### BROWN TOURIST SIGNS

- Tourist signs identify the type of attraction (e.g. 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:

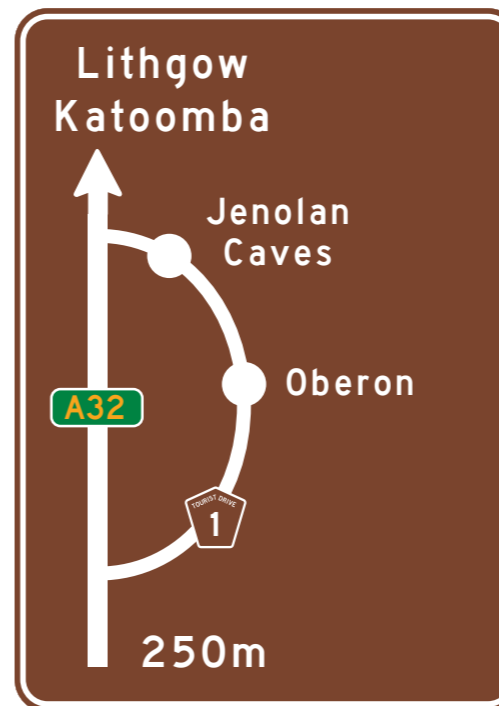
- Be established, lawful and operating.
- No pre-booking is required to visit the attraction. It is expected that major tourist attractions operate to a scale and standard that enables them to cater for the demands of casual visitors without the need for pre-booking.
- There are adequate car parking facilities.
- There are publicly accessible toilets available. Attractions where the visitor is expected to stay 15 minutes or less are exempted (e.g.: 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: <https://www.destinationnsw.com.au/destination-nsw-business-support/signposting>



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.

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



Neither facility pictured qualify for brown tourist signs



Australian Standard Service Symbols

TfNSW approved tourism symbols



SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

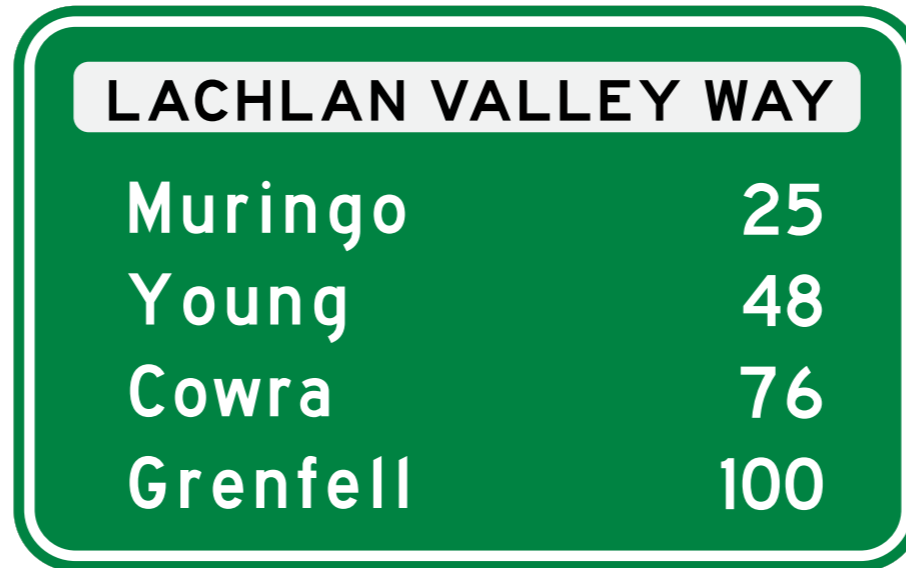
# 2.3 SIGNAGE POLICIES & GUIDELINES

## DIRECTIONAL SIGNS

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

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

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



Reassurance



Positional



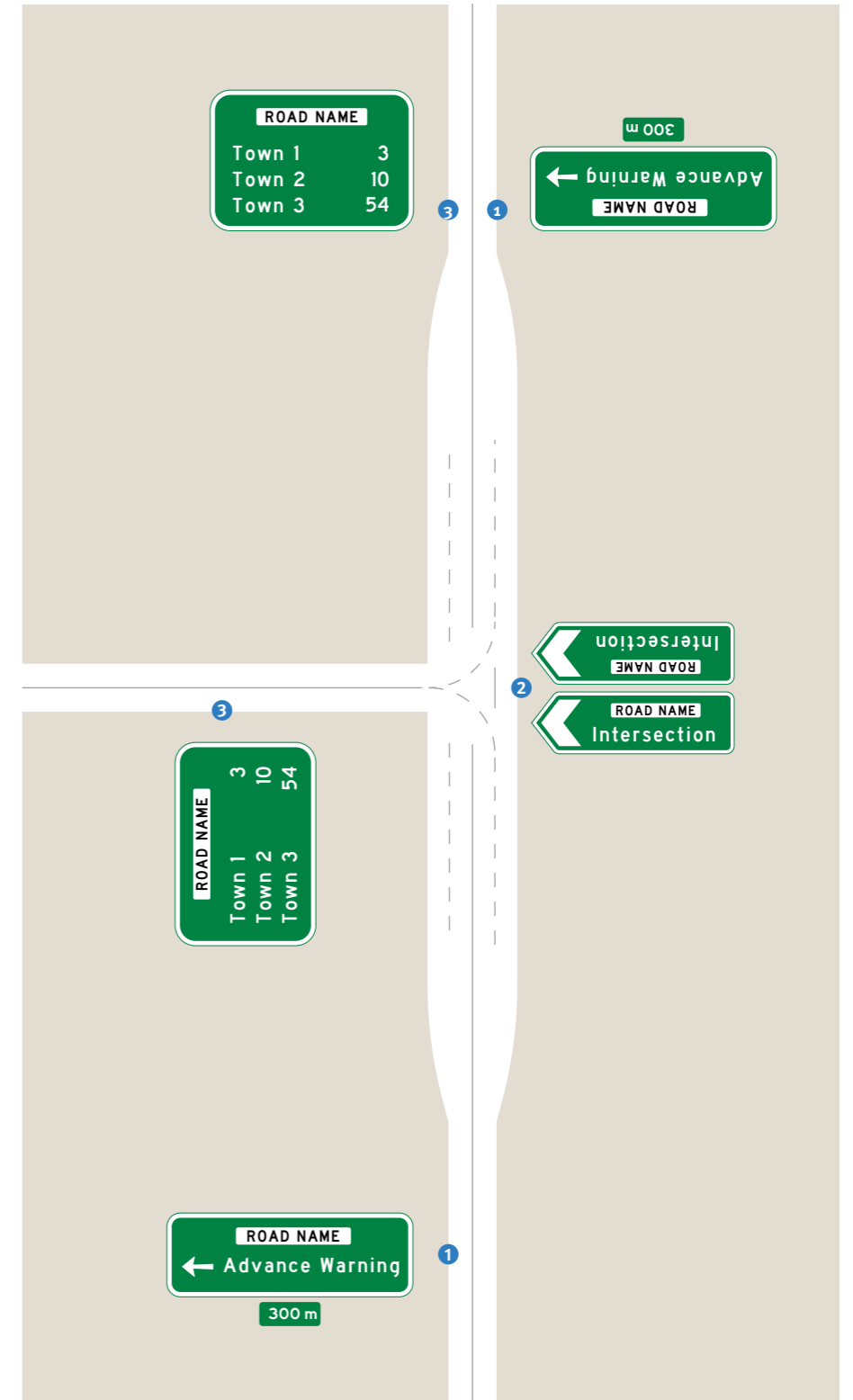
Intersection



Advance Warning



Intersection



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

## SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

# 2.4 WAYFINDING PRINCIPLES/GUIDELINES

Wayfinding is about finding one’s way and relates to how a person orientates 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
<b>Compliant</b>	Signs must meet required Australian standards and align with available Roads and Maritime Services manuals, guidelines, policies or other guidance.
<b>Clear and functional</b>	Legible, high contrast, easily recognisable, concise, easily understood.
<b>Consider journeys</b>	Logical connection and progression between signs to tourism products and experiences, visible, advance warning, safe, limit the number of signs to the minimum necessary.
<b>Minimal impact to environment and visual amenity</b>	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.
<b>Design</b>	Designs that incorporate sculpture and art considered where reasonable, feasible and add value.
<b>Acknowledgement of Aboriginal cultural heritage</b>	Local traditional names, designs and languages are incorporated where appropriate and in consultation with Aboriginal communities.
<b>Accessibility</b>	Cater for diverse abilities and languages.
<b>Adaptability</b>	Fit for purpose, adaptable to be easily updated or changed.
<b>Cost-effective</b>	Good quality, durable, easily and locally sourced materials, easily accessed and maintained, low whole of life cost.
<b>Maintenance</b>	Assessment, cleaning and maintenance should be scheduled and completed on a regular basis. Outdated, inconsistent signs or those in poor condition should be replaced or removed.

