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Upper Lachlan Shire Council Tourism Signage Strategy

Submitted to:



**UPPER LACHLAN
SHIRE COUNCIL**

March 2024 - FINAL

CONTENTS

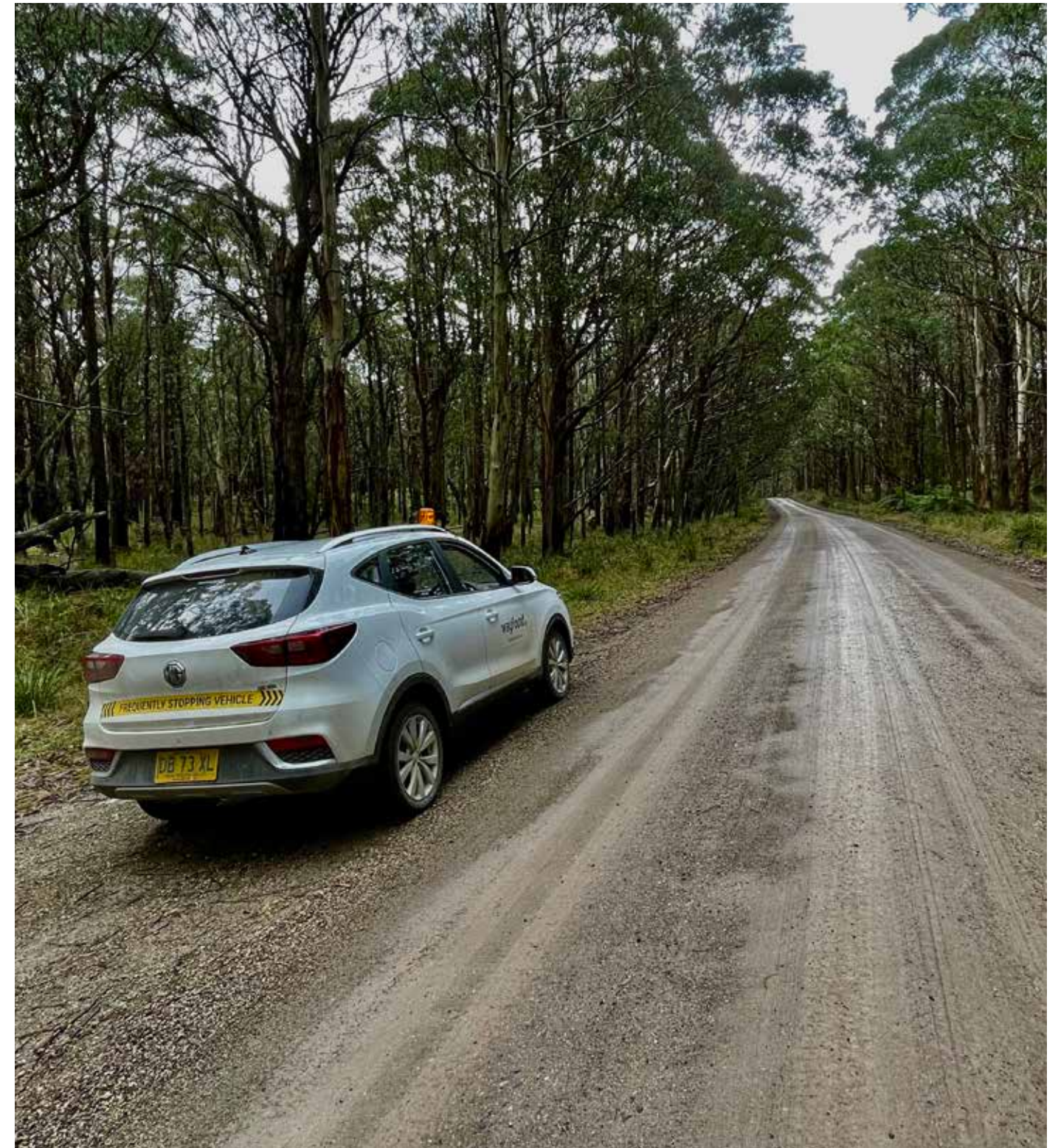
DEFINITION OF TERMS	PG3
SECTION 1 - INTRODUCTION	PG 4
1.1 PROJECT BACKGROUND	PG 5
1.2 WHAT ARE WE TRYING TO ACHIEVE?	PG 6
1.3 ABOUT THE SOUTHERN TABLELANDS	PG 7
SECTION 2 - ABOUT WAYFINDING & TOURISM SIGNAGE	PG 8
2.1 TYPES OF TOURISM SIGNAGE	PG 9
2.2 THE PURPOSE OF TOURISM SIGNAGE	PG 10
2.3 SIGNAGE POLICIES & GUIDELINES	PG 12
2.4 WAYFINDING PRINCIPLES/GUIDELINES	PG 17
2.5 SIGNAGE PLACEMENT	PG 18
2.5 SIGNAGE CONSOLIDATION	PG 19
SECTION 3 - UPPER LACHLAN SIGNAGE AUDIT	PG 20
3.1 ABOUT UPPER LACHLAN COUNCIL	PG21
3.2 WHY DO A TOURISM SIGNAGE AUDIT	PG22
3.3 UPPER LACHLAN GREEN DIRECTIONAL SIGNS	PG 23
3.3 UPPER LACHLAN BROWN TOURIST SIGNS	PG24
3.3 UPPER LACHLAN BLUE SERVICES SIGNS	PG 25
3.4 UPPER LACHLAN TOURIST DRIVES	PG 26
3.5 UPPER LACHLAN TOURIST ATTRACTIONS	PG 27
3.6 UPPER LACHLAN TOWN VISITOR SERVICES	PG 31
3.7 UPPER LACHLAN CARAVAN & CAMPING	PG 35
3.8 UPPER LACHLAN RV FRIENDLY TOWN STATUS	PG 40
3.9 UPPER LACHLAN RV DUMP POINTS	PG 41
3.10 UPPER LACHLAN RESERVES & REST AREAS	PG 42
3.11 CONNECT @ GUNNING	PG 44
SECTION 4 - THE DESTINATION SIGNAGE SYSTEM	PG 45
4.1 BACKGROUND	PG 46
4.2 UPPER LACHLAN PROMOTIONAL BILLBOARDS	PG 47
4.3 UPPER LACHLAN LGA BOUNDARY ENTRY STATEMENTS	PG 50
4.4 UPPER LACHLAN TOWN ENTRY STATEMENTS	PG 51
4.5 UPPER LACHLAN VISITOR INFORMATION BAYS	PG 52
4.6 CROOKWELL VISITOR INFORMATION CENTRE	PG 55
4.7 UPPER LACHLAN INTERPRETIVE SIGNAGE	PG 56
SECTION 5 - IMPLEMENTING THE STRATEGY	PG 57
5.0 IMPLEMENTING THE STRATEGY	PG 54

DEFINITION OF TERMS

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

LIST OF ACRONYMS

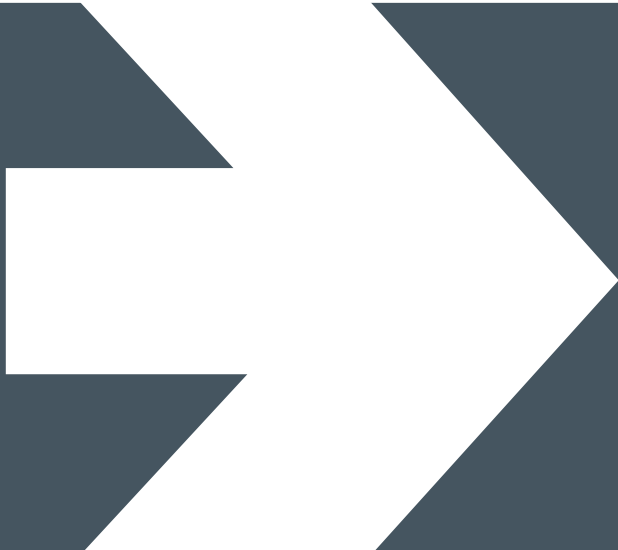
ACT	Australian Capital Territory
CMCA	Caravan & Motorhome Club of Australia
DNSW	Destination NSW
DSNSW	Destination Southern NSW
GMC	Goulburn Mulwaree Council
HC	Hilltops Council
QPRC	Queanbeyan-Palerang Regional Council
ULSC	Upper Lachlan Council
YVC	Yass Valley Council
TfNSW	Transport for NSW
Hwy	Highway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



Wombeyan Caves Rd



SECTION 1 - INTRODUCTION



SECTION 1. INTRODUCTION

1.1 PROJECT BACKGROUND

BACKGROUND

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

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

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

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

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

WHY DO THIS STRATEGY?

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

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

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

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

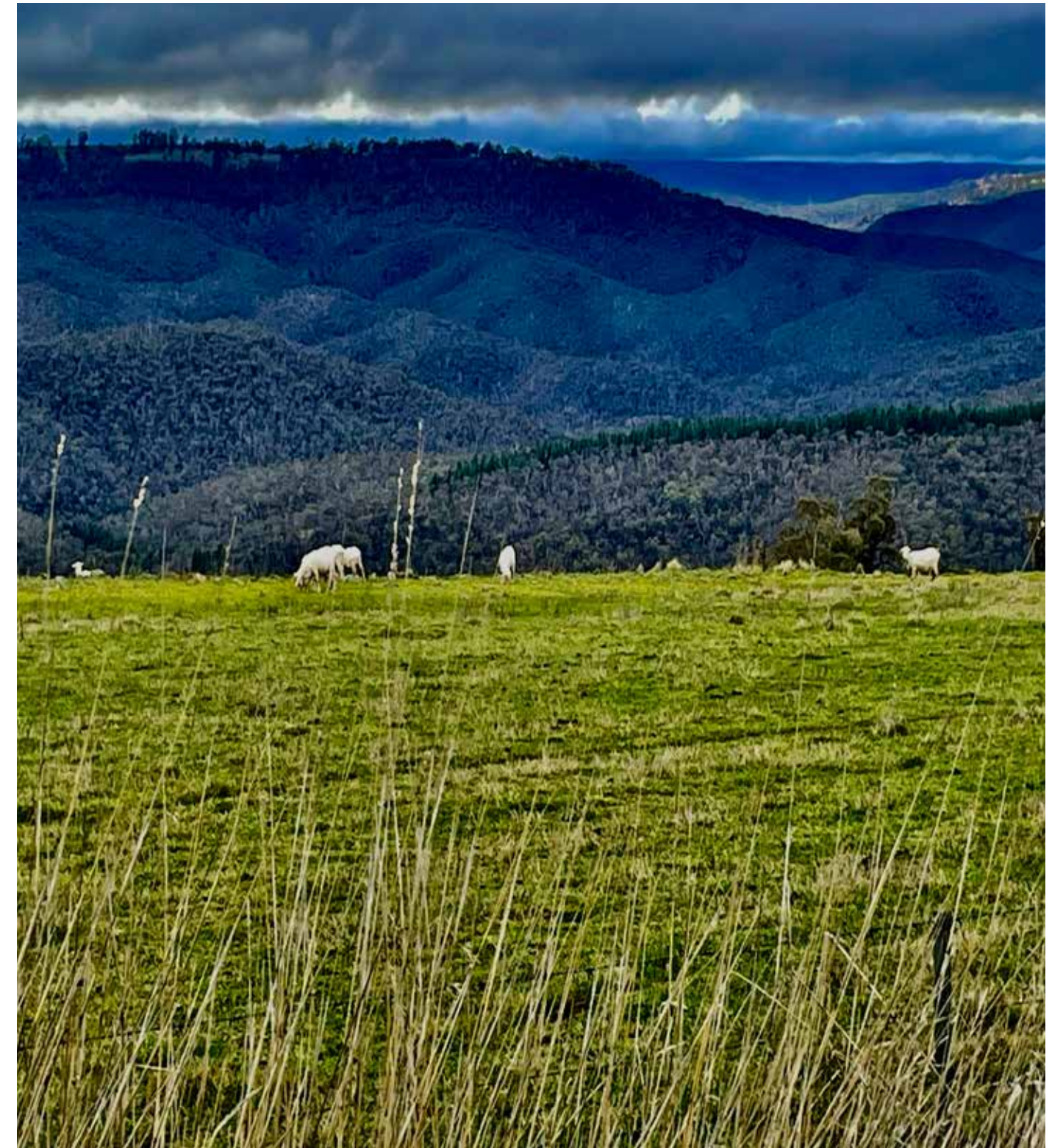
The Strategy forms part of a suite of initiatives by Destination Southern NSW to encourage visitors to stop, extend their length of stay and increase expenditure in the region.

WHAT'S INCLUDED IN THE STRATEGY?

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

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

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



Taralga Rd, Curraweela

SECTION 1. INTRODUCTION

1.2 WHAT ARE WE TRYING TO ACHIEVE?

The Strategy provides the framework for the five LGA's to make decisions on the location and style of all future tourism signage and wayfinding in the Southern Tablelands Region. The Strategy contains clear guidelines for developing a suite of distinctive, innovative and consistent tourism signage and supports the achievement of each council's strategic tourism goals. It gives direction for choosing the right signage for the particular circumstance, for locating signs and for further development of signage policies and processes. Priorities for action and an implementation plan are also included. It has a number of objectives which are to:

- Improve how visitors are made aware of, and 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 time frame for this project we were unable to hold the Community workshops we usually have. These workshops will be held post site visit remotely in September/October 2023.

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

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

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

STAGE 01

Review of previous reports and documents

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

STAGE 02

Site visits

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

STAGE 03

Community & stakeholder consultation

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

STAGE 04

Development of the Strategy

- Based on consultation, research, signage best practice and signage data.
- Consideration of submissions received by Council.

SECTION 1. INTRODUCTION

1.3 ABOUT THE SOUTHERN TABLELANDS

ABOUT THE SOUTHERN TABLELANDS

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

Economy

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

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

Tourism

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

The Southern Tablelands boasts picturesque countryside landscapes, rolling hills, and beautiful gardens. The area is particularly attractive as the autumn leaves turn and in 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.

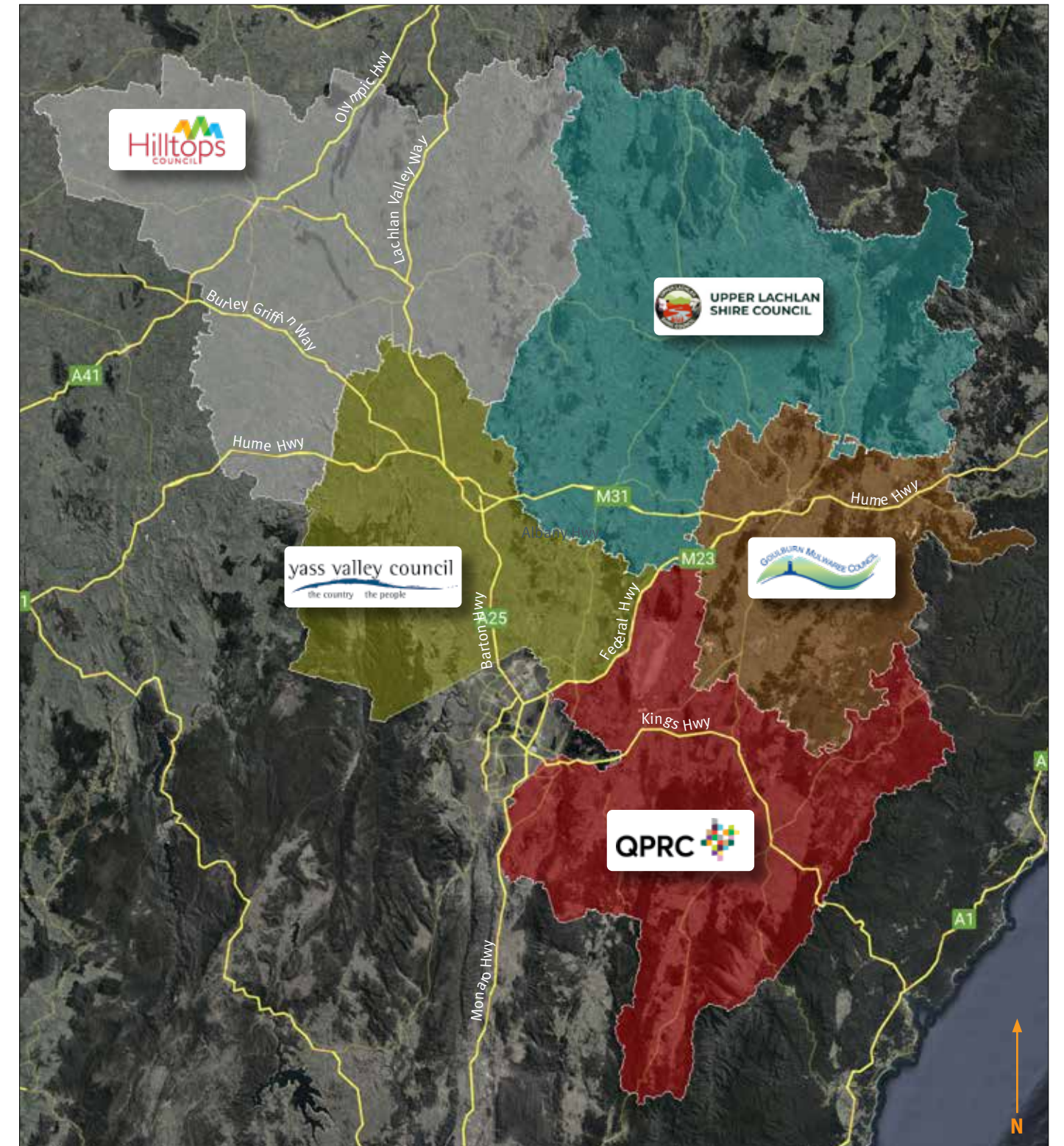
The Southern Tablelands offer opportunities for outdoor enthusiasts to engage in activities such as bushwalking, birdwatching, and exploring national parks like Morton, Monga and Budawang National Park.

