

wayfound →

Northern Grampians Shire Council Tourism signage strategy

Submitted to:



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DEFINITION OF TERMS

- **Promotional billboards** are used in tourism for destination marketing. This type of advertising is often found strategically positioned along roadsides. The object of the roadside promotional billboard is to spark or prompt a spontaneous decision during a traveller's current trip. The signage basically helps them to 'exit and experience'. The promotional message is used to remind and reinforce, keep a destination or attraction 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

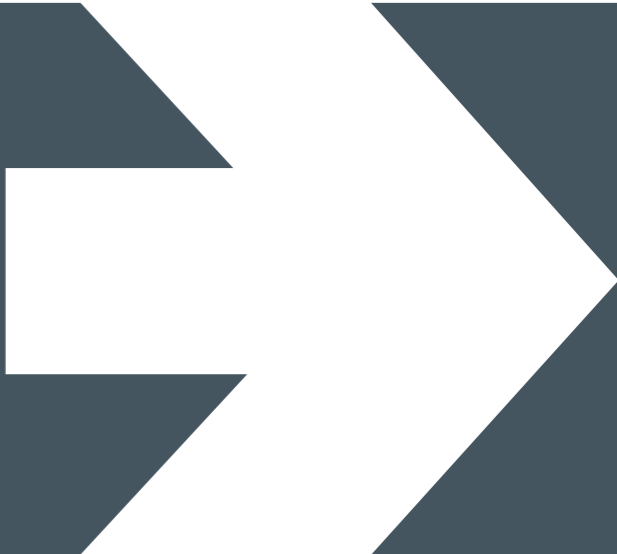
AS	Australian Standard
ATDW	Australian Tourism Data Warehouse
CBD	Central Business district
CMCA	Caravan & Motorhome Club of Australia
DOT	Department of Transport (VIC)
Hwy	Highway
NGSC	Northern Grampians Shire Council
NTSRG	National Tourism Signing Reference Group
RV	Recreational Vehicle
VR	Vic Roads
VIB	Visitor Information Bay
VIC	Visitor Information Centre



Silo Art at St Arnaud



SECTION 1. INTRODUCTION



SECTION 1. INTRODUCTION

1.1 PROJECT BACKGROUND

BACKGROUND

Tourism signage consultancy Wayfound has been commissioned by Northern Grampians Shire Council (NGSC) to develop a whole of destination integrated tourism wayfinding and signage strategy (the Strategy) for the North Grampians local government area (LGA). 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 Northern Grampians Shire Council.

The NGSC encompasses a population of nearly 12,000 individuals and spans a land area of 5,700 square kilometres. Established in 1995 through the amalgamation of the City of Stawell, Town of St Arnaud, Shire of Stawell, Shire of Kara Kara, and portions of the Shire of Wimmera, Shire of Dunmunkle, and Shire of Donald, the Council is centred around the main population hubs of Stawell and St Arnaud, with additional significant centres including the tourist destination of Halls Gap and several small villages.

While the North Grampians Shire is renowned for Grampian National Park, the broader regional offerings are not well-acknowledged. The Grampians region is often associated with an 'active nature' holiday, particularly focusing on walking and hiking activities. However, there is limited awareness of the diverse regional attractions and their respective merits. The ultimate objective in developing a North Grampians Tourism Signage Strategy is to facilitate the creation of consistent and pertinent signage throughout the region. The 'Discover Northern Grampians' branding is helping to develop greater awareness of our regional attractions. This strategy aims to capitalise on the strengths of the visitor economy, attract attention from major arterial roads, and encourage visitors to explore various parts of the region.

WHY DO THIS STRATEGY?

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

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

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

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

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 Northern Grampians Shire Council.

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.



View south from Mt William

SECTION 1. INTRODUCTION

1.2 WHAT ARE WE TRYING TO ACHIEVE?

The Strategy establishes a framework for the North Grampians Shire Council (NGSC) to make informed decisions regarding the placement and style of forthcoming tourism signage and wayfinding infrastructure in the Northern Grampians region. Offering clear directives, the Strategy outlines guidelines for crafting a distinctive, innovative, and uniform suite of tourism signage. It aligns with the Council's strategic tourism objectives and provides guidance for selecting appropriate signage in various circumstances, determining optimal sign locations, and refining signage policies and processes. The Strategy includes priorities for immediate action, accompanied by a comprehensive implementation plan.

Key objectives of the Strategy are as follows:

- **Enhancing Visitor Awareness and Guidance** - Improve how visitors are informed about and directed to the diverse experiences, attractions, and tourism services across the Northern Grampians region, including its towns and villages.
- **Facilitating Access to Destinations** - Enhance access to the Northern Grampians region and its destinations, with a particular focus on those offering tours, products, and experiences for visitor enjoyment.
- **Elevating the Visitor Experience and Community Amenity** - Improve the overall visitor experience and contribute to the amenity of the community.
- **Cultivating a Positive Image** - Enhance the image of the Northern Grampians region as a tourism destination by promoting consistent themes and introducing innovative and distinctive signage across the Council.

STAKEHOLDER ENGAGEMENT

As a crucial aspect of Strategy development, the Council actively engaged and informed the community, especially stakeholders involved in tourism-related activities and businesses. The valuable feedback and input received from stakeholders have been thoughtfully considered and incorporated into the Strategy and its recommendations.

In November 2023, NGSC extended invitations to stakeholders from local community groups, tourism businesses, and government agencies to participate in community workshops held in Stawell and St Arnaud. To ensure inclusivity, Wayfound, the overseeing entity, also made provisions to collaborate with individual stakeholders unable to attend the community workshops.

Wayfound also made itself available to work with individual stakeholders who could not make the community workshop.

STAKEHOLDER SESSIONS

Who	When
Community Consultation - Session 1 North Park Club Rooms, Stawell	Thur 9th of Nov, 3.30pm-5.30pm
Community Consultation - Session 2 St Arnaud Town Hall	Tues 14th Nov 3.30pm-5.30pm

Engaging and informing the community was a key component of developing the Strategy.

STAGE 01

Review of previous reports and documents

- Discover Northern Grampians Brand Style Guide
- Northern Grampians Economic Development Strategy and Action Plan 2021-31
- St Arnaud Tourism Strategy and Action Plan 2022-32
- Stawell Tourism Strategy and Action Plan 2022-32
- Stawell Structure Plan
- NGSC Open Space & Active Transport Strategy 2023-33
- Local, State (Vic Roads, Dept of Transport) and relevant national tourism signage guidelines and standards, e.g. NTSRG.

STAGE 02

Site visits

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

STAGE 03

Community & stakeholder consultation

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

STAGE 04

Development of the Strategy

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

SECTION 1. INTRODUCTION

1.3 ABOUT NORTHERN GRAMPIANS SHIRE COUNCIL

The Northern Grampians region is situated in the western region of Victoria 2.5 hrs north west of Melbourne. It is known for its stunning natural landscapes, including the Grampian National Park, which attract visitors interested in outdoor activities such as hiking and nature exploration. The region comprises various towns and villages, each contributing to the overall character and charm of the area. Notable destinations include Stawell, St Arnaud, Halls Gap, and several smaller villages.

The Northern Grampians Shire Council (NGSC) is the local government authority overseeing the Northern Grampians region. Formed in 1995 through the amalgamation of several local entities, including the City of Stawell, Town of St Arnaud, Shire of Stawell, Shire of Kara Kara, and portions of other shires, the Council plays a vital role in the development and management of the region.

The Northern Grampians region is characterised by diverse landscapes, ranging from the iconic Grampian National Park to open plains and charming rural settings. This contributes to the region's appeal, offering a mix of natural beauty and rural charm.

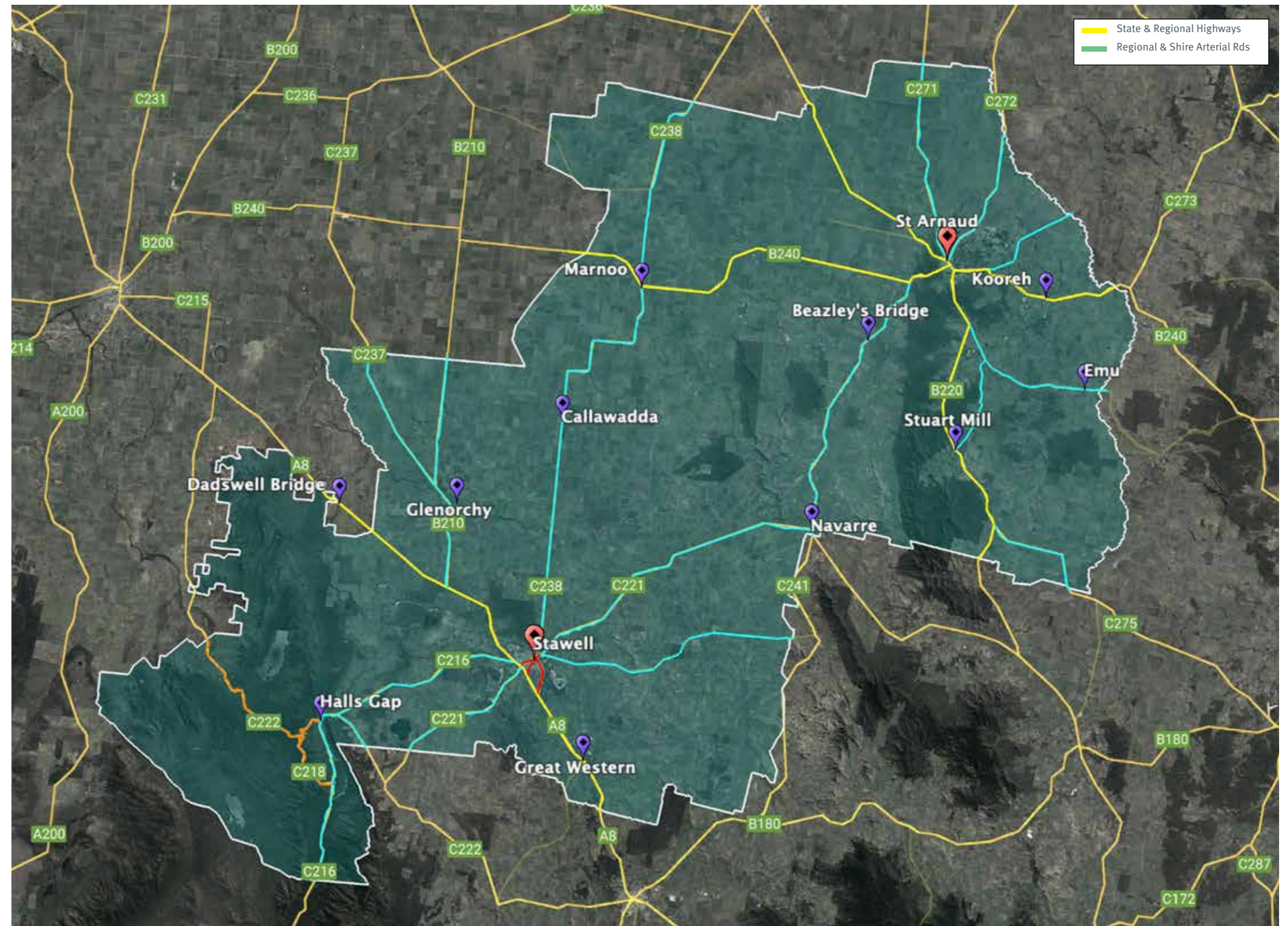
The population of the Northern Grampians region is approximately 12,000 people. The community is a mix of residents in larger population centres like Stawell, St Arnaud, Halls Gap and Great Western as well as those in smaller villages.

The economy of the Northern Grampians region is diverse, with elements of agriculture, tourism, and local businesses playing significant roles. Agriculture includes activities such as farming and livestock raising. Tourism is a key economic driver, capitalising on the region's natural attractions.

MAIN ROUTES INTO THE LGA

The main arterial routes through the NGSC is the Western Hwy (north-south 52kms), the Wimmera Hwy (east-west 70kms) and the Sunraysia Hwy (north-south 52kms).

Current vehicle trip times to NGSC from Melbourne is 3.0 hrs (240 kms), from Adelaide 5.5hrs (510kms) and 10.5 hrs (987kms) from Sydney.



Major roads within in Norther Grampians Shire Council



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 Vic Roads and the Victorian Department of Transport 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.

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. (Refer to List of Acronyms on Page 3)

Promotional Billboards

MRCC 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.

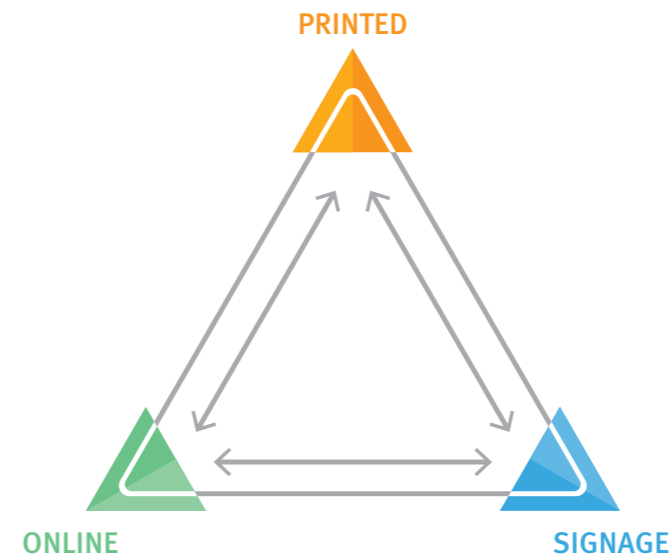
The two main purposes of tourism signs are to:

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

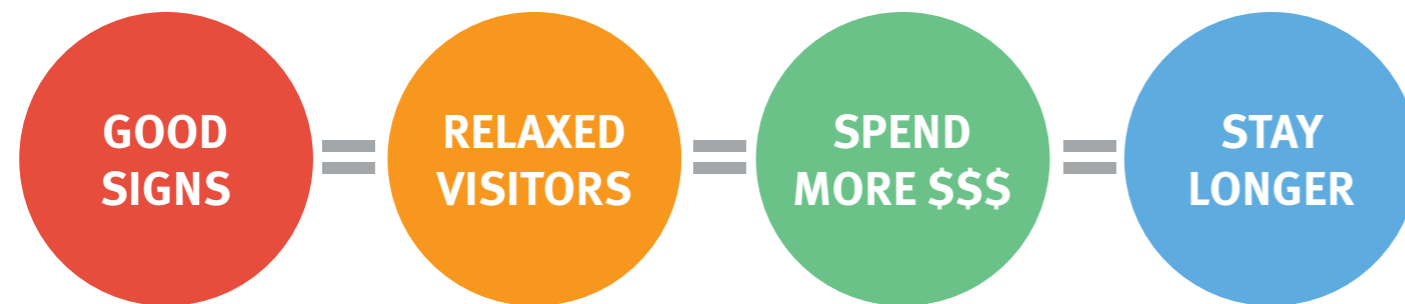
To achieve this, tourist signs have a range of functions that need to be considered in their design and planning including:

- 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.



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

Northern Grampians has a mix of accredited and non-accredited Visitor Information Centres throughout the LGA.

Town	Accredited	Non-Accredited
Halls Gap	X	
Stawell		X
St Arnaud		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 number of signs that are allowed to be installed at an intersection is four signs (the maximum number of signs that can be read, understood, and acted upon with safety [depending on length 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.

The Vic Roads 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.

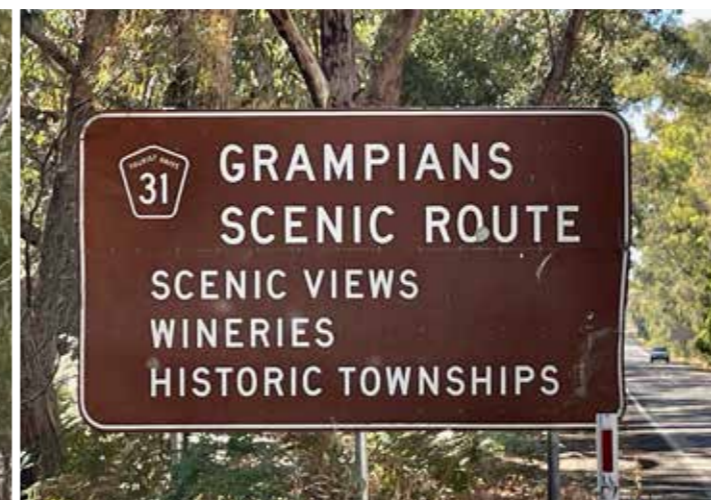
The NTSRG guidelines specify that:

- 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 misperception by many operators that signs are promotional tools.

(source: NTSRG)



Typical brown tourist signs in NGSC

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.3 SIGNAGE POLICIES & GUIDELINES

NGSC SIGNAGE POLICY AND GUIDELINES.

Currently NGSC has no formal signage policy for tourism, services and community signage. There is 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 NGSC 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 NGSC 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 Northern Grampians 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 Northern Grampians from neighbouring regions and destinations. It can create a unique and memorable experience for tourists, encouraging them to choose the Northern Grampians as their preferred destination.

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

Recommendation

- Northern Grampians Shire Council to develop a council signage policy, signage guidelines and an application process.
- Northern Grampians Shire Council 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 Vic Roads Traffic Engineering Manual Vol 2/Chapter 11 *Tourist and Services Signs*. The signs are internationally recognised by most visitors, especially when standard universal symbols are used.

VIC ROADS AND COUNCIL RESPONSIBILITIES

Vic Roads is responsible for authorising, installing and removing signs on state roads. These include highways (Western, Wimmera and Sunraysia) and other major roads with the NGSC region.

NGSC is responsible for installing signage on the remainder of the public road network in its area. Council also installs and maintains some brown and blue signs on the Western and other highways within urban areas (e.g.: Stawell). However, approval for these signs is still the responsibility of Vic Roads.

APPLYING FOR TOURIST SIGNS

Tourist Attraction and Tourist Accommodation applicants must satisfy the criteria as set out in Vic Roads brochure - *"Tourist Signing Guidelines - Information for Tourism Businesses"*.

To apply for Tourist Attraction and Tourist Accommodation signage within a road reserve applicants should lodge an application with the NGSC officer responsible for tourist signing who will make the initial assessment.

If the attraction or accommodation meets the criteria then applicants can submit a Vic Roads "Tourist Attraction Signing Application Form" which are downloadable from [Vic Roads website](#). Vic Roads will notify Council within 14 days that the application has been;

- The application has been approved
- The application has been rejected
- The application has been referred to other authorities for consideration.
- Additional information is required.

The cost of all signage is to be borne by the applicant.

COORDINATION BETWEEN VIC ROADS AND COUNCIL

As Vic Roads and NGSC 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 Vic Roads must work together closely to ensure signage facilitates connectivity between signage. For example if an attraction is located off a state road, signage on the Western Highway cannot be approved by Vic Roads until Council has installed signage on the local roads to the attraction.

IMPROVING SIGNAGE POLICIES AND PRACTICES

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

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

Recommendation

NGSC to establish a formal committee, made up of representatives from NGSC and local tourism groups to manage all aspects of tourism signage within NGSC.



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) 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 Essential (Vic Roads)

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:

1. Have tourism as a Core Business Activity.
2. Provide a substantive tourism experience in addition to, or as part of, any commercial/retail activity;
3. Have all relevant State and local government licences and approvals to operate as a tourist attraction; including health, planning and parking requirements.
4. Be open to the public without prior booking during the attractions normal opening hours;
5. Be open on weekends and at least three other days of the week, plus public and school holidays;
6. Be open for a minimum of 7 hours per day on the days the attraction is open;
7. Be listed on the database of the nearest accredited Visitor Information Centre (with opening hours, admission prices, location and directions);
8. Promote the location and clear directions to the attraction to visitors from outside the local area;
9. Be appropriately signed within the property line so that it is easily identifiable by passing motorists;
10. Have appropriately trained visitor contact staff; and
11. Maintain a record of visitor numbers and comments.

Desirable

It is also desirable that the attraction:

- Be a member of a recognised Local, Regional or peak sector tourism organisation and/or be accredited under a scheme approved by the Tourism Accreditation Board of Victoria;
- Provides parking for coaches and other large vehicles; and
- Provides parking for disabled visitors.



Diagrammatic advance warning sign



Trailhead/Reassurance sign



Advance warning sign



Positional sign



Tourist Drive trail markers



Vic Roads - Tourist signposting manual

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.3 SIGNAGE POLICIES & GUIDELINES

SIGNAGE TYPES

Advance warning signs

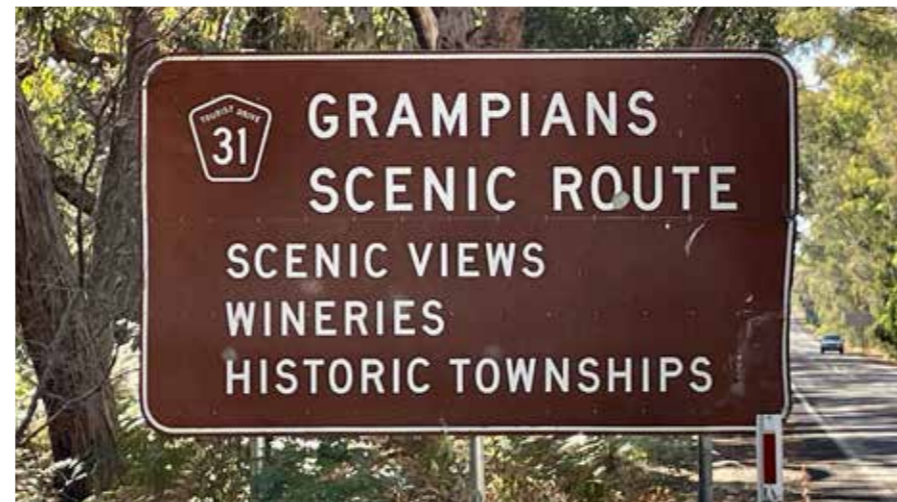
Advanced warning signs are placed prior to a major intersection (White on Green sign) or turn off to a significant tourist attraction (White on Brown sign). These signs are designed to inform motorists of upcoming important intersections. These signs are erected at a distance of 300 to 400 meters if the approach speed is greater than 75km/h and approximately 200 meters if the approach speed is 75km/h or less.