## SIGNAGE PLANNING

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

### DESIGN

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

## BEST PRACTICE IN WAYFINDING SIGNAGE DESIGN

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

### CONTENT

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

### LOCATION

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

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

### FUNCTION

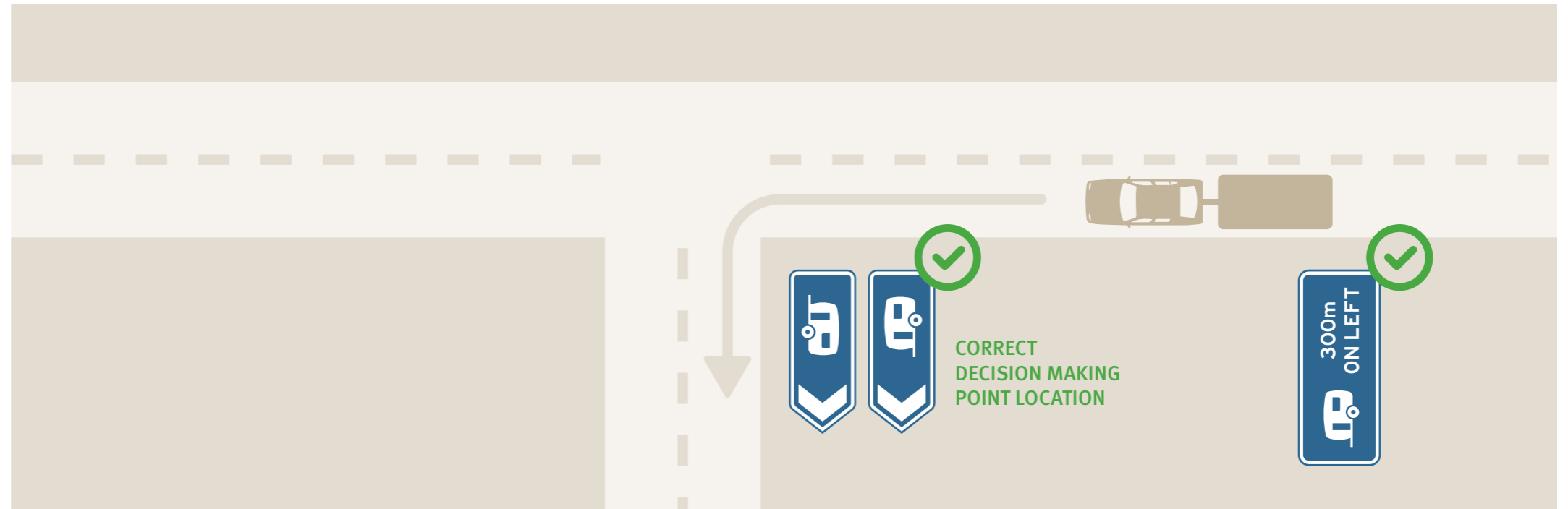
- Wayfinding systems generally consist of combinations of signs – information panels, navigation and orientation.
- Sign design and materials are durable, flexible and adaptable to accommodate changes or future requirements.
- Signage fits the environment well – striking the balance between being obvious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

## SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

# 2.5 SIGNAGE PLACEMENT

### DECISION MAKING POINTS (EXAMPLE)

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



Correct decision making point scheme



Incorrect decision making point scheme

## SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

# 2.6 SIGNAGE CONSOLIDATION

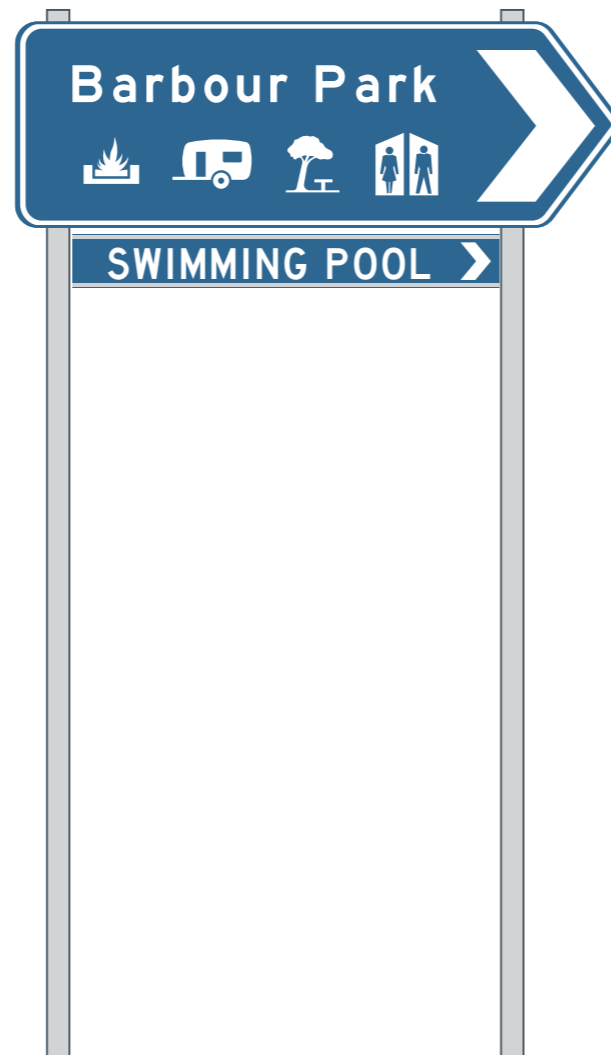
When undertaking a signage plan it is important to see where new messaging can be consolidated with existing signs to create one sign. Too often new signs are added to clusters, creating a totem pole effect, resulting in competing messages and loss of intent and effectiveness.

### 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.



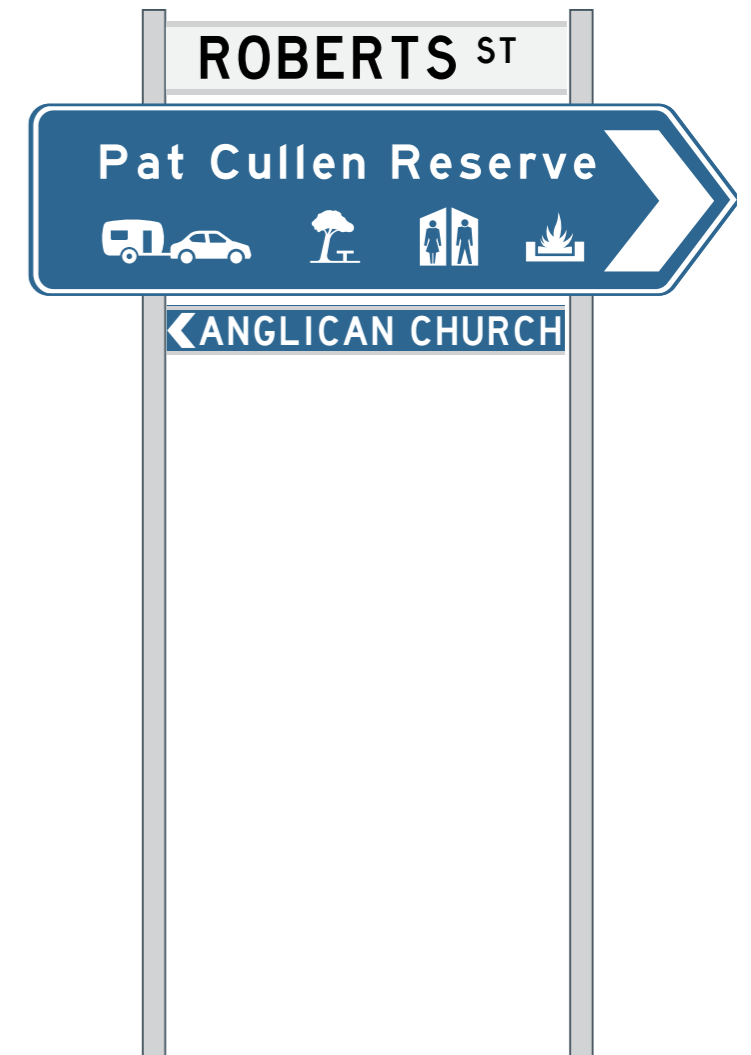
Existing signage at Yass St, Gunning



EXAMPLE -Suggested replacement (double sided)