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

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

MAIN ROUTES INTO THE REGION

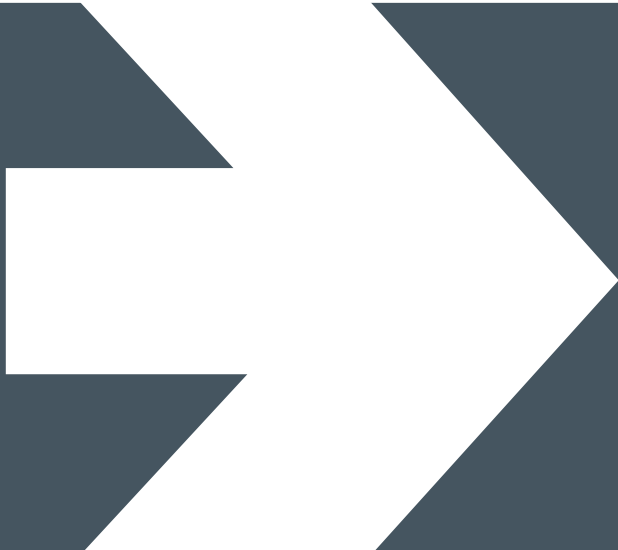
The main routes through the Southern Tablelands are the Hume, Kings, Federal Hwy. Other main arterial routes include the Barton Hwy, Burley Griffin Way, Olympic Hwy, Lachlan Valley Way Southern Tablelands Way and the Monaro Hwy.



Major roads within in the Southern Tablelands region



SECTION 2 - ABOUT WAYFINDING & TOURISM SIGNAGE



SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.1 TYPES OF TOURISM SIGNAGE

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

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

Road signage

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

Green Directional

Brown Tourism

Blue Services

Destination Signage

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

Promotional Billboards

Entry Statements

Town Entry Statements

Visitor Information Boards (VIBs)

Temporary/Event

Interpretive Panels

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.2 THE PURPOSE OF TOURISM SIGNAGE

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

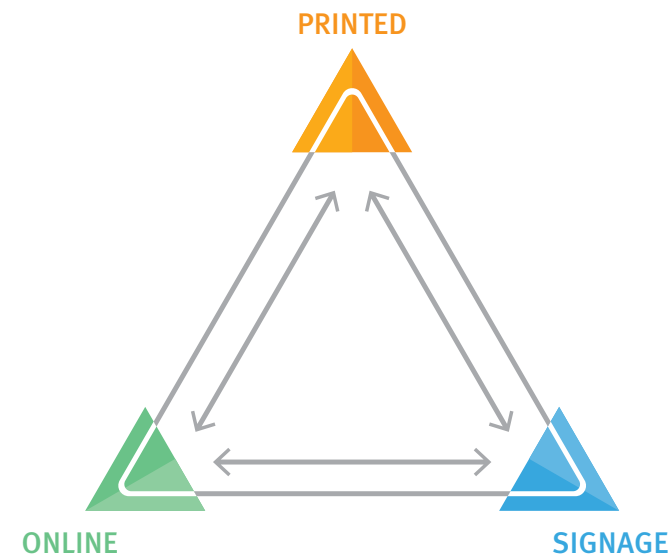
The two main purposes of tourism signs are to:

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

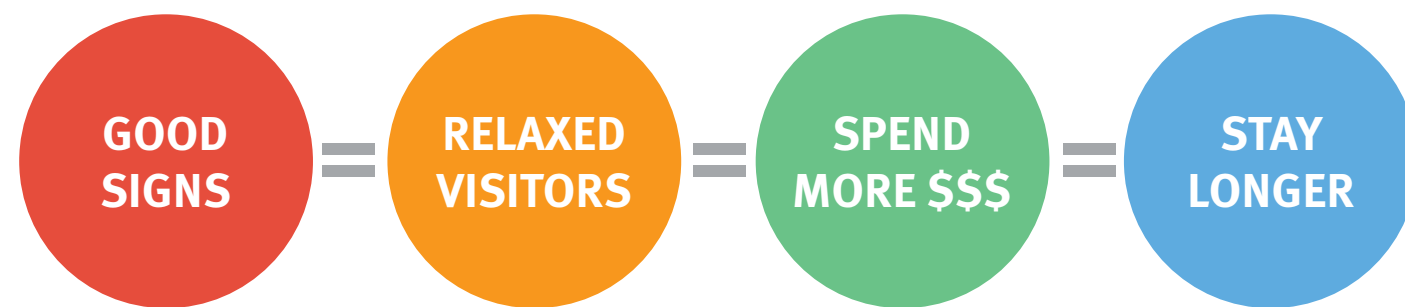
To achieve this, tourist signs have a range of functions that need to be considered in their design and planning including:

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

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



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



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



Accredited Visitor Centre



Non-Accredited Visitor Centre

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

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

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.2 THE PURPOSE OF TOURISM SIGNAGE

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

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

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

The NTSRG guidelines specify that:

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



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

(source: NTSRG)



Typical brown tourist signs in the Southern Tablelands

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.3 SIGNAGE POLICIES & GUIDELINES

SIGNAGE POLICY AND GUIDELINES.

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

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

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

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

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

Recommendation

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



SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.3 SIGNAGE POLICIES & GUIDELINES

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

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

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

TFNSW AND COUNCIL RESPONSIBILITIES

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

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

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

IMPROVING SIGNAGE POLICIES AND PRACTICES

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

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

TFNSW AND DESTINATION NSW GUIDELINES

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

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

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



Directional signs (white on green)



Tourist attraction signs (white on brown)



Services signs (white on blue)



Community facility signs (white on blue)

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.3 SIGNAGE POLICIES & GUIDELINES

LAYOUT/CONTENT

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

THE HIERARCHY OF TOURISM ATTRACTION SIGNS

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

ELIGIBILITY FOR TOURIST ATTRACTION SIGNS

Types of attractions

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

Criteria for Tourist Attraction Signing

Eligibility requirements

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

- The attraction is established, lawful and operating.
- No pre-booking is required to visit the attraction. It is expected that major tourist attractions operate to a scale and standard that enables them to cater for the demands of casual visitors without the need for pre-booking.
- There are adequate car parking facilities.
- There are publicly accessible toilets available. Attractions where the visitor is expected to stay 15 minutes or less are exempted (eg: lookouts).
- The attraction is open for at least 5 days per week (including both weekend days); 6 hours per day; and 11 months of the year.
- Opening hours are permanently displayed at the entrance to the property.
- The attraction has a current brochure available, with opening hours etc.

The TfNSW guidelines identify for the eligibility requirements for tourism signage.

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

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

For further information about the TfNSW and VAS processes: <http://www.rms.nsw.gov.au/business-industry/partners-suppliers/documents/technical-manuals/touristsignsv4.pdf>.



Diagrammatic advance warning sign



Trailhead/Reassurance sign



Advance warning sign



Positional sign



Tourist Drive trail markers



Transport for NSW - Tourist signposting manual

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

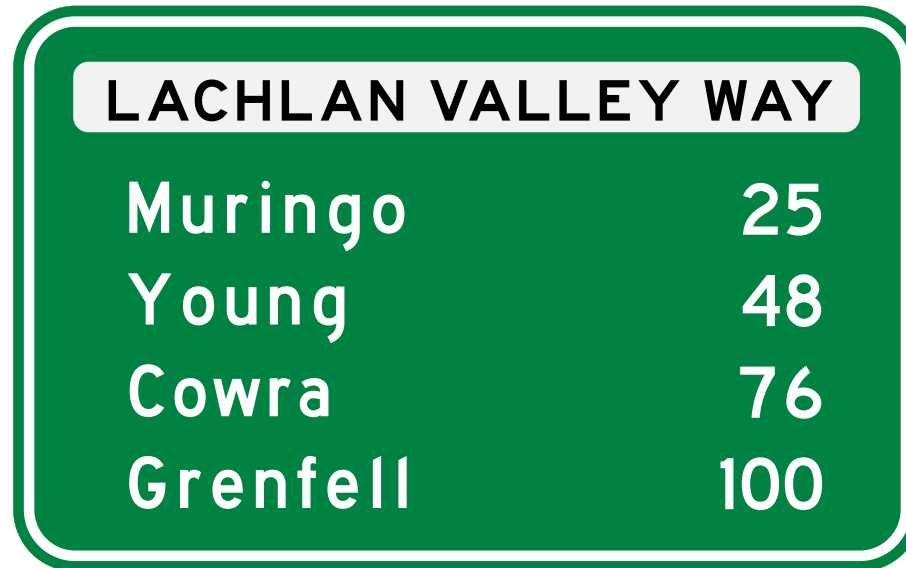
2.3 SIGNAGE POLICIES & GUIDELINES

DIRECTIONAL SIGNS

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

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

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



Reassurance



Positional



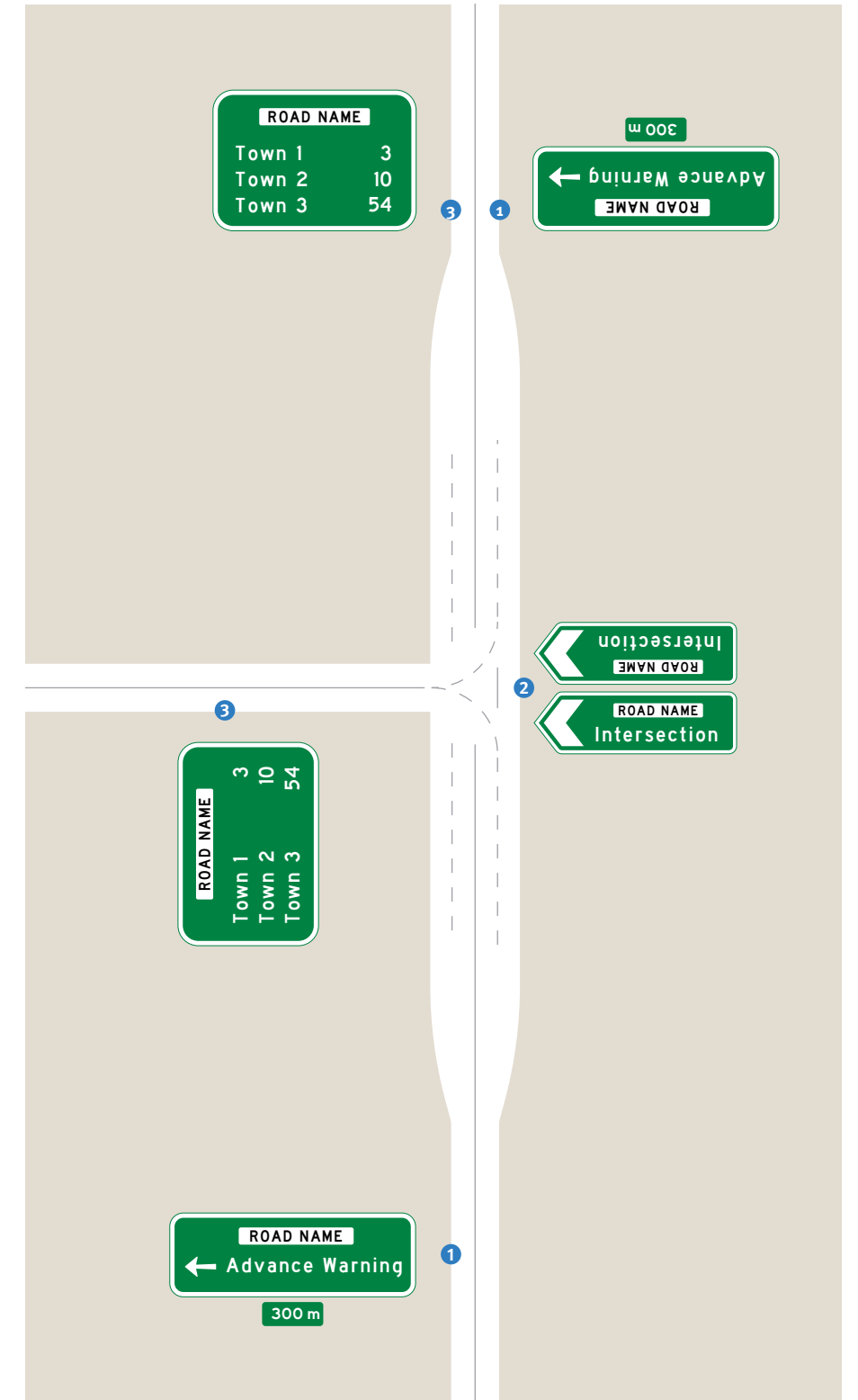
Intersection



Advance Warning



Intersection



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

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.4 WAYFINDING PRINCIPLES/GUIDELINES

Wayfinding is about finding one’s way and relates to how a person orientates him/herself and navigates through an area or place. A wayfinding system is a unified series of related informational, advisory and directional aids to help visitors travel around successfully, safely and with confidence.