Reassurance signs

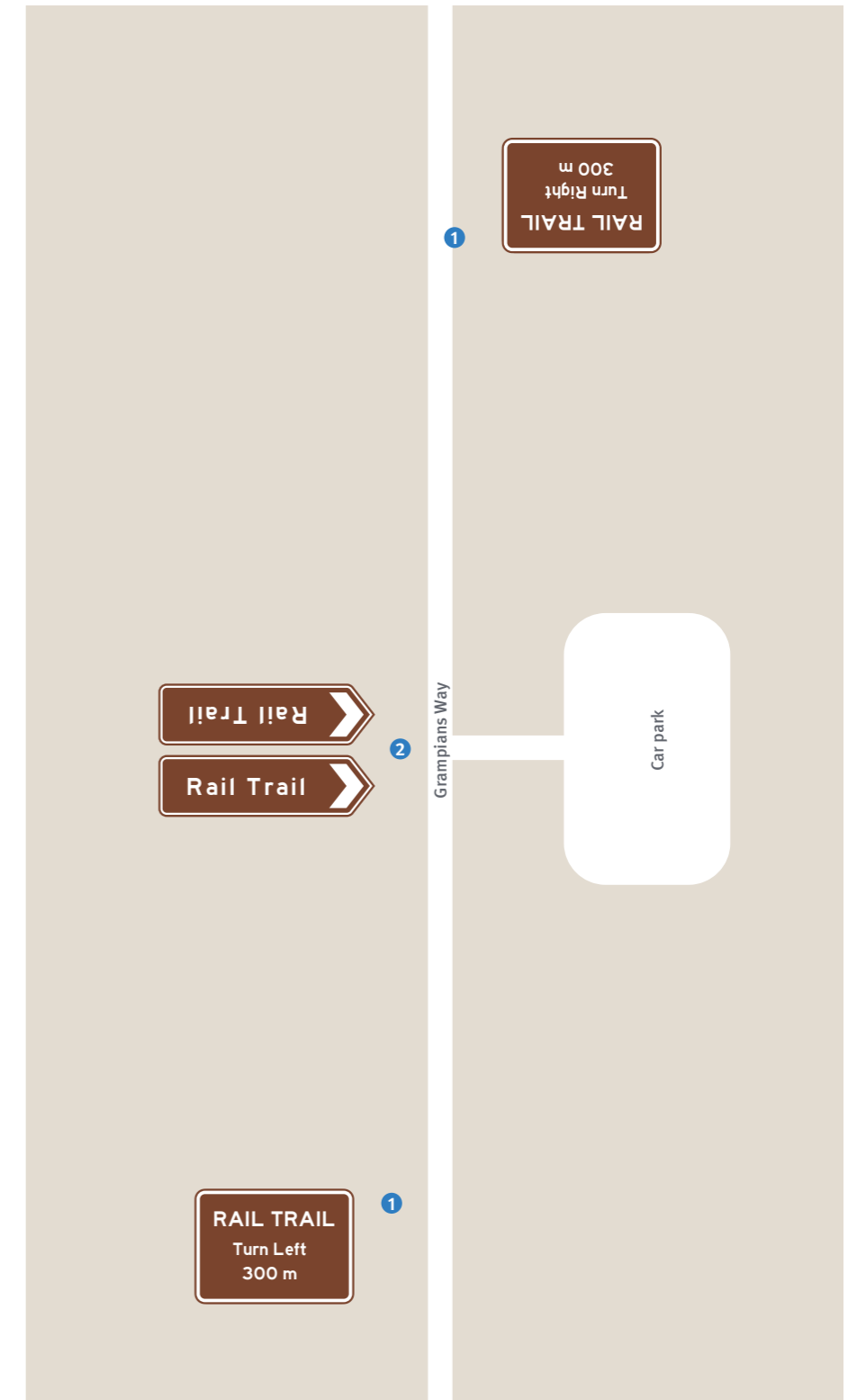
The purpose of reassurance signs are to reassure the motorist that they have turned on to the correct road. Reassurance signs are usually positioned as soon as practicable after the intersection. These signs will have the name and the distance to the town(s) along this route (White on Green). If it is a list of attractions (e.g.: wineries), then the same order applies but the sign is White on Brown (see example on this page) with the closest town or attraction at the top of the list. Reassurance signs are placed as soon as practicable after the intersection, generally 400 meters beyond the intersection in rural areas and 150 – 200 meters in urban areas.

Intersection/positional signs

Intersection signs are generally double sided and positioned adjacent the turning point or intersection. These signs are distinctive by their large white chevron/arrowhead and distance in kilometres to the attraction. Positional signs are like intersection sign but do not display a distance to the attraction. These signs are used for attractions that are located within 1 kilometre from the turn-off.



Seppelt road sign application off Western Hwy (Top) Advance warning sign, (Middle) Intersection sign, (Bottom) Directional sign



Example of road sign application for a tourist attraction off Grampians Way (1) Advance warning signs, (2) Intersection signs

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.3 SIGNAGE POLICIES & GUIDELINES

BLUE SERVICES SIGNS

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

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

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

SERVICE SIGNS

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

Service signs are used for:

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

COMMUNITY FACILITY SIGNS

These signs have white lettering on a blue background and denote facilities of a non-commercial nature which are located on side streets (reference page 12). Eligible facilities are restricted to those that are likely to be sought by a significant number of strangers to the area. They may be used by visitors and, in some cases, attract visitors in their own right.

Eligible facilities include:

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

- Hospitals
- Railway and bus stations
- Post Offices
- Tertiary education institutions
- Churches and religious institutions
- Airports
- Shopping centres

TOURISM ATTRACTION SIGNS

Tourist attraction signs use white lettering on a brown background. They identify tourist attractions of significant recreational and cultural interest, and may make use of tourist attraction symbols. While there are national standards for Australian Tourist Symbols, each state generally has few additional symbols. This is the case for Victoria which has introduced additional symbols for Food & Produce, Arts & Crafts, Theatre and Cross Country and Downhill Skiing.



Australian Standard Symbols - Refer to Vic Roads "Tourist Signing Guidelines" Appendix C - Approved Symbols for Service Signs page 72

Refer to Vic Roads "Tourist Signing Guidelines" Appendix D - Approved Symbols for Service Signs page 73

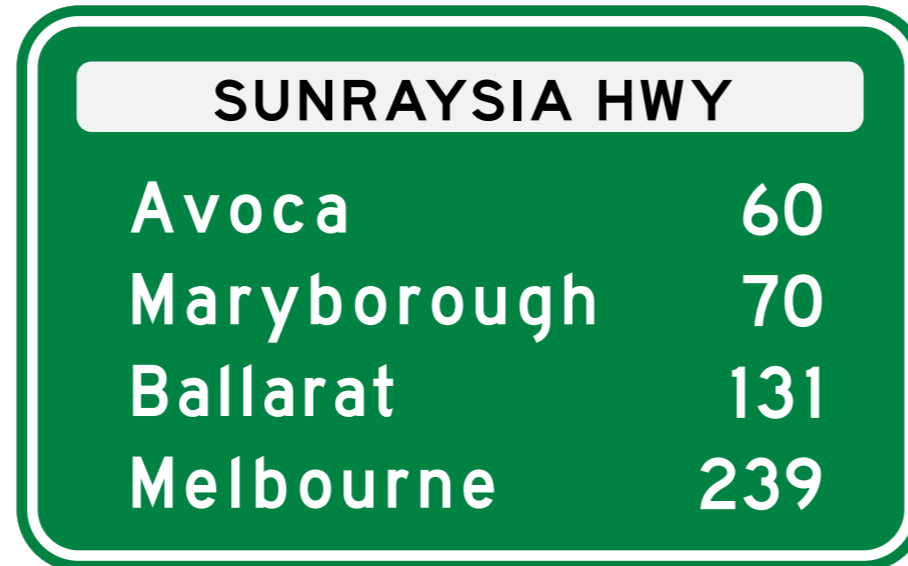
SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.3 SIGNAGE POLICIES & GUIDELINES

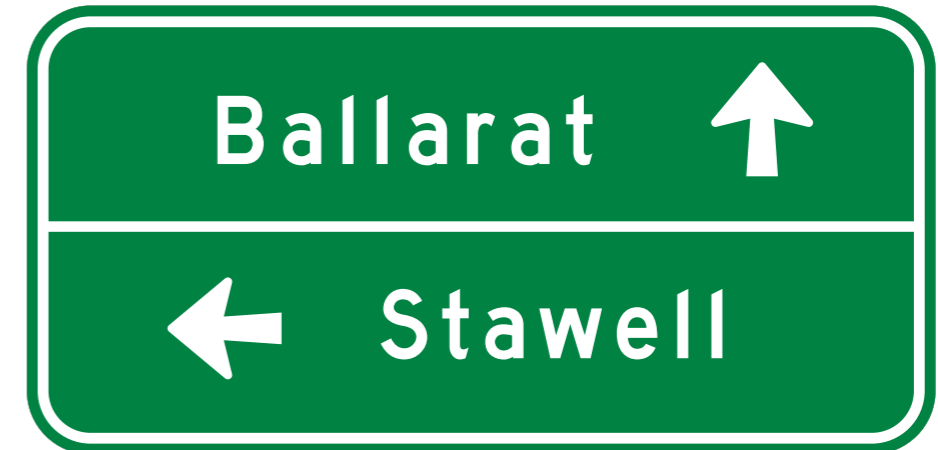
DIRECTIONAL SIGNS

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.

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



Reassurance



Advance Warning



Directional



Intersection



Intersection

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 NGSC's signage system

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

SIGNAGE PLANNING

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

DESIGN

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

BEST PRACTICE IN WAYFINDING SIGNAGE DESIGN

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

CONTENT

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

LOCATION

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

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

FUNCTION

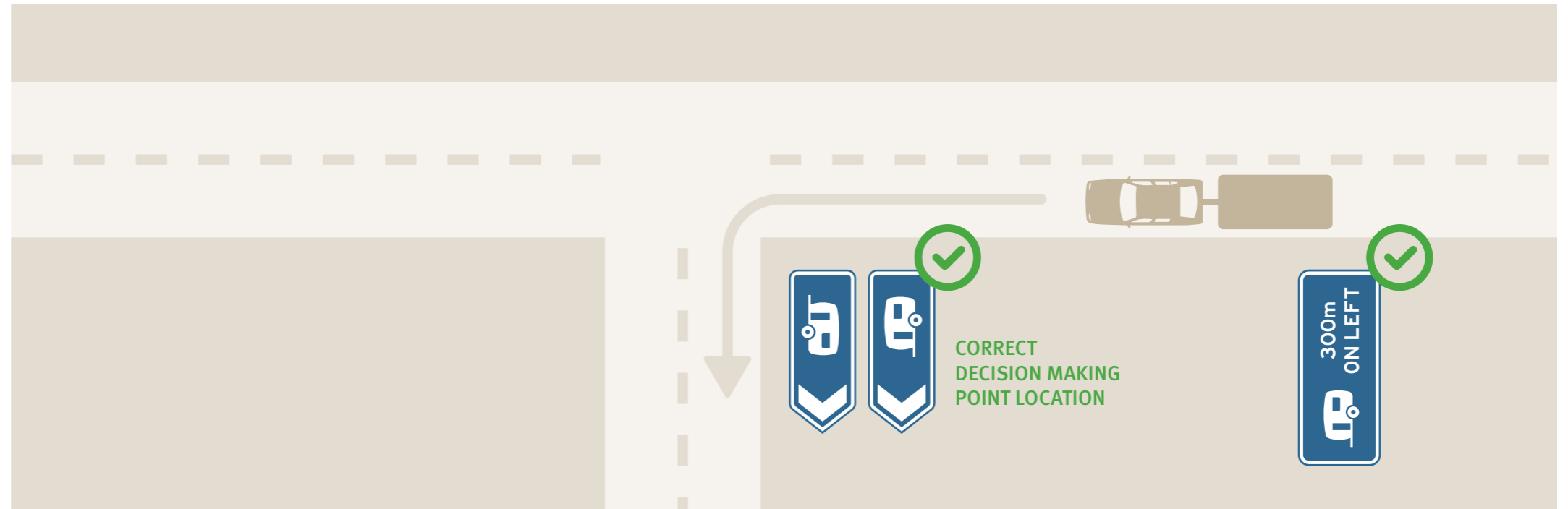
- Wayfinding systems generally consist of combinations of signs – information panels, navigation and orientation.
- Sign design and materials are durable, flexible and adaptable to accommodate changes or future requirements.
- Signage fits the environment well – striking the balance between being obvious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

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.5 SIGNAGE PLACEMENT

DECISION MAKING POINTS (EXAMPLE)

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



Correct decision making point scheme



Incorrect decision making point scheme

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.6 SIGNAGE CONSOLIDATION

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

TIME DELAYS & FRUSTRATION CAUSED BY POOR WAYFINDING SIGNAGE

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



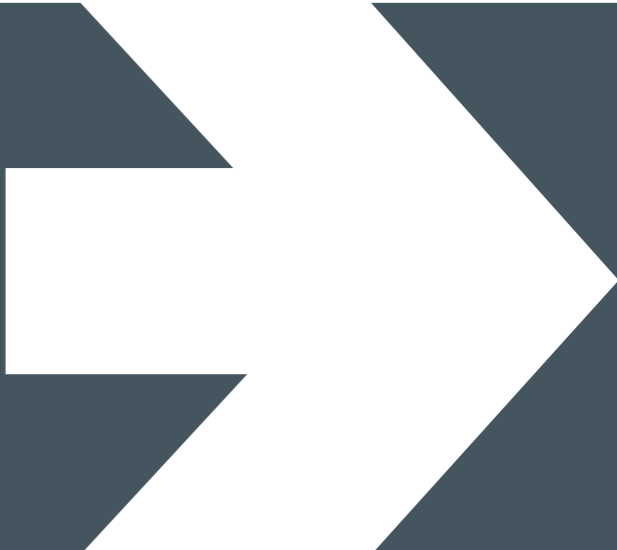
St Arnaud - Existing sign cluster, Inkerman St/Wimmera Hwy West



EXAMPLE - Consolidated signage suggested for this location



SECTION 3. NORTHERN GRAMPIANS SIGNAGE AUDIT



SECTION 3. NGSC SIGNAGE AUDIT

3.1 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. NGSC SIGNAGE AUDIT

3.2 NORTHERN GRAMPIANS GREEN DIRECTIONAL SIGNS

GREEN DIRECTIONAL SIGNAGE

Green directional signs are essential for the traveling public, offering clear navigation cues, enhancing road safety, and ensuring efficient traffic flow. They contribute to public awareness, support tourism and local businesses, and provide standardised information for emergency situations. The uniformity of these signs across regions and adherence to established standards make them crucial for a universally understood and reliable road signage system.

Green directional signage throughout NGSC is generally good with advance warning, intersection and reassurance signs well positioned on the road reserve. We did not locate any gaps in the signage system with all signs generally placed where visitors would expect to find directional signage. In some instances additional signs have been added to the original structures and review and consolidation is required.

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

Recommendation

- Review intersections with large sign clusters and consolidate signage structure.
- Conduct a regular asset review of all NGSC controlled road signage
- Replace damaged and faded signs. Refer to Audit for full list of damaged and faded signs.



SECTION 3. NGSC SIGNAGE AUDIT

3.2 NORTHERN GRAMPIANS BROWN DIRECTIONAL SIGNS

BROWN DIRECTIONAL SIGNAGE

Brown tourist signs are vital for directing visitors to key attractions in regional Australia, aiding navigation and promoting local points of interest. Well-maintained signs enhance road safety, support the local economy by attracting tourists, and contribute to a positive visitor experience. Their concise and clear information ensures that travellers easily find and engage with cultural, historical, and recreational sites. Regular upkeep of brown tourist signs is crucial for sustaining regional tourism growth and fostering positive economic and cultural impacts.

In Northern Grampians, a diverse array of brown tourist signs, numbering over 120, was observed during our visit. These signs encompassed a range of sizes, including large trailhead and reassurance signs to smaller fingerboards and trail markers. Unfortunately, a considerable number of these signs are either faded, damaged, or misleading, directing visitors to attractions that no longer exist or were part of discontinued tourist drive trails. Notably, some signs leading to attractions were homemade in certain instances.

Recommendation

- Review all institutions/attractions and tourist drives with brown tourist signs to determine if they are lawful and meet Vic Roads guidelines eligibility criteria.
- Replace damaged and faded signs. Refer to Audit for full list of damaged and faded signs.



Great Western - Seppelt directional sign at Paxton/Brunel St intersection



Bunjil's Cave - The only directional sign to this attraction from Stawell at the Western Hwy/Black Range Rd intersection



Major Mitchell Trail advance warning sign. All through NGSC we came across old trail signs for what now seems to be an unsupported tourist drive



Stawell - Old Coongee Fingerboard sign at Byrnes St/Navarre Rd intersection



Turn-off to Bunjils Cave on Bunjils Cave Rd



Stawell - Old and faded directional signage to Stawell Gold Mine Observation Area



Grampians Rail Trail - Wrong sign type, this sign suggests that the rail trail is 300m off the road, not 300m up the road



Brambuk Cultural Centre - sign needs cleaning or replacement



Berry Bridge Vineyard - permanently closed

SECTION 3. NGSC SIGNAGE AUDIT

3.2 NORTHERN GRAMPIANS BLUE DIRECTIONAL SIGNS

BLUE SERVICES SIGNS

Blue visitor services signs are essential for communicating information about services and amenities to the traveling public. The use of Australian Standard tourist symbols ensures clarity, consistency, and international understanding, contributing to efficient navigation and road safety.

Throughout NGSC there are numerous blue services signs in need of replacement, refurbishment or removal. There are signs for facilities and services that no longer exist. Many signs for rest areas are well past their use-by date and in need of replacement.

In other instances directional signage for facilities and services are missing or inconsistently positioned. As an example some services and facilities have advance warning and positional signs and others do not.

Recommendation

- Standardisation - Develop a standardised design for blue signs, include the use of Australian Standard service symbols.
- Replace damaged and faded signs. Refer to Audit for full list of damaged and faded signs.



Great Western - Rest Area advance warning, like many rest area the signage is in need of replacement or at least cleaning.



Great Western - Rest Area north of town, not sure why this rest area is even promoted when there is one with better facilities right in town?



Great Western - War Memorial Park full rest area facilities but let down by poor directional signage



Stawell - Holiday Cottages - permanently closed



Stawell - Federation Park advance warning sign on Western Hwy



Stawell - Main St Roundabout. Key decision making point let down by poor signage



Stawell - Caravan Park directional sign at Napier/Main St intersection, faded in need of replacement or removal (not a key caravan route)



Lake Fyans - Tunnel/Mokepilly Rd intersection. Most fingerboards are pointing in the wrong direction



Paradise, Pennington Wayside Stop - Another rest area, this one displaying the AS symbol for a picnic table.

SECTION 3. NGSC SIGNAGE AUDIT

3.3 NORTHERN GRAMPIANS TOURIST DRIVES

THE BENEFITS OF TOURIST DRIVES

Signed tourist drives in Australia offer several economic benefits to local communities, regions, and the broader tourism industry. These signed routes are designed to guide travellers along scenic and culturally significant routes, enhancing their overall experience and encouraging them to explore specific areas.

- Tourist drives attract travellers to specific regions, towns, and attractions along the route. As visitors explore these areas, they are more likely to spend money on accommodations, dining, shopping, and various activities. This spending boosts the local economy and supports businesses, creating jobs and income for residents.
- Signed tourist drives often lead travellers through lesser-known or off-the-beaten-path locations. As a result, visitors may extend their stay to explore these hidden gems, leading to additional nights of accommodation bookings and increased revenue for local lodging establishments.
- Tourism drives can stimulate the growth of new businesses or services that cater specifically to tourists. This might include unique shops, roadside attractions, guided tours, and specialty accommodations, contributing to economic diversification within the community.
- Tourist drives often lead travellers to areas where they can purchase locally produced goods and products, such as crafts, souvenirs, and agricultural products. This supports local artisans and producers, encouraging them to continue creating and selling their wares.
- Tourist drives highlight cultural and historical sites that might otherwise go unnoticed. As visitors stop to explore these sites, they contribute to entrance fees, guided tours, and donations, which help preserve and maintain these important landmarks.
- The influx of visitors due to signed tourist drives can lead to increased demand for a wide range of services, including fuel, rest stops, parking

facilities, and convenience stores. This generates revenue for local service providers.

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

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

NORTHERN GRAMPIANS TOURIST DRIVES

During the signage audit phase of this project we happened across many signed and unsigned tourist drives. These drive trails were found all across Northern Grampians. Besides signed tourist drives others included downloadable trail maps that operate on the Alpaca live mapping system. And various other notional trails that don't have any particular fixed route but list a series of towns and attractions to visit.

Signed tourist drives

Throughout NGSC we came across what appear to be the remnant signage for three regional tourist drives. These regional tourist drives, one of which was 2000 + kms long now appear to be no longer supported and have been left to gradually whither away. These trails included;

1. Major Mitchell Trail
2. Goldfields Touring Route
3. Pyrenees/Grampians Wine Trail (Route 32)
4. Grampians Scenic Route (Route 31)
5. Unnamed Trailhead Roses Gap Rd.