Existing signage at Goulburn/Roberts St, Crookwell



EXAMPLE -Suggested replacement (double sided)



SECTION 3. SOUTHERN TABLELANDS SIGNAGE AUDIT

## SECTION 3. SOUTHERN TABLELANDS SIGNAGE AUDIT

# 3.1 SOUTHERN TABLELANDS GREEN DIRECTIONAL SIGNS

### GREEN DIRECTIONAL SIGNS

Green directional signage throughout Southern Tablelands is generally good with advance warning, intersection and reassurance signs well positioned on the road reserve. Green directional signs on all major roads and within town centres were generally in good condition whereas green signs on council controlled roads in outlying areas were often in need of maintenance or replacement. No gaps in the signage system were identified with all signs generally placed where visitors would expect to find directional signage. In some instances additional signs have been added to the original structures and review and consolidation is required.

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

#### Recommendations

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



## SECTION 3. SOUTHERN TABLELANDS SIGNAGE AUDIT

# 3.1 SOUTHERN TABLELANDS BROWN DIRECTIONAL SIGNS

### BROWN DIRECTIONAL SIGNS

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

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

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

#### Recommendations

- Review all brown tourist signs to determine if they are lawful and meet TfNSW guidelines eligibility criteria. <https://www.destinationnsw.com.au/destination-nsw-business-support/signposting>
- Replace damaged and faded signs.



Non-standard town entry sign - These signs should carry the NSW Historic Town/Village symbol



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



Bungendore - Only one winery meets the criteria for brown signs



Nelson's Monument, Collector - replace sign panel, remove illegal advertising sign



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



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



Lochani Wines - this business has been sold and is no longer operating as a cellar door.



Hume Hwy - Burrinjuck Rd trailhead sign in need of replacement



Captains Flat - Heritage Trail appears to be no longer supported

## SECTION 3. SOUTHERN TABLELANDS SIGNAGE AUDIT

# 3.1 SOUTHERN TABLELANDS BLUE DIRECTIONAL SIGNS

### BLUE SERVICES SIGNS

The installation of blue services signs has been prolific throughout Southern Tablelands. Whilst these types of sign are fairly infrequent on the highways and regional roads within the towns and villages they are prolific in application. These signs have been added over time in an ad-hoc fashion with many different sign styles competing with each other. Many of these signs use text instead of the more easily recognised Australian Standard service symbols (see page 16). This results in a visual overload defeating the purpose of the signs. Many of these signs are now faded and/or in need of maintenance.

#### Recommendations

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



Young - Directional signage overgrown



Use Australian Standard symbols



Harden - Advance warning signage overgrown



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



Yass - Replace faded signage



Galong - Text when Australian standard symbol could be used



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



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



Young - Car/caravan signs are too small



## SECTION 3. SOUTHERN TABLELANDS SIGNAGE AUDIT

# 3.2 SOUTHERN TABLELANDS TOURIST DRIVES

### 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.

Throughout the Southern Tablelands there is a number of designated tourist drives. These fall into three categories, Signed Tourist drives, Unsigned Destination NSW tourist drives and Unsigned LGA tourist drives.

Signed tourist drives have a designated start point which has a trailhead sign, directional signs, trail markers and a trail end sign.

The Destination NSW unsigned tourist drives are supported by the Destination NSW website - <https://www.visitnsw.com/things-to-do/drives-and-road-trips>

Queanbeyan-Palerang also has 6 unsigned drive trails listed on its Visit Queanbeyan Palarang website - <https://www.queanbeyanpalarang.com.au/visit/explore-trails-itineraries/>

While tourist drives are well represented in much of Southern Tablelands there is a lack of tourist drives in Hilltops Council. Southern Tablelands would benefit from the development of a multi-day tourist drive route through the Southern Tablelands.

Destination NSW has an online Visitor Attraction Sign application form - <https://www.destinationnsw.com.au/destination-nsw-business-support/signposting>

#### Recommendations

- Review all existing tourist drives.
- Remove all redundant tourist drive signage.
- Explore the development of a Southern Tablelands multi-day tourist drive.

Southern Tablelands Tourist Drives	Comments
Hilltops - "Scenic Drive to Young" via Scenic Rd	Only signed in one direction
Hilltops - "Wyangala Dam Tourist Drive" between Boorawa & Wyangala Dam	This tourist drive is redundant
Hilltops - "David Seins Memorial Drive" via Murringo Rd	This tourist drive is redundant
Upper Lachlan - Destination NSW "Vibrant Villages"	This tourist drive unsigned
Upper Lachlan - Destination NSW "Recharge in the Great Outdoors"	This tourist drive unsigned
Yass Valley - Tourist Drive 7, Yass to Tumut	This tourist Drive is active and well signed
Yass Valley - Destination NSW "Vibrant Villages"	This tourist drive unsigned
Queanbeyan-Palerang - "Tourist Drive 8" Goulburn to Lake George via Bungendore	This tourist Drive is active and well signed
Queanbeyan-Palerang - Visit Queanbeyan-Palerang website	6 x unsigned tourist drives
Goulburn Mulwaree - "Tourist Drive 8" Goulburn to Lake George via Bungendore	This tourist drive is active and well signed
Goulburn Mulwaree - "Tourist Drive 13" Goulburn to Mittagong via Taralga	This tourist drive is redundant
Goulburn Mulwaree - "Tourist Drive 16" Marulan to Moss Vale	This tourist drive is active and well signed



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



Trailhead sign and directional sign Tourist Drive 7 runs from Yass to Tumut



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



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



NSW Tourist Drive 16 - Trailhead sign on Highlands Way



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

## SECTION 3. SOUTHERN TABLELANDS SIGNAGE AUDIT

# 3.3 HILLTOPS TOURIST ATTRACTIONS

### Hilltops Tourist Attractions

Hilltops Council has a mix of tourist attractions across the LGA which range from historical to natural attractions. Many of these attractions are poorly signed or don't meet Destination NSW criteria for brown tourist signs. Many of the minor attractions have no directional signage. Hilltops tourism website does not provide enough information and much of the current information is outdated.

### Recommendations

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



Advance Warning



Advance Warning/Services Sign



Directional Sign

HILLTOPS TOURIST ATTRACTIONS					
NAME OF ATTRACTION	TYPE OF ATTRACTION	LOCATION WITHIN HILLTOPS		ATTRACTION TYPE/FACILITIES	COMMENTS
Chalker's Crossing Winery	Cellar Door	Young			Unsigned, open Monday through Friday
Grove Estate Wines	Cellar Door	Young	X		Signed, open Thursday through Monday
Trandari Wines	Cellar Door	Murringo			Unsigned, co-located with the Taubman & Webb Trading Post
Bang Bang Hotel,	Historic Site	Koorawatha			No directional signage, has interpretive panel
landra Castle	Historic Site	Greenethorpe			Open only to pre-booked tour groups
Lambing Flat Chinese Tribute Gardens	Historic Site	4Kms south of Young	X	   	Signed, consolidate blue services signs
Bill the Bastard	Memorial/Interp	Murrumburrah	•		No directional signage, has interpretive panel
The Light Horse Memorial	Memorial/Interp	Murrumburrah	•		No directional signage, has interpretive panel
Sargeant Parry Memorial	Memorial/Interp	Jugiong	X	 	No directional signage, has interpretive panel
Harden Murrumburrah Museum	Museum	Harden Murrumburrah			Unsigned, only open on weekends
Young Historical Museum	Museum	Young	X		Has directional signage, open Daily
Boorowa Historical Museum	Museum	Boorowa			Unsigned, open Thursdays and Saturdays
Taubman and Webb Trading Post	Museum/Cellar Door	Murringo		 	Unsigned, only open on weekends
Touts Lookout	Natural Feature	21kms north of Young	•	   	No directional signage, open 7 days a week
Jugiong/Hume Hwy Lookout	Natural Feature	Jugiong			Has directional signage, open 7 days a week
Wyangala Dam	Recreation Area	Wyangala	X	   	Has directional signage, open 7 days a week
Murrumburrah Silo Art	Public Art	Murrumburrah		     	No directional signage, has interpretive panel
Koorawatha Falls	Natural Feature	4kms east of Koorawatha			

Currently meet Destination NSW tourism criteria

## SECTION 3. SOUTHERN TABLELANDS SIGNAGE AUDIT

# 3.3 UPPER LACHLAN TOURIST ATTRACTIONS

### Upper Lachlan Tourist Attractions

Upper Lachlan has a mix of tourist attractions most of which are quite small. The two largest tourist attractions are Wombeyan Caves and the Lake Wyangala/Grabine State Recreation Area. This important attraction is not even listed on the Upper Lachlan tourism website. Most of the smaller attractions are not signed or interpreted. Upper Lachlan has two private tourism operators, Taralga Wildlife Park and Lindner Socks. Only the wildlife park is signed.