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

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

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

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

The principles underpinning a tourism signage system

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

SIGNAGE PLANNING

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

DESIGN

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

BEST PRACTICE IN WAYFINDING SIGNAGE DESIGN

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

CONTENT

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

LOCATION

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

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

FUNCTION

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

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

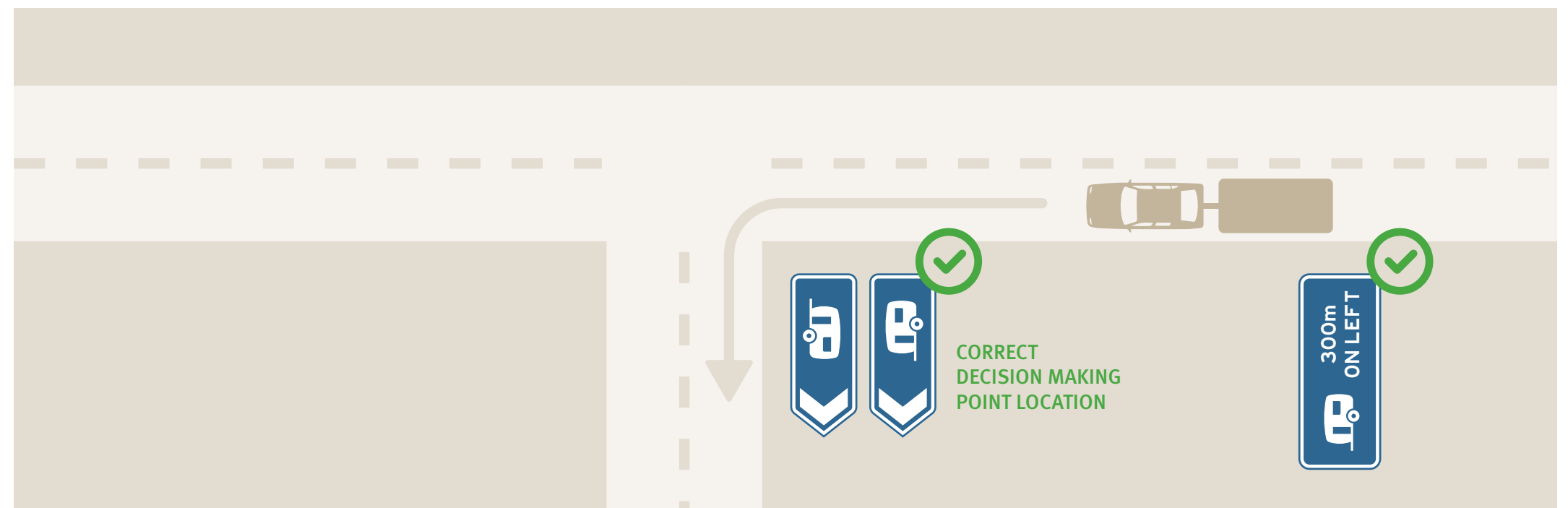
2.5 SIGNAGE PLACEMENT

DECISION MAKING POINTS (EXAMPLE)

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



Incorrect decision making point scheme



Correct decision making point scheme

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.6 SIGNAGE CONSOLIDATION

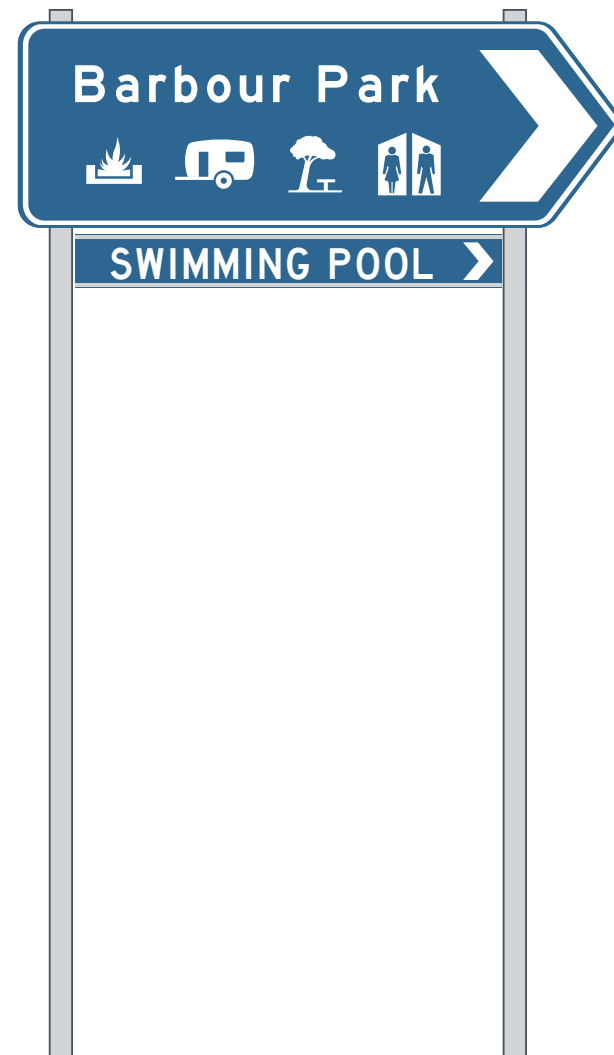
When undertaking a signage plan it is also important to see where the new signs can be consolidated with existing sign messages to create one sign. Too often sign clusters are continually added, creating a totem pole effect. When too many signs are added, there are too many competing messages and the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

TIME DELAYS & FRUSTRATION CAUSED BY POOR WAYFINDING SIGNAGE

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



Existing signage at Yass St, Gunning



EXAMPLE -Suggested replacement (double sided)



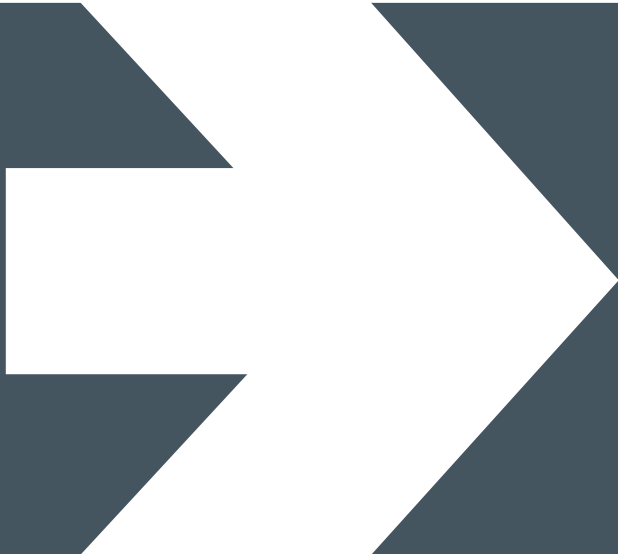
Existing signage at Goulburn/Roberts St, Crookwell



EXAMPLE -Suggested replacement (double sided)



SECTION 3. UPPER LACHLAN SIGNAGE AUDIT



SECTION 3. UPPER LACHLAN COUNCIL SIGNAGE AUDIT

3.1 ABOUT UPPER LACHLAN COUNCIL

ABOUT UPPER LACHLAN COUNCIL

Upper Lachlan Shire Council is situated in the southern region of New South Wales, approximately 200 kilometers southwest of Sydney. The council includes towns and localities such as Crookwell, Gunning, Taralga, and Tuena. The council's administrative base and largest town is Crookwell.

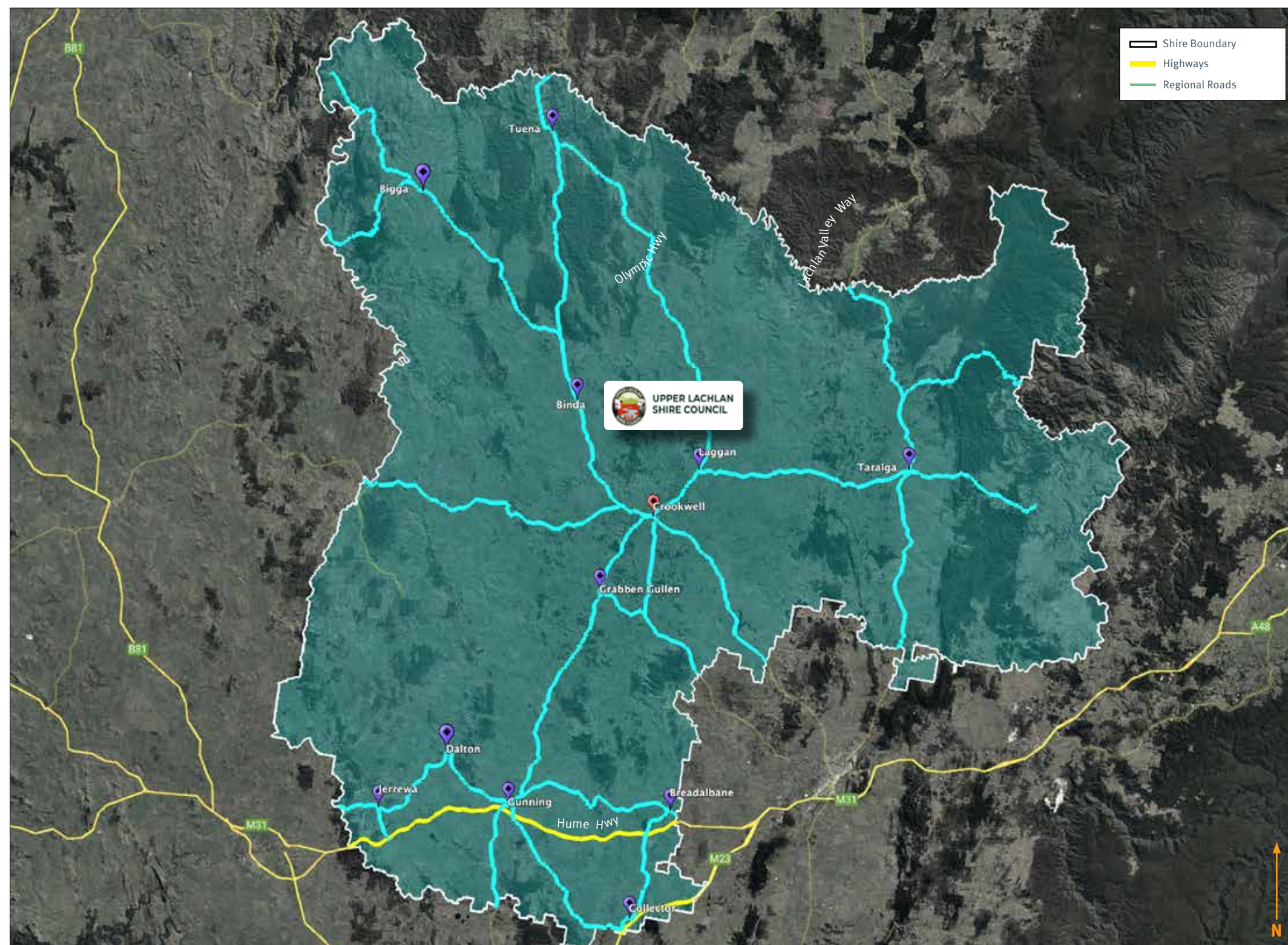
The economy of Upper Lachlan Shire is predominantly based on agriculture. The region is known for its fertile land, which supports various agricultural activities. Key agricultural products include sheep and cattle farming, as well as crops like wheat, canola, and lucerne. Wool production is also a significant contributor to the local economy.

Tourism plays a role in the economy of the shire, with visitors attracted to the picturesque rural landscapes, historical sites, and outdoor recreational activities. The town of Crookwell, for example, is known for its annual festivals, which draw tourists to the area.

In recent years, there has been an increasing interest in renewable energy projects within the shire. Wind farms and solar energy installations have been established, contributing to the local economy and supporting Australia's transition to cleaner energy sources.

MAIN ROUTES INTO THE SHIRE

The main east-west route through Upper Lachlan Shire Council are the Hume Hwy 45km, north-south route is the from Goulburn is the Goulburn Rd from Goulburn to Crookwell and the Binda/Junction Point Rd running from Crookwell north to Bathurst. Various other state and regional roads criss crossing the LGA linking the Central West with the coast.



Highways and regional roads within in Upper Lachlan Shire Council

SECTION 3. UPPER LACHLAN COUNCIL SIGNAGE AUDIT

3.2 WHY DO A TOURISM SIGNAGE AUDIT?

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

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

Benefits include;

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



SECTION 3. UPPER LACHLAN COUNCIL SIGNAGE AUDIT

3.3 UPPER LACHLAN GREEN DIRECTIONAL SIGNS

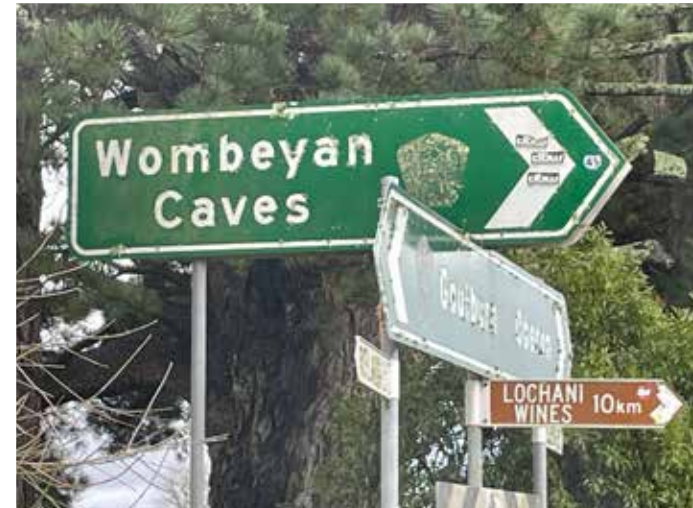
GREEN DIRECTIONAL SIGNAGE

In Upper Lachlan, the green directional signage is typically well-maintained and strategically placed, providing advanced warnings, guidance at intersections, and reassurance for travellers. Within the major roads and town centres, these signs are generally in good condition. However, it's worth noting that some green signs on roads controlled by the council in remote areas often require maintenance or replacement. There were no noticeable gaps in the signage system, and all signs were typically located where visitors would expect to find directional guidance. In a few cases, extra signs have been added to existing structures, necessitating a review and consolidation process.

Additionally, during our assessment, we observed several signs that were either obscured by overgrowth, damaged, faded, or in need of general maintenance and cleaning. (See full signage audit document for details).

Recommendation

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



SECTION 3. UPPER LACHLAN COUNCIL SIGNAGE AUDIT

3.3 UPPER LACHLAN BROWN TOURIST SIGNS

BROWN DIRECTIONAL SIGNAGE

In Upper Lachlan the application of brown tourist signs is minimal. The signs that have been installed often don't meet the guidelines as set out in Destination NSW's Visitor Attraction Signposting (<https://www.destinationnsw.com.au/tourism/business-development-resources/signposting>). As with many LGA's there is a misunderstanding of what is a tourist attraction (brown sign) as against a tourist service (blue sign).

There were a number of signs overgrown, damaged, faded or in need of 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.
- Replace damaged and faded signs.



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



Sheck Webster Lookout - sign damaged, this sign should carry the Australian Standard Lookout symbol



Directional sign faded and in need of replacement



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



Crookwell Railway Museum - Not open enough to qualify for brown fingerboard sign



Top panel - This should be a brown sign bearing the NSW Historic Town/Village symbol



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



Hume & Hovell Memorial this attraction should have a brown fingerboard sign.



Guest Houses are tourist services (blue sign), not tourist attractions (brown sign).

SECTION 3. UPPER LACHLAN COUNCIL SIGNAGE AUDIT

3.3 UPPER LACHLAN BLUE SERVICES SIGNS

BLUE SERVICES SIGNS

The deployment of blue visitor service signs has been extensive across Upper Lachlan. Although these signs are infrequent along the highways and regional roads their application is prolific within Upper Lachlan towns and villages. Over time, these signs have been haphazardly added, with various sign styles vying for attention. Instead of the more universally recognizable Australian Standard service symbols (refer to page 15), many of these signs employ text. This has led to visual clutter undermining the intended purpose of the signs. Furthermore, a considerable number of these signs have now faded or require maintenance.

Recommendation

- Review and re access all blue services signs within Upper Lachlan towns and villages.



Text type signs used instead of the easily recognised public toilet symbol



Binda - faded visitor information sign



Gunning - Accommodation signs, what is the criteria and application process?



Taralga - Use Australian Standard symbols



Gunning - Non-standard EV Charge Station sign



Crookwell - consolidate signage at this location



Gunning - consolidate signage



Gunning - ineffective undersized signs



Gunning - ineffective undersized sign 3m off the ground

SECTION 3. UPPER LACHLAN COUNCIL SIGNAGE AUDIT

3.5 UPPER LACHLAN TOURIST ATTRACTIONS

UPPER LACHLAN TOURIST ATTRACTIONS

The Upper Lachlan tourism website showcases a total of thirty-five attractions, spanning various categories. However, when assessed against the criteria outlined by TfNSW for official tourist attraction classification, only four of them meet these specified standards. Remarkably, among these four attractions, only one operates as a private tourism enterprise. Intriguingly, none of these attractions utilise the TfNSW recognised Australian Brown tourist symbols, as detailed on page 15 of the strategy. In contrast to some other Australian states, it's worth noting that New South Wales currently lacks established and recognizable symbols for monuments and memorials.

Cellar Doors - The Upper Lachlan Shire is host to a solitary cellar door establishment, namely Collector Wines, situated in the town of Collector. As of the present moment, this cellar door has temporarily ceased its operations and is no longer signposted.

Historic Sites - The Upper Lachlan tourism website features three attractions categorized as historic sites: Crookwell Railway Station, Book Keeper's Cottage in Tuena, and Stone Quarry Cemetery in Taralga. The Crookwell Railway Station, which is also the home of the Goulburn-Crookwell Heritage Railway, is situated at the former Crookwell Railway Station. However, it's essential to note that this establishment primarily relies on volunteers and is only open on specific occasions. Unfortunately, information regarding its opening hours is currently unavailable on the Upper Lachlan Tourism website, the Heritage Railway's website, or at the station itself. The sole directional sign leading to the station is a brown fingerboard sign, denoting the station as a museum, located at the Goulburn/Colyer St intersection.