Major Mitchell Trail - This drive trail is over 2000kms long starting in Howlong NSW, travelling south west across Victoria to Portland. The trail then travels north east eventually finishing in Mildura. The trail roughly follows the route of Major Mitchell's third expedition. Planning and signing such a long trail must have been a huge undertaking. The trail crosses into NGSC near Kooreh on the Wimmera Hwy. The trail soon leaves the highway and travels south west to Callawadda. At Callawadda a branch of the trail travels south to Stawell, Pomonal, Halls Gap and finishes at the summit of Mt William (Duwil). The main route of the trail continues west from Callawadda and exits NGSC west of Wal Wal. Online there is barely any information about this trail, it was only after we located the trail route online (<https://www.google.com/maps/d/u/o/viewer?mid=1a4Gpy1CBLb1ONAWNbuzCAnXazLj6VIS&femb=1&ll=-36.329528966736625%2C143.81181000000004&z=7>) that we were able to piece together the puzzle as to the route of this drive trail. With the aid of Google street view it is apparent that much of the directional signage has been removed. Judging by the state of the signage and the materials used makes us think that this trail was commissioned in the 1980's, possibly a bicentennial project.

As this trail is such a massive undertaking there is very little point resigning the Northern Grampians portion unless this trail is to be revived on a state wide level.

Goldfields Touring Route - This touring route seems to be even older than the Major Mitchell Trail as some of the directional signs are mounted on wooden poles. The Goldfields Touring route nominally starts in Bendigo and travels in a circuitous route through Castlemaine,



Trailhead and reassurance signs for Northern Grampians Trails

SECTION 3. NGSC SIGNAGE AUDIT

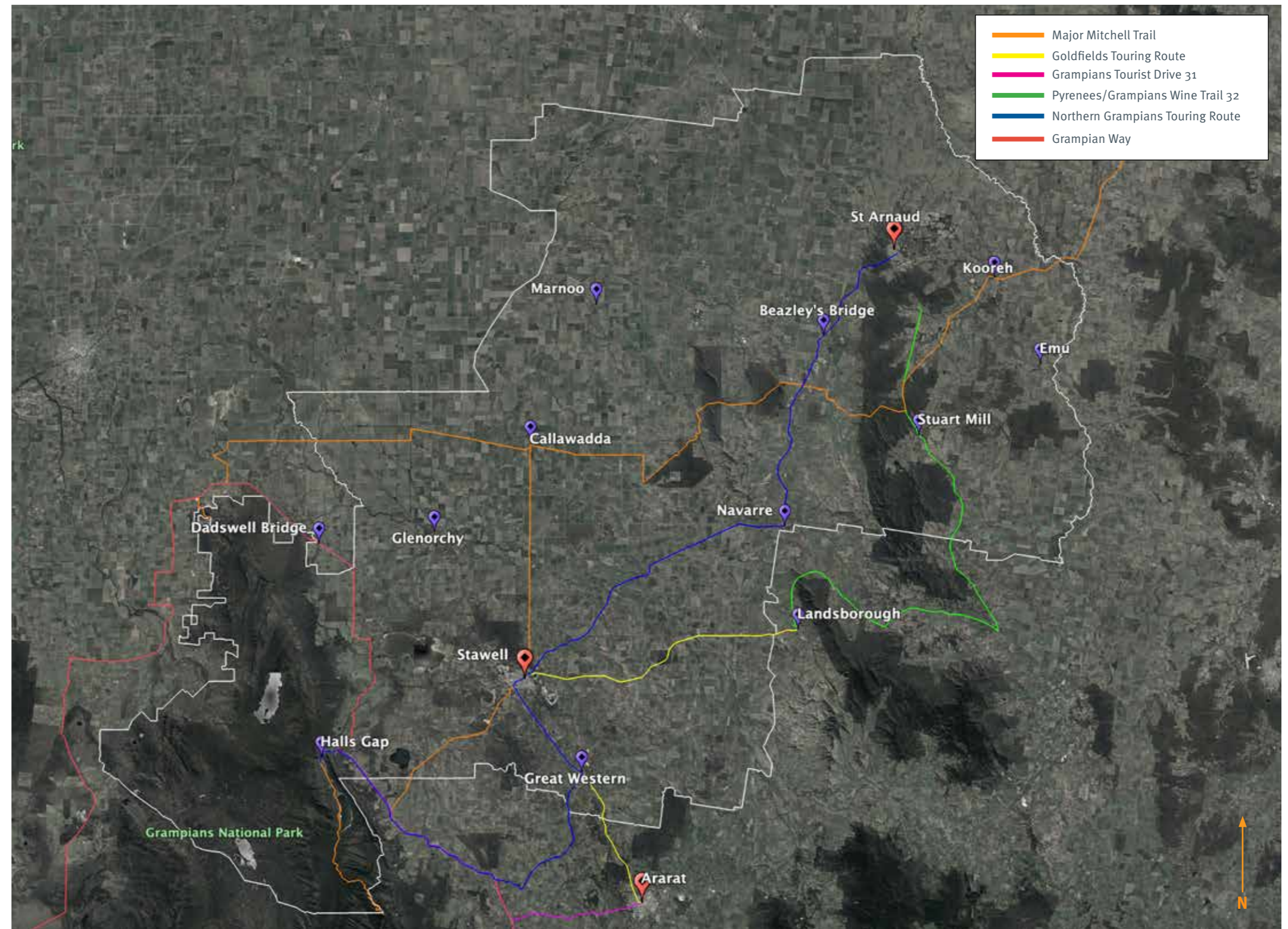
3.3 NORTHERN GRAMPIANS TOURIST DRIVES

Daylesford, Ballarat, Ararat, Stawell, Maryborough finishing back in Bendigo. A distance of nearly 500kms. The trail is signed for both directions but most of the remnant signage we located was for visitors travelling anticlockwise. This trail enters NGSC on the Western Hwy at the shires southern entrance, through to Stawell then eastbound on the Landsborough Rd. All of the directional signage we located was on the Landsborough Rd between Stawell and Landsborough, there was no directional signage or trail markers sighted between Ararat and Stawell. We also located a large trailhead sign on Navarre Rd a few kms east of Stawell, this road isn't part of the trail route and one wonders why this sign was installed here? As with The Major Mitchell Trail information on-line is virtually non-existent and it appears as though this trail is no longer supported. Again being a regional trail there is very little point in resurrecting trail signage within NGSC unless the whole trail is revived regionally.

Pyrenees/Grampians Wine Trail (Route 32) - This touring route overlaps both Northern Grampians and Pyrenees LGA's as per the other signed drive trails it appears to be no longer supported on line. During our research we could find no supporting material or trail map for this trail. We did find a brochure on-line - Pyrenees/Grampians Getaways. This brochure while listing all of the associated wineries of the region makes no mention of this wine trail (https://visitpyrenees.com.au/wp-content/uploads/2019/06/PYRENEES_GRAMPIANS_GETAWAYS_ONLINE.pdf). Therefore this leads us to again believe that this trail is redundant.

Grampians Scenic Route (Route 31) - This drive trail runs between Halls Gap, Pomonal, Moyston and Ararat. Unlike most other drive trails which list the various attractions and distances on the trailhead sign Route 31 only makes vague reference to "Scenic Views, Wineries and Historic Townships" This drive trail has a trailhead sign both at Halls Gap and Ararat otherwise there is no directional signage or trail markers along its route. This is the only tourist drive where we could locate a start and finish. Again there is no on-line material supporting this trail.

Unnamed Roses Gap Route - South of Dadswell Bridge off Western Hwy on Jackman's Rd we sighted a brown trailhead or reassurance sign listing Roses Gap 9, Zumsteins 37, Wartook 28 (not in order) and finishing in Halls Gap 59. This route had no route number and we sighted no further signage for this route from this point



Norther Grampians Touring Routes

MRCC Tourist Drive Routes

SECTION 3. NGSC SIGNAGE AUDIT

3.3 NORTHERN GRAMPIANS TOURIST DRIVES

and there is no reciprocal signage at the Halls Gap end of the route.

Unsigned tourist drives

There are a number of unsigned routes through and around NGSC. The main ones are the North Grampians Touring Route from St Arnaud to Halls Gap and The Grampian Way which is a circumnavigation of the Grampians. Both of these drive trails are listed on the Visit Grampians website (<https://www.visitgrampians.com.au/plan-your-trip>). These trails utilise the Alpaca platform which can be downloaded on to a smart phone. There are a number of advantages of this type of system and native apps in general.

There is also a number of nominal touring routes through the Victorian Goldfields that take in Northern Grampians Shire Council, These routes typically list a number of towns and attractions that visitors drive to in any order as they wish with no set route or order.

Recommendations

- Major Mitchell Trail - Unless there is a state wide undertaking to restore this drive trail all signage for this trail should be removed. The other option would be to take the whole route digital through an app development of the trail. This option has a number of advantages as it eliminates the requirements for road signs and information about road closures or attractions can be quickly updated.
- Goldfields Touring Route - Much as with the Major Mitchell Trail, remove all trail signage.
- Pyrenees/Grampians Wine Trail 32 - This trail only enters the south east corner of NGSC. This trail should be fully audited and all missing signage restored otherwise remove all signage and take the trail to a digital platform like Alpaca.



Callawadda - Branch trail to Mt William via Stawell, as the sign is today and as it was in 2010 (Google street view)



Stawell - Major Mitchell Trail, faded directional and advance warning signs



Landsborough Rd - Old reassurance sign, trail marker and directional signs



Stewart Mill - Directional signs on what appears to be the Pyrenees/Grampians Wine Trail, Sunraysia Hwy?



Rose Gap Rd - Reassurance sign for what appears to be an unnamed drive trail around the northern end of the Grampians.

SECTION 3. NGSC SIGNAGE AUDIT

3.4 NORTHERN GRAMPIANS TOURIST ATTRACTIONS

NGSC TOURIST ATTRACTIONS

The Northern Grampians boasts a diverse range of tourist attractions, encompassing historical sites, museums, natural wonders, and cellar doors. After careful consideration of the provided list of attractions, tourist services, and general businesses, we have identified over 50 attractions that can be designated as authentic tourist destinations. These attractions are scattered across the LGA, with the majority of natural features situated in the Grampians/ Gariwerd National Park. This region harbours the largest collection of significant and ancient Aboriginal rock art paintings and shelters in southern Australia. Historical attractions are prevalent throughout NGSC, particularly concentrated in the towns of Stawell and St Arnaud, with cellar doors scattered in and around Great Western at the southern end of the shire.

Stawell Attractions

Big Hill Lookout - This lookout is located on the north eastern edge of Stawell with views over the town and to the Grampians beyond. The main approach to Big Hill lookout is from the Main St/Big Hill Rd intersection where there is a large intersection sign installed. The other approach to the Lookout is from Holt St which becomes Scenic Rd from the Fisher St/Scenic Rd intersection. This route currently has just a small brown fingerboard sign at the Fisher St/Scenic Rd intersection. This route should be signed with a proper intersection sign at the Patrick/Holt St intersection. Attractions at the lookout include a rotunda, memorials and interpretation.

Cato Park - This park is located directly behind Stawell's Central Parkland between the railway station and the CBD. This park is beautifully maintained and features a large ornamental lake. Facilities include toilets, picnic shelters, gas barbecues and a playground. Currently there is no directional signage to this park and unless you're a local you're most likely never to have know that this park exists. The park has ample parking especially on Victoria St adjacent to the park. This location would be an ideal stopping point for car/caravans and RV's. This park should be featured as such with large directional signage at the Main/Napier St intersection and follow up directional signage at the Napier/Victoria St intersection. Designated parking should be marked out for car/caravan and RV parking.



Seppelt, Great Western



Stawell Gold Mine



Grampians

NORTHERN GRAMPIANS TOURIST ATTRACTIONS					
NAME OF ATTRACTION	TYPE OF ATTRACTION	LOCATION WITHIN NGSC		ATTRACTION TYPE/FACILITIES	COMMENTS
Big Hill Lookout	Lookout	Stawell	X		Open 7 Days a week
Cato Park	Botanic Garden	Stawell			Open 7 Days a week
Grampians Rail Trail	Rail Trail	Stawell	X		Open 7 Days a week
Stawell Gift Hall of Fame	Museum	Stawell	X		Open Tue - Sat 10.am to 4.pm
Stawell Gold Mine	Grave site	Stawell	X		Open 7 Days a week
Stawell Heritage Trail	History Trail	Stawell	X		Open 7 Days a week
Stawell Historical Society Museum	Museum	Stawell	X		Open Wed & Thur 11.am to 4.pm
Stawell Railway Station Gallery	Gallery	Stawell	X		Open Fri, Sat & Sun 10.am to 4.pm
St Arnaud Silo Art	Tourist Attraction	St Arnaud	X		Open 7 Days a week
Love Cottage	Historic Site	St Arnaud			Open 7 Days a week
Pioneer Park	Historic Site	St Arnaud	X		Open 7 Days a week
Queen Mary Botanic Gardens	Botanic Garden	St Arnaud	X		Open 7 Days a week
St Arnaud Gold Mining Trail	History Trail	St Arnaud			Open 7 Days a week
St Arnaud Heritage Trail	History Trail	St Arnaud			Open 7 Days a week
St Arnaud Historical Museum	Museum	St Arnaud			Open Wed & Fri 1.pm to 4.pm
St Arnaud Rail Station - Raillery Hub	Gallery	St Arnaud			Open Fri, Sat & Sun 11.am to 4.pm
Bell Rock	Natural Feature	St Arnaud			Open 7 Days a week
St Arnaud Flora Reserve	Natural Feature	St Arnaud			Open 7 Days a week
Wax Gardens	Natural Feature	St Arnaud			Open 7 Days a week
View Point Lookout	Natural Feature	St Arnaud			Open 7 Days a week
St Peter's Pebble Church	Historic Site	Carapooee			Open 7 Days a week (external viewing)
Kara Kara National Park	Natural Feature	Stuart Mill			Open 7 Days a week

SECTION 3. NGSC SIGNAGE AUDIT

3.4 NORTHERN GRAMPIANS TOURIST ATTRACTIONS

Grampians Rail Trail - The Rail Trail retraces a portion of the historical Heatherlie Quarry branch line route. Originating at Stawell West, the trail commences at a car park situated on Grampians Rd, 700m west of the Western Hwy. Extending westward for a total distance of 11km, the trail follows the former rail alignment parallel to Grampians Road and then Mt Dryden Rd.

Regrettably, the trail currently concludes at a car park on Mt Dryden Rd without any immediate plans for an extension to its original destination this potentially due to land resumption. From this point this trail could continue as a road ride to Halls Gap via Mt Dryden, Fyans Creek Rd and Red Gum Lease Rd for an additional 16kms. All of these roads are quiet country back roads through farming land before coming out on to Mt Zero Rd just north of Halls Gap township. By extending this trail it opens the trail up to two way traffic and will encourage visitors to ride from Halls Gap in to Stawell. Signage requirements would be minimal requiring nothing more than a few minor directional signs and trail markers. Current directional signage to the rail trail trailheads is very poor. The advance warning signs are the wrong type (see bottom left page 23)The correct signage plan for these trailheads should follow the example diagram on page 19 with the correct type of advance warning signs and positional signs adjacent the car park entrances.

Sister Rocks - Is a large outcrop of granite rock that has been subject to graffiti over many years. Access to the rocks is via a very rutted gravel track. There is no facilities or interpretation at the site. This attraction is currently not signed at all and judging from the reviews on Trip Advisor its very much mixed if this is actually a tourist attraction at all - "No real art work 99% of the graffiti is just tagging. I can see better at our local train station. No facilities of any type, although the smell would indicate the whole place is a toilet", and "Worth stopping for a rest & a wander around, you can even leave your mark on the rocks. It's quite eye catching & worth the time to have a squizz, just remember to take your rubbish with you though." From these reviews NGSC needs to either clean the place up, provide basic facilities and promote the site as a worthy attraction, otherwise leave it out as an attraction.

Stawell Gift Hall of Fame - The Stawell Gift Hall of Fame celebrates Australia's most famous running

NORTHERN GRAMPIANS TOURIST ATTRACTIONS					
NAME OF ATTRACTION	TYPE OF ATTRACTION	LOCATION WITHIN NGSC		ATTRACTION TYPE/FACILITIES	COMMENTS
Boroka Lookout	Natural Feature	Halls Gap			Open 7 Days a week
Boronia Peak Trail	Hiking Trail	Halls Gap			Open 7 Days a week
MacKenzie Falls	Natural Feature	Halls Gap	X		Open 7 Days a week
Mt William	Natural Feature	Halls Gap	X		Open 7 Days a week
Pinnacle Walk & Lookout	Hiking Trail	Halls Gap	X		Open 7 Days a week
Reeds Lookout	Natural Feature	Halls Gap			Open 7 Days a week
Silverband Falls	Natural Feature	Halls Gap	X		Open 7 Days a week
The Balconies	Natural Feature	Halls Gap	X		Open 7 Days a week
Venus Baths	Natural Feature	Halls Gap			Open 7 Days a week
Brambuk Cultural Centre	Museum/Cultural Centre	Halls Gap			Open 7 Days a week
Grampians Adventure Golf	Tourist Attraction	Halls Gap			Open Thurs - Mon 10am - 5pm
Grampians Furniture	Tourist Attraction	Halls Gap	X		Open Fri - Wed 9am - 5.30pm
Halls Gap Zoo	Tourist Attraction	Halls Gap	X		Open 7 Days a week
MOCO Gallery	Tourist Attraction	Halls Gap	X		Open Thurs - Mon 10am - 5pm
WAMA	Tourist Attraction	Halls Gap			Not yet open to the public
Fallen Giants Vineyard	Cellar Door	Halls Gap			Open Wed - Sun 11am - 4pm
Bests Wines	Cellar Door	Great Western			Open 7 Days a week
Grampians Estate	Cellar Door	Great Western			Open 7 Days a week
Seppelt Wines	Cellar Door	Great Western			Open 7 Days a week
Kara Kara Vineyard	Cellar Door	Carapooee West			Open 7 Days a week
Lake Fyans	Recreation Area	Lake Fyans			Open 7 Days a week
Lake Bellfield	Recreation Area	Halls Gap			Open 7 Days a week
Lake Wartook	Recreation Area	Halls Gap			Open 7 Days a week
Lake Lonsdale	Recreation Area	Lake Lonsdale			Open 7 Days a week
Billimina	Indigenous Attraction	Grampians			Open 7 Days a week
Manja	Indigenous Attraction	Grampians			Open 7 Days a week
Bunjil Shelter	Indigenous Attraction	Black Range			Open 7 Days a week
Gulgurn Manja	Indigenous Attraction	Grampians			Open 7 Days a week
Ngamadijidj	Indigenous Attraction	Grampians			Open 7 Days a week
Great Western Wine & Heritage Trail	History Trail	Great Western			Open 7 Days a week

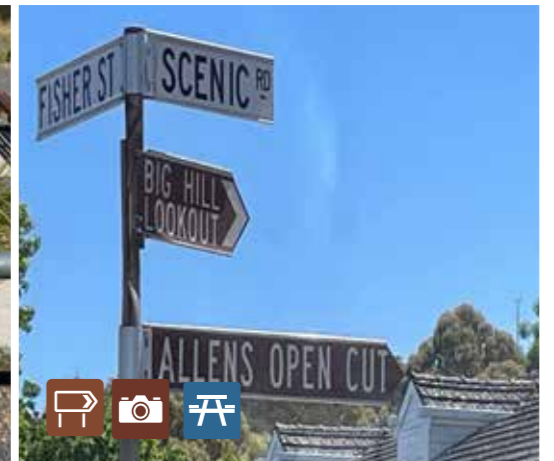
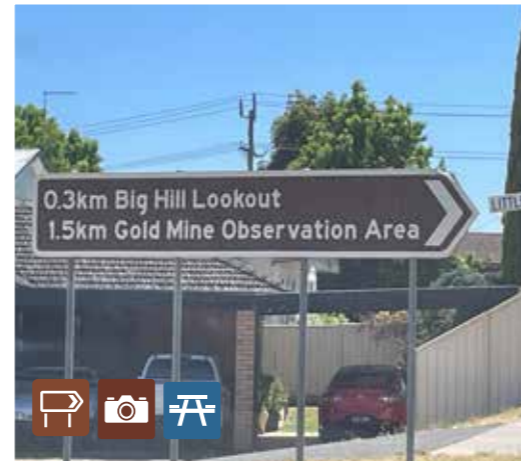
SECTION 3. NGSC SIGNAGE AUDIT

3.4 NORTHERN GRAMPIANS TOURIST ATTRACTIONS

race. This museum covers the history of the race from its inception in 1878. Currently the Hall of Fame is open Tuesday to Saturday from 10am to 4pm. Technically this disqualifies the Hall of Fame from qualifying for brown tourist signs. [Vic Roads Tourist Signing Guidelines](#) states that Museums and Historical properties "be open on weekends and at least three other days of the week, plus public and school holidays" and "be open an minimum of 7 hours per day on the days that the attraction is open" This shortfall could be rectified by closing on Tuesdays and being open on Sunday and public holidays, and extending opening times by 1hr per open day. Signage to the Hall of Fame begins at the Western Hwy/Seaby St intersection with additional positional signage opposite the Hall of Fame. These signs are very faded and in need of replacement. NGSC has installed other non-standard directional to this attraction as well which will be covered separately in this strategy.

Stawell Gold Mine - Is an operational gold mine on the eastern edge of Stawell. This large underground mining operation is also home to the Stawell Underground Physics Laboratory. The mine site has a small viewing and interpretive area overlooking the entrance to the decline. Here there is displays of historic mining equipment and the type of rock encountered during mining operations. At the entrance to the viewing area car park is a company branded directional sign with the message "Visitor Car Park & Observation Area. During our visit the car park was full with what appeared to be contractors and workers and no actual parking dedicated to actual visitors. We observed a number of visitors just giving up and driving off in frustration. The observation area has some interpretation of the mining operation and there is an information panel about the underground physics laboratory.