Advance Warning



Advance Warning/Services Sign



Directional Sign

### Recommendations

- Upper Lachlan tourism website "See & Do" pages - This section of the website is in need of a full edit and re-write. Provide contact details and opening hours for all attractions.
- Historic Sites - Determine if the Crookwell Station is an attraction as a museum. List contact details and opening hours on website.
- Historic Sites - Book Keepers Cottage, install directional signs to this attraction.
- Historic Sites - Stone Quarry Cemetery, install interpretive signage at this location.
- Memorials - Nelsons Monument, Clean/replace directional signage to this attraction. Improve interpretation and list attraction on website.
- Memorials - Hume & Hovell Memorial, Improve access and amenity to this attraction, list attraction on tourism website.
- Museums - Taralga Historical Society Museum, list contact details and opening hours on website.
- Museums - Pye Cottage Museum, list contact details and opening hours on website.
- Natural Features - Wombeyan Caves, list this attraction as closed on website.
- Natural Features - Lake Wyangala/Grabine Rec Area, list this attraction on website.

UPPER LACHLAN TOURIST ATTRACTIONS					
NAME OF ATTRACTION	TYPE OF ATTRACTION	LOCATION WITHIN ULSC		ATTRACTION TYPE/FACILITIES	COMMENTS
Collector Wines	Cellar Door	Collector			Cellar door is currently closed, all signage removed
Crookwell Railway Station Museum	Historic Site	Crookwell			Open only to pre-booked tour groups
Book Keepers Cottage	Historic Site	Tuena			No directional signage, only available to view from outside
Stone Quarry Cemetery	Historic Site	Taralga			Open 7 Days a week
Nelsons Monument	Memorial	Collector			Open 7 Days a week
Hume & Hovell Memorial	Memorial	Gunning			Open 7 Days a week
Taralga Historical Society Museum	Museum	Taralga			Only open on Saturdays 10.00am to 1.30pm
Pye Cottage Museum	Museum	Gunning			Only open every 4th Sunday 12.00pm to 2.00pm
Wombeyan Caves	Natural Feature	Wombeyan	x		Has interpretation panels
Keeverstone National Park	Natural Feature	Bigga	x		NP created in 2010, park undeveloped
Mares Forest National Park	Natural Feature	Wombeyan	x		NP created in 2009, park undeveloped
Tarlo River National Park	Natural Feature	Tarlo River	x		NP created in 1982, park undeveloped
Lake Wyangala/Grabine Rec Area	Recreation Area	Wyangala	x		Has interpretive panels
Crookwell Windfarm	Landmark	11kms S/W of Crookwell	x		Open 7 Days a week with interpretive panels
Taralga Wildlife Park	Private Business	4kms east of Taralga	x		Open Thursday to Monday & School Holidays
Lindner Socks	Private Business	Crookwell	x		Open 7 Days a week

Currently meet Destination NSW tourism criteria

## SECTION 3. SOUTHERN TABLELANDS SIGNAGE AUDIT

# 3.3 YASS VALLEY TOURIST ATTRACTIONS

### Yass Valley Tourist Attractions

Yass Valley has two major tourist attractions, these are Burrinjuck Dam and Wee Jasper Reserve both major attractions are well signed and Wee Jasper is also on the route of Tourist Drive 7. Many of the minor attractions are poorly signed or not signed at all with many not meeting the criteria for brown tourist signs.

### Recommendations

- 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 Cave - Determine if Careys Cave 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.



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

Currently meet Destination NSW tourism criteria

## SECTION 3. SOUTHERN TABLELANDS SIGNAGE AUDIT

# 3.3 QUEANBEYAN-PALERANG TOURIST ATTRACTIONS

### Queanbeyan-Palerang Tourist Attractions

Queanbeyan-Palerang has a mix of tourist attraction. The largest segment being natural features. Queanbeyan-Palerang is host three national parks, two state conservation area and Googong Dam Recreation Area. The LGA also has four operating cellar doors, with only one meeting Destination NSW Criteria for brown sign.

### Recommendations

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



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

Currently meet Destination NSW tourism criteria

## SECTION 3. SOUTHERN TABLELANDS SIGNAGE AUDIT

# 3.3 GOULBURN MULWAREE TOURIST ATTRACTIONS

### Goulburn Mulwaree Tourist Attractions

Tourist attractions in Goulburn Mulwaree cover the whole gamut from historical, museums, cellar doors and natural attractions. As per the other Southern Tablelands LGAs the major attractions are generally well signed, these include Bungonia National Park and the Big Merino. Many other tourist attractions are signed with brown tourist signs yet don't meet the criteria for this type of signage.

#### Recommendations

- Motorcycle Grand Prix Memorial - Install new brown intersection and positional signs adjacent the attraction. Garroorigang Historic Home - Work with owner to improve property signage at home entrance. Investigate the installation of an interpretive panel on public land at homestead entrance.
- Goulburn Brewery - Work with owner to determine when brewery will reopen. Will new opening hours qualify this attraction for brown tourist signs or should these be removed? Install interpretive panel on public thoroughfare alongside brewery.
- Goulburn Historic Waterworks - Install advance warning signs 200m either side of the Waterworks / Marsden Weir Park entrance. Replace faded interpretive panels at attraction.
- Rail Heritage Centre - Work with Rail Heritage Centre to improve hours of opening and the importance of meeting VAS criteria for museums or replace existing brown tourist signs with blue community signs.
- Lansdowne Park - Remove brown tourist directional sign at property entrance.
- Towrang Stockade - Install advance warning and directional signage to parking for this attraction on Hume Hwy or develop a new entry point on Council controlled Towrang Rd.
- Towrang Stockade - Work with Towrang Trustee group (<https://towrangstockade.com.au>) to improve wayfinding and interpretation at this site.

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

Currently meet Destination NSW tourism criteria

## SECTION 3. SOUTHERN TABLELANDS SIGNAGE AUDIT

# 3.3 SOUTHERN TABLELANDS TOURIST ATTRACTIONS

### Recommendations

- William Hovell's Grave - Improve wayfinding to this grave site from the Maud St/Cemetery Rd intersection to the cemetery parking area and to the grave site. Expand interpretation to cover other historic graves within this cemetery.
- Badgerys Lookout - Determine who is responsible for this attraction's maintenance and cleaning. Repair and replace all broken infrastructure.
- Bungonia Creek Wines - Remove brown fingerboard signs on Jerrara Rd.
- Corang Estate - Work with owners to increase opening days to qualify for brown tourist signs.
- Wollondilly/Mulwaree River Walkway - Develop directional signs to the main trail entry points (brown fingerboard signs with Australian Standard (AS) hiking symbols). Design trailhead signs for all main trail entry points. Design trail marker symbols for placement along the trails.
- Jim Watling Walk - Replace brown fingerboard sign at Railway Pde/Caoura Rd intersection.
- Gallery on Track - Determine if this attraction qualifies for brown tourist signs.