For Book Keeper's Cottage in Tuena, visitors are directed to inquire at Parsons Store for precise directions, as the exact location of the cottage is not disclosed on the Upper Lachlan Council's tourism website.

Stone Quarry Cemetery is situated just outside Taralga and is still in active use. The route to the cemetery is marked with blue fingerboard signs starting from the Orchard/Hillas St intersection, although it's important



Advance Warning



Advance Warning/Services Sign



Directional Sign

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			Only available to view 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, currently closed
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

SECTION 3. UPPER LACHLAN COUNCIL SIGNAGE AUDIT

3.5 UPPER LACHLAN TOURIST ATTRACTIONS

to note that the site provides limited interpretive information.

Memorials - The Upper Lachlan region features two notable memorials: Nelson's Monument in Collector and the Hume and Hovell Memorial east of Gunning. Nelson's Monument stands in remembrance of Constable Samuel Nelson, who tragically lost his life at the hands of Ben Hall's gang. This memorial is situated near the Bushranger Hotel and can be located by following brown directional signs from both directions on O'Sullivan/Church St. These signs are in need of cleaning and/or replacement.

The Hume and Hovell Memorial, erected in 1924 to commemorate the centenary of Hume & Hovell's historic expedition, is positioned along an old section of the Hume Highway. Unfortunately, accessing this memorial is poor due to overgrowth and a steep embankment. Maintenance is urgently required, as reflected in Google reviews that highlight the neglect of this historically significant landmark. There are plans in place to enhance access and parking facilities. Interestingly, neither of these memorials are currently listed as attractions on the Upper Lachlan tourism website.

Museums - The Upper Lachlan tourism website includes two museums in its listings: the Taralga Historical Society Museum in Taralga and the Pye Cottage Museum in Gunning. However, the website lacks detailed information regarding the exact locations and operating hours of these museums, causing inconvenience for potential visitors.

The Taralga Historical Society Museum is mentioned as an attraction, but specific details about its location and opening hours are currently missing from the Upper Lachlan tourism website.

Pye Cottage Museum, situated on Hume St in Gunning, is also listed as an attraction on the Upper Lachlan tourism website. However, there is no information provided regarding its regular hours of operation and how to access it. For reference, the Museum & Galleries NSW website indicates that Pye Cottage Museum is open only on every fourth Sunday from 12.00pm to 2.00pm. In addition to the lack of information, both



Collector Wines - Currently closed and no signage



Brown fingerboard sign at Colyer/Goulburn Rd intersection



Crookwell Railway Station - no signage. List attraction opening hours on UL Tourism website



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



Hume & Hovell Memorial, Gunning. Site is overgrown and difficult to access. List attraction on UL Tourism website



Taralga Historical Museum, Taralga. List attraction opening hours on UL Tourism website

SECTION 3. UPPER LACHLAN COUNCIL SIGNAGE AUDIT

3.5 UPPER LACHLAN TOURIST ATTRACTIONS

museums are further hindered by inadequate signage, making them challenging to locate for interested visitors.

Natural Features - Upper Lachlan Shire is blessed with four remarkable natural features: Wombeyan (Caves) Karst Conservation Reserve, Keeverstone National Park, Mares Forest National Park, and Tarlo River National Park. Among these, only Wombeyan is developed and offers activities within the conservation park. However, there is an issue regarding access to Wombeyan. Currently, both access roads to the caves are closed due to flood damage. Unfortunately, this crucial information is not effectively communicated on the Upper Lachlan tourism website or through road signs until you are within 10 kms of the park entrance, leading to potential inconvenience for visitors.

On the other hand, the other three National Parks - Keeverstone National Park, Mares Forest National Park, and Tarlo River National Park - remain undeveloped and suffer from a lack of proper signage, making it challenging for people to locate and access these natural treasures. Addressing these signage and communication issues would greatly enhance the overall visitor experience and promote the appreciation of these beautiful natural areas.

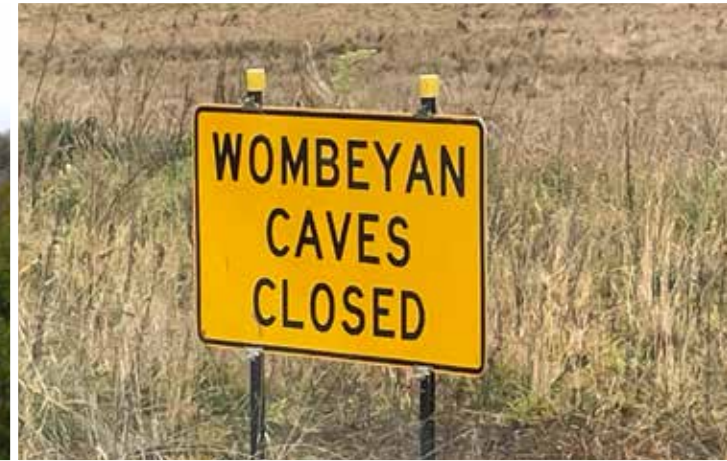
Lake Wyangala - Lake Wyangala, situated in the north-western corner of Upper Lachlan Shire and designated as a State Recreation Reserve, offers fantastic opportunities for camping, boating, and picnicking. It's a significant attraction in the region. However, it's concerning that this notable destination is missing from the Upper Lachlan tourism website, which could potentially result in visitors overlooking this recreational gem.

Directional signage to Lake Wyangala begins at the Bigga/Junction Rd intersection and is consistent along the entire route. This signage helps guide visitors to Lake Wyangala and enhance their overall experience while exploring the Upper Lachlan region.

Crookwell Windfarm - The Crookwell Windfarm, located 11 kms southeast of Crookwell on the Goulburn Rd, offers visitors a unique experience with its large



Pye Cottage Museum, Taralga. List attraction opening hours and contact details on UL Tourism website



Wombeyan Caves - first notification of closure at Wombeyan Caves Rd 10kms north of Taralga. Caves closure should be noted on attraction page



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 sign at this location)



Crookwell Windfarm - Viewing area



Crookwell Windfarm - Interpretation



SECTION 3. UPPER LACHLAN COUNCIL SIGNAGE AUDIT

3.5 UPPER LACHLAN TOURIST ATTRACTIONS

parking area, viewing platform, and interpretive displays. However, there is room for improvement in the signage and interpretation aspects. Currently, advance warning signs are positioned 500 meters before the Windfarm Viewing area, which is a positive feature for visitors approaching the site. However, there is a notable absence of a positional sign at the car park entrance, which would help travellers identify and access the site more easily.

In terms of interpretation, though somewhat dated the site generally provides valuable information to visitors. Nevertheless, it's worth noting that one panel is missing, which should be addressed to ensure that visitors receive a comprehensive and informative experience while exploring the Crookwell Windfarm.

Tourism-Related Private Businesses - Presently, only one privately-owned tourism-related business within Upper Lachlan Shire meets the criteria set by TfNSW for tourism recognition: the Taralga Wildlife Park, situated to the east of Taralga. It is important to note that while there are other tourism-related galleries listed on the Upper Lachlan's tourism website, none of them currently meet the TfNSW criteria for official recognition.

One promising candidate for potentially meeting TfNSW tourism criteria is Lindner Socks, as it operates seven days a week and offers sock-making demonstrations. To achieve full compliance with TfNSW standards, some minor adjustments may be required. This could involve ensuring that all necessary criteria for official tourism recognition, such as facilities, services, and accessibility, are met at Lindner Socks. Meeting these criteria would not only benefit the business but also enhance the tourism offerings in Upper Lachlan Shire.

Recommendation

- 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.



Taralga Wildlife Park - Well signed from Taralga but often poorly positioned



Lindner Sock Factory - Potential brown signed tourist attraction

SECTION 3. UPPER LACHLAN COUNCIL SIGNAGE AUDIT

3.6 UPPER LACHLAN TOWN VISITOR SERVICES

CROOKWELL VISITOR SERVICES

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

Crookwell provides an assortment of visitor services, encompassing an accredited visitor information centre (VIC), two caravan and camping sites — Crookwell Caravan Park and Crookwell Showgrounds. There is also a public RV dump point located at the Crookwell Caravan Park.

Blue services signage application throughout Crookwell has been applied in an ad-hoc fashion with various signs added to existing structures without any consideration to consolidation or consistent application. In many instances some routes have a full suite of blue services advance warning signs yet other routes don't. As an example blue services advance warning signs are present on the Binda and Goulburn road approaches to Crookwell but there are none of these signs on the Laggan or Grabben Gullen road approaches. There are no directional signs to either the Crookwell Caravan Park or the Showgrounds and directional signage to the Kiamma Creek Rest Area and toilets is poorly positioned.

Crookwell is currently building a new resource centre at Coleman Park. The new building at the corner of Goulburn/Warne St will house the relocated Visitor Information Centre when completed. This relocation will give Upper Lachlan the ideal opportunity to develop a comprehensive signage plan and install a new blue services signage system for the town.

Recommendation

- Develop a new signage plan for access routes to the VIC, designate car/caravan parking and other visitor service.
- Consolidate all blue signage and use AS Symbols.
- At the VIC line mark and sign the designated car/caravan RV parking.
- Apply for RV Friendly Town status for Crookwell.



Goulburn Rd Blue Services advance warning sign



Binda Rd Blue Services advance warning sign. This rest area has no barbecue facilities



Goulburn Rd Blue Services advance warning sign



Directional signage for Kiamma Creek - Signage structure eastern side of Goulburn/Roberts St intersection, Right - Signage structure western side of Goulburn/Roberts St intersection should be consolidate with signage on the eastern side of this intersection (see consolidation example page 19)



Kiamma Creek - no directional signage at the rest area location



No reciprocal advance warning sign for westbound Goulburn Rd Visitors. Sign too far from decision point



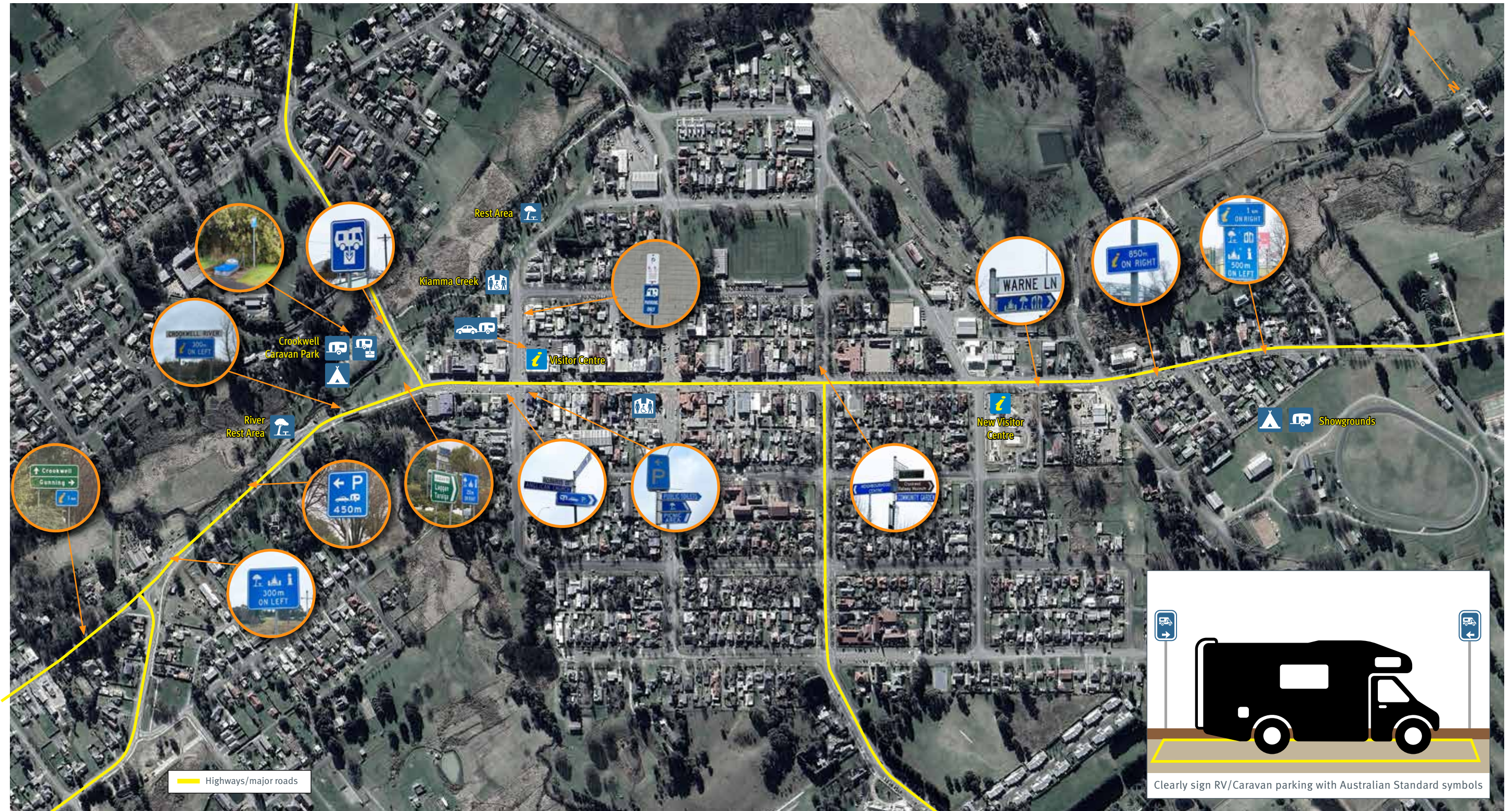
This sign is positioned on the wrong side of the road



Poorly sign and marked car/caravan RV parking bay. Signs need to be larger and the bay clearly marked.

SECTION 3. UPPER LACHLAN COUNCIL SIGNAGE AUDIT

3.6 UPPER LACHLAN TOWN VISITOR SERVICES



Crookwell - Existing town visitor services signs

SECTION 3. UPPER LACHLAN COUNCIL SIGNAGE AUDIT

3.6 UPPER LACHLAN TOWN VISITOR SERVICES

GUNNING VISITOR SERVICES

Gunning, situated just north of the Hume Highway in the southern division of Upper Lachlan Shire, offers a range of visitor services. These services include caravan camping facilities at the Gunning Showgrounds, short-stay (48-hour) self-contained camping at the Barbour Park Rest Area, and an RV dump point. Gunning has RV Friendly Town accreditation.

However, there are some issues with the signage in Gunning that need attention. The blue services signs in the town exhibit inconsistencies in design and placement. While Gunning's visitor services are adequately signed before both east and west highway exits, with AS symbols indicating fuel, dining options, cafés, caravan parks, and accommodations, there is a notable absence of advance warning signs for these services when approaching from Grabben Gullen Rd.

Within the town itself, the signage starts to become cluttered, with various secondary signs attached to directional road sign structures. These additional signs include fingerboard signs for a motel and a B&B. The entrance sign to Barbour Park carries five different sign boards, which could benefit from consolidation (see example on page 19).

Moreover, it's important to note that while the Gunning Showgrounds provide caravan and camping facilities with the first 48 hours free, the approach roads to the Showgrounds, Warataw and Nelanglo Streets, are not signed from the main arterial road, Yass St. This lack of signage can make it challenging for visitors to find their way to this valuable facility.

Lastly, it's worth mentioning that the Gunning Showgrounds are not currently listed on the Upper Lachlan tourism website, which could potentially limit their visibility to potential visitors. Addressing these signage and online presence issues would greatly enhance the overall visitor experience in Gunning.

Recommendation

- Install blue services advance warning sign on Yass St/ Cullerin approach west of the Grabben Gullen Rd intersection.
- Consolidate all signage at the Barbour Park entrance sign (see example on page 19).
- Install caravan/camping directional signage to Gunning Showgrounds from Yass St.
- List Gunning Showgrounds caravan and camping grounds on Upper Lachlan tourism website.



Gunning - Existing town visitor services signs

SECTION 3. UPPER LACHLAN COUNCIL SIGNAGE AUDIT

3.6 UPPER LACHLAN TOWN VISITOR SERVICES

TARALGA VISITOR SERVICES

Taralga, located in the eastern division of the Upper Lachlan Shire, stands as a historic farming community and is the third-largest town within the Shire. It carries a rich historical legacy as one of the oldest settlements in the region. Taralga's strategic positioning along Taralga Road, linking Goulburn and Bathurst, makes it a vital access point to Wombeyan Caves. Visitors to Taralga can find essential amenities, including a rest area at Goodhew Park and caravan/camping facilities at the Taralga Showgrounds. To the east of Taralga lies the Taralga Wildlife Park.