The viewing area can be accessed via two routes. Main St/Big Hill Rd Lookout to Reefs Rd. This route takes visitors to Big Hill Lookout where from there they are directed via a small brown fingerboard sign "Gold Mine Observation Area 1.2km". The second access route is from the Patrick/Oregon St intersection to Albion St, Leviathan Rd and Reefs Rd. Directional signage on this route is poor with all signage well past their use-by date and in need of replacement.



Big Hill Lookout - mixed bag of directional signage to Big Hill Lookout. No directional signage from the Patrick/Holt St intersection. Signage should include the AS symbol for Lookouts



Cato Park - no directional sign to this facility. Directional signage to this attraction should be installed either end of Napier St



Grampians Rail Trail - Install AS standard advance warning 300m either of trailhead car park and double-sided positional sign adjacent trailhead car park entrance

SECTION 3. NGSC SIGNAGE AUDIT

3.4 NORTHERN GRAMPIANS TOURIST ATTRACTIONS

Stawell Cultural Heritage Trail - Is a walk/drive trail around Stawell stopping at the many points of interest along the way. In total there is thirty three interpretation points along this trail. The trail is well interpreted with professionally written interpretation and properly designed panels. The trail is supported by a 4 page brochure downloadable from the [NGSC website](#). Whilst the trail is well interpreted there is no wayfinding or trailhead signage for this trail. Trailhead signage at the Visitor Information Centre and at the town hall would be a useful addition to give visitors an overview of the trail. Trailhead signs generally consist of a map showing the whole trail, an orientation "You are here" point, how long the trail is, how much time should visitors give themselves to drive the trail and any other conditions they should be made aware of. This trail would also benefit from a digital application. This could be achieved via a mobile friendly website or via the Alpaca Digital platform. This would allow greater access and the ability to add additional images and audio interpretations. This digital application could be accessed via a QR code at the Trailhead sign.

Stawell Historical Society Museum - This small museum is located at the old Pleasant Creek Court House. The museum is run by volunteers from the Stawell Historical Society. Unfortunately due to the constraints of the volunteers the museum is only open 2 days per week. The only signage at the museum is one sign over the door marked Stawell Historical Society.

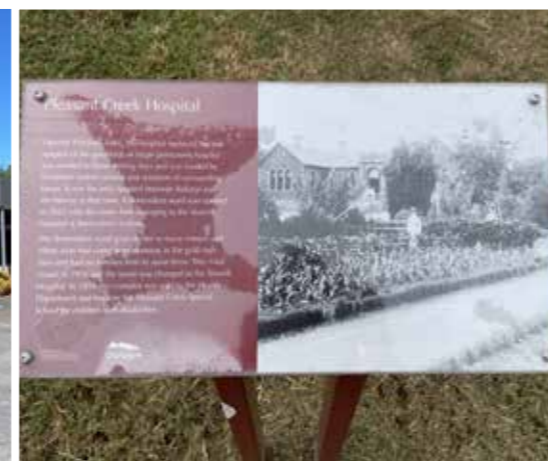
Stawell Railway Station Gallery - This community based arts and crafts centre operates out of the Stawell Railway Station and is open Friday to Sunday from 10am to 4 pm. The Railway Station Gallery property sign lists a website <http://visitstawellrailwaystationgallery.com.au> that appears to be no longer live and there are no opening hours displayed at the premises. At each end of Napier St and at the Western Hwy/ Seaby St intersection there are brown fingerboard signs for this facility. As this facility is more a community arts organisation and its limited opening hours these signs should be blue fingerboards.



Stawell Gift - Replace directional signage at Western Hwy/Seaby St intersection. Main St - when replacing old sign with new sign its a good idea to remove the old sign



Stawell Gold Mine - replace all directional signage to this location from both Patrick St and Big Hill. Install brown directional sign at visitor car park entrance



Stawell Cultural Heritage Trail - Install a Trailhead sign either at the Visitor Centre or near the town hall. Number all interpretive panels for better orientation

SECTION 3. NGSC SIGNAGE AUDIT

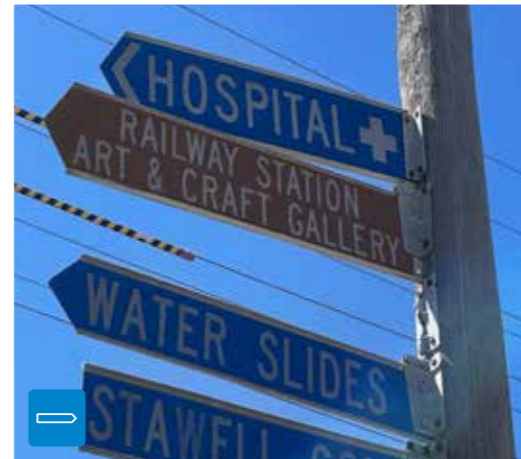
3.4 NORTHERN GRAMPIANS TOURIST ATTRACTIONS

St Arnaud Attractions

St Arnaud Silo Art/Raillery Hub - The St Arnaud Silo Art and Murals were painted by Kyle Torney and are officially the 38th set of silos to be completed in Australia. Kyle is a local resident of St Arnaud and has now painted many murals throughout the town. Directional signage to the silo art is poor consisting of a non standard sign at the Millett St/Napier St intersection and a home made sign at the more direct Burke St route. While the non standard directional sign is well made and designed, it is not a road sign (white on brown) and therefore easy to overlook, this sign should be removed. As mentioned the Burke St route is a more direct route to the silo art and also leads to the Railway Station - Raillery Hub Art Gallery. An Australian standard double sided brown intersection sign for the silo art should be installed at the Burke/Napier St intersection with a double sided blue panel sign for the Raillery underneath. This intersection sign structure should be followed up with brown directional signs at the Burke/McMahon St intersection and a blue directional sign to the Raillery Hub at the McMahon/St/Queens Ave intersection.

Loves Cottage - Love's Cottage and its outbuildings, in Clyde Street is one the oldest miner's properties in St Arnaud. The cottage is located at the corner of Clyde and Hopetoun St. The cottage isn't open to the public but can be viewed externally. There is an interpretive sign located at the site. Currently there is no directional signage to this attraction from the main access point which is the Watsons Lake Rd/Hopetoun St, or the Charlton-St Arnaud Rd/Hopetoun St intersection. While this is only a small attraction brown fingerboard signs should be erected at these intersections.

Pioneer Park - The park's history dates back to 1884 - 1915 when it was the location of the Lord Nelson Gold Mine. The site was developed by the St Arnaud Borough Council and the St Arnaud branch of the CWA. Facilities include park benches and picnic tables. There is also some interpretation. One thing that was noticeably missing is that there is no actual park facility signage on Dundas St or directional signage at the Dundas/Alma St intersection. Pioneer Park is very easy to miss with the Fire Brigade Competition Track being located alongside Dundas St.



Railway Station Gallery - Not open enough days to qualify for brown tourist signs. Replace brown fingerboard sign at Western Hwy/Seaby St and both ends of Napier St with blue community fingerboard signs. Replace facility sign with new sign advising of opening hours



Stawell Museum - no signage to identify this building as a museum



Silo Art - Remove or relocate King/Millet St sign. Designate Burke St as the main access route. Remove homemade sign here and install AS brown directional sign with blue sign panel underneath for Railway Station Gallery



Dundas/Burke St intersection replace with blue fingerboard



McMahon/Burke St intersection install brown directional for Silo Art, blue fingerboard for Railway Station Gallery



Loves Cottage - Install brown fingerboard signs at both ends of Hopetoun St



Pioneer Park - install blue directional signage at Dundas/Alma St. Install park facility sign at the Alma St entrance. Replace interpretive panel



SECTION 3. NGSC SIGNAGE AUDIT

3.4 NORTHERN GRAMPIANS TOURIST ATTRACTIONS

Queen Mary Botanic Gardens - These beautifully maintained botanic gardens are located on Napier St opposite the St Arnaud Visitor Information Centre. The gardens are a popular stopping place for visitors looking for rest area facilities and tourist information. As per Pioneer Park there is currently no facility signage for this park.

St Arnaud Gold Mining Trail - Refer to section 4.7, page 65 for principles and guidelines for the correct development of interpretive signage projects.

St Arnaud Heritage Trail - Much like the Stawell Cultural Heritage Trail this trail is a walk trail around St Arnaud with 27 interpretive points describing the history of the town and its people. The trail begins at the St Arnaud Visitor Information Centre (VIC). This trail is well interpreted and is supported by a map/brochure available at the VIC. Other than Trip Adviser reviews, which are generally very good, there is no online support for this trail. While the interpretation is well written, if you happened upon one of the interpretation panels there is no indication that this panel makes up part of a trail network nor are the panels numbered to help with orientating visitors where they are on the trail. As per the Stawell Cultural Heritage Trail this trail would benefit from a trail head sign at the VIC giving visitors an overview of the entire trail.

St Arnaud Historical Museum - As with Stawell this museum is part of the local historical society with the museum being staffed by volunteers. The museum is only on Wednesday and Fridays from 1pm to 4pm. The only on-line presence is the NGSC website community directory. Other than an A frame sign that is put out when the museum is open there is nothing to indicate that this building is the town museum.

St Arnaud Rail Station/Railery Hub - This a community based art centre located at St Arnaud's Railway Station. Much as with the Stawell Art Gallery it is a community organised centre run by volunteers. The gallery is open Friday - Sunday. The gallery features exhibition from both local and regional artists and also hosts a monthly marketplace. This gallery would benefit from a substantial property signage at the facility which would also displayed their opening hours. Directional signage to this facility is covered in the St Arnaud Silo Art segment.



Queen Mary Botanic Garden - Install park facility sign. Replace Public Toilet sign with larger rest area sign with AS symbols for rest area, toilets and picnic tables. Install visitor information board on toilet block wall



St Arnaud Gold Mining Trail - Refer to interpretive signage page in section 4.7, page 65



St Arnaud Heritage Trail - This trail would benefit from a trailhead sign at the start point. Number each interp panel for visitors to be able to orientate where they are on the trail.

St Arnaud Museum - Install facility sign

SECTION 3. NGSC SIGNAGE AUDIT

3.4 NORTHERN GRAMPIANS TOURIST ATTRACTIONS

Bell Rock - is located on the northern edge of St Arnaud amongst old gold diggings. To find this attraction is difficult unless you come prepared with directions to the site. The problem starts with that there is no directional signage at the Watsons Lake Rd/Hopetoun St intersection which is the first decision making point. At the Hopetoun St/Silvermines Rd intersection there is a small white fingerboard "Bell Rock 800m" This sign directs visitors up to the end of Silvermines Rd on to a bush track. At this point there is no further signage until you drive further up the bush track where there is a pole with "Bell Rock" carved on it. Driving further along the unnamed bush track there is an overgrown brown fingerboard sign "200m Bell Rock" at the location there is the Bell Rock natural feature plus some interpretive signage. This attraction is let down by non-existent and inconsistent signage. Without being forewarned it would be purely by accident that visitors would find this attraction. This attraction would benefit from a new signage plan beginning at the Watsons Lake Rd/Hopetoun St intersection featuring AS brown fingerboard signs consistently applied at all decision making point to this attraction. The attraction is supported by a brochure containing interpretation and a directional map on the reverse.

St Arnaud Flora Reserve/ Wax Garden - This is another difficult attraction to find unless you have made a visit to the VIC and picked up one of their brochures. The Flora Reserve is located south of St Arnaud on Centre Rd. The site can be accessed from Lock Rd either from the Wimmera Hwy roundabout west of St Arnaud or via Lock Road from the Lock Rd/Sunraysia Hwy intersection. Currently there is no directional signage at both of these key decision making points. The first signage for this attraction is at the Lock/Centre Rd intersection. At this intersection the road name is on a brown sign and the attraction name "Wax Garden 800m" is black text on a white background. Like Bell Rock this attraction is supported by a brochure containing interpretation and a directional map on the reverse. This attraction would benefit from having brown fingerboard directional signage at each end of Lock Rd and a brown fingerboard sign at the Lock/Centre Rd intersection.



Bell Rock - Install brown fingerboard at Watsons Lake/Hopetoun Rd intersection



Bell Rock - Install brown fingerboard at Hopetoun/Silvermines Rd intersection



Bell Rock - Install brown directional at the top of Silvermines Rd



Bell Rock - Replace pole sign with brown fingerboard



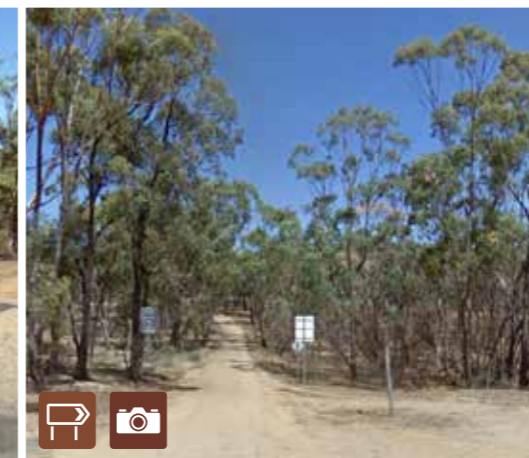
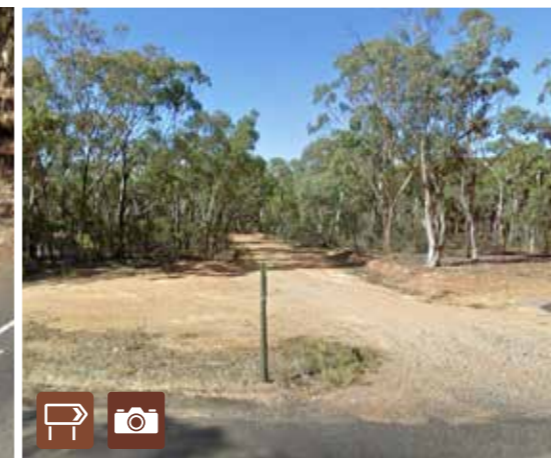
Wax Garden - Install brown fingerboard sign at Sunraysia Hwy/Lock Rd intersection



Wax Garden - replace with brown fingerboard at Lock Rd /Centre Rd intersection



Wax Garden - replace with brown fingerboard



St Arnaud Regional Park/View Point - Determine entry point(s) and install directional signage to View Point Lookout.

SECTION 3. NGSC SIGNAGE AUDIT

3.4 NORTHERN GRAMPIANS TOURIST ATTRACTIONS

View Point Lookout/ St Arnaud Regional Park - The park is a well-loved destination by the local community and covers 957 hectares in size. This park is also significant for biodiversity as it is home to threatened flora and fauna. The park has numerous access points none of which are signed with directional signage to Lookout Point. The only signage we encountered were park boundary signs on Sunraysia and Wimmera Hwys. Both the park and lookout would benefit from defined access points from both highways to the lookout.

St Peters Pebble Church - locate south east of St Arnaud at Carapooee St Peters Pebble Church is well signed from the Sunraysia Hwy/Dunnolly Rd intersection (northern approach) and the Sunraysia Hwy/Stuart Mill Rd. At the church there is a small Heritage Council plaque describing the architecture of the church. This attraction would benefit from further interpretation on how the church came about and its ties with the local community.

Kara Kara National Park - This park is located south of Stuart Mill just within the southern border of NGSC. The park's main access point is via Teddington Rd from Stuart Mill. This road brings visitors into the park past the Teddington Reservoir and the Teddington Camping Ground. This park has a vast network of trails and fire breaks making it popular with the 4WD community. Activities in the park include camping, fishing and bushwalking. Currently the only signage is the boundary signage at the park entrance, there is no advance warning or directional signage at the Sunraysia Hwy/ Teddington Rd intersection in Stuart Mills.

Halls Gap Attractions

Grampians/Gariwerd National Park - is the major tourist draw card in north western Victoria. The park contains too many attractions to cover separately but caters for everyone from families, the elderly through to experienced hikers on the Grampian Way. The park has numerous access points all of which fall under Vic Roads jurisdiction. Once off these major through routes signage is the responsibility of Parks Victoria. Here signage is generally well managed. On the through routes we recorded many roadside signs overgrown and in need of cutting back the undergrowth and cleaning. Directional signage to Grampians National Park begins as far away as Stawell



The Pebble Church - Well signed from Dunolly and Stuart Mills Rd, attraction would benefit from improved interpretation



Kara Kara National Park - No directional signage from the Sunraysia Hwy/Teddington Rd intersection. Brown directional should contain the AS symbols for Hiking and Camping



Grampians/Gariwerd National Park arterial roads - cut back trees and undergrowth

SECTION 3. NGSC SIGNAGE AUDIT

3.4 NORTHERN GRAMPIANS TOURIST ATTRACTIONS

and Ararat. The National Park is supported online by numerous websites including Parks Victoria and Visit Grampians.

Brambuk the National Park and Cultural Centre - This attraction is located at the southern end of Halls Gap on Grampians Way with the Cultural Centre being currently closed. This centre is still listed on Google Maps as being open 7 days per week. This only refers to the National Park Office. This should be made clear as to avoid visitor disappointment. The attraction is currently signed as "Brambuk The National Park and Cultural Centre" These signs should be removed or at least re-skin the top section of the sign to make it clear that it is only now a Parks Victoria Information Office. The main entry statement sign is covered in spider webs and is in need of high pressure cleaning.



Brambuk - replace advance warning signs or remove reference to cultural Centre. Google maps reference should also be updated. Clean main entrance sign

Grampians Adventure Golf/Moco Gallery - Also located on Grampians Way this tourist attraction is a combined mini golf centre, cafe and gallery. The centre is open Wednesday through to Monday 10am to 5pm and is supported by its own website and marketing material at the VIC. This attraction meets all Vic Roads requirements for it to be signed as a tourist attraction.

Grampians Furniture - Located on Grampians Way this fine furniture gallery and workshop is open 6 days per week including both weekend days from 9am to 5.30pm. The business is supported by a website and is signed with a brown tourist sign on the south bound approach to this business, there is no reciprocal northbound sign for this business. This attraction meets all Vic Road for brown tourist signs.



Great Western Directional signs require maintenance.

Grampians Wine Region - Southbound north of Stawell on Western Hwy Remove sign, Berry Bridge Vineyard is permanently closed

Halls Gap Zoo - Located on the Ararat-Halls Gap Rd south of Halls Gap. The Halls Gap Zoo is Victoria's largest regional and privately owned zoo. The Zoo is open 7 days a week and is a well established tourist attraction. The zoo is supported by a website and marketing material. The zoo has brown advance warning and positional signs adjacent the front entrance.

WAMA - This attraction when open will be another major draw card for the Halls Gap region. WAMA is currently under construction and is located just off Ararat-Halls Gap Rd south of Halls Gap. When completed this attraction will require advance warning and positional signage much as applied to other major attractions on this road e.g. Halls Gap Zoo.



Lake Fyans is it a tourist attraction or not?

Damaged signs at Tunnel/Pomona Rd intersection

Install directional signage to Lake Lonsdale at the Western Hwy/Sandbank Rd and Western Hwy/Mt Drummond Rd intersections AS Symbols for toilets, camping and boat ramp

SECTION 3. NGSC SIGNAGE AUDIT

3.4 NORTHERN GRAMPIANS TOURIST ATTRACTIONS

Cellar Door Attractions

Northern Grampians wineries fall under both the Grampians and Pyrenees wine regions. NGSC has five wineries that provide cellar door attractions spread across the shire. The three at Great Western and one at Halls Gap and fall under the Grampians wine region, Kara Kara Vineyards at Carapooee West is part of the Pyrenees wine region. All of these wineries meet Vic Roads Tourist Signing Guidelines criteria for Cellar Doors and are signed appropriately. All signs sighted bore the AS symbol for cellar doors. Most signage was in good/fair condition with some of the smaller directional signage to Seppelt requiring maintenance.

Recreation Areas

While not necessarily tourist attraction Northern Grampians recreation areas make up a significant part of NGSC tourist offering. These recreation areas consist of four lakes, Lake Fyan, Lake Bellfield, Lake Wartook and Lake Lonsdale all of which are located in the western region of the shire. Generally directional signage to these lakes is good with the exception of Lake Lonsdale which has no signage at all. Currently there is no directional signage from Western Hwy at the main access roads Sandbar and Mt Drummond Rd. Signage should be installed at these intersections.

Indigenous Attractions

The Grampians contain the largest concentrations of aboriginal rock art in southern Australia, with the exception of Bunjils Cave which is in the Black range south of Stawell all other rock art attractions are located within Grampians National Park. Directional signage to the attractions within the national park comes under the control of Parks Victoria and is generally in good condition. Bunjils Cave in contrast is poorly signed. For some reason directional signage to this attraction commences with an old faded brown fingerboard sign at the Western Hwy/Seaby St intersection. Brown advance warning signs are installed prior to the Pomonal/Bunjils Cave Rd intersection. From here signage is fairly haphazard eventually leading to a home made sign at the turn-off to Bunjils Cave.



Bunjils Cave - Replace fingerboard sign at Seaby St/Western Hwy Intersection, replace white fingerboard at Bunjils Cave/Pomona Rd intersection with brown fingerboard, replace homemade directional sign at Bunjils Cave turn-off with larger directional sign. Include AS symbol for indigenous attractions



Great Western Wine and Heritage Cycle Trail - Install directional signage to trailhead sign. Number each interpretive sign in a progressive order for visitors to follow. Remove old interpretive signs



Stuart Mills War Memorial Interpretation - Install brown directional fingerboard signs to this attraction at the Sunraysia Hwy/Stuart Mills Rd intersection

SECTION 3. NGSC SIGNAGE AUDIT

3.4 NORTHERN GRAMPIANS TOURIST ATTRACTIONS

Other Attractions

Great Western Wine & Heritage Cycle Trail - This historic trail begins at the Great Western Memorial Park. The trail is the only heritage trail within Northern Grampians that a proper trailhead sign that gives an overview of the trail and its attractions. This trailhead unfortunately is let down by how the trail is laid out. Instead of the trail interpretive points laid out in the progression that visitors would walk/cycle this trail the interpretive node numbering is haphazardly criss-crossing all over Great Western village. Trails of this type benefit from having a designated route.