Gilberts Grave - Directional sign



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



Book Keepers Cottage, Tuena. No directional signage to this attraction



Stone Quarry Cemetery, Taralga. This attraction would benefit from interpretive signage



Nelsons Monument, Collector. Replace signage, improve interpretation at this attraction. List attraction on UL Tourism website



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



Sgt Parry Memorial well signed from both entry points into Jugiong

SECTION 3. SOUTHERN TABLELANDS SIGNAGE AUDIT

# 3.3 SOUTHERN TABLELANDS TOURIST ATTRACTIONS



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



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



The only directional sign for Touts Lookout



Crookwell Windfarm - Advance warning signs 500m each side of viewing area. Directional sign at viewing area car park is missing (2008 Street view shows that there once was a directional sign at this location)



Crookwell Windfarm - Viewing area interpretation



Scenic Lookout - Jugiong, overlooking the Murrumbidgee River Valley



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





## SECTION 3. SOUTHERN TABLELANDS SIGNAGE AUDIT

# 3.4 SOUTHERN TABLELANDS CELLAR DOOR ATTRACTIONS

### CELLAR DOOR ATTRACTIONS

The wine industry plays a crucial role in driving tourism in the Southern Tablelands. 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.

Wineries in the Southern Tablelands are mainly centred in Yass Valley with 28 of the total 43 wineries. This wine region is branded as the Canberra Cool Climate Wine Region. The Canberra cool climate wineries also contribute to the added value of the local agricultural industry. 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 43 wineries within the Southern Tablelands. Of these 25 display brown tourist signs. A closer examination, involving cross-referencing opening hours from various sources, reveals that only 10 of these wineries currently meet the Destination NSW criteria for brown tourist signs. This is often attributed to wineries scaling back their cellar door operations, commonly due to staffing requirements or insufficient customer traffic to justify the endeavour.

SOUTHERN TABLELANDS CELLAR DOOR ATTRACTIONS				
NAME OF WINERY	LOCATION	LISTED OPENING HOURS	HAS BROWN TOURIST SIGNS	MEETS CRITERIA FOR BROWN TOURIST SIGNS
Barton Estate Wines	Murrumbateman	Sat and 1st Sun of each month	NO	NO
Briar Hill Estate	Spring Range	Not listed	NO	NO
Brindabella Hills Winery	Walleroo	Sat/Sun	YES	NO
Clonakilla	Murrumbateman	7 Days per week	YES	YES
Dionysus Winery	Murrumbateman	Sat/Sun	YES	NO
Dog Trap Vineyard	Yass	Wed/Thu/Fri/Sat/Sun	YES	YES
Eden Road Wines	Murrumbateman	Thu/Fri/Sat/Sun	YES	NO
Four Winds Vineyard	Murrumbateman	7 Days per week	YES	YES
Gallagher Wines	Jeir	Thu/Fri/Sat/Sun/Mon	YES	YES
Granitevale Estate	Murrumbateman	Fri/Sat/Sun & Public Holidays	NO	NO
Gundog Estate	Gundaroo	Thu/Fri/Sat/Sun	NO	NO
Helm Wines	Murrumbateman	Fri/Sat/Sun/Mon	YES	NO
Jeir Creek Wines	Murrumbateman	7 Days per week	YES	YES
Joshua's Fault	Gundaroo	by appointment only	NO	NO
Lake George Winery	Lake George	Sat/Sun	YES	NO
Lerida Estate	Lake George	7 Days per week	YES	YES
Long Rail Gully Wines	Murrumbateman	Temporarily closed	NO	NO
Mallaluka Wines	Yass	by appointment only	NO	NO
McKellar Ridge Wines	Murrumbateman	Sat/Sun	NO	NO
Murrumbateman Winery	Murrumbateman	7 Days per week	YES	YES
Nick O'Leary Winery /HEYWOOD	Walleroo	Thu/Fri/Sat/Sun	NO	NO
Pankhurst Wines	Walleroo	Sat/Sun & Public Holidays	YES	NO
Shaw Wines	Murrumbateman	7 Days per week	YES	YES
Surveyors Hill Vineyards	Walleroo	Sat/Sun and most public holidays	YES	NO
Tallagandra Hill Winery	Gundaroo	Sat/Sun	YES	NO
The Vintner's Daughter	Murrumbateman	Fri/Sat/Sun	YES	NO
Walleroo Estate	Walleroo	Not listed	NO	NO
Wily Trout Vineyard/ Poachers Pantry	Springrange,	7 Days per week	YES	YES
Yarrh Wines	Yass	Fri/Sat/Sun	YES	NO

 Currently meet Destination NSW Cellar Door criteria

SECTION 3. SOUTHERN TABLELANDS SIGNAGE AUDIT

# 3.4 SOUTHERN TABLELANDS CELLAR DOOR ATTRACTIONS

 Currently meet Destination NSW Cellar Door criteria



Hilltops - Two wineries signed as cellar doors, Woodonga is permanently closed, Grove Estate not open enough days

SOUTHERN TABLELANDS CELLAR DOOR ATTRACTIONS				
NAME OF WINERY	LOCATION	LISTED OPENING HOURS	HAS BROWN TOURIST SIGNS	MEETS CRITERIA FOR BROWN TOURIST SIGNS
Woodonga Hill winery.	Young	Permanently closed	YES	NO
Chalker's Crossing Winery	Young	Mon/Tues/Wed/Thu/Fri	NO	NO
Grove Estate Wines	Young	Thu/Fri/Sat/Sun/Mon	YES	NO
Trandari Wines	Murringo	Sat/Sun	NO	NO
Collector Wines	Collector	Temporarily closed	NO	NO
Contentious Character Vineyard	Wamboin	Thu/Fri/Sat/Sun/Mon	YES	YES
Lark Hill Winery	Bungendore	Fri/Sat/Sun/Mon	YES	NO
Affleck	Bungendore	Permanently closed	YES	NO
Sapling Yard Cellar Door	Bungendore	Fri/Sat/Sun	NO	NO
Norton Road Wines	Wamboin	Sat/Sun	NO	NO
Bungonia Creek Wines	Bungonia	Permanently closed	YES	NO
Corang Estate Cellar Door & Pantry	Tarago	Fri/Sat/Sun/Mon	NO	NO
Kingsdale Wines	Kingsdale	Sat, Sun	NO	NO
Yarralaw Springs	Quialigo	1st/2nd Sunday each month	NO	NO



Yass Valley - Canberra Cool Climate Wine Region here branded as Murrumbateman Cool Climate Wine Country



Yass Valley - Hall District Wineries, none of the wineries listed meet Destination NSW criteria for brown tourist signs



Queanbeyan-Palerang - Lark Hill currently not open enough days, Contentious Character is, Affleck permanently closed



Goulburn Mulwaree - Corang Estate, Tarago. Only needs to open one extra day to meet Destination NSW Cellar Door criteria

## SECTION 3. SOUTHERN TABLELANDS SIGNAGE AUDIT

# 3.5 SOUTHERN TABLELANDS TOWN VISITOR SERVICES

### TOWN VISITOR SERVICES

Blue visitor services signs have been applied across the Southern Tablelands towns in an ad-hoc fashion. In many instances the wrong type of sign has been installed in the wrong location and often beyond the decision making point (refer to page 19 of this strategy). Very little regard for Australian standard sign design and symbols (refer to page 16 of this strategy) have been taken into account when applying new signage.

Examples of poor signage application occur in the various Southern Tablelands towns and villages. Generally this includes old signage not being removed, no attempt being made to consolidate new signage messages with existing sign structures or reciprocal signage for visitors arriving from the opposite direction.

#### Recommendations

- Develop a new signage plan for each Southern Tablelands township.
- All blue services signage should be compliant with Australian standard design and utilise Australian standard symbols



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



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)



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



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



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.



Goulburn - Consolidate signage structure.



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



In some instances on the same installation



Goulburn - Redundant tourist radio signage on Taralga Rd.