Despite its attractions, there is a notable issue with inconsistent signage design and the application of AS symbols within the LGA. Specifically, there's a lack of blue visitor services advance warning signs as one approaches Taralga. This type of sign serve as valuable information points for visitors, providing details about available services within the town, such as rest areas, caravan/camping facilities, and dining options.

At the main intersection of Bunnaby and Orchard Streets, there is an abundance of signs, including the initial brown directional sign guiding visitors to the Taralga Wildlife Park. To enhance ease of navigation and visitor convenience, it would be beneficial to have signage at this intersection that directs visitors to both the rest area and the Taralga Showgrounds.

Upon turning onto Orchard Street, fingerboard signs help guide visitors to the public toilets at the Taralga Memorial Hall. Further along this route, there's a fingerboard sign directing visitors to the public toilets at Goodhew Park. To further enhance the visitor experience, the Goodhew Park sign should also feature symbols for picnic shelters and barbecues, giving a comprehensive overview of the available amenities.

Continuing from the Bunnaby and Orchard Street intersection, the route to the showgrounds involves a sharp left onto Macarthur Street, followed by a sharp right onto Walsh Street. Unfortunately, this intersection is cluttered with signs, including a poorly positioned brown directional sign for the Taralga Wildlife Park. To improve overall signage effectiveness and declutter this area, it is advisable to consolidate and reposition signage at this location, ensuring a smoother flow of traffic and better navigation for visitors

Recommendation

- Install Blue services advance warning sign on all main approach roads to Taralga.
- Consolidate all signage at the Bunnaby/Orchard St intersection.

- Install caravan/camping directional signage to Taralga Showgrounds from Bunnaby/Orchard St intersection.
- Consolidate signage at MacArthur/Walsh St intersection
- Install an RV dump point at the showgrounds and apply for RV Friendly Town accreditation.



EXAMPLE -Blue Visitor Services advance warning sign



EXAMPLE -Suggested replacement sign structure at Macarthur/Walsh St intersection



Taralga - Existing town visitor services signs

SECTION 3. UPPER LACHLAN COUNCIL SIGNAGE AUDIT

3.7 UPPER LACHLAN CARAVAN & CAMPING

THE ECONOMIC BENEFITS OF CARAVAN & CAMPING TO REGIONAL AUSTRALIA

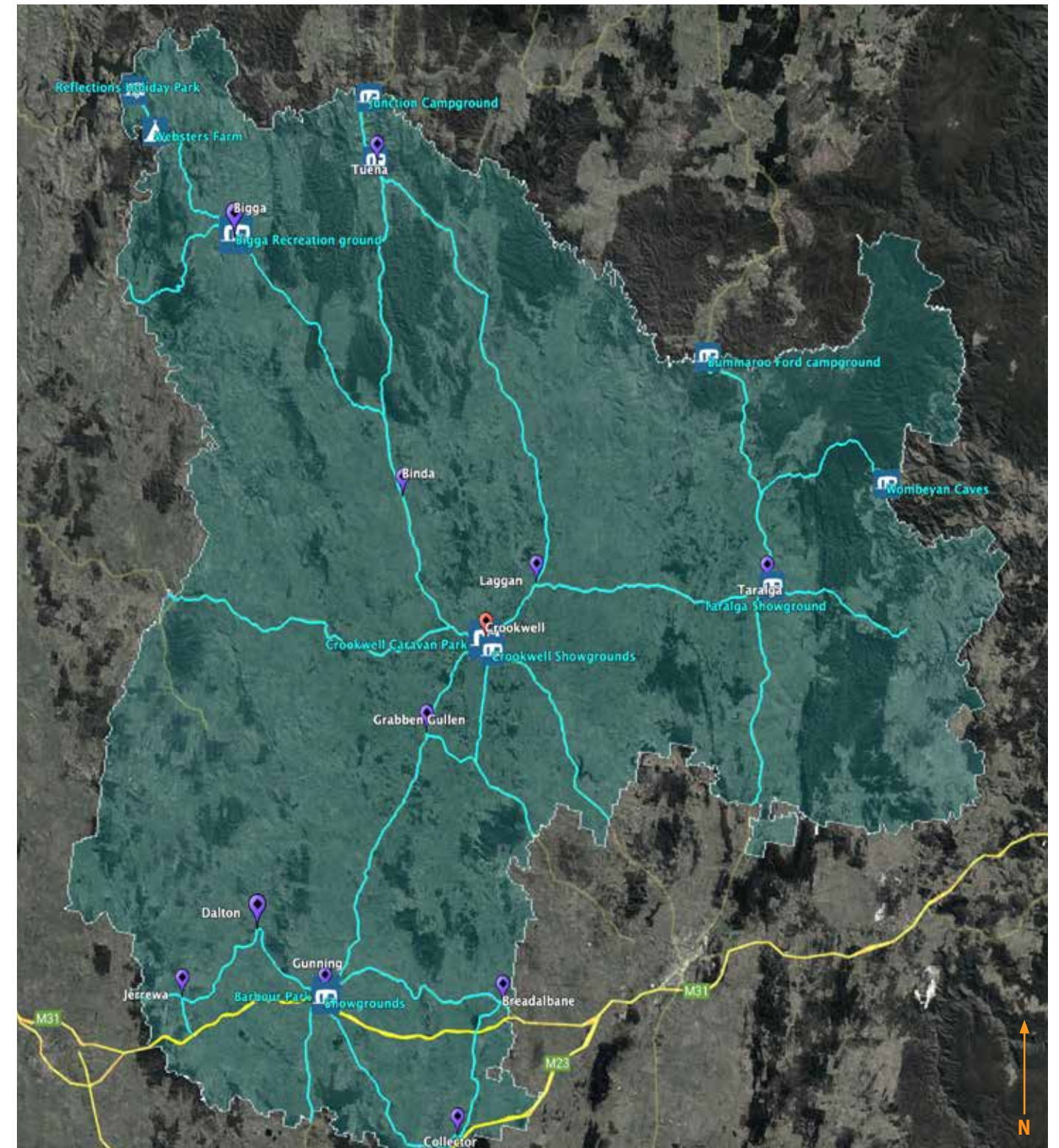
The caravan and camping economy plays a significant role in benefiting regional Australia in several ways. This thriving industry provides various economic, social, and environmental advantages to both local communities and the broader Australian economy.

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

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

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

Upper Lachlan Caravan & Camping Parks	Private	Council	Nat Pk	Other
Bigga Recreation Ground		•		
Bummaroo Ford Campground (Oberon Shire)			•	
Barbour Park (Gunning)		•		
Crookwell Caravan Park		•		
Crookwell Showgrounds				•
Gunning Showgrounds		•		
Junction Campground		•		
Reflections Holiday Park	•			
Taralga Showgrounds				•
Tuena Campground		•		
Websters Farm				•
Wombeyan Caves			•	
Public RV Dump Point - Bigga Recreation Park		•		
Public RV Dump Point- Crookwell CP		•		
Public RV Dump Point - Gunning		•		



Upper Lachlan - Caravan and camping

SECTION 3. UPPER LACHLAN COUNCIL SIGNAGE AUDIT

3.7 UPPER LACHLAN CARAVAN & CAMPING

UPPER LACHLAN CARAVAN & CAMPING

In Upper Lachlan, there are a total of 12 caravan and camping options available, each providing unique experiences for visitors. These options fall into three main categories: those owned by Upper Lachlan (6 /green), privately operated (1/blue), NSW National Parks (2/pink) and others (3/Orange). These parks are located in various locations within Upper Lachlan, including towns and villages. Additionally, smaller private operators offer simple bush camping experiences through platforms like HipCamp (<https://www.hipcamp.com/en-AU/discover/new-south-wales/>).

These camping options provide a diverse range of experiences, catering to the preferences of different visitors and highlighting the natural beauty and recreational opportunities that Upper Lachlan has to offer.

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

Bigga Recreation Ground - Located off Mulgowrie Rd in Bigga, this recreation ground offers up to three nights of free camping. Facilities include hot showers, disabled toilets, and an RV dump point. Bigga also holds an RV Friendly Town status. However, there is a need for directional signage at the Bigga/Mulgowrie Rd intersection to guide visitors to the facility.

Barbour Park, Gunning - This caravan park offers free camping for a maximum stay of two nights. It is situated at the northern end of Gunning's CBD and also serves as a recreation park, rest area, and access point to the Gunning Swimming Pool. While the facilities are generally in good condition, there is a requirement for consolidation of directional signage at the entrance.

Bummaroo Ford Campground (Oberon Council) - Located adjacent to the Abercrombie River near the Taralga Road crossing, this campground stands out for its notable differences when compared to the Junction Campground on Abercrombie Rd. It is important to mention that this particular campground falls under the administration of NSW National Park.



Bigga Recreation Ground - Install directional signage from Bigga/Mulgowrie St intersection



Barbour Park, Gunning- Consolidate park entrance directional signage



Bummaroo Ford Campground, Oberon Council, Taralga Rd



SECTION 3. UPPER LACHLAN COUNCIL SIGNAGE AUDIT

3.7 UPPER LACHLAN CARAVAN & CAMPING

Crookwell Caravan Park - Situated on Laggan Rd alongside Kiamma Creek, this caravan park offers hard stand caravan bays, a camp kitchen, and an RV dump point. However, there is a need for improved directional signage at the Goulburn/Laggan Rd intersection (see example page 39).

Crookwell Showgrounds - Another camping/caravan option in Crookwell is the Crookwell Showgrounds, which can accommodate large groups and offers full facilities, including a camp kitchen. The approach roads to the showgrounds, East St and Grange Rd, lack appropriate signage.

Gunning Showgrounds - Gunning's overflow and longer-term camping options are provided by the Gunning Showgrounds. This site offers a large grassed area with both powered and un-powered sites. However, signage is lacking at the main approaches to the showgrounds from Yass St.

Junction Campground - Situated off Abercrombie Rd at the confluence of the Abercrombie River and Tuena Creek, this campground is listed on the NSW National Parks website but is also noted as ULSC-run on the Find a Camp website (<http://www.findacamp.com.au/camp-site.php?camp=462>). The facilities appear derelict, and maintenance is urgently needed to restore this popular campground.

Taralga Showgrounds - Located on the eastern side of Taralga, this facility is suitable for tents, caravans, and camper trailers. However, there is currently no directional signage to guide visitors to this site. Installing directional signage at key intersections and at the entrance to the showgrounds is recommended.

Tuena Camping and Picnic Ground - This well-maintained campground, situated within the historic mining village of Tuena, is well-signed with advance warning signs located 300m from each side of the campground. Facilities include disabled toilets and picnic shelters.

Websters Farm Campground - Situated on Wyangala Dam and part of the Grabine State Recreation Park, this campground offers basic facilities, including



Crookwell Caravan Park - Improve directional signage at Goulburn/Laggan Rd intersection



Crookwell Showgrounds - Install directional signage from Goulburn and showgrounds directional signage



Gunning Showgrounds - Install directional signage from Yass St, Showgrounds directional signage, too small, illegible, or poorly designed and positioned.

SECTION 3. UPPER LACHLAN COUNCIL SIGNAGE AUDIT

3.7 UPPER LACHLAN CARAVAN & CAMPING

toilets and a basic boat ramp. However, the signage at the entrance requires replacement for improved visibility and information dissemination.

These caravan and camping options in Upper Lachlan provide diverse experiences for visitors, and addressing signage and facility maintenance issues can enhance the overall visitor experience in the region.

NOTE - Due to road closure we did not visit Wombeyan Caves Campground.

Recommendation

- Bigga Recreational Ground - Install directional signage to this location from the Bigga/Mulgowrie Rd intersection.
- Barbour Park - Consolidate park entry signage at Yass Rd entrance (see example page 19).
- Crookwell Caravan Park - Install directional signage at the Laggan/Goulburn Rd intersection (see example next page).
- Crookwell Showgrounds - Install directional signage at the East St/Goulburn Rd and Grange Rd/Goulburn Rd intersections.
- Gunning Showgrounds - Install directional signage at the Nelanglo/Yass St and Warrataw/Yass St intersections.
- Junction Campground - Refurbish the campground and replace all facilities.
- Taralga Showgrounds - Install caravan/camping directional signage to Taralga Showgrounds from Bunnaby/Orchard St intersection.
- Taralga Showgrounds - Consolidate signage at MacArthur/Walsh St intersection.
- Taralga Showgrounds - Install an RV dump point at the showgrounds and apply for RV Friendly Town accreditation.
- Websters Farm - Replace entrance signage.



Junction Campground (ULSC), Abercrombie Rd - Replace signage cut back undergrowth, refurbish all facilities at this park. Comparison photos taken in 2018



Taralga Showgrounds - install directional signage from Bunnaby/Orchard St intersection to showgrounds intersection



Tuena Campground - Good directional signage on Junction Point Rd, good facilities on site

SECTION 3. UPPER LACHLAN COUNCIL SIGNAGE AUDIT

3.7 UPPER LACHLAN CARAVAN & CAMPING

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

Recommendation

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



Reflections - Only private campground in Upper Lachlan



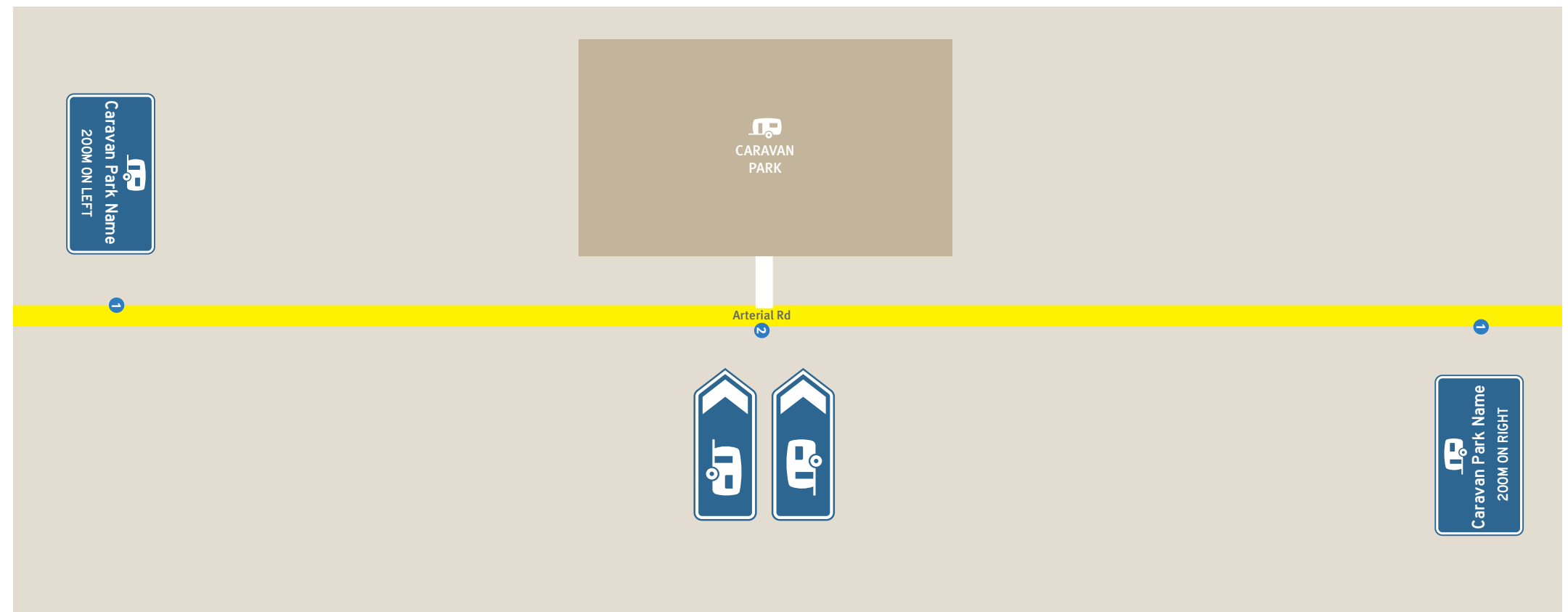
Websters Farm Campground, Grabine State Park, cut back undergrowth clean and replace broken signage



SUGGESTED - Directional signage suite (double sided) recommended for Crookwell's Goulburn St/Laggan Rd intersection.