Stuart Mills War Memorial Interpretation - This interpretation covers the wartime service of Stuart Mills residents who fought in both world wars. The interpretation is based on their wartime service records. This interpretation has been professionally designed and is a good example of how a small community can present interpretation.

Recommendation

Stawell

- Big Hill Lookout - Install directional signage to this attraction from the Patrick/Holt Street intersection.
- Cato Park - install directional signage to this attraction from both ends of Napier St and at the Napier/Victoria St intersection.
- Cato Park - Install designate car/caravan & RV parking on Victoria St alongside park.
- Grampians Rail Trail - Install the correct advance warning and positional signs at both ends of this trail.
- Grampians Rail Trail - Explore the possibility of continuing this trail as a road ride from the Mt Drummond Rd trailhead into Halls Gap.
- Sister Rocks - Determine if this is an attraction, if so implement a clean up and install basic facilities at site.
- Stawell Gift Hall of Fame - Replace directional signage at Western Hwy/Seaby St intersection. Remove duplication of directional signage adjacent Hall of Fame.
- Stawell Gold Mine - Replace all direction signage

from the Patrick/Oregon St intersection with AS directional signage.

- Stawell Gold Mine - Replace current small brown fingerboard sign at the Big Hill/Reefs Rd intersection with a larger directional sign.
- Stawell Cultural Heritage Trail - Determine the starting point for this trail (Visitor Centre or Town Hall?) Install trailhead sign at the determined start point. Number all interpretive panels for improved visitor orientation.
- Stawell Historic Society Museum - Install a property/facility sign in front of the museum with the opening hour and contact details displayed.
- Stawell Railway Station Gallery - Replace all brown fingerboard signs with blue community fingerboard signs (both ends of Napier St and at Western Hwy/Seaby St intersection).
- Stawell Railway Station Gallery - Install a new property/ facility sign in front of the railway station with the opening hour and contact details displayed.

St Arnaud

- St Arnaud Silo Art/Railery - Determine Burke St as the primary access road to both the silo art and the Railery. Install further directional signage at the Burke/McMahon St and McMahon St/Queens Ave intersection. Remove directional signage at Napier/Millett St intersection
- Loves Cottage - Install brown fingerboard signs at both ends of Hopetoun St. Install a positional sign in front of the cottage.
- Pioneer Park - Install directional signage at the Dundas/Alma St intersection.
- Pioneer Park - Install NGSC park/facility sign at this attraction (viewable from Dundas St).
- Queen Mary Botanical Garden - Install NGSC park/facility sign at this attraction.
- Queen Mary Botanical Garden - Replace public toilet sign with larger double sided rest area sign include AS symbols for accessible toilets, picnic tables and visitor information.
- St Arnaud Heritage Trail - Install trailhead sign at the St Arnaud Visitor Information Centre start point.
- St Arnaud Historical Museum - Install a property/

facility sign in front of the museum with the opening hour and contact details displayed.

- Raillery Hub- Replace all brown fingerboard signs with blue community fingerboard signs from Napier St to the facility.
- Raillery Hub - Install a new property/facility sign in front of the railway station with the opening hour and contact details displayed.
- Bell Rock - Install directional signage from the Watsons Lake/Hopetoun Rd intersection to the attraction.
- Wax Gardens - Install brown fingerboard sign at the Sunraysia Hwy/Lock Rd intersection. Replace white fingerboard signs with the correct brown fingerboard signs
- St Arnaud Regional Park/View Point - Determine access point(s) to this attraction and install brown directional signs to the lookout point.
- Kara Kara National Park - Install brown directional signage at the Sunraysia Hwy/Teddington Rd intersection.

Halls Gap

- Grampians/Gariwerd National Park - Cut back trees and roadside undergrowth on Grampians Arterial Rds in front and around all road signs.
- Brambuk National Park Office and Cultural Centre - Replace advance warning signs or blank out all reference to the Cultural Centre whilst it is closed.
- Brambuk National Park Office and Cultural Centre - Update Google maps reference to this attraction including opening hours.

Cellar Doors

- Cellar doors - Replace damaged cellar door directional signage (to Seppelt) in and around Great Western.
- Cellar doors - Remove directional signage to Berry Bridge Vineyard on Sunraysia Hwy/Drummond Rd intersection.

Recreation Areas

- Lake Fyans - Maintenance required at blue fingerboard signage stack at the Tunnel/Mokephilly Rd intersection.
- Lake Lonsdale - Install directional signage to this

attraction from the Western Hwy/Sandbar Rd and the Western Hwy/Mt Drummond Rd intersections.

Indigenous Attractions

- Bunjils Cave - Replace Western Hwy/Seaby St intersection sign with a larger directional sign bearing the AS symbol for indigenous attraction.
- Bunjils Cave - Replace white fingerboard sign with the correct brown fingerboard at the Pomonal/Bunjils Cave Rd intersection.
- Bunjils Cave - Replace homemade directional sign at the Bunjils Cave turn-off.

Other Attractions

- Great Western Wine & Heritage Trail - Install directional signage to the trailhead installation at Great Western War Memorial Park. Number each interpretive sign in a progressive order for visitors to follow. Remove old interpretive signs.
- Stuart Mills War Memorial Interpretation - Install brown directional fingerboard signs to this attraction from the Sunraysia Hwy/Stuart Mills Rd intersection.

SECTION 3. NGSC SIGNAGE AUDIT

3.5 NORTHERN GRAMPIANS HISTORIC MARKERS

NGSC HISTORIC MARKERS

Spread across NGSC are numerous historical markers. These usually denote that there is some type of monument or memorial on or just off the roadside. Generally we found that most of the signage was in poor condition and in need of replacement. Signage was also very inconsistent with some sites having a full suite of signs (advance warning/positional signs) while others only had a positional sign or none at all. Old Coongee Holiday Farm on the Stawell-Avoca Rd has directional signage from the Byrne St/Stawell Avoca Rd intersection 7kms from the location, advance warning signs 300m either side of the intersection, a directional signs at the Stawell-Avoca/Kirkella intersection yet nothing at the actual site. It looks as though there was a positional sign here but only the poles remain. This site probably has some interesting stories to tell and is a bit of a let down when you actually arrive at the site and there is nothing there. Only Pleasant Creek First Gold Found and Pleasant Creek Peace Memorial have interpretation. This would be beneficial to other historical markers.



Recommendations

- Audit all historical markers and decide what to keep and what remove.
- Standardise all signage with each historical marker having advance warning and positional signs.
- Incorporate the AS symbol for historical attractions on each advance warning sign.
- Develop interpretive signage for each memorial.
- Clean and maintain all memorials yearly.



NORTHERN GRAMPIANS HISTORIC MARKERS

NAME OF ATTRACTION	TYPE	LOCATION WITHIN NGSC	NEAREST ROAD	ADVANCE WARNING	POSITIONAL SIGN	COMMENTS
Pleasant Creek - First Gold Found	Monument	Stawell	Black Range Rd	No	Yes	No advance warning, positional sign panels damaged and faded. Interpretation at site.
Stawell - Major Mitchell Monument	Monument	Stawell	Western Hwy	Yes	Yes	Advance warning and positional signs for this monument located on a busy section of Western Hwy. These signs/monument are part of the of the Major Mitchell Trail. No interpretation at site.
Stawell - First Quartz Crushed	Monument	Stawell	Main St	No	No	No advance warning or directional signage for this monument. No interpretation at site.
Pleasant Creek Peace Memorial	Monument	Illawarra	Grampians Way	Yes	Yes	Advance warning and directional signs for this monument. Signs in good condition. Interpretation at site.
Doctors Hill	Monument	Deep Lead	Western Hwy	Yes	Yes	Advance warning and directional signs for this monument. Signs in good condition. No interpretation at site.
Unknown	Plaque (since removed)	Wal Wal	Stawell-Warracknabeal Rd	No	Yes	Paynes Pool Bushland Reserve . There was a plaque here in 2010 (Google Streetview) but we could not locate it during our visit. No interpretation at site.
Old Coongee Holiday Farm	Historical Marker	Stawell	Stawell-Avoca Rd	Yes	No	This attraction has directional signage from the Byrne St/Navarre Rd intersection. Advance warning and directional sign at Stawell-Avoca/ Kirkella Rd intersection No interpretation at site.
Beazley's Bridge	Memorial to Pioneers	Beazley's Bridge	Arrarat-St Arnaud Rd	Yes x 1	No	This attraction has one eastbound non-standard advance warning sign and no positional sign. Interpretation consists of a memorial to the original white settlers and Beazley Bridge School
Kooreh - Major Mitchell Monument	Monument	Kooreh	Wimmera Hwy	Yes	Yes	This attraction has an advance warning sign for westbound visitors only. Eastbound advance warning sign has been removed (Google Streetview). No interpretation at site.
First Prospectors	Monument	St Arnaud	Wimmera Hwy	No	No	This monument has no advance warning or positional signs No interpretation at site.

SECTION 3. NGSC SIGNAGE AUDIT

3.6 NORTHERN GRAMPIANS TOWN VISITOR SERVICES

NGSC VISITOR SERVICES

In Australia, high-quality blue services signs play a crucial role in enhancing the overall travel experience for the public and positively impacting regional town tourism. Here are several benefits:

- 1. Clear Navigation** - Blue services signs provide clear and standardised directional information, helping travellers navigate unfamiliar routes with ease. This is especially beneficial for tourists exploring regional towns.
- 2. Enhanced Safety & Reduced Distractions** - Well designed signs reduce the likelihood of drivers getting lost, minimising distractions and promoting safer driving conditions. This contributes to a smoother and more secure travel experience.
- 3. Convenience for Travellers, Quick Identification of Services** - Blue signs typically indicate essential services such as fuel, rest areas, accommodations, and food options. This convenience is particularly valuable for travellers, making their journeys more comfortable and enjoyable.
- 4. Support for Local Businesses** - Effective signage helps promote local businesses by directing travellers to services within regional towns. This can significantly contribute to the economic growth of these areas by increasing foot traffic and business opportunities.
- 5. Positive Tourism Experience** - Clear signage encourages travellers to explore regional towns, uncovering hidden gems and unique attractions. This positive tourism experience can lead to word-of-mouth recommendations and repeat visits.
- 6. Increased Tourism Revenue** - Visible and effective signage attracts more tourists to regional towns, contributing to increased tourism revenue. This influx of visitors can benefit local businesses, attractions, and services.
- 7. Consistent Branding** - High-quality blue services signs contribute to a professional and organised image. Consistent branding and design create a visually appealing environment, making a positive impression on travellers.
- 8. Environmental Impact** - Clear signage reduces the need for unnecessary stops and detours, promoting more efficient travel planning. This can lead to fuel savings and a reduced environmental impact.

In summary, good quality blue services signs in Australia offer a range of benefits, including improved navigation, enhanced safety, convenience for travellers, support for local businesses, positive tourism experiences, community connectivity, increased tourism revenue, and a positive environmental impact. These signs play a crucial role in shaping the overall perception of a region and contribute to the sustainable development of tourism.

Stawell Town Visitor Services Signs

Stawell is a former gold mining town settled in the 1850's originally alluvial mining started to the west of present day Stawell at Pleasant Creek. Gradually as reef mining took over the mining activities move east with the town gradually following. Like most mining towns, the town developed roads organically around the mining following the terrain and the needs of miners. A grid system didn't come to Stawell till much later hence the jumble of roads particularly in the CBD section of town. This results in frequent signage planning difficulties for traffic engineers.

In Stawell, there is a noticeable lack of consistency in signage, particularly along the Western Hwy. Several services along this route appear to lack proper signage altogether. Notably, along the Western Hwy, there are two rest areas—**Federation Park** and **Lions Club Park**. Amongst them, only Federation Park is equipped with toilets and is an ideal spot for visitors to pause, use the facilities, and enjoy the picnic shelter. On the other hand, Lions Club Park is better suited for self-contained overnight camping.

The existing signage for Federation Park is either too small or obscured by overgrowth. In contrast, Lions Club Park has a directional sign at the Western Hwy entrance, displaying AS symbols for barbecues, potable water, and rest areas. Unfortunately, neither of these rest areas has advance warning signs alerting travellers to their presence.

Ideally, both Federation Park and Lions Club Park should feature advance warning signs at both Western Hwy town boundaries. Additionally, a second set of advance warning signs positioned 200 metres on either side of each facility, followed by positional signs at the entry point of each facility, would provide visitors with ample time to decide whether to stop or continue. This signage

approach is particularly crucial for visitors towing caravans and dealing with the substantial volume of truck traffic that utilises this route.

Similar to the rest areas, the **Stawell Visitor Information Centre (VIC)** lacks advance warning signs on both the north and south approaches on the Western Hwy. It seems strange that such signs are absent for this facility, considering it is the primary outlet for tourist information in Stawell. Advance warning signage for this centre is especially crucial given its location set back from the roadway, making it challenging to notice until one is passing the turn-off to the VIC. Additionally, there should be a directional sign opposite the VIC car park turn-off for improved visibility and ease of access.

At the southern end of the Western Hwy lies **Grampians Gateway Caravan Park**, Stawell's sole in-town caravan park. Although well-signed with advance warning signs on its northbound approach, there is a lack of reciprocal signage for southbound visitors. The first indication of the caravan park is at the Western Hwy/Seaby St intersection. To enhance visibility, there should be an advance warning sign 200/300 meters prior to this intersection, especially considering visitors must cross traffic to reach the turning lane.

Exiting the Western Hwy, the main route for visitors into Stawell is via Seaby St. The route is straightforward until reaching the roundabout at the end of Seaby St. On the Seaby St side of the roundabout, there is an old, barely readable sign advising of coach and caravan parking on Scallan St. This becomes a critical decision point for visitors: whether to stay left and go up Scallan St (the correct route for cars and caravans) or turn right and proceed up Main St, the main shopping street in Stawell. While Main St is suitable for cars, it is not the recommended route for visitors in RV's or towing vans. This location should be preceded by a diagrammatic advance warning sign 200 meters before the roundabout, followed by a directional sign at the current sign location. On the opposite side of this roundabout, a reassurance sign should direct this type of traffic up Scallan St.

Continuing east on Scallan St, designated parking for coaches and caravans is supposed to be available,



TOP Advance warning for Federation Park, Directional sign at Seaby/Main St roundabout, Seaby St VIC "i" removed, diminutive town centre sign Byrne/Main St intersection.

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3.6 NORTHERN GRAMPIANS TOWN VISITOR SERVICES



SECTION 3. NGSC SIGNAGE AUDIT

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but we did not observe any line markings or signed designated parking for such vehicles on this route. Additionally, on Scallan St, there is an RV dump point. While this location is signed at the dump point, it would benefit from additional signage on either side of the location facing oncoming traffic and on the suggested reassurance sign at the bottom of Scallan St. This will ensure clear guidance for visitors seeking these facilities.

Approaching Stawell from the east, visitors encounter a clutter of outdated signs from the Navarre and Crowlands Rds intersection with Byrne St. The initial directional sign is a diminutive fingerboard sign at the Byrne/Main St intersection indicating "Town Centre". This is one of the main catch points to direct visitors into the Stawell CBD and the current sign should be replaced by a large blue directional sign. Travelling west on Byrne St there is a succession weathered directional sign for the Caravan Park and a reassurance sign for the VIC followed by a series of faded fingerboard signs along Scallan St, many of which serve little usable purpose due to their poor condition. To address this, large advance warning signs should be positioned before the Navarre & Crowlands Rd/Byrne St intersection. These signs should clearly indicate the distance to both the VIC and the caravan park. Subsequently, straightforward combined VIC/Caravan Park reassurance signs should guide visitors down Byrne and Scallan St.

At the roundabout eastbound, a directional sign for the caravan park is present. Notably, this sign once also directed visitors to the VIC, but the VIC symbol has inexplicably been removed. Beyond this point, there is another reassurance sign for the caravan park, but there is no further directional signage to the VIC.

Additionally, we observed a deficiency in directional signage on the inbound Donald-Stawell Rd and the Grampian Way. Given the significance of the Grampian Way as a prime tourist route, it is imperative to engage with visitors about the VIC before reaching the Grampians Way/Western Hwy intersection. Strategically placed advance warning signs should be considered to ensure visitors are well-informed about the Stawell Visitor Information Centre along these routes.

Overall there needs to be a complete overhaul and redesign of Stawell blue services road signage.

St Arnaud Town Visitor Services Signs

Similar to Stawell, St Arnaud originated as a mining town, initially located north of its current position at New Bendigo. As mining activities shifted southward, so did the town, settling at its present location. Unlike Stawell, St Arnaud boasts a grid layout, facilitating road sign planning. The town serves as the junction for both the Wimmera and Sunraysia Highways, with additional roads terminating in St Arnaud, including Watsons Lake Rd, Charlton-St Arnaud Rd, and Ararat-St Arnaud Rd. Consequently, a comprehensive suite of signs is necessary to guide traffic through the town, with Napier/Kings Ave serving as the primary access point and the main route for the Sunraysia and Wimmera Highways.

The town's signage plan appears to have evolved organically. Initially, green directional signs were installed, followed by the development of a truck route on Dundas St, marked by four signs. Subsequently, directional signs to the caravan park were added, totalling twelve additional signs. An observation raises questions about directing caravans along the truck route instead of the more direct Napier St/Kings Ave and Alma St route.

At the southern end of Kings Ave, where the Wimmera and Sunraysia Highways converge at a large roundabout, a prominent blue sign indicates a rest area 600m up Kings Ave. This sign is meant to direct visitors to the Queen Mary Botanic Garden. The gardens features modern amenities such as accessible toilets, picnic tables, and a regional map. Across the road from the park is the St Arnaud VIC. Unfortunately this park is only marked by a small blue fingerboard sign stating "Public Toilets." Improved signage is necessary, featuring a large double sided sign with symbols for rest area, toilets, and picnic tables to encourage visitors to stop and utilise the facilities. Additionally, clearer signage is needed to guide car/caravans and RV's to their designated parking area on Golden St, specifying to the parking location on the west side between Jennings and Inkerman Streets.

At the northern end of Napier St, where the Sunraysia, Watsons Lake Rd, and Charlton-St Arnaud

Rd converge, and on the eastbound approach of Wimmera Hwy on Inkerman St, similar signage treatment to the southern end of Kings Ave is essential. Existing faded signs at these locations should be replaced for clarity and effectiveness.

While the overall condition of signage in St Arnaud is reasonable, there is an issue of too many signs, exemplified by the totem pole of fingerboard signs at the top of Napier St. With 13 signs mounted on one light pole, it is recommended to remove or reduce the number of signs to ensure effective communication without overwhelming information.

Great Western Town Visitor Services Signs

Great Western, situated south of Stawell on the Western Hwy, revolves around the wine-making industry and sustains a population of just under 500. The village, straddling the highway with a row of shops between Paxton and Cubitt St, has a vibrant community that has developed Memorial Park into a rest area featuring toilets, picnic shelters, and barbecues. This park also serves as the trailhead for the Great Western Wine and Heritage Cycle Trail, and adjacent to Memorial Park on Brunel St, there is designated car/caravan parking. Despite the array of services and facilities, the overall experience is compromised by inadequate signage.

Approaching Great Western from both directions, current signage directs visitors to a subpar rest area on the northern side of town. This site, which is currently being used to stockpile road base, lacks significant facilities beyond a few concrete picnic tables and an aging vandalised interpretive sign. While suitable for truck drivers, it is more fitting to guide visitors to the superior facilities of the War Memorial Park Rest Area. To address this, advance warning and directional signage need enhancement. This entails installing new advance warning signs at either end of town and introducing directional signs at the approach roads, specifically Brunel St for northbound visitors and Paxton St for southbound visitors. The existing basic signs indicating the presence of toilets should be upgraded to proper rest area signs featuring AS symbols for accessible toilets, picnic shelters, and barbecues.