SECTION 3. SOUTHERN TABLELANDS SIGNAGE AUDIT

# 3.6 SOUTHERN TABLELANDS ACCOMMODATION SIGNS



The wide variety of accommodation signage used in Queanbeyan-Palerang

## ACCOMMODATION SIGNS

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

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

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

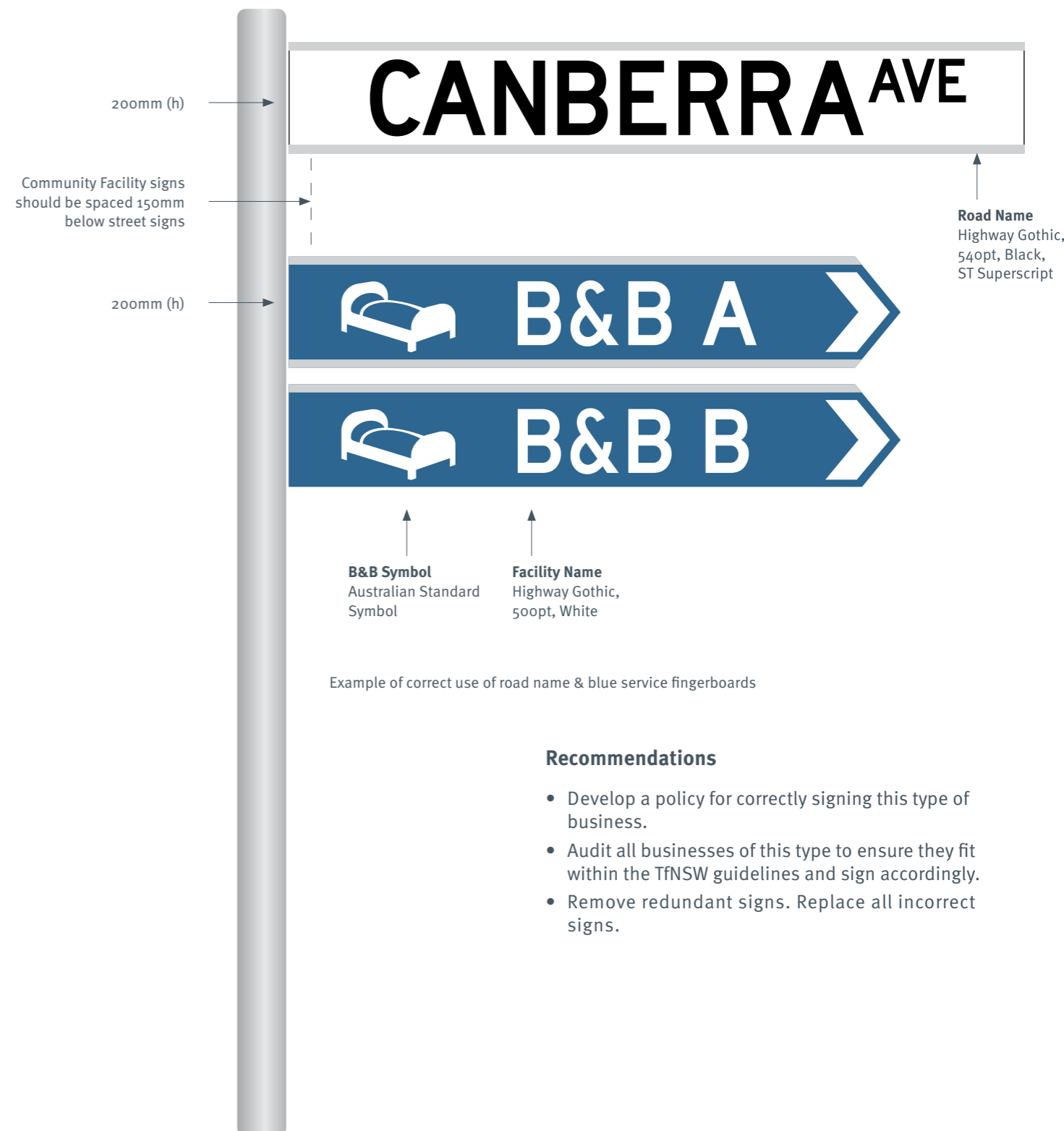
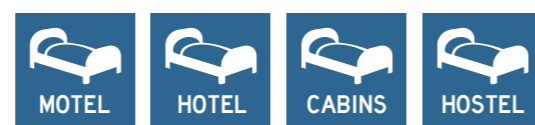
The street name should always feature at the top of the structure, and this should be a standard black on white fingerboard. Text should be in Highway Gothic at 54opt. Street types (e.g. road, street avenue) should use standard abbreviations RD, ST, AVE.

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

Blue service fingerboards -these should be in Australian Standard Blue with white text in Highway Gothic at 50opt. Where possible Australian Standard symbols should be used (refer to page 16 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 below symbol types:

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



### Recommendations

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

## SECTION 3. SOUTHERN TABLELANDS SIGNAGE AUDIT

# 3.7 SOUTHERN TABLELANDS CARAVAN & CAMPING

### CARAVAN & CAMPING

The caravan and camping economies 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.

There are many caravan and camping options across the 5 LGAs that make up the Southern Tablelands. These include 21 privately owned caravan parks, 19 council owned parks, 11 National Park campgrounds and 15 others (usually Agricultural Society controlled showgrounds).

Generally facilities are well maintained. Some of the more remote campgrounds are in need of maintenance and cleaning. The biggest issue is inconsistent and poorly positioned signage. Visitors towing caravans need clear and concise signage with enough advance warning for them to safely make the correct turn.

#### Recommendation

- Review all Caravan Park advance warning and directional signage. Develop an overall plan to safely direct visitors to their destination.

Southern Tablelands Caravan & Camping	Private	Council	Nat Park	Other
Hilltops	9	4	0	1
Upper Lachlan	1	6	2	3
Yass Valley	5	5	1	5
Queanbeyan - Palerang	4	4	7	4
Goulburn Mulwaree	2	0	1	2
<b>TOTAL</b>	<b>21</b>	<b>19</b>	<b>11</b>	<b>15</b>



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



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



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



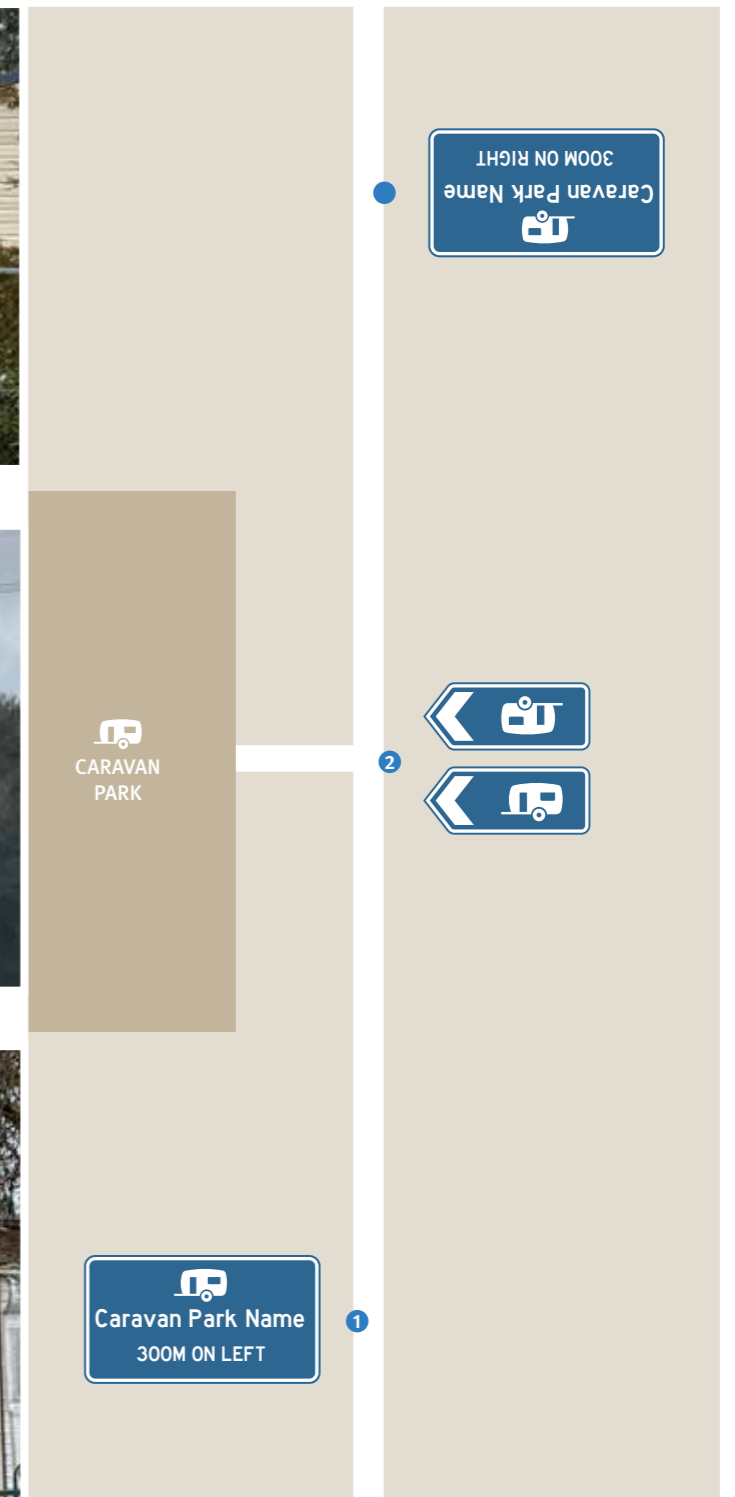
Young Tourist Park is the only caravan/camping ground in Hilltops council with advance warning and directional signage to its location



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



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



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

## SECTION 3. SOUTHERN TABLELANDS SIGNAGE AUDIT

# 3.8 SOUTHERN TABLELANDS RV DUMP POINTS

### RV DUMP POINTS

Within Southern Tablelands there are 11 RV dump points with 4 located in Hilltops, 3 in Upper Lachlan, 1 in Yass Valley, 3 in Queanbeyan-Palerang and 2 in Goulburn Mulwaree. RV dump points are a key requirement for any Southern Tablelands town to qualify as an "RV Friendly Town". Whilst these facilities are all set up correctly, not much thought seems to have gone into planning and installing the signage to the dump point location.