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



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

SECTION 3. UPPER LACHLAN COUNCIL SIGNAGE AUDIT

3.8 UPPER LACHLAN RV FRIENDLY TOWN STATUS

UPPER LACHLAN RV FRIENDLY TOWNS

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

It seems that only a small amount of work would be required to bring Crookwell up to RV Friendly Town status as it already has the essential criteria to meet RV Friendly Town accreditation and most of the desirable criteria. Taralga has most of the essential criteria, the only thing missing is an RV dump point one of which could be easily installed at the Taralga showgrounds.

What is an RV Friendly Town?

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

Essential Criteria

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

Desirable Criteria

- Provision of long term parking for self-contained recreational vehicles.
- Access to medical facilities or an appropriate emergency service.
- Access to a pharmacy or a procedure to obtain pharmaceutical products.
- Visitor Information Centre (VIC) with appropriate parking facilities.

- VIC to provide a town map showing essential facilities, such as short and long term parking areas, dump point and potable water.
- RV Friendly Town™ signs to be erected within the town precinct.

Recommendations

- Review all towns claiming RV Friendly Town status to make sure that they comply with CMCA's criteria.
- Ensure CMCA updates its RV Friendly Town listings accordingly.
- Apply for RV Friendly Town Accreditation for Crookwell.
- Install an RV dump point at Taralga showgrounds.



Gunning - RV Friendly Town



Bigga - RV Friendly Town



SECTION 3. UPPER LACHLAN COUNCIL SIGNAGE AUDIT

3.9 UPPER LACHLAN RV DUMP POINTS

UPPER LACHLAN RV DUMP POINTS

Upper Lachlan has made commendable efforts to provide RV dump points, which are essential for a town to qualify for RV Friendly Town accreditation. However, it appears that more attention is needed in planning and installing proper signage for these facilities.

Bigga RV Dump Point - Located at the Bigga Recreation Grounds, this facility lacks signage not only from Mulgowrie Rd but also within the Recreation Grounds. To improve accessibility, it's essential to install directional signage from the Bigga/Mulgowrie Rd intersection and ensure that proper Recreation Grounds signage is in place. This will help RV users find the dump point more easily.

Crookwell RV Dump Point - Situated within the Crookwell Caravan Park, the dump point is well signed from Laggan Rd, which is positive. However, the positional sign at the dump point itself is becoming overgrown, making it less visible. Installing a larger sign at this location can enhance its visibility and usability.

Gunning RV Dump Point - Located at the Yass St/Collector Rd intersection, the Gunning RV dump point is well signed with both directional and positional signage. However, there seems to be confusion with RV dump point signs installed at the entry points into Gunning. It's important to clarify that these signs are solely for the actual dump point facility, as RV Friendly Town signs already indicate that an RV dump point is available within the town.

In summary, while Upper Lachlan has taken positive steps by providing RV dump points, there is definite room for improvement in signage and facility accessibility. Enhancing directional signage and addressing specific issues at each location can significantly enhance the experience for RV users and promote the region as a truly RV-friendly destination. Proper signage is key to ensuring that visitors can easily locate and utilize these essential facilities.

Recommendation

- Bigga - Improve directional and positional signage to and at Bigga Recreation Grounds RV dump point.
- Crookwell - Install improved positional signage at Crookwell Caravan Park RV dump point.
- Gunning - Remove RV dump points sign at Gunning town entrance points.
- Taralga - Install an RV dump point at the Taralga Showgrounds.



Australian Standard RV dump point symbol



Bigga Recreation Ground RV dump point - directional and positional signage to this location required



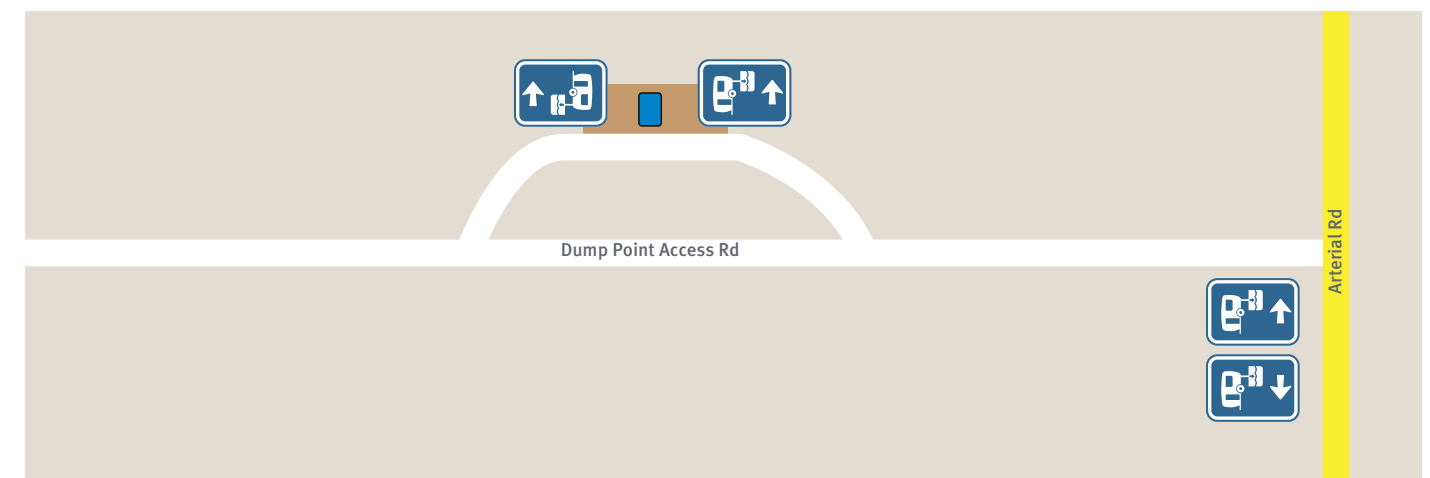
Crookwell Caravan Park RV dump point - positional signage at this location required



Gunning RV dump point



Gunning town entry points - Remove RV dump point signs. These signs are designed for use at the actual dump point.



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

SECTION 3. UPPER LACHLAN COUNCIL SIGNAGE AUDIT

3.10 UPPER LACHLAN RESERVES & REST AREAS

UPPER LACHLAN 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.

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

The rest areas within the towns have undergone extensive renovations, resulting in the installation of new facilities. These include Crookwell's Kiamma Creek, Gunning's Barbour Park, and Taralga's Goodhew Park. Each of these sites has recently received significant upgrades to their amenities, including improved landscaping, modernised rest room facilities, and the addition of picnic and barbecue amenities. In addition to these in-town rest areas, nearby villages like Binda, Tuena and Dalton also boast good quality rest areas and facilities.

The only out-of-town rest area we visited within Upper Lachlan was the Sheck Webster Lookout on the Bigga Rd. This location is signed as a lookout (no lookout symbol) but with its easy access and large parking area it would make a great rest area with the addition of some picnic shelters and bins.

Recommendation

- All - Improve directional and facility signage at to and at all Upper Lachlan rest areas.
- Consider upgrading facilities at Sheck Webster Lookout.



Australian standard rest area symbol



Crookwell - Kiamma Creek Rest Area - modern well maintained facilities



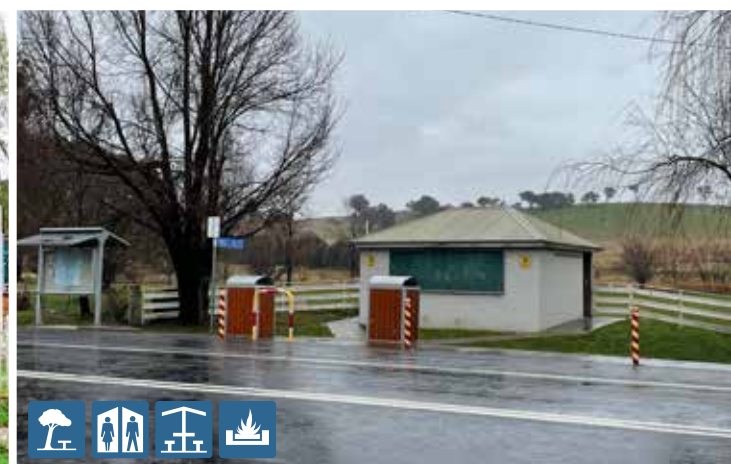
Crookwell - Kiamma Creek Rest Area - Lack of directional signage at this facility



Gunning - Barbour Rest Area - modern well maintained facilities



Taralga - Goodhew Park Rest Area



Binda Rest Area



Dalton Rest Area



Sheck Webster Lookout - this location would benefit from the addition of picnic shelters



SECTION 3. UPPER LACHLAN COUNCIL SIGNAGE AUDIT

3.10 UPPER LACHLAN RESERVES & REST AREAS

PEJAR DAM REST AREA

We recognise that ULSC is probably not responsible for the maintenance of facilities at the Pejar Dam Rest Area but as it sits within Upper Lachlan it is worth raising the run down and dilapidated state of facilities at this rest area. Located just off Goulburn Rd this rest area is very easily missed as there are no advance warning or directional signage to the rest area location. At the rest area all of the facilities apart from the toilets are in need of replacement.

Recommendation

- Work with the relevant authorities to replace all signage and amenities at this location



Pejar Dam Rest Area - No advance warning signs, no directional sign



Pejar Dam Rest Area - run down and dilapidated infrastructure



SECTION 3. UPPER LACHLAN COUNCIL SIGNAGE AUDIT

3.11 CONNECT@GUNNING SIGNAGE DESIGN

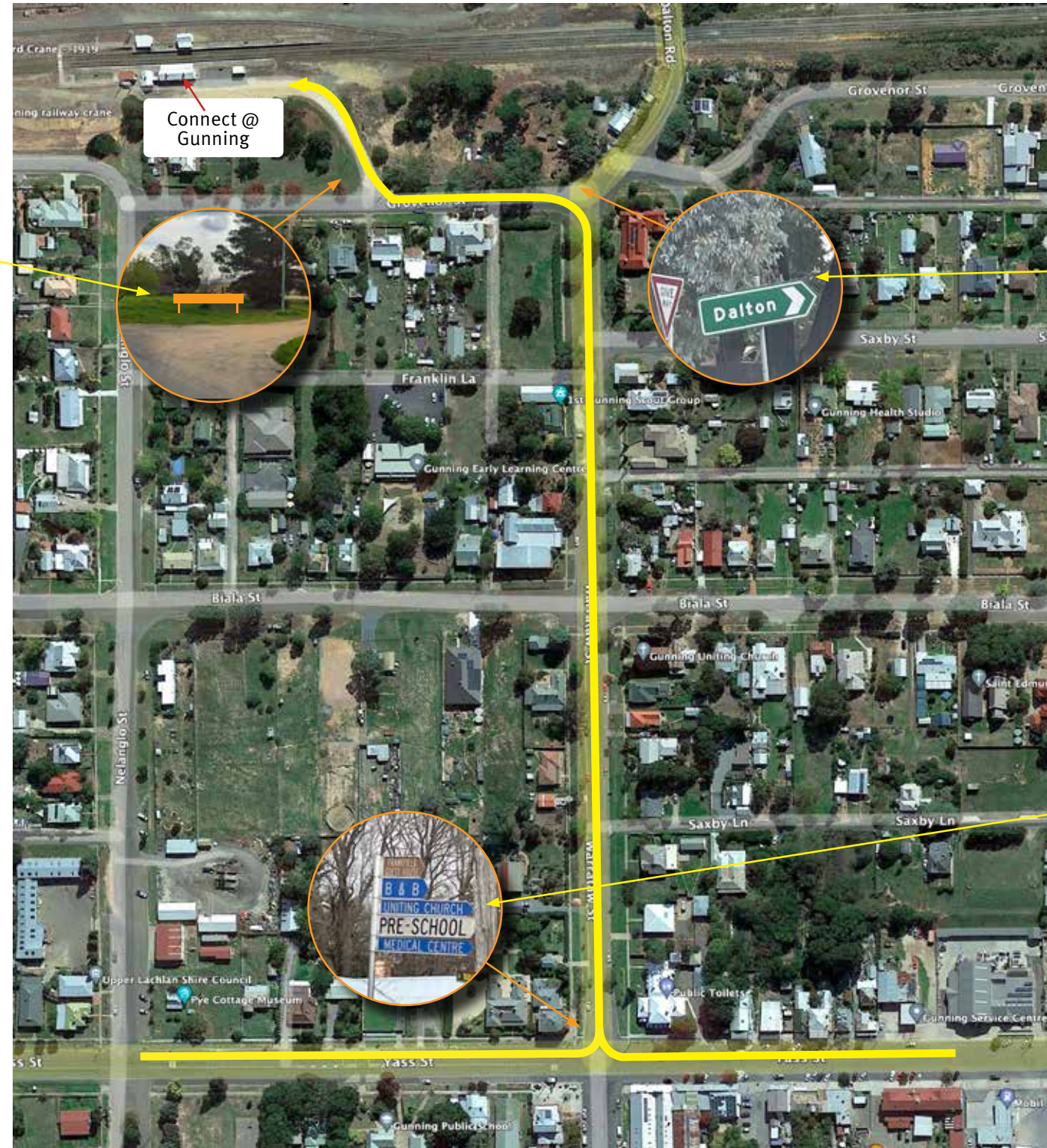
Connect @ Gunning

Recommended facility sign for Grovenor St entrance

CONNECT @ GUNNING

As part of this project we were asked to design a signage plan for the soon to be open Connect @ Gunning Art. The sign plan suggested here requires the removal of all existing signage at the nominated intersections.

All signs are to be double poled stacks. The sign structure at the Yass/Warrataw intersection is to be double sided.



CONNECT @GUNNING Dalton RAILWAY STATION

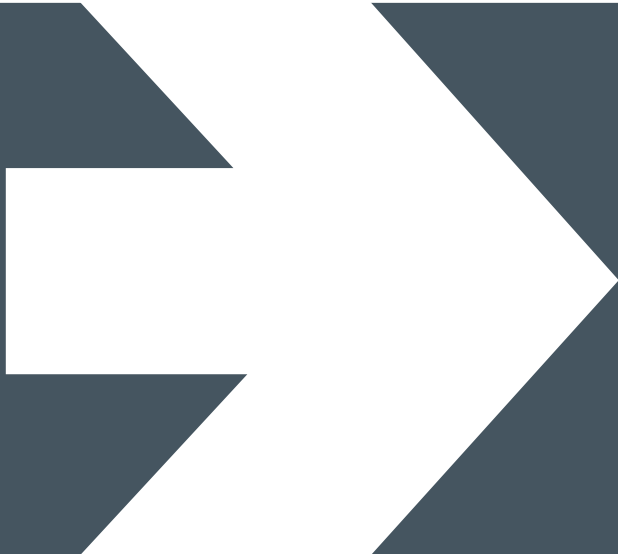
Recommended signage structure for Grovenor/Warrataw St intersection

WARRATAW ST
 Connect @Gunning
 RAILWAY STATION
 MEDICAL CENTRE
 PRESCHOOL
 UNITING CHURCH

Recommended signage structure for Yass/Warrataw St intersection



SECTION 4 - THE DESTINATION SIGNAGE SYSTEM



SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.1 BACKGROUND

Road signage

Green Directional
Brown Tourism
Blue Services

Destination Signage

Promotional Billboards
Shire Entry Statements
Town Entry Statements
Visitor Information Boards (VIBs)
Temporary/Event
Interpretive Panels

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

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



Examples of existing tourism signage in Upper Lachlan Shire Council

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.2 UPPER LACHLAN PROMOTIONAL BILLBOARDS

PROMOTIONAL BILLBOARDS

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

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

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

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

Currently there are no promotional billboards in Upper Lachlan Shire. Formerly there was a promotional billboard on the Hume Highway promoting Gunning but this billboard has since been re-skinned.

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

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

availability of such locations should be assessed in partnership with these companies.