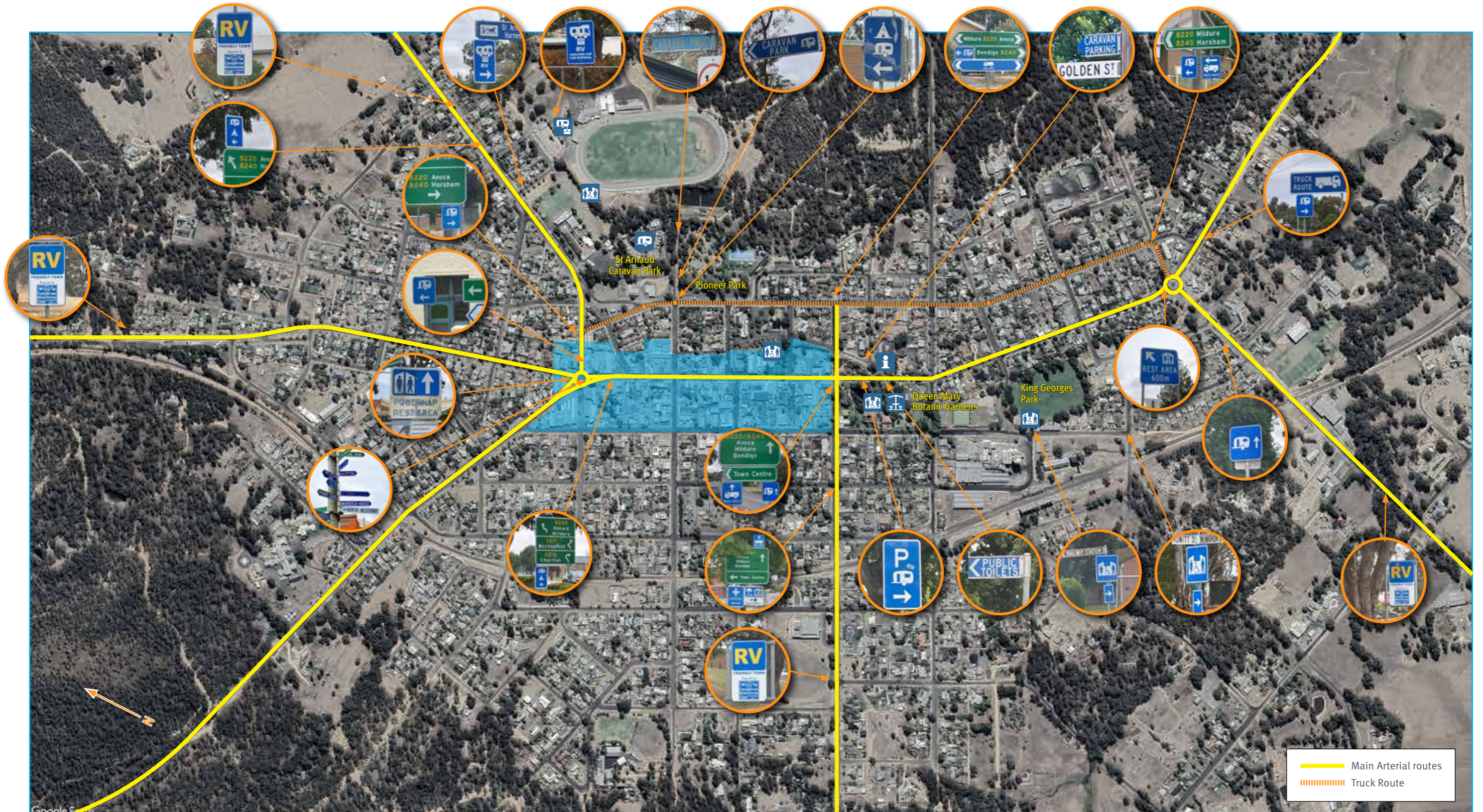
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St Arnaud - some of the existing blue services signage

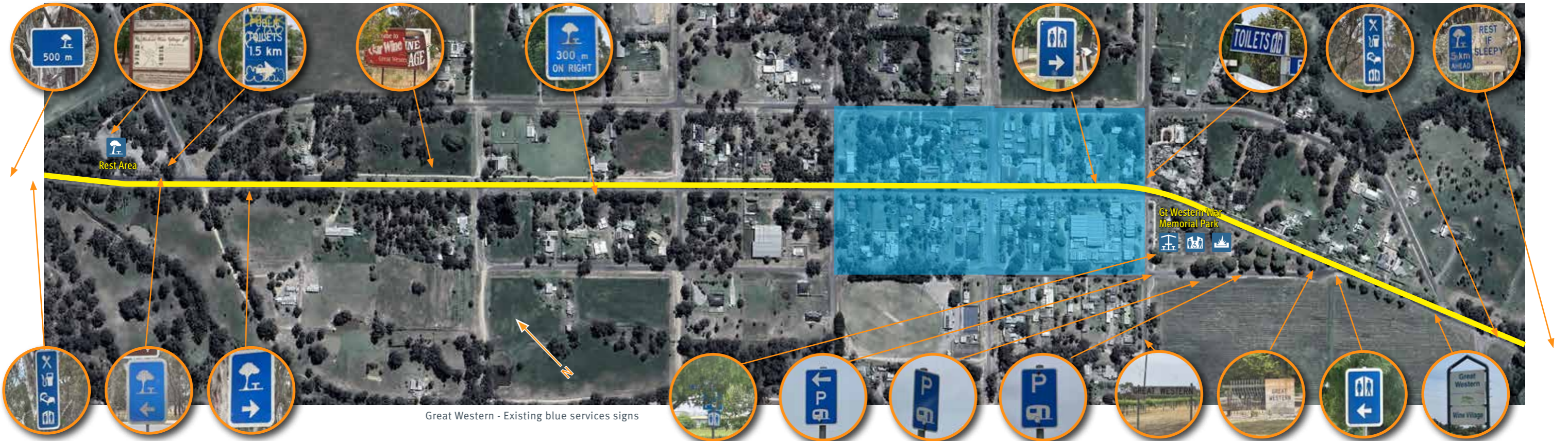
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Great Western - Existing blue services signs

Additionally, there is a "Great Western - Wine Village" panel sign on the southern approach and a new entry statement at the apex of Western Hwy and Brunel St. However, there is a lack of reciprocal signs of this type on the northern boundary of the village. The only sign at this end of town is an old broken sign on private property that reads "Welcome to our Wine ...," with the rest missing.

Great Western also offers camping at the Great Western Race Course, and directions to this facility should be clearly signed from the Western Hwy/ Paxton St intersection to the race course camping area. Clear and visible signage will enhance the overall experience for visitors and ensure they can easily access the various facilities and attractions within Great Western.

NOTE: Halls Gap has not been included as that apart from a few small signs which we have covered in the signage audit document, signage is generally very

good. While some signs are not strictly to Australian Standard they are consistently applied through the township.

Recommendation

Stawell

- Western Hwy - Install advance warning and directional signage for Federation Park and Lions Park Rest Areas.
- Western Hwy - Install advance warning and directional signage for the Stawell Visitor Information Centre.
- Western Hwy Grampians - Gateway Caravan Park, Install advance warning sign for southbound traffic on Western Hwy.
- Develop an overall signage plan for Stawell

Township This would include developing a signage schedule for all inbound road routes into Stawell consisting of a full suite of advance warning, directional and positional signs.

St Arnaud

- Rest Areas- Install advance warning and directional signage to direct all visitor traffic to Queen Mary Botanic Gardens Rest Area from all St Arnaud major access roads.
- Improve directional signage to designated Car/ caravan & RV parking area on Golden St. Clearly sign designated parking provided for this type of vehicle on the west side of Golden St.
- Reconsider the access route to the St Arnaud Caravan Park.
- Reconsider the amount of fingerboard signs at the Napier St roundabout.

Great Western

- Rest Areas - Direct all visitor traffic to the War Memorial Park Rest Area.
- Install reciprocal town entry statement and wine village sign at the northern approach to Great Western.
- Install directional signage to the Great Western Race Course caravan/camping area.

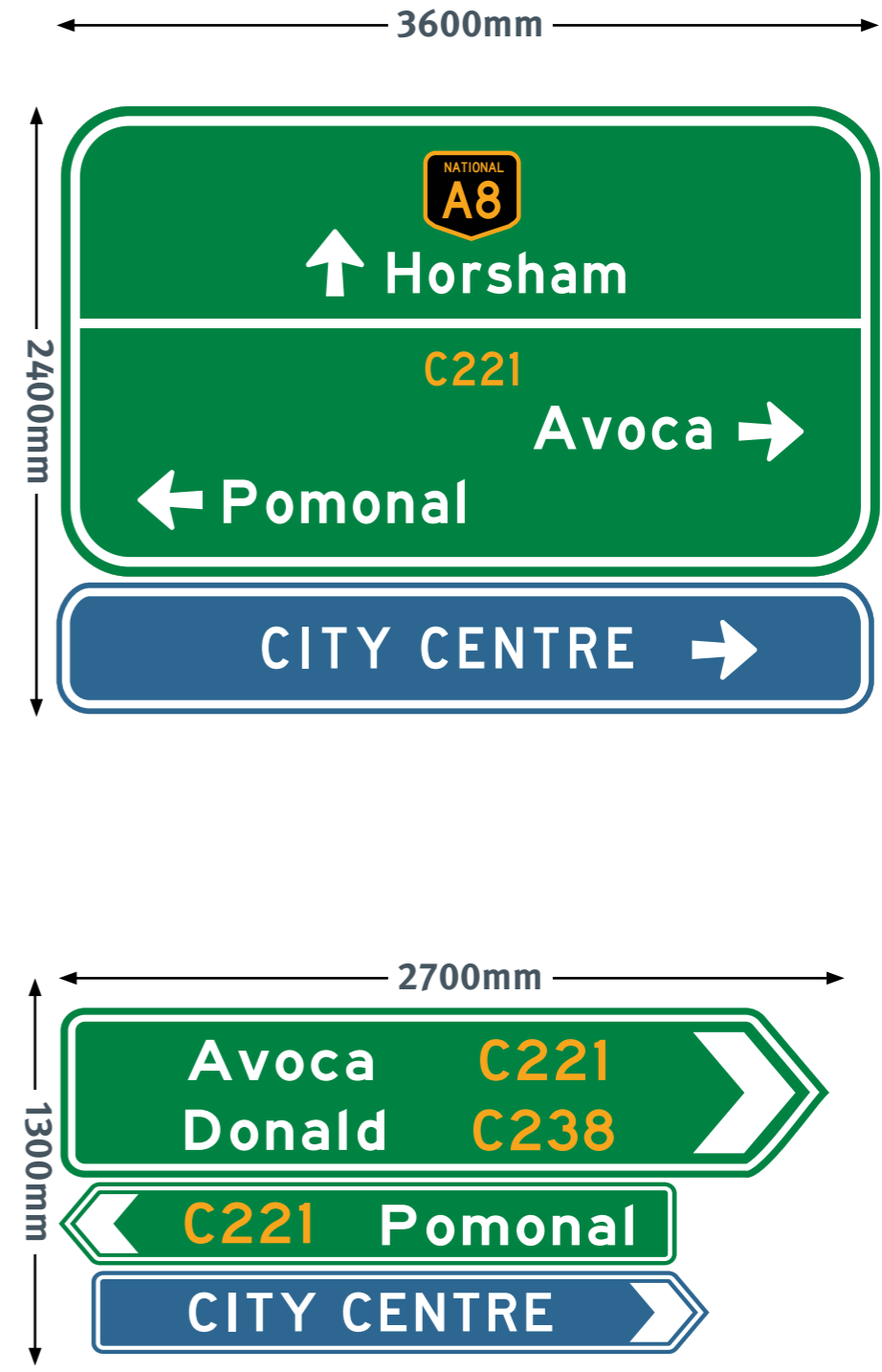
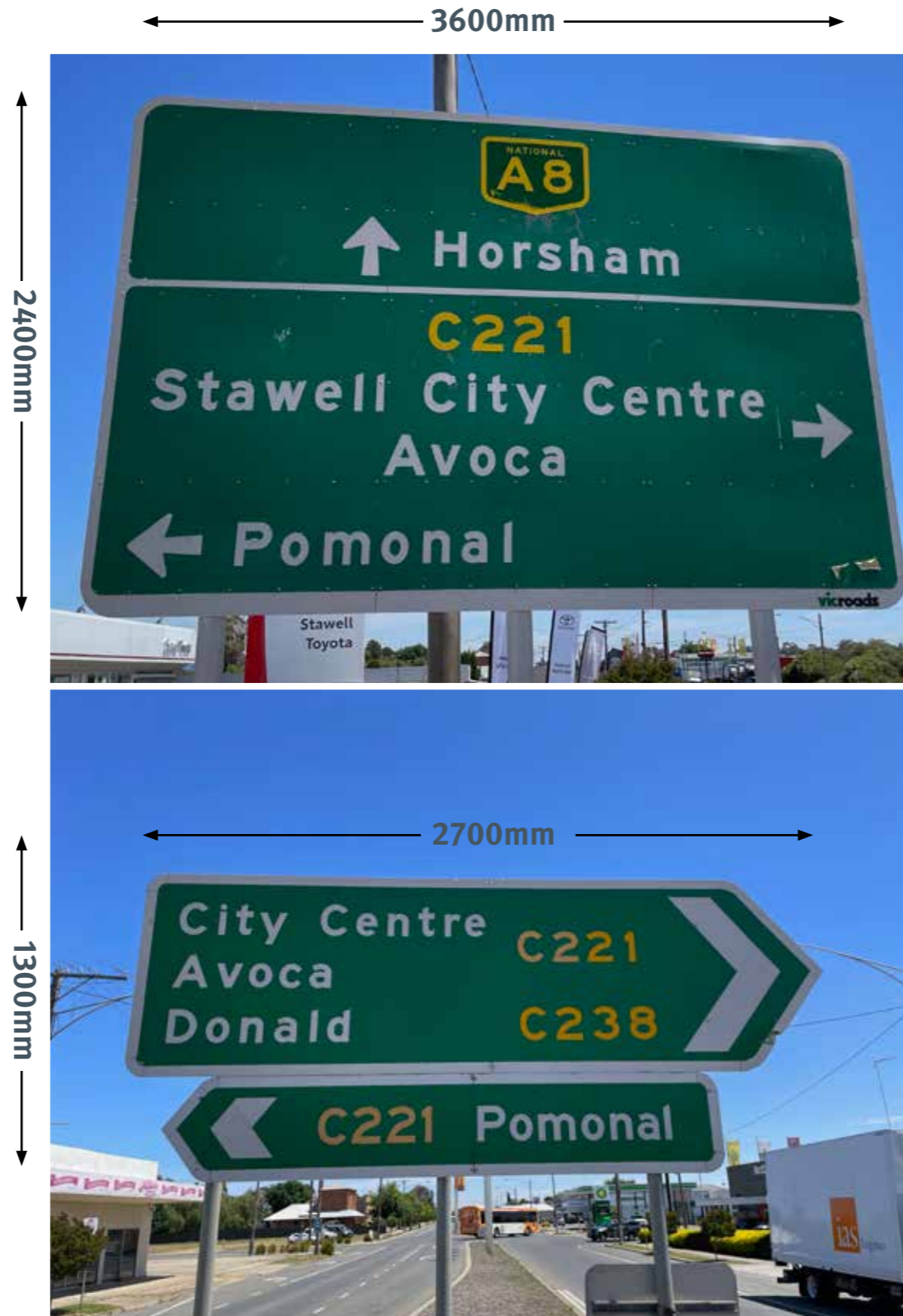
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WESTERN HWY/SEABY ST ADVANCE WARNING AND INTERSECTION SIGNS

During the Stawell Community Consultation, it was highlighted that visitors passing through Stawell encountered difficulty understanding that the Seaby St intersection serves as the main route into town. This challenge largely stems from the treatment of "Stawell City Centre" on the signs, which is presented similarly to a town destination. Consequently, visitors may overlook this crucial information and proceed along the Western Highway. The Council raised this concern with Vic Roads, proposing the addition of a blue panel with the message "City Centre." However, Vic Roads expressed reservations, stating that an extra panel could impact visibility and pose safety concerns.

During our site visit, measurements were taken of the relevant signs, and a concept solution has been designed. This proposed solution utilises the same amount of signage area while offering an improved outcome.



SECTION 3. NGSC SIGNAGE AUDIT

3.6 NORTHERN GRAMPIANS TOWN VISITOR SERVICES

STAWELL WAYFINDING SIGNAGE

Throughout Stawell an internal city wayfinding signage scheme has been installed. Considerable expense must have gone into this project but unfortunately the overall project misses the mark on several fronts. This signage scheme consists of 21 signs installed on main and minor approach roads into the Stawell city centre. This signage system has a number of problems in both signage design and the wayfinding problem it is try to solve.

- Duplication** - Many signs simply duplicate the existing road signage messaging.
- Minor routes** - Many signs signs are positioned on minor routes into Stawell that would generally only be used by locals who know where they are going .e.g. Sloane St, Newington and Lake Rd.
- Sign positioning** - Many of the signs are positioned too close to the decision making point and some are too far off the roadway.
- Destinations** - Three main destinations appear on each sign - Shopping Centre, Stawell Gift Hall of Fame, Stawell Gold Mine. Instead of shopping centre it should read "Town Centre" as there is two shopping centres either side of the Stawell CBD. In degree of importance Stawell Gold Mine is a minor attraction, yet there is no direction signage for Big Hill Lookout and only two signs direct motorists to Cato Park.
- Signage design** - Australia has national standards for road sign design, this includes colours, fonts, layout and symbols. Directional arrows should always appear on the side of the sign you are directing motorists to turn. Australian Standard symbols should always be used. There are symbols for both toilets and accessible toilets.
- Sign size** - The signs appear too big for pedestrian wayfinding and too small for vehicular wayfinding with the ones installed on Western Hwy especially getting lost in the streetscape.
- Maintenance** - Many signs are partially obscured by trees, these need to be regularly checked and cut back where required.



1) Arrows should be on direction side of the turn



2) Seaby St - obscured by trees



3) Seaby St - Top panel for an annual parade?



4) Main St - To close to the decision making point, obscured by trees.



5) Doubling up



6) Arrows should be on direction side of the turn



7) Too far from the roadway



8) There should be a panel for the caravan park



9) Past the decision making point, obscured by trees



10) The only mention of the Stawell VIC on the wrong road (Sloane St) pointing away from the VIC



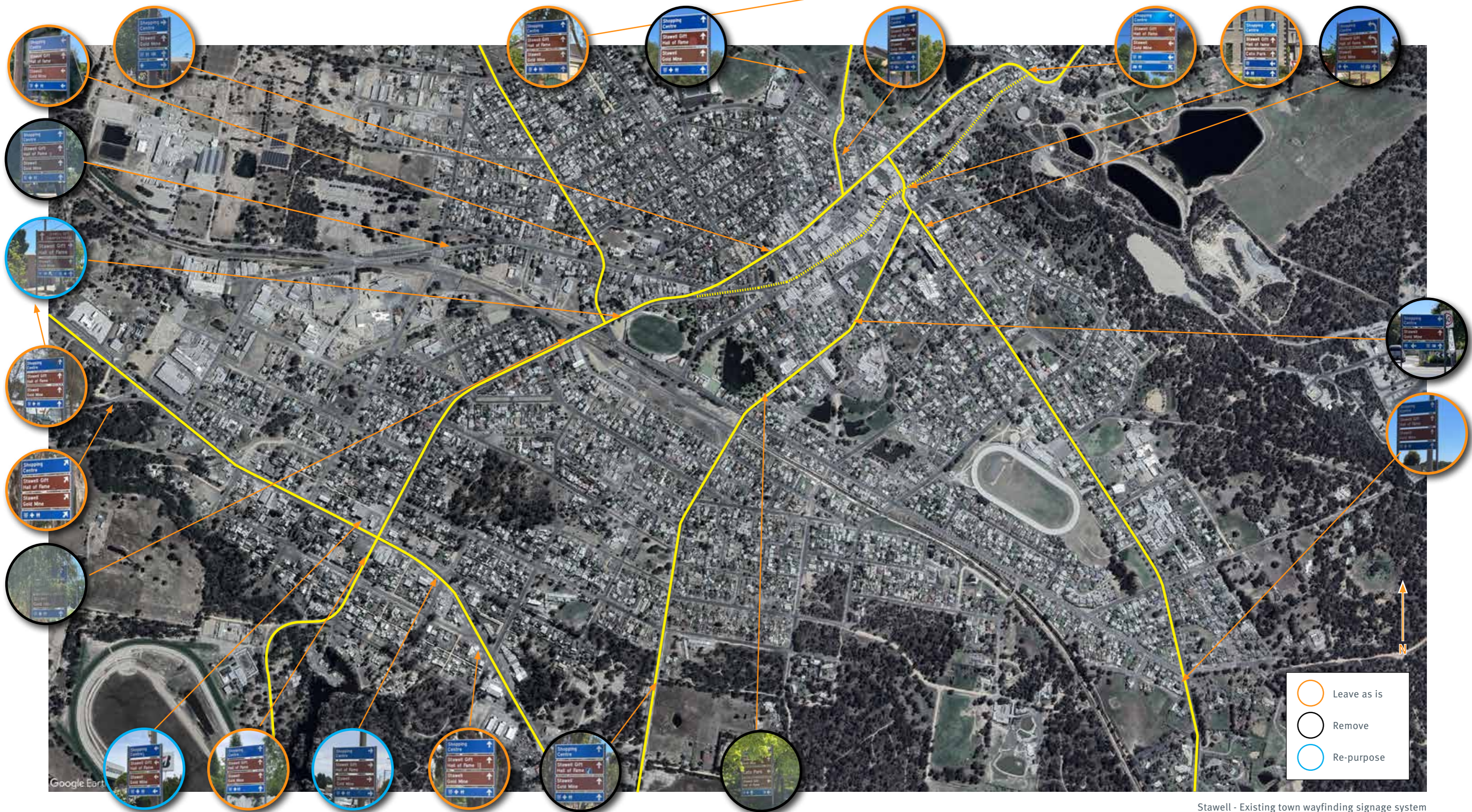
11) This and sign 5 are the only directional signs for Cato Park



12) Sign 3,6 and 12 double up service symbols, 5 doesn't?