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

### Recommendations

- Improve positional signage at all RV dump points.
- Improve all directional signage from the nearest arterial road to the RV dump point site.
- Investigate the installation of additional RV dump points at other Southern Tablelands villages.



Queanbeyan - RV Dump Point in the middle of Queanbeyan Showgrounds, no directional signage from Kings Hwy, no positional signage



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



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



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



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

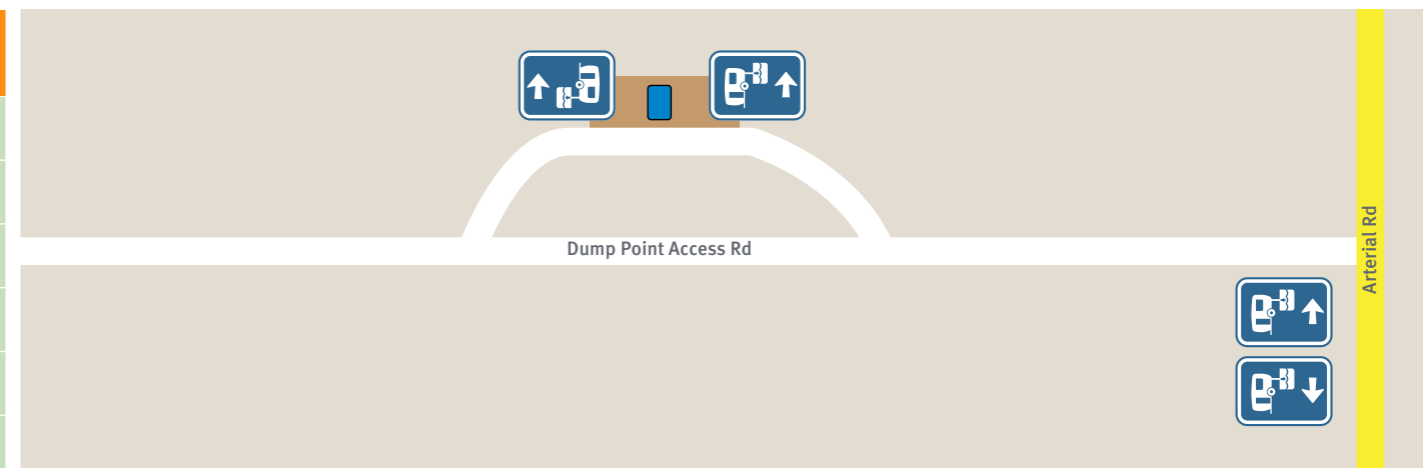


Young Showgrounds RV dump point, directional signage from Olympic Hwy but poor positional signage makes it hard to locate when the showgrounds are busy (horse floats etc.) Better positional signage required.



Australian Standard RV dump point symbol

Southern Tablelands RV Dump Points	Total
Hilltops	4
Upper Lachlan	3
Yass Valley	1
Queanbeyan - Palerang	3
Goulburn Mulwaree	2
<b>TOTAL</b>	<b>13</b>



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

## SECTION 3. SOUTHERN TABLELANDS SIGNAGE AUDIT

# 3.9 SOUTHERN TABLELANDS RESERVES & REST AREAS

### REST AREAS AND RESERVES

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

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

The rest areas within the towns have undergone extensive renovations, resulting in the installation of new facilities. These include Young's Rotary Park, Taralga's Goodhew Park, and Boorowa's Rotary & Boorowa Park. Each of these sites has recently received significant upgrades to their amenities, including improved landscaping, modernised rest room facilities, and the addition of picnic and barbecue amenities. The problem seems to lie with the out of town rest areas with many of them suffering from lack of cleaning and maintenance. Many of them have old wood fired barbecues which are no longer usable and should be removed. Possibly the worst of these rest areas is the one on Riverside Dr just east of Jugiong before you rejoin the Hume Hwy. This rest area has spectacular views overlooking the Murrumbidgee River. Here the facilities are very run down and overgrown.

#### Recommendations

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



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



Touts Lookout - basic facilities in need of maintenance or replacement



Lions Lookout - facilities in need of maintenance.



Taralga - Goodhew Park Rest Area



Binda Rest Area



Dalton Rest Area



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



## SECTION 3. SOUTHERN TABLELANDS SIGNAGE AUDIT

# 3.10 SOUTHERN TABLELANDS REDUNDANT SIGNAGE

### REDUNDANT SIGNAGE

Across the Southern Tablelands there are numerous examples of redundant signage. As is often the case most of this signage is attributed to private businesses that are no longer operating. There are also examples of old shire signs and visitor information signs that are now redundant and should be removed.

The process for removing brown tourist signs can be found at Destination NSW website - <https://www.destinationnsw.com.au/destination-nsw-business-support/signposting> or email the team at [visitorattractionsignposting@dns.w.com.au](mailto:visitorattractionsignposting@dns.w.com.au)

### Recommendation

- Remove all redundant signage - Refer to individual LGA signage audits for recommended removal of redundant signage.



Hilltops - Winery permanently closed



Hilltops - Old Boorowa Council project sign



Hilltops - "Capital Country" brand now redundant



Goulburn - Historic Homestead permanently closed



Yass Valley - Gallery permanently closed



Queanbeyan-Palerang - Winery permanently closed



Goulburn Mulwaree - Tourist Radio no longer operating



Goulburn Mulwaree - Tourist Drive 13 redundant



Goulburn Mulwaree - Winery permanently closed





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
LGA 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 Southern Tableland'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 Southern Tablelands.

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

- Promotional Billboards** – these can be used for promoting and providing directional information for the area and specific attractions. They are aimed at encouraging visitors to stop and stay longer.
- LGA Entry Statements** – these are also referred to as gateway signs. They create a sense of arrival to a region, Shire or town/village and identify an area as a destination (i.e. a place worth stopping). They should reflect the character of the place.
- Town Entry Statements** – these are at the entrance to a town or village. They usually reflect the destination's

branding but with a regional approach they might include the regional and LGA 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 boundary signage in Southern Tablelands

## SECTION 4. THE DESTINATION SIGNAGE SYSTEM

# 4.2 SOUTHERN TABLELANDS PROMOTIONAL BILLBOARDS

### PROMOTIONAL BILLBOARDS

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

Currently, Hilltops, Yass Valley and Goulburn Mulwaree are the only Southern Tablelands LGAs that have promotional billboards. Of these only Yass Valley has an active promotional billboard campaign with two billboards on the Hume Hwy and two on the Barton Hwy. Currently design and installation of new artwork is underway. Hilltops has two billboards on Burley Griffin Way either side of Harden Murrumburrah. These billboards feature the striking Murrumburrah Silo artwork and are strategically positioned at the entrance to these twin towns. The only other billboards are Goulburn Mulwaree's billboards on the Hume Hwy. These billboards are faded and in need of replacement.