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

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

Recommendation -

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



Yass Valley billboard on Hume Hwy near Gunning

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

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.2 UPPER LACHLAN PROMOTIONAL BILLBOARDS

Principles & Guidelines

Placement of billboards should be based on the following criteria;

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



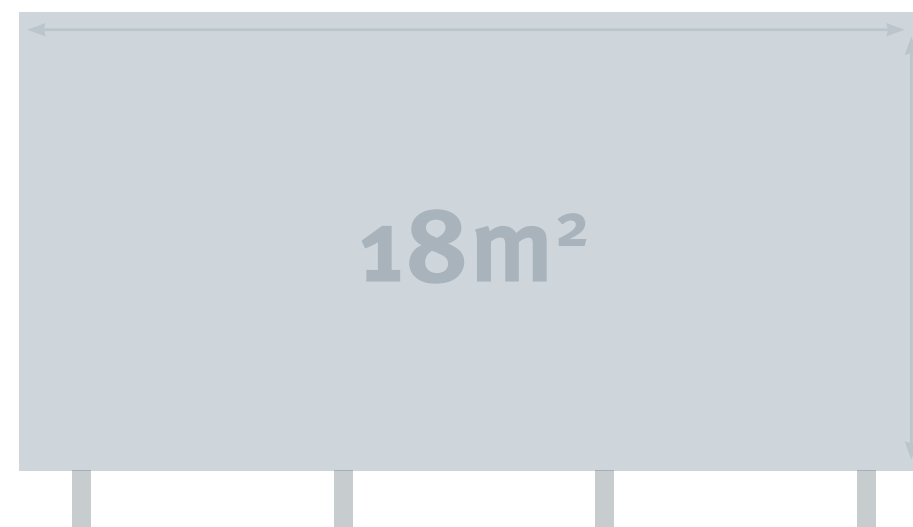
EXAMPLE - Super 8 Promotional Billboard



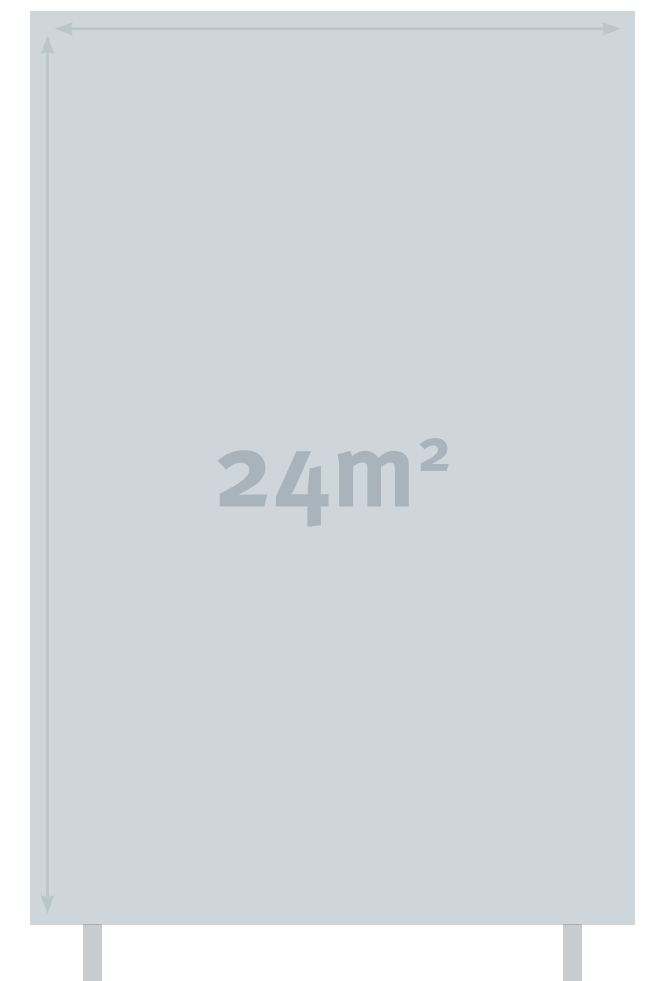
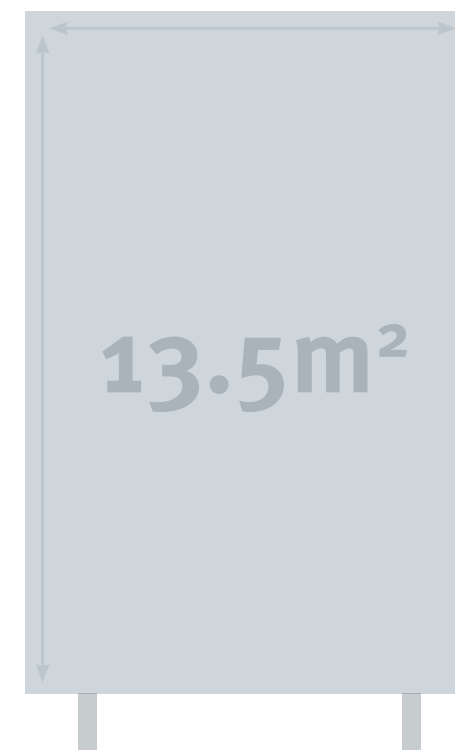
Super 8's
8.3m x 2.2m

Portrait 2
4m x 6m

Super 6's
6m x 3m



Portrait 1
3m x 4.5m



Australian Standard Billboard sizes.

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.2 UPPER LACHLAN PROMOTIONAL BILLBOARDS

MOBILE BILLBOARDS

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

Recommendation

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

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



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

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.3 UPPER LACHLAN LGA BOUNDARY ENTRY SIGNS

UPPER LACHLAN COUNCIL BOUNDARY ENTRY SIGNS

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

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

Upper Lachlan entry signs - Upper Lachlan's LGA Entry signs are mostly a standard double sided hoop signs bearing the Upper Lachlan Shire Council Logo the positioning statement "Shire of Villages" and an acknowledgement of country. These signs are present on most arterial road entrances to Upper Lachlan. We did notice that this type of sign was missing on the Goulburn/Abercrombie Rd entrance when one was at this location the previous year. This is perhaps to do with roadworks in the area. On the southern LGA boundary approach on Crookwell Rd there is a completely different type of sign, the only one we sighted while in the LGA.

Recommendation

- Clean all Shire entry signs.
- Work with TfNSW to install boundary signs on the Hume Hwy.



Upper Lachlan LGA Boundary entry sign on Goulburn Rd - the only one of this type we sighted



Standard Upper Lachlan LGA Boundary entry signs



LGA boundary markers , Oberon Council boundary sign



SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.4 UPPER LACHLAN TOWN ENTRY STATEMENTS



UPPER LACHLAN TOWN ENTRY STATEMENTS

Upper Lachlan town entry statements can be best described as varied. Never have we seen so many different sign types used in one LGA. In many instances different sign types have been added without the removal of the previous sign style resulting in some towns having multiple sign types. Taralga has four different entry sign types, Gunning has five different styles.

Along the way there has been some attempt to reign in all of the different designs to with the cream colour signs present at some of the smaller villages e.g. the cream sign style featured in the Bigga and Taralga examples left.

Principals and guidelines

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

Recommendation

- Develop a new sign style that reflects the individual town/village character yet ties in with the Upper Lachlan LGA brand. Work with the local community to get buy-in on the design.
- Develop tier one entry statements for the main towns - Crookwell, Gunning and Taralga. Tier two signs for smaller villages such as Bigga, Binda, Tuena, Laggan etc.
- Remove all old non-conforming entry statements.

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.5 UPPER LACHLAN VISITOR INFORMATION BOARDS

UPPER LACHLAN VISITOR INFORMATION BOARDS

In the Upper Lachlan, the current state of visitor information boards or bays is notably lacking, and there is an urgent need for improvement. Unlike other areas, Upper Lachlan faces a significant deficit in the provision of adequate visitor information resources. Here's a brief overview of the existing situation:

The only example of a visitor information bay we could find is the one at the Crookwell River Rest Area on the Carrington St approach into Crookwell. The visitor information offered here is minimal and largely out of date. The only other attempts at visitor information that we sighted were the examples at Collector and Taralga but these were more concerned with a potted history of their town rather than as a place where visitors could find up-to-date relevant information.

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

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

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

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

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. Upper Lachlan has recently made improvements to several in-town rest areas, often equipped with amenities like toilets and picnic shelters. These rest areas are frequently sought out by travellers as convenient places to take a break. Therefore, they serve as ideal locations to install visitor information boards. By doing so, casual visitors have the



Crookwell River Rest area - minimal visitor information, no barbecues



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



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

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

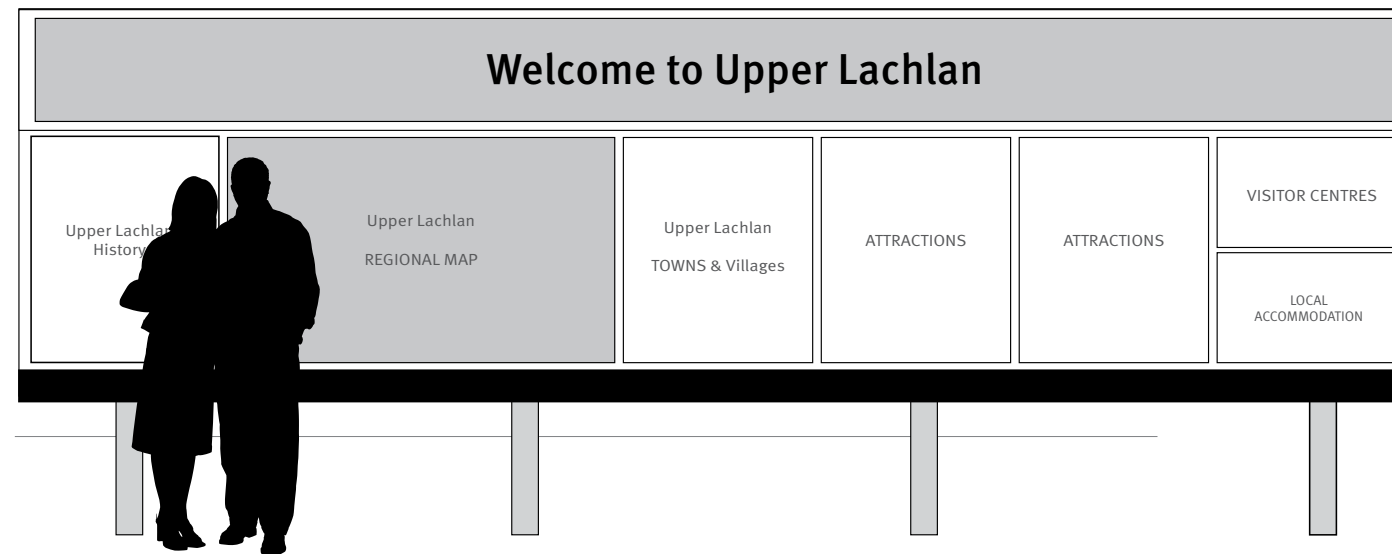
4.5 UPPER LACHLAN VISITOR INFORMATION BOARDS

opportunity to discover attractions they may not have previously considered or were unaware of, enhancing their overall experience.

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

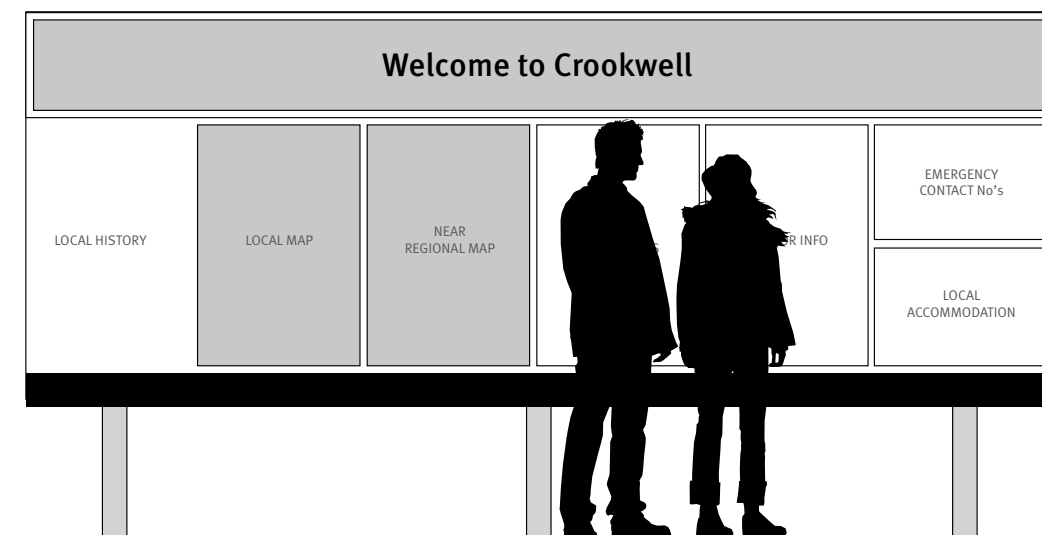
Recommendation

- Develop a standardised set of visitor information panels that can be applied in a tiered system as per the examples this page.
- Install Advance warning and positional signs for all VIB locations
- Install Tier 2 VIB's at the newly refurbished rest areas in Gunning Taralga and Crookwell.
- Investigate suitable rest areas with facilities suitable for Tier 3 VIB's. - e.g. Bigga, Binda, Dalton and Collector.
- Investigate the installation of Tier 1 VIB's at large Hume Hwy Rest Areas with toilet facilities.



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

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



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



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

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.5 UPPER LACHLAN VISITOR INFORMATION BOARDS

Principals and guidelines

Visitor Information Boards should contain the following information:

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

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

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

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

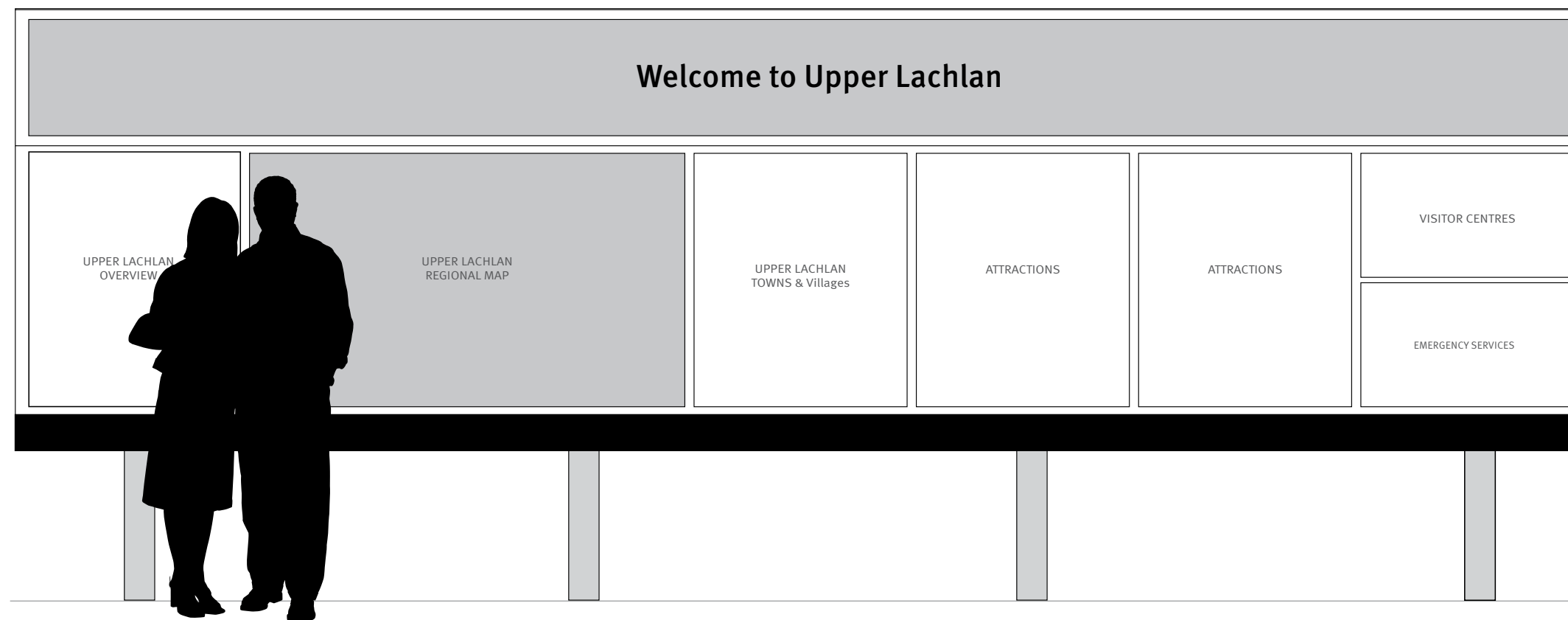
- What can I see & do? (local history & attractions, activities & events, walk & drive trails),
- What services & facilities are available? (services & amenities, accommodation options, key contacts - link to Upper Lachlan tourism website via QR Code and/or URL)
- How do I find what I’m looking for?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

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

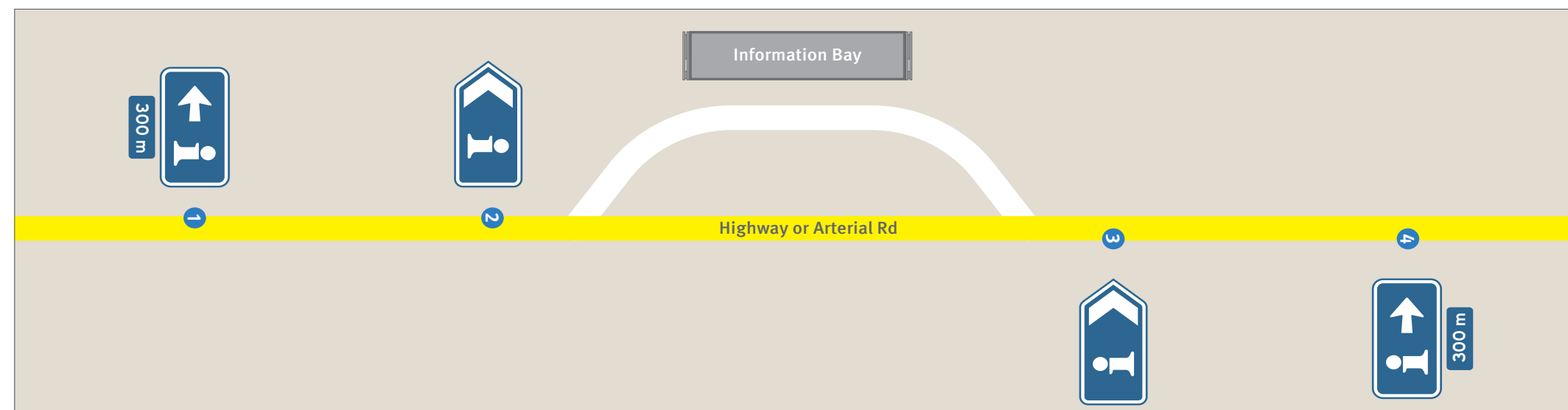
Advertising – If Upper Lachlan VIB’s are to include advertising, guidelines should be established and all artwork approved before an advertising panel is approved for production and installation. All advertising should be for a set period of time and renewable every twelve months.