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SUGGESTED - Stawell access and parking plan for car/caravans and RV's

SECTION 3. NGSC SIGNAGE AUDIT

3.7 NORTHERN GRAMPIANS CARAVAN AND 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.

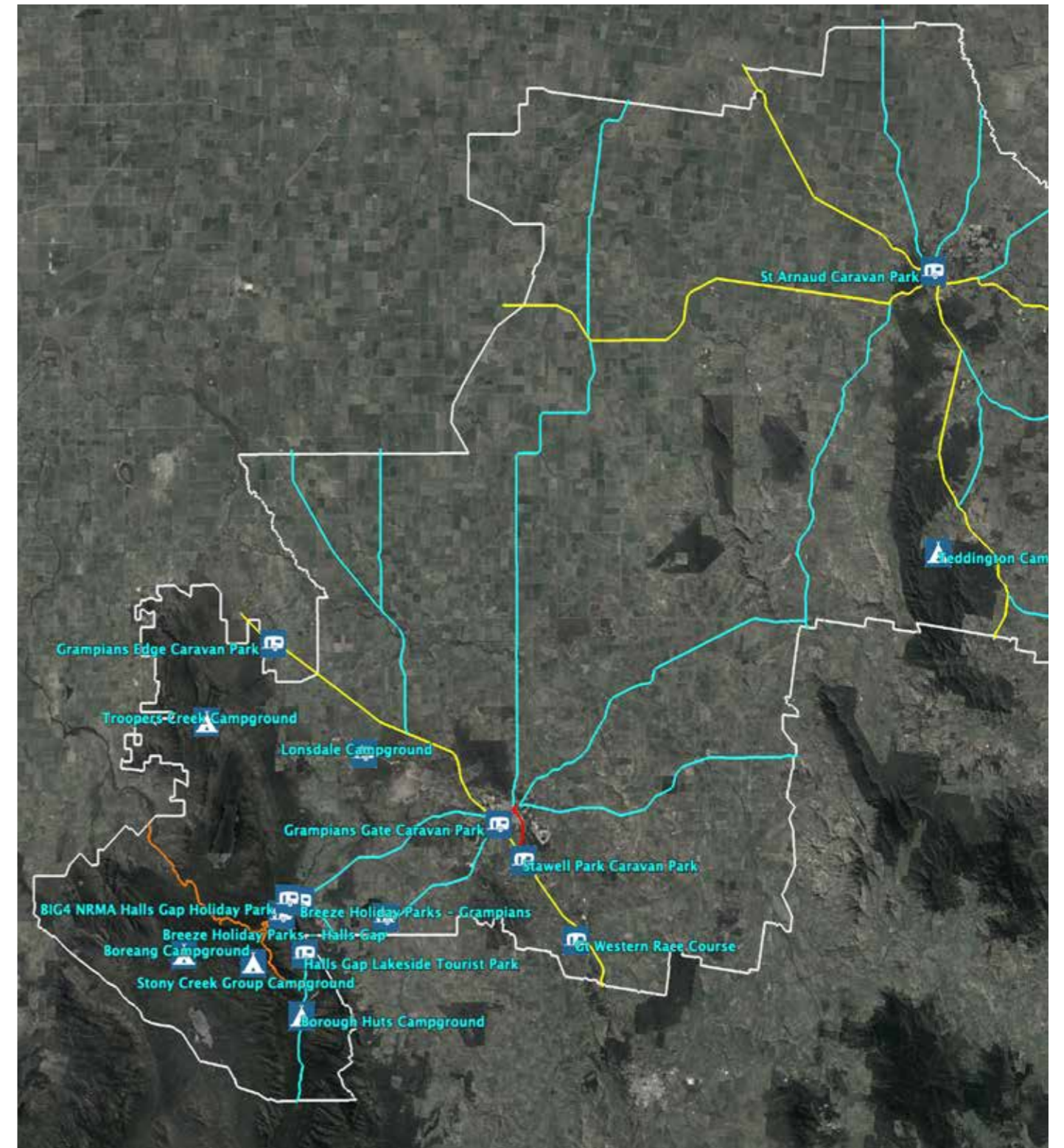
- Caravan parks and camping grounds contribute substantially to regional economies. They create jobs, from maintenance and administration positions to hospitality and tourism-related roles. These jobs help reduce unemployment rates and provide stable income sources for local residents.
- Caravan and 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.

NGSC Caravan & Camping Grounds	Private	Council	Nat. Pk	Other
BIG4 NRMA Halls Gap Holiday Park	•			
Breeze Holiday Parks - Grampians	•			
Breeze Holiday Parks - Halls Gap	•			
Boreang Campground			•	
Borough Huts Campground			•	
Grampians Edge Caravan Park (Horsham)	•			
Grampians Gate Caravan Park	•			
Great Western Race Course				•
Halls Gap Lakeside Tourist Park	•			
Lake Fyans Holiday Park	•			
Lake Lonsdale Campground				•
Smiths Mill Campground			•	
St Arnaud Caravan Park	•			
Stawell Park Caravan Park	•			
Stony Creek Group Campground			•	
Teddington Camping Area				•
Troopers Creek Campground			•	
Stawell RV Dump Point		•		
St Arnaud RV Dump Point		•		



SECTION 3. NGSC SIGNAGE AUDIT

3.7 NORTHERN GRAMPIANS CARAVAN AND CAMPING

NGSC CARAVAN AND CAMPING

The Northern Grampians boasts a diverse array of caravan and camping options, featuring a total of 17 sites distributed across the NGSC region. Among these, nine are privately owned and operated, six are managed by Parks Victoria (Grampians NP x5 Kara Kara NP x 1), and two are managed by other entities. The majority of these parks cluster around Halls Gap, where five privately owned caravan parks and five National Park-run campgrounds are nestled within the confines of Grampians/Gariwerd National Park. Additional options for caravan and camping can be found near Lake Fyan and Lake Lonsdale, with three more caravan and camping options situated off the Western Hwy in Gt Western x1 and Stawell x2. However, choices are more limited on the eastern side of NGSC, with only a caravan park in St Arnaud and the Teddington campground in Kara Kara National Park.

The signage directing visitors to the various caravan and camping options varies, with some locations, such as Grampians National Park, adequately signed by Parks Victoria, while others, like Teddington Campground and Lake Lonsdale, lack any directional signage.

Halls Gap - Despite Halls Gap having signage for all other accommodation options, caravan parks have been largely overlooked. With three caravan parks in the area, introducing a blue reassurance sign on the approach to Halls Gap Township would be advantageous for visitors. This sign would indicate distances to Big 4 NRMA (1.5kms), Breeze Halls Gap (3.0kms), and Lakeside (6.5kms). Such directional signs provide visitors with reassurance about their route and the distance remaining to reach their destination. Each caravan park should also feature a reciprocal directional sign at the park entrance. This is particularly crucial for visitors staying at Big 4 NRMA and Breeze Halls Gap, given that both properties have signs set back significantly from the road. Lakeside Tourist Park, on the other hand, already has advance warning and directional signage at its turn-off.

To the east of Halls Gap is Lake Fyans Holiday Park, which has directional signage from the Grampians Way/Mokepilly Rd intersection and from the south via Pomonal Rd. The Pomonal Rd approach includes advance warning and directional signs leading to Tunnel Rd. However, at the Tunnel Rd/Mokepilly Rd intersection, there is a cluster of blue fingerboard signs, some of

which seem to point in the wrong direction. Additionally, there is a broken property sign for Lake Fyans Holiday Park requiring maintenance at this location.

Northwest of Stawell - At the northwest end of NGSC, Grampians Edge Caravan Park and Lake Lonsdale Campground are situated. Although Grampians Edge is technically outside NGSC, it falls within the visitor catchment for the eastern side of the Grampians. This park has advance warning signs 400m on either side of the entrance road and directional signs opposite the park entrance. Conversely, Lake Lonsdale lacks directional signage from the Western Highway. Implementing directional signs from Western Hwy/Sandbar Rd and Western Hwy/Mt Drummond road would enhance visitor dispersal in the region.

South of Stawell - Further south of Stawell, there are additional caravan and camping options, including the Great Western Race Course and Stawell Park. The Great Western Race Course and Recreation Ground, located south of the village, could benefit from directional signage on the Western Highway guiding visitors to the race course. Stawell Park Caravan Park, situated just off the Western Highway, already has sufficient advance warning and directional signs.

East of Stawell - Heading east of Stawell, there is one caravan park within the St Arnaud township, adequately signed. The Teddington campground, situated in Kara Kara National Park, is more suitable for tents and camper trailers than large caravans. Currently, there is no directional signage from Stuarts Well to Kara Kara National Park.

Recommendation

- Halls Gap - Install advance warning and directional signage for Halls Gap Caravan Parks.
- Lake Fyans - Repair/replace signage at Tunnel/Mokepilly Rd intersection.
- Lake Lonsdale - Install directional signage from Western Hwy.
- Gt Western - Install directional signage from Western Hwy to Race Course.
- Teddington Camping Area - Install directional signage from Sunraysia Hwy at Stuart Mills.
- Stawell - Develop a designated free short term camping location for self contained caravans/RV's



Some of NGRC's many caravan and camping options

SECTION 3. NGSC SIGNAGE AUDIT

3.8 NORTHERN GRAMPIANS ACCOMMODATION SIGNS

ACCOMMODATION SIGNS

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

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

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

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

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

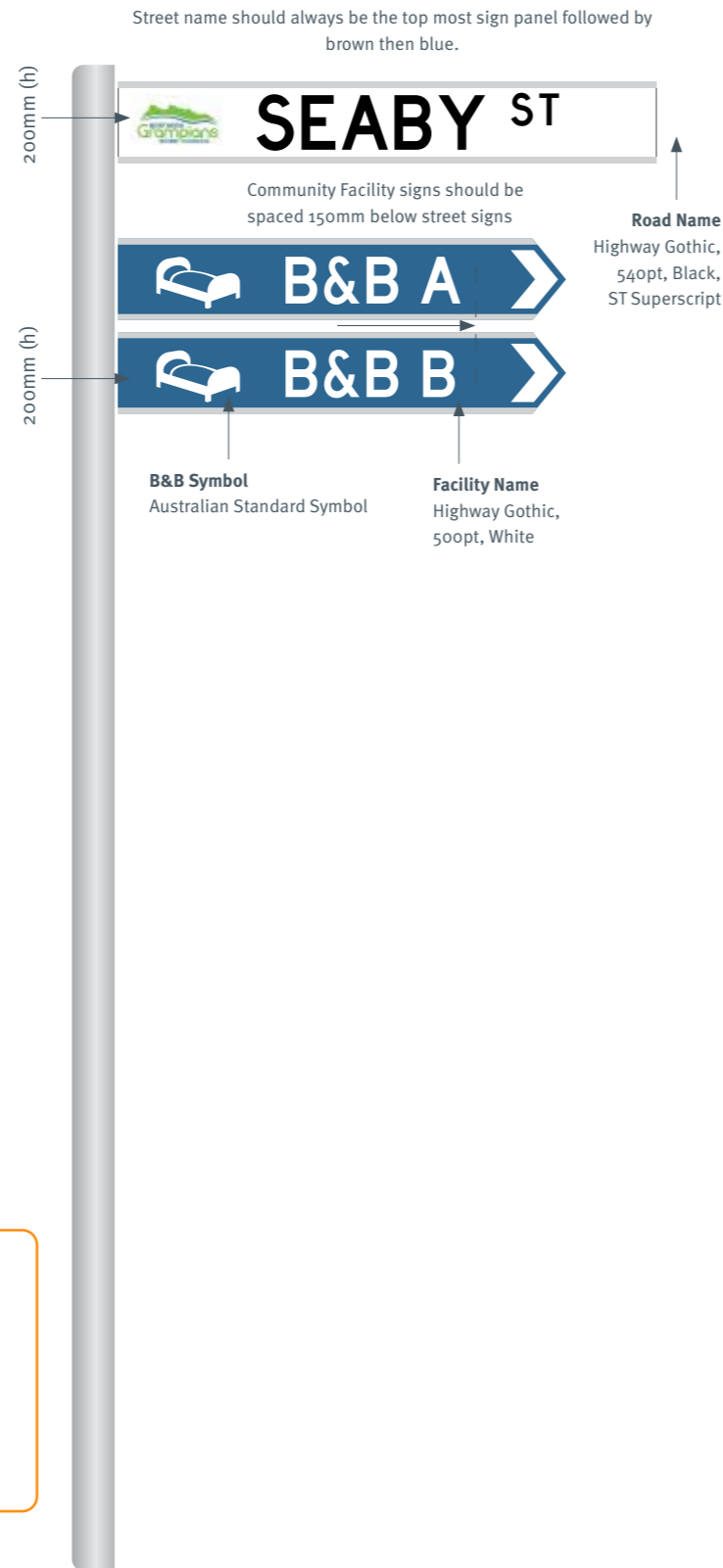
Blue service fingerboards -these should be in Australian Standard Blue with white text in Highway Gothic at 50opt. Where possible Australian Standard symbols should be used (refer to page 17 for correct symbols). If an accommodation business has a long name e.g. "Panorama Holiday B&B" the name can be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

Tourist accommodation signing can utilise the below symbol types:

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

Recommendations

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



Example of correct use of road name & blue service fingerboards



Gt Western - No standard advance warning sign



Stawell - Holiday Cottages permanently closed



Marnoo - old accommodation and meals sign



Stawell - Non existent weighbridge sign should be removed



Halls Gap - Cut back undergrowth

SECTION 3. NGSC SIGNAGE AUDIT

3.9 NORTHERN GRAMPIANS RV FRIENDLY/RV DUMP POINTS

NGSC RV FRIENDLY TOWNS

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

What is an RV Friendly Town?

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

Essential Criteria

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

Desirable Criteria

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

Recommendations

- Review feasibility of other towns/villages meeting RV Friendly Town criteria e.g. Great Western



Stawell's - one and only RV Friendly Town sign Western Hwy



St Arnaud - RV Friendly Town signs at 4 of 5 town entry points

RV DUMP POINTS

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

- **Environmental Responsibility** - RV dump points provide a designated location for RV travellers to dispose of their waste, including sewage and gray water. Proper disposal helps protect the environment by preventing contamination of natural water sources and soil, which is especially crucial in ecologically sensitive areas.
- **Convenience for Travellers** - RV travellers need access to facilities that allow them to empty their

on-board waste water tanks, such as toilets and sinks. Dump points offer a convenient and essential service for RV enthusiasts, making it easier for them to manage their waste during their journeys. This convenience encourages longer stays in the region and return visits.

- **Extended Stay and Tourism** - Access to RV dump points can significantly impact the length of time RV travellers spend in a particular region. When RV travellers know that there are well-maintained dump points available, they are more likely to stay longer, explore the local attractions, and spend money in the region.
- **Encouraging Responsible Tourism** - Providing RV dump points encourages responsible and sustainable tourism practices. Travellers are more likely to be environmentally conscious when they have easy access to appropriate waste disposal facilities. This aligns with the broader goals of promoting responsible and ethical tourism, which can lead to a positive reputation for the region.
- **Enhancing the RV and Caravanning Experience** - RV dump points contribute to the overall experience of RV and caravanning visitors. When travellers have access to clean, well-maintained facilities, it enhances their trip and makes them more likely to recommend the region to others. Positive word-of-mouth recommendations and on-line reviews can further boost tourism in the area.
- **Promoting Tourism Infrastructure** - The presence of RV dump points reflects a region's commitment to catering to the needs of RV and caravanning tourists. It signals that the region is RV-friendly, which can attract a higher volume of visitors who are specifically looking for locations with these amenities.
- **Supporting Local Businesses** - RV dump points often bring travellers to nearby towns or communities, where they may purchase supplies, dine at local restaurants, and engage in various activities. This patronage supports local businesses and stimulates the regional economy.
- **Data Collection and Planning** - The presence of RV dump points can help regional tourism authorities collect data on visitor numbers and preferences. This information is valuable for planning and improving tourism infrastructure and services in the region.



Stawell - Scallan St RV Dump Point



St Arnaud - Lord Nelson Park RV Dump Point

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

Recommendations

- Improve positional signage at Stawell RV dump point
- List St Arnaud RV dump point on the Sanidumps website - <https://www.sanidumps.com/find.php>

SECTION 3. NGSC SIGNAGE AUDIT

3.10 NORTHERN GRAMPIANS REST AREAS

NGSC REST AREAS

The Northern Grampians boasts numerous rest areas scattered throughout the LGA. Some of these are situated on roads controlled by the council, while others are located on highways controlled by Vic Roads. In general, we have observed that the rest areas within towns are well-maintained, although their signage is not always accurate. Many of these areas fail to make use of AS symbols to highlight available facilities, such as accessible toilets, picnic tables, and barbecues.

The condition of highway rest areas varies significantly. For instance, while rest areas on the Western Highway are generally well-maintained, those on the Sunraysia and Wimmera Highways are in a very poor state. The majority of concrete picnic tables (if they have one) are damaged, and the associated signage is either faded, damaged, or both. This poor condition suggests a lack of interest in visitor services within the region.

Recommendations

- Install advance warning signs for all in-town rest areas use the appropriate AS blue service symbol to advise of the facilities available at each rest area.
- Work with Vic Roads to improve rest area signage and amenity on Vic Road controlled roads.



Gt Western - Old rest area north side of town, this rest area should be discontinued in favour of Memorial Pk



Stawell - Lions Club Park, no advance warning signs for this rest area on a very busy section of Western Hwy. Remove weighbridge sign. Rationalise service club signs and install on a new facility sign.



St Arnaud - Old faded rest area advance warning sign on the Sunraysia Hwy.



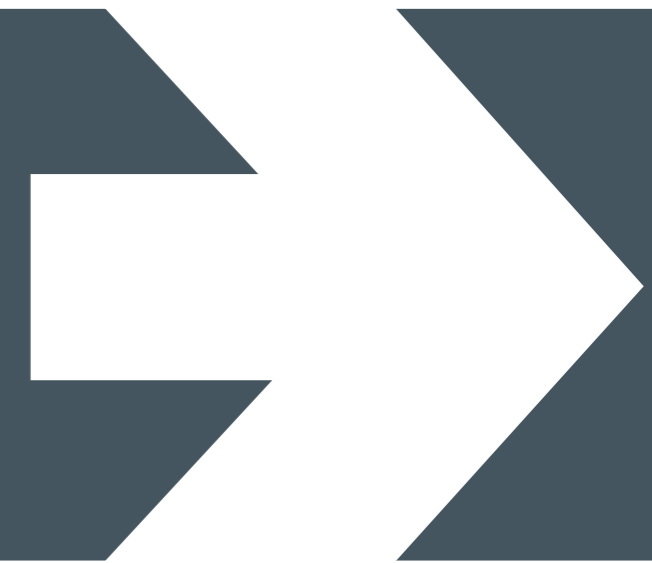
Wimmera Hwy - the very poor state of rest areas and associated signage between St Arnaud and Marnoo.



Paradise - Pennington Rest Area, Ararat -St Arnaud Rd. This facility requires maintenance and replacement signage with the appropriate rest area symbol



SECTION 4. THE DESTINATION SIGNAGE SYSTEM



SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.1 BACKGROUND

Road signage

Green Directional

Brown Tourism

Blue Services

Destination Signage

Promotional Billboards

Shire Entry Statements

Town Entry Statements

Visitor Information Boards (VIBs)

Temporary/Event

Interpretive Panels

This section provides background information on the destination signs and how they can be used to promote the NGSC'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 NGSC. 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 NGSC

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.2 NORTHERN GRAMPIANS PROMOTIONAL BILLBOARDS

PROMOTIONAL BILLBOARDS

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

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

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

Currently, the approach to promotional billboards within the Northern Grampians Shire Council (NGSC) has been relatively modest. Presently, the only billboards in the Northern Grampians are located on the Western Highway in Stawell and on the approaches into St Arnaud.

In Stawell, the promotional billboards comprise one large fixed billboard and six smaller billboards, all used for various event promotions. Acquiring permission for promotional billboards on the road reserve is considered a rare opportunity, and it is unfortunate that these promotional possibilities are not being fully exploited. The large billboard, presently is in poor condition with sun-damaged promotional vinyl requiring replacement. The smaller billboards currently promote specific Stawell events such as The Orchid Show and the Stawell Ag Society Markets.

There is significant potential to enhance the use of these billboards. The large billboard, conforming to Australian standard size Super 8 dimensions, could be retrofitted with aluminium tracking. This modification would enable the insertion of printed vinyl banner advertising, facilitating a swift and straightforward change-out of event promotions. During periods when it is not actively promoting events, this location could be adapted to showcase other themes such as Historic Stawell or the Main St shopping precinct. NGSC should consider developing a set of vinyl banners for annual events that can be easily switched in when needed, aligning with various occasions such as Christmas celebrations, Australia Day, and more.

Similarly, the smaller billboards could be optimally utilised. For instance, one of them promotes an event that occurs only once a year over a weekend. While this event should indeed be promoted for a month leading up to it, these billboards could be better used for promoting other events and activities during the remaining 11 months. Given their standard panel size, these smaller billboards can conveniently accommodate printed core flute panels, which are cost-effective to produce. Moreover, these locations could be strategically used to reinforce the messaging of the event or promotion featured on the large Super 8 billboard. All advertising efforts should align with the style developed in the newly adopted tourism branding, as seen on the Western Highway banner flags. This also would apply to the promotional billboards on St Arnauds approach roads.

Other options to explore is digital billboards. These billboards have the advantage being able to be quickly updated or display a carousel of events to be promoted simultaneously. Disadvantages include the need for specialist servicing of cooling system to prevent overheating.

In conclusion, promotional billboards can showcase NGSC 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.

Recommendation -

- Stawell - Retrofit Super 8 billboard with aluminium tracking.
- Stawell - Explore the possibility of installing a second Super 8 billboard at the northern end of Stawell for promotion to southbound traffic.
- Stawell - Explore the possibility of digital billboards being installed at these locations on Western Hwy.
- Stawell - Develop a signage schedule to determine the events/attractions to be promoted and when change out will occur.
- St Arnaud - Develop a signage schedule to determine the events/attractions to be promoted and when change out will occur.
- Great Western - Investigate the installation of a large billboard in Great Western as this village is one of the main gateways into NGSC.

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



Suggested themes for better utilisation of the Western Hwy Super 8 Billboard

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.2 NORTHERN GRAMPIANS PROMOTIONAL BILLBOARDS

There was a positive response to developing additional promotional billboards during the Stawell Community Consultation session. The community does not want an excessive number of signs and supports careful selection of locations, especially if large billboard type signs are used. Vic Roads does not approve of these types of signs in the road reserve so agreement would have to be reached with Western Hwy roadside property owners for this to be developed further.

Principles & Guidelines

Placement of these billboards should be based on the following criteria;

1. Purpose - These billboards would be used only for the purpose of promoting NGSC and its tourism experiences. They should not be used to promote specific businesses.
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 NGSC owned land.
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 NGSC to promote a destination is through large professionally shot images of the destination with simple messages which aligns with NGSC's tourist branding. It is important that the billboard does not distract drivers.
5. Materials/Size - Promotional billboards should follow standard Australian sizes, this will allow the NGSC 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.
6. The smallest size billboard that can be used to fulfil the purpose and site should always be chosen to minimise impacts to vegetation, scenic landscapes and amenity.