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

### Recommendations

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



Yass Valley billboards on the Hume Hwy



Goulburn Mulwaree billboards on the Hume Hwy



Harden Murrumburrah billboards on Burley Griffin Way

## SECTION 4. THE DESTINATION SIGNAGE SYSTEM

# 4.3 SOUTHERN TABLELANDS LGA BOUNDARY ENTRY SIGNS

### BOUNDARY ENTRY SIGNS

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

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

**Upper Lachlan entry signs** - Has minor LGA entry signs on all arterial roads leading into the LGA.

**Yass Valley entry signs** - Yass Valley has major entry signs at each end of the LGA on Hume Hwy and at arterial road entry points.

**Queanbeyan-Palerang** - This LGA has no major or minor entry signs.

**Goulburn Mulwaree** - Goulburn Mulwaree has major entry signs into the LGA located on the eastern end of Hume Hwy and at the southern entrance on Federal Hwy. The entry sign on the Hume Hwy western boundary is missing. There are no other entry signs on the arterial roads into the LGA.

### Recommendations

- Clean all LGA entry signs.
- Work with TfNSW to install boundary signs on the Hume Hwy for all Southern Tablelands LGAs.
- Remove Welcome to Capital Country signs.



Hilltops LGA Boundary entry sign



Upper Lachlan LGA Boundary entry sign



Yass Valley LGA Boundary entry sign



Goulburn Mulwaree LGA Boundary entry sign

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

# 4.4 SOUTHERN TABLELANDS TOWN ENTRY STATEMENTS



## TOWN ENTRY STATEMENTS

Southern Tablelands town entry statements can be best described as mixed. While each LGA should have the ability to develop its own style and identity it should be consistently applied across all towns and villages.

**Hilltops town entry signs** - As part of Hilltops Council amalgamation branding project. Town entry signs were installed as part of this project with each town and village signed in the same style.

**Upper Lachlan town entry signs** - Upper Lachlan has about three different styles of entry signs with many of the larger towns having their own individual style signs and the smaller villages branded in the same style.

**Yass Valley town entry signs** - Yass Valley town entry signs while not very creative are consistently applied across the LGA.

**Queanbeyan-Palerang town entry signs** - The LGA has a series of town and locality signs these have been fairly consistently applied across the LGA. The larger towns have gone their own way and have developed their own individual style.

**Goulburn Mulwaree town entry signs** - Goulburn Mulwaree has many different style of town entry signs. It appears at some stage there was a consist style of town entry sign but this style has since been diluted with various towns and villages developing their own styles.

## Recommendations

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

## SECTION 4. THE DESTINATION SIGNAGE SYSTEM

# 4.5 SOUTHERN TABLELANDS VISITOR INFORMATION BOARDS

### VISITOR INFORMATION BOARDS

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

Well-maintained, up-to-date visitor information boards still hold value within the tourism information tool-kit. Two critical factors contribute to the success of these boards: currency and strategic placement.

**Currency of Information:** Visitor information boards typically convey two main types of information – details about attractions and essential services.

**Strategic Placement:** An essential consideration is determining the most effective locations to engage with the visiting public. It's worth noting that not every traveller passing through the LGA will visit a Visitor Information Centre.

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

### Recommendations

- Develop a standardised set of visitor information panels that can be applied in a tiered system across each Southern Tablelands LGA.
- Install Advance warning and positional signs for all VIB locations
- Install Tier 2 or 3 VIB's at the newly refurbished Southern Tablelands rest areas.



Boorowa Visitor Information



Young - Poor quality visitor information with a priority on advertising rather than visitor information



Taralga - Old outdated visitor information



Collector - Old outdated visitor information



Murrumbateman - Only visitor information board in Yass Valley



Majors Creek - Old outdated visitor information



Captains Flat - Old outdated visitor information



Majors Creek - Kings Hwy tourist drive



Marulan - Old outdated visitor information

## SECTION 4. THE DESTINATION SIGNAGE SYSTEM



# 4.6 SOUTHERN TABLELANDS VISITOR INFORMATION CENTRES

### VISITOR INFORMATION CENTRES

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

### Recommendations

- Review all directional signage to Southern Tablelands VICs.
- Clearly mark designated car/caravan parking at all Southern Tablelands VICs.

Southern Tablelands Visitor Information Centres		
Hilltops	3	0
Upper Lachlan	1	2
Yass Valley	1	0
Queanbeyan - Palerang	0	1
Goulburn Mulwaree	1	0
<b>TOTAL</b>	<b>6</b>	<b>3</b>



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



Binda - non accredited visitor information centre



Kings Hwy - Queanbeyan no longer has a visitor information centre



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



Yass VIC from Comur St



Braidwood - non accredited visitor information centre



Murrumburrah - Harden Visitor Information Centre - Distinctively branded building not open enough hours to meet accreditation



Yass VIC exterior stylised map



Crookwell - Current Visitor Information Centre

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



SECTION 5 - THE IMPLEMENTATION PLAN

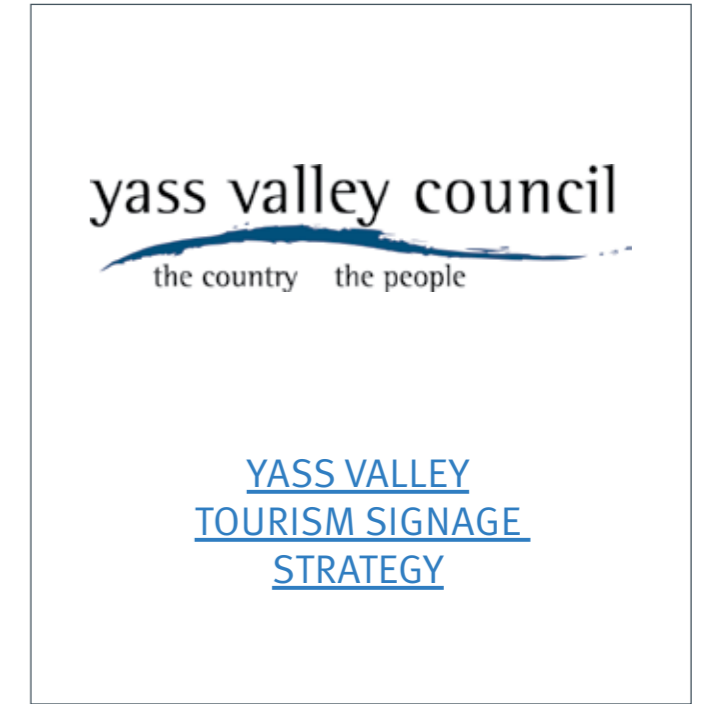
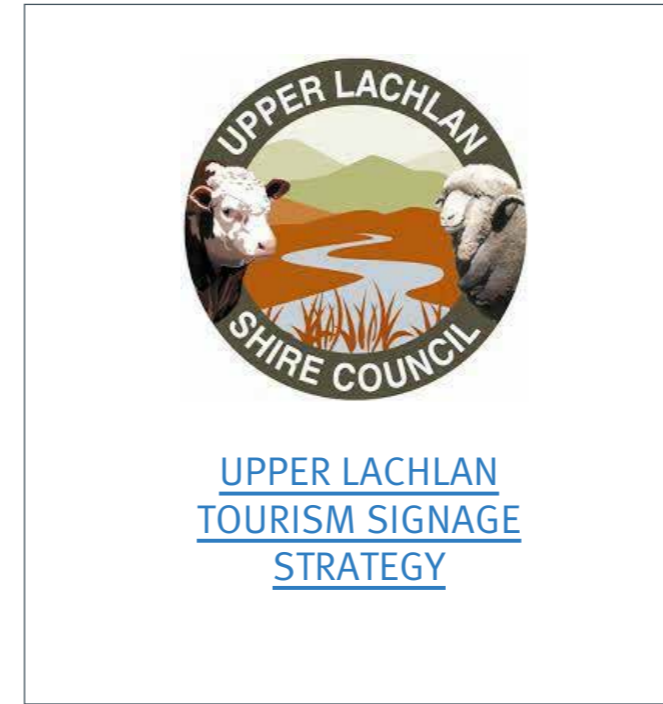


## SECTION 5. THE IMPLEMENTATION PLAN

# 5.1 SOUTHERN TABLELANDS IMPLEMENTATION PLANS

### IMPLEMENTATION PLANS

As part of the comprehensive Southern Tablelands Tourism Signage Strategy, a unique strategy was crafted for each of the five Local Government Areas (LGAs) within the Southern Tablelands. Each one of these strategies contains a unique implementation plan (Section 5). These individual strategies and implementation plans can be accessed by following the associated link provided.



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