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

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



Gateway Visitor Information (e.g.at Pejar Dam) 6.0m X 1.5m



Example – Correct signage for directions to roadside Visitor Information Bays

SECTION 3. WDRC SIGNAGE AUDIT

4.6 CROOKWELL VISITOR INFORMATION CENTRE

A well-run visitor information centre serves as a cornerstone of a successful tourism destination. It is the face of the community for travelers, 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.

Upper Lachlan has only one accredited Visitor Information Centre (VIC). Located in the the LGA's largest town and administrative centre of Crookwell.

The Crookwell VIC is located in an old shop front at the western end of the Crookwell CBD. Currently ULSC is building a new resource centre at the corner of Warne and Goulburn St. When completed the VIC will be relocated here. It is important to note that all directional signage directing visitors to the VIC will need to be replaced.

Recommendation

- Clearly brand the new VIC with the large yellow "i" sign.
- Clearly mark designated car/caravan parking at the new VIC.
- Geo-locate the new VIC on Google maps.



Crookwell VIC directional inbound on Carrington St



Crookwell VIC directional inbound on Goulburn Rd



Current Crookwell Visitor Information Centre



Binda - Visitor Information, is this still operating?

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.7 UPPER LACHLAN INTERPRETIVE SIGNAGE

UPPER LACHLAN INTERPRETIVE SIGNAGE

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

Interpretation in Upper Lachlan is best described as minimal. Across the LGA there is no consistent styling everything looks very project based. Of all the towns and villages we visited in Upper Lachlan the best interpreted was the small village of Dalton. Whilst the content seemed to be well researched and presented the design and layout was generally poor and not professionally designed. We only located one panel in Gunning that covered local indigenous interpretation.

Other Upper Lachlan towns and villages each with a rich history did not have any interpretation.

Principals and Guidelines

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

- 1. Planning** – Planning is the KEY to using limited resources effectively and to producing attractive, quality signs and creating a worthwhile experience. What is the purpose of the experience? What do you want people to learn?
- 2. Content** – The written content and images must be interesting and engaging. A professional writer with experience in researching and writing interpretive content should be engaged.
- 3. Design** – Engage a professional graphic designer with experience in interpretive signage design to work with you on this step. They will understand how to make the layout interesting and easy to read.
NOTE - Always ensure that Upper Lachlan retains full ownership of all artwork and it is properly archived. This will make it much easier to produce replacement panels.

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

Recommendations

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

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



Dalton - Potted history



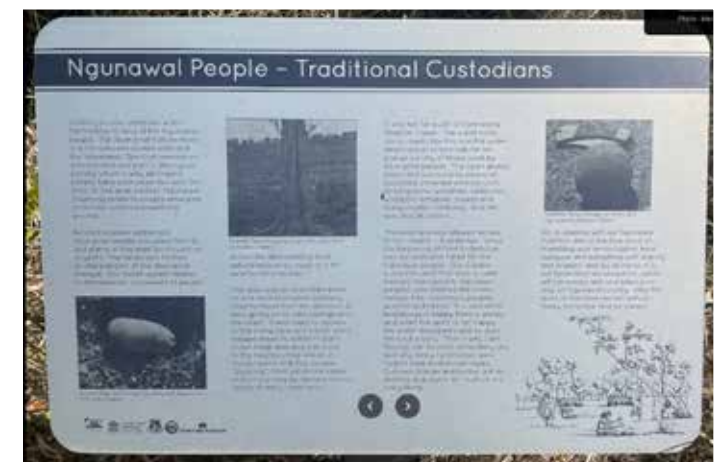
Tuena Goldfields - this part of the Gold Trails series of interpretation spread across the Southern Tablelands



Dalton - Oolong Creek interpretation



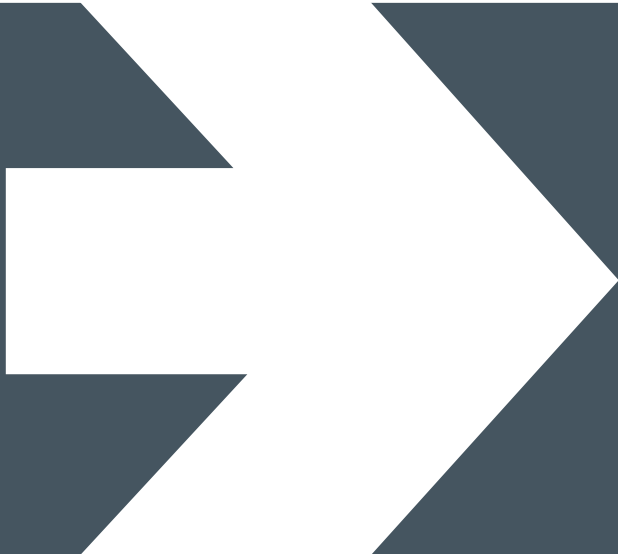
Dalton interpretation.



Gunning - Indigenous interpretation



SECTION 5 - IMPLEMENTING THE STRATEGY



SECTION 5. IMPLEMENTING THE STRATEGY

Actions would be rolled out progressively and subject to funding and resources. Upper Lachlan Shire Council will seek funding opportunities to implement the Strategy where budgets do not allow for them. Some of the actions and recommendations require a significant commitment of resources, will require time to plan and consult with the community. But, there are some actions that could result in substantial improvements and address the issues raised in the community consultations that the Upper Lachlan Shire Council could implement in the near future to begin to progress this Strategy. Quick wins are identified in the implementation table.

Page No./ Strategy Section	Actions/Recommendations	Priority	Indiative Timeframe to start	Indicative Costs	Quick Wins
Page 12 - Signage Policies & Guidelines	Southern Tablelands LGA's to develop a council signage policy, signage guidelines and an application process.	High	Immediate	N/A	No
	Southern Tablelands LGA's to review all of their shire signage to bring them into alignment with this strategy				
	Conduct regular audits of tourist, services and community signs against Council's signage Policy (to be developed) and progressively remove signage that is not compliant.				
Page 23 - 3.3 Green Directional Signs	Review intersections with large sign clusters and consolidate signage structure.	High	Ongoing	\$10,000 pa	No
	Conduct a regular asset review of all ULSC controlled road signage.				
	Replace damaged and faded signs.				
Page 24 - 3.3 Brown Tourist Signs	Review all brown tourist signs to determine if they are lawful and meet TfNSW guidelines eligibility criteria.	High	Ongoing	\$10,000 pa	No
	Replace damaged and faded signs.				
Page 25 - 3.3 Blue Services Signs	Review and re access all blue services signs within Upper Lachlan towns and villages.	High	Ongoing	\$20,000	No
Page 26 - 3.4 Tourist Drives	Work with neighbouring LGA's to develop a signed tourist drive(s) within Southern Tablelands. This could be an all day drive taking in natural attractions or developed as a themed trail.	Medium	24 Months	\$50,000	No

SECTION 5. IMPLEMENTING THE STRATEGY

Page No./ Strategy Section	Actions/Recommendations	Priority	Indiative Timeframe to start	Indicative Costs	Quick Wins
Page 30 - 3.5 Tourist Attractions	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.	High	Ongoing	N/A	Yes
	Historic Sites - Determine if the Crookwell Station is an attraction as a museum. List contact details and opening hours on website.	Medium	12 months	\$500.00	Yes
	Historic Sites - Book Keepers Cottage, install directional signs to this attraction.	Medium	12 months	\$500.00	Yes
	Historic Sites - Stone Quarry Cemetery, install interpretive signage at this location.	Medium	12 months	\$1,500.00	Yes
	Memorials - Nelsons Monument, Clean/replace directional signage to this attraction. Improve interpretation and list attraction on website.	High	Immediate	\$3,500.00	Yes
	Memorials - Hume & Hovell Memorial, Improve access and amenity to this attraction, list attraction on tourism website.	High	Immediate	\$15,000.00	Yes
	Museums - Taralga Historical Society Museum, list contact details and opening hours on website.	High	Immediate	N/A	Yes
	Museums - Pye Cottage Museum, list contact details and opening hours on website.	High	Ongoing	N/A	Yes
	Natural Features - Wombeyan Caves, list this attraction as closed on website.	High	Ongoing	N/A	Yes
	Natural Features - Lake Wyangala/Grabine Rec Area, list this attraction on website.	High	Ongoing	N/A	Yes
Page 31 - 3.6 Crookwell Town Visitor Services	Develop a new signage plan for access routes to the VIC, designate car/caravan parking and other visitor	High	Immediate	\$5,000.00	Yes
	Consolidate all blue signage and use AS Symbols.	High	Immediate	\$5,000.00	Yes
	At the new VIC line mark and sign the designated car/caravan RV parking.	High	Immediate	\$500.00	Yes
Page 33 - 3.6 Gunning Town Visitor Services	Install blue services advance warning sign on Yass St/ Cullerin approach west of the Grabben Gullen Rd	High	Immediate	\$500.00	Yes
	Consolidate all signage at the Barbour Park entrance sign.	High	Immediate	\$1,500.00	Yes
	Install caravan/camping directional signage to Gunning Showgrounds from Yass St.	High	Immediate	\$500.00	Yes
	List Gunning Showgrounds caravan and camping grounds on Upper Lachlan tourism website.	High	Ongoing	N/A	Yes
Page 34 - 3.6 Taralga Town Visitor Services	Install Blue services advance warning sign on all main approach roads to Taralga x 3.	Medium	12 Months	\$6,000.00	No
	Consolidate all signage at the Bunnaby/Orchard St intersection.	Medium	12 Months	\$5,500.00	No
	Install caravan/camping directional signage to Taralga Showgrounds from Bunnaby/Orchard St intersection.	High	Immediate	\$1,500.00	Yes
	Consolidate signage at MacArthur/Walsh St intersection	High	Immediate	\$500.00	Yes
	Install an RV dump point at the showgrounds and apply for RV Friendly Town accreditation.	Medium	12 Months	\$5,000.00	No
Page 38 - 3.7 Caravan & Camping	Bigga Recreational Ground - Install directional signage to this location from the Bigga/Mulgowrie Rd	High	Immediate	\$500.00	Yes
	Crookwell Caravan Park - Install directional signage at the Laggan/Goulburn Rd intersection	High	Immediate	\$1,500.00	Yes
	Crookwell Showgrounds - Install directional signage at the East St/Goulburn Rd and Grange Rd/Goulburn Rd	High	Immediate	\$1,500.00	Yes
	Gunning Showgrounds - Install directional signage at the Nelanglo/Yass St and Warrataw/Yass St	High	Immediate	\$500.00	Yes
	Junction Campground - Refurbish the campground and replace all facilities.	Medium	24 Months	\$50,000	No
	Websters Farm - Replace entrance signage.	Medium	12 Months	\$1,500.00	No
	Install advance warning and directional signage for all town based caravan parks.	High	Immediate	\$5,000.00	Yes

SECTION 5. IMPLEMENTING THE STRATEGY

Page No./ Strategy Section	Actions/Recommendations	Priority	Indiative Timeframe to start	Indicative Costs	Quick Wins
Page 40 - 3.8 RV Friendly Town Status	Review all towns claiming RV Friendly Town status to make sure that they comply with CMCA's criteria.	High	Ongoing	N/A	Yes
	Ensure CMCA updates its RV Friendly Town listings accordingly.	High	Ongoing	N/A	Yes
	Apply for RV Friendly Town Accreditation for Crookwell.	High	Ongoing	N/A	Yes
Page 41 - 3.9 RV Dump Points	Bigga - Improve directional and positional signage to and at Bigga Recreation Grounds RV dump point.	High	Immediate	\$1,500.00	Yes
	Crookwell - Install improved positional signage at Crookwell Caravan Park RV dump point.	High	Immediate	\$500.00	Yes
	Gunning - Remove RV dump points sign at Gunning town entrance points.	High	Immediate	N/A	Yes
Page 42 - 3.10 Reserves & Rest Areas	All - Improve directional and facility signage at/to all Upper Lachlan rest areas.	High	Immediate	\$10,000.00	Yes
	Consider upgrading facilities at Sheck Webster Lookout.	Medium	24 Months	\$30,000	No
Page 43 - 3.10 Pejar Dam Rest Area	Work with the relevant authorities to replace all signage and amenities at this location	Medium	24 Months	\$50,000	No
Page 44 - 3.11 Connect @ Gunning	Install double poled sign structures x 3. The sign structure at the Yass/Warrataw intersection is to be double sided.	High	Immediate	\$6,000.00	Yes
Page 47 - 4.2 Promotional Billboards	Determine if council and the community are interested in developing billboard campaign.	TBD			
	Explore the development of truck side destination marketing with Upper Lachlan Transport Operators.	Medium	24 Months	\$20,000	No
Page 50 - 4.3 Boundary Entry Signs	Clean all Shire entry signs.	Medium	Ongoing	N/A	No
	Work with TfNSW to install boundary signs on the Hume Hwy.	Low	36 Months	\$30,000	No
Page 51 - 4.4 Town Entry Statements	Develop a new sign style that reflects the individual town/village character yet ties in with the Upper Lachlan	Low	36 Months	\$150,000	No
	Develop tier one entry statements for the main towns - Crookwell, Gunning and Taralga. Tier two signs for				
	Remove all old non-conforming entry statements.				
Page 53 - 4.5 Visitor Information Boards	Develop a standardised set of visitor information panels that can be applied in a tiered system.	Medium	24 Months	\$100,000	No
	Install Advance warning and positional signs for all VIB locations				
	Install Tier 2 VIB's at the newly refurbished rest areas in Gunning Taralga and Crookwell.				
	Investigate suitable rest areas with facilities suitable for Tier 3 VIB's. - e.g. Bigga, Binda, Dalton and Collector.				
	Investigate the installation of Tier 1 VIB's at large Hume Hwy Rest Areas with toilet facilities.				
Page 55 - 4.6 Crookwell Visitor Information Centre	Clearly brand the new VIC with the large yellow "i" sign.	High	Immediate	\$20,000	Yes
	Clearly mark designated car/caravan parking at the new VIC.				
	Geo-locate the new VIC on Google maps.				

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