Recommendation

Council investigate potential locations to install up to additional billboards along the Western Hwy.

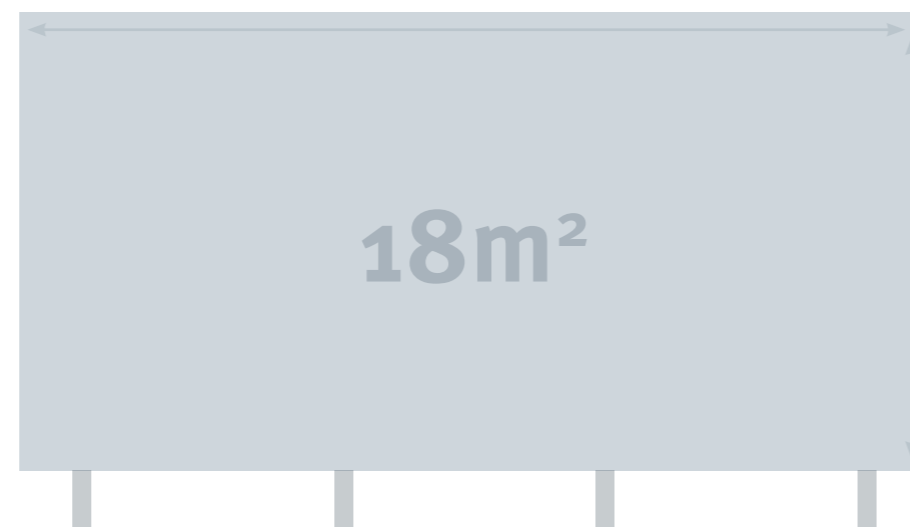
This would:

- Align with NGSC's Tourism Branding.
- Align with the principles in this Strategy.
- These will require development consent, and may have permissibility issues, depending on where they are located.



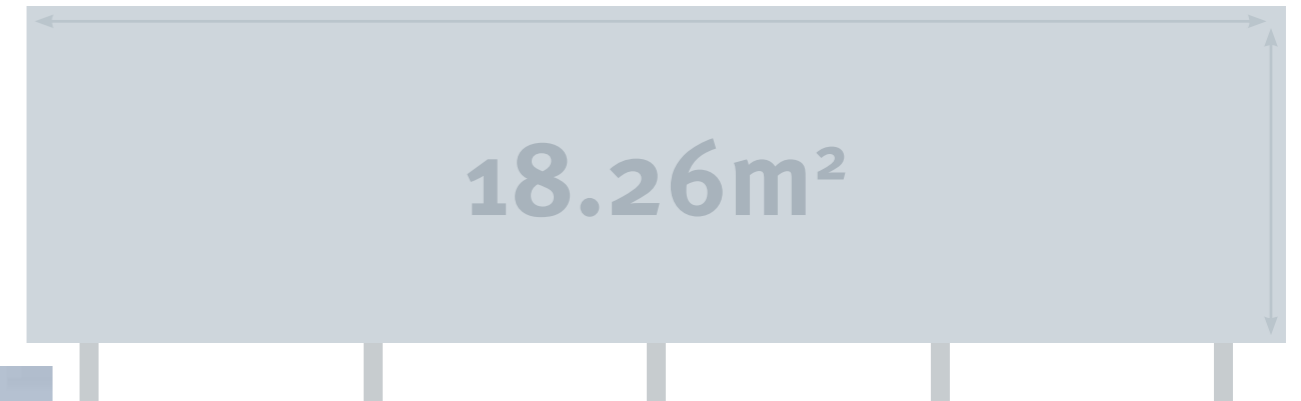
EXAMPLE - Gateway billboard on the Western Hwy south of Ararat.

Super 6's 6m x 3m



Australian Standard Billboard sizes.

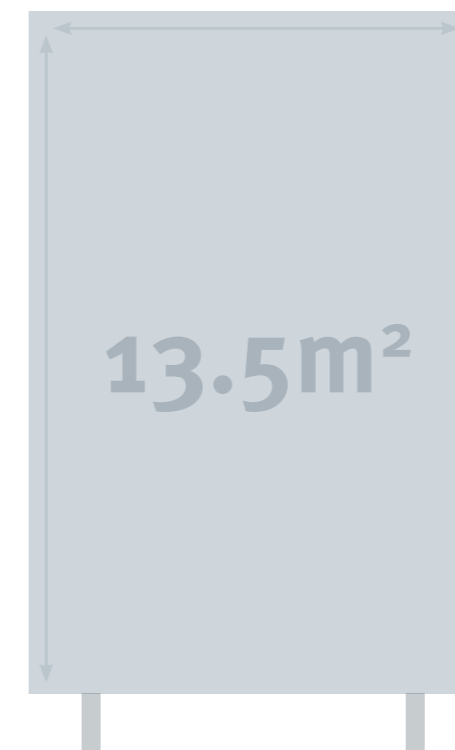
Super 8's 8.3m x 2.2m



Portrait 2 4m x 6m



Portrait 1 3m x 4.5m



SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.2 NORTHERN GRAMPIANS PROMOTIONAL BILLBOARDS

MOBILE BILLBOARDS

Often overlooked as a marketing tool mobile billboards present a fantastic opportunity to spread the Northern Grampians 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 Northern Grampians 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 NORTHERN GRAMPIANS LGA BOUNDARY ENTRY SIGNS

NGSC BOUNDARY ENTRY SIGNS

During our review of signage along the highways and main arterial roads in the NGSC, we observed that the identification of the Council at the LGA boundary was generally sufficient on all roads. However, we did notice that certain signs required maintenance, and in some instances, the undergrowth needed trimming.

One additional consideration we propose is for NGSC to explore the installation of larger and more prominent LGA entry statements at the northern and southern boundaries of the shire along the Western Highway. Given the substantial traffic volumes on this highway, enhancing promotional elements in these locations could significantly contribute to identifying the Northern Grampians to a broader travelling audience. This strategic approach aims to better capture the attention of the wider public and promote the unique attributes of the NGSC.

Principals and Guidelines

LGA boundary entry signs serve several important purposes for regional areas in Australia:

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

- 4. Regional Branding** - LGA boundary signs often feature visual branding or symbols that represent the region's character or unique attributes. This branding can help promote the region and create a lasting impression on those passing through. It's a way to showcase the region's distinctiveness and potentially attract investment or new residents.
- 5. Safety and Emergency Response** - In the event of emergencies, LGA boundary signs can help emergency services quickly identify the location and jurisdiction of incidents. This information is essential for coordinating responses, especially in rural and remote areas where landmarks may be scarce.
- 6. Community Pride** - LGA boundary signs are a source of community pride. They signify that a community has a distinct local government and governance structure that is responsible for local services, infrastructure, and community well-being. These signs can foster a sense of civic pride and belonging among residents.
- 7. Data Collection and Planning** - Local government authorities use LGA boundary signs to collect data on traffic flow and movement patterns. This information can be valuable for urban and regional planning, transportation, and infrastructure development.

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

Recommendation

- NGSC to explore the development of a set of major boundary entry signs on the northern and southern Western Hwy entry points.
- Develop an annual program of cleaning and maintenance for all LGA entry point boundary signs.



NGSC - LGA boundary entry signs, some maintenance required



EXAMPLE - Highway LGA boundary entry signs

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.4 NORTHERN GRAMPIANS TOWN ENTRY STATEMENTS/SIGNS



NGSC TOWN ENTRY STATEMENTS/SIGNS

NGSC's town entry statements are very mixed, where every town and village has designed their own independent of an overall binding LGA brand. With the exception of the new St Arnaud entry statements none of the town entry statements/signs feature the NGSC logo. It seems at some point a series of hoop signs were designed and rolled out (see Marnoo sign) across the LGA, this may have been during the shire amalgamation? This sign style has been adapted and re-purposed in some of the towns and villages into something more akin to what the locals liked (see Glenorchy sign). Since that time other towns and villages such as Stuart Mill and Great Western have gone their own way and developed their own entry signs. Great Western as well as installing a new entry sign has also kept the old one in place.

In addition to the entry statements to Stawell on the Western Highway, it has been observed that the minor entry statements make use of a suboptimal choice of material. In these instances, the town name has been carved out of dark granite. However, unless viewed in full sunlight, these entry statements are virtually invisible. This raises concerns about the visibility and effectiveness of these markers, especially during less than optimal lighting conditions. Consideration should be given to reviewing the choice of material or exploring alternative solutions to ensure that these entry statements are visible and effectively serve their purpose in all lighting conditions.

Principals and guidelines

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

Recommendation

- Work with local communities to develop an LGA wide signage scheme that addresses community desires yet ties in with NGSC's corporate branding.

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.5 NORTHERN GRAMPIANS VISITOR INFORMATION BOARDS

NGSC VISITOR INFORMATION BOARDS

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

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

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

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

Strategic Placement - Identifying the most effective locations to engage with the visiting public is critical. Not all travellers passing through the LGA will visit a Visitor Information Centre. Northern Grampians towns each boast in-town rest areas equipped with amenities like toilets and picnic shelters. These rest areas are frequently sought out by travellers as convenient places to take a break, making them ideal locations for installing visitor information boards. By doing so, casual visitors have the opportunity to discover attractions they may not have previously considered or were unaware of, ultimately enhancing their overall experience.

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

During the audit phase of this project, potential locations for visitor information boards were identified: Great Western War Memorial Park(Tier 1), Stawell's Federation Park Rest Area (Tier 2), St Arnaud Queen Mary Botanic Garden(Tier 2), Stuart Mill Recreation Reserve Rest area, Marnoo's Shanahan Park Rest Area, Navarre's Stawell-Avoca Road Playground (Tier 3).

Each of these locations is equipped with toilets, picnic tables, and ample parking. Rest areas with facilities are a great way to engage with visitors as people stop to use the facilities, take a break, have a meal or just to stretch their legs.

Recommendations:

- Develop a standardised set of visitor information panels that can be applied in a tiered system.
- Install advance warning and positional signs for all NGSC controlled road visitor information board locations using the white "i" AS symbol.
- Install a large Tier 1 Gateway VIB at or near Great Western War Memorial Park rest area.
- Install Tier 2 visitor information boards at Federation Park Rest Area and St Arnaud Queen Mary Botanic Garden.
- Install Tier 3 visitor information boards at Stuart Mill Recreation Reserve Rest area, Marnoo's Shanahan Park Rest Area, Navarre's Stawell-Avoca Road Playground.



Stawell's Federation Park Rest Area - Sub standard visitor information, an opportunity missed



Marnoo's Shanahan Park Rest Area visitor information board in need of replacement



St Arnaud - Queen Mary Botanic Gardens public toilets - This wall with a shelter roof would make an excellent location for a visitor information board.

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.5 NORTHERN GRAMPIANS 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 Northern Grampians.

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

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

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 etc.),
- What services & facilities are available? (services & amenities, accommodation options, key contacts - link to Northern Grampians tourism website via QR Code and/or URL)
- How do I find what I’m looking for? (local area and regional maps).

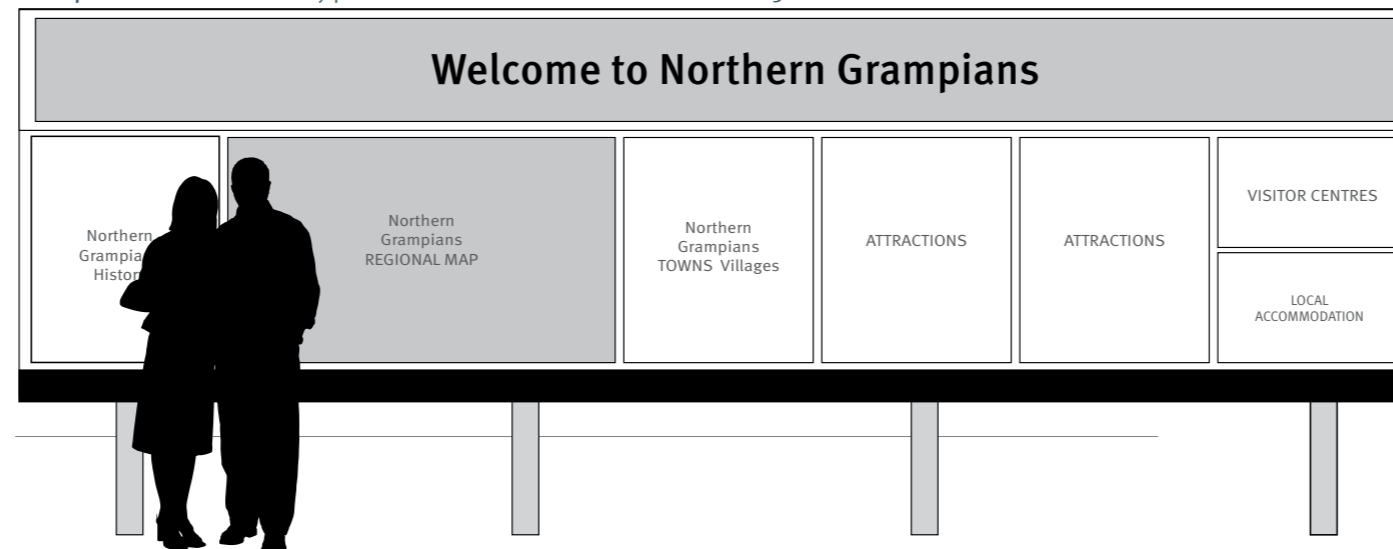
The most important thing when planning the content for a Visitor Information Board is to ask yourself “is this information relevant to visitors?”

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

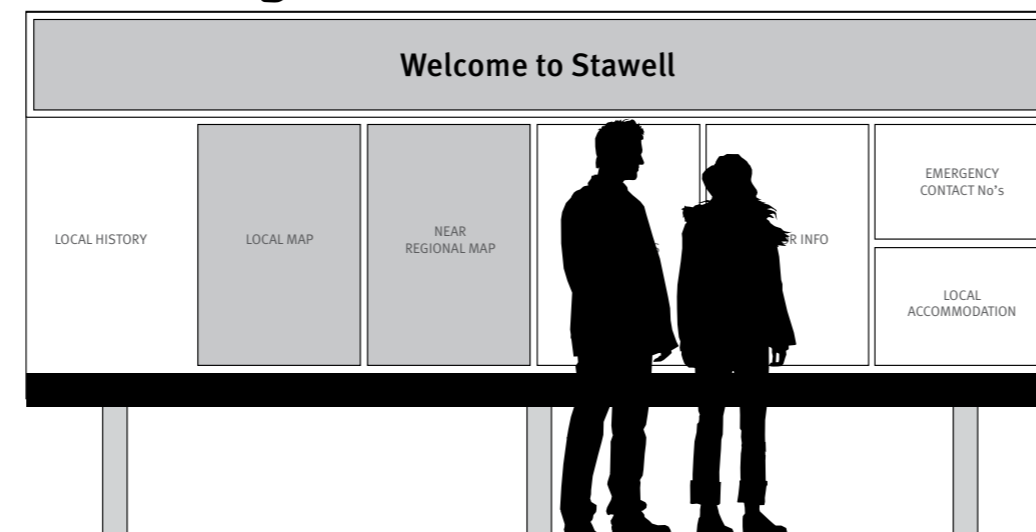
NOTE: Generally we recommend against advertising as the return on investment is usually not worth the hassle of chasing up advertisers for print suitable content.

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

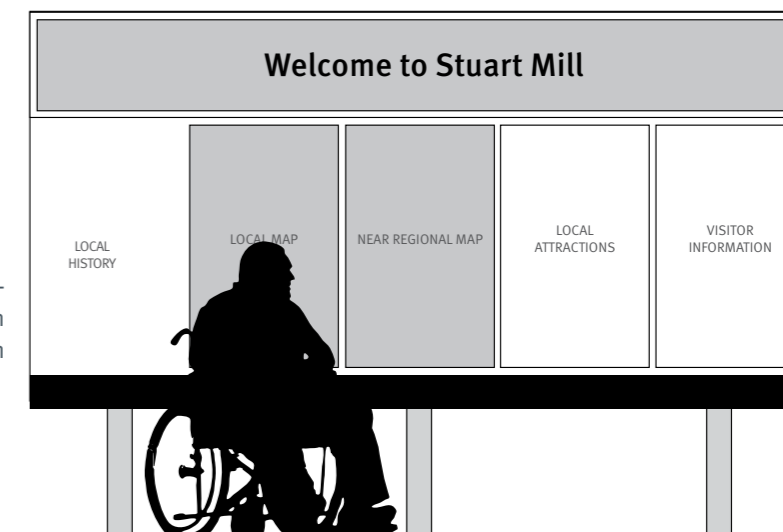
Example 1 - TIER 1 - Main entry points visitor information boards 6.0m X 1.5m



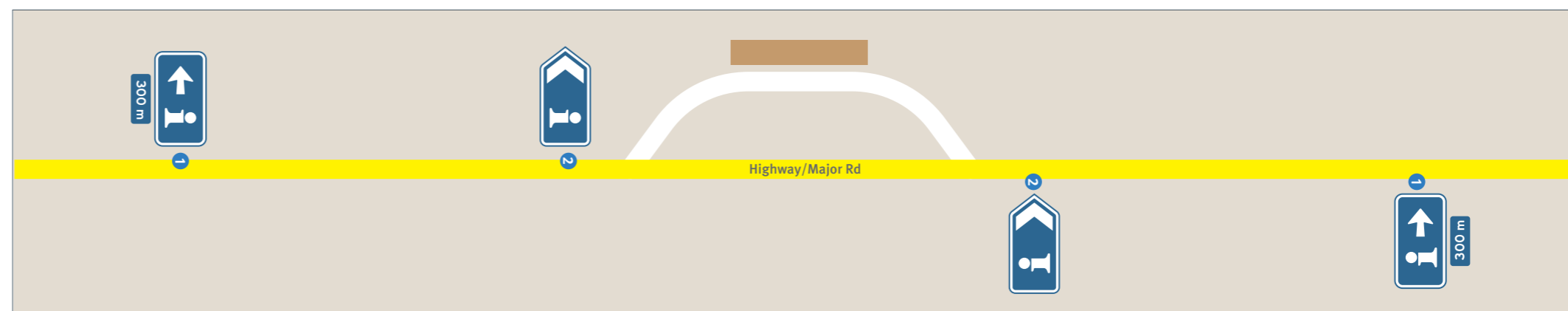
Note: These are examples only of a suite of Visitor Information Boards and the types of information they should contain. They should be designed to be congruent with the LGA/Regional Tourism Brand.



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



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



Example – Correct signage for directions to roadside Visitor Information Bays

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.6 NORTHERN GRAMPIANS VISITOR INFORMATION CENTRES

NGSC VISITOR INFORMATION CENTRES

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

The Northern Grampians features three Visitor Information Centres (VICs), situated in Stawell, St Arnaud, and Halls Gap. Notably, only the Halls Gap VIC holds accreditation.

Stawell's VIC, positioned on the Western Hwy just north of the Western Hwy/Seaby St intersection, lacks advance warning signs or positional signs on the Western Highway. This absence represents a missed opportunity, especially considering the centre's setback from the highway, making it easily overlooked. To enhance awareness, advance warning signs should be placed at each of the town's Western Hwy entry points, accompanied by positional signage at or near the centre's location. Additionally, a substantial blade or pylon sign at the centre's car park entrance would further improve identification. Directional signage to the VIC from the eastern approach roads is haphazard at best with a couple of directional signs positioned along Byrne St. From this point directional signage abruptly ceases with no further directional signage to the centre.

St Arnaud's VIC, is situated in the old Crown Lands Office on Napier St. This road also serves as the route through St Arnaud for the Wimmera and Sunraysia Hwy. Reviewing the audit photos of all of St Arnaud's town road sign we were surprised to discover that not one of these signs reference the presence of a VIC. Despite the town having 16 directional signs for it's caravan park. To rectify this,

advance warning signs should be placed at each of the town's six entry points, providing distances to the VIC. A permanent facility sign at the VIC and a positional sign near the entrance would enhance visibility and encourage visitors to the centre.

Halls Gap VIC, located at the southern end of Halls Gap's shopping precinct, stands in a purpose-built building. Similar to Stawell VIC, it is set back from the road and lacks its own parking but has ample nearby parking. Notably, Halls Gap VIC is the only one among the three with an external local area map. Advance warning signage commences 12 km away on Grampians Rd, followed by another advance warning sign 2 km from the centre. Opposite the VIC is a positional sign however, this sign is obscured by a tree and a bus stop for visitors travelling southbound on Grampians Rd. For optimal visibility, positional signage at this location should be placed on both sides of the centre on the eastern side of Grampians Rd, ensuring it is visible to all passing traffic.

Recommendation

- Stawell - Install advance warning and positional signs for the Stawell VIC.
- Stawell - Install a large blade or pylon sign at the entrance to the VIC car park.
- Stawell - Review and plan a new signage suite for visitors arriving in Stawell via the eastern approach roads.
- St Arnaud - Install advance warning and positional signs from the towns five entry points to the VIC.
- Halls Gap - install new positional signs either side of the centre on the eastern side of Grampians Rd.
- All - Review exterior "after hours" information on offer at all centres.



Stawell VIC set well back from the roadway is easy to miss



Directional signage to the VIC abruptly stops at the bottom of Main St



St Arnaud VIC - opposite Queen Mary Botanic Gardens a popular rest stop



St Arnaud VIC - despite there being dozens of directional signs within St Arnaud not one references the town VIC



Halls Gap VIC - Like Stawell this centre is set well back from the roadway



Halls Gap VIC - Positional sign for the VIC is hidden behind a tree and a bus stop for southbound visitors

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.7 NORTHERN GRAMPIANS INTERPRETIVE SIGNAGE

NGSC INTERPRETIVE SIGNAGE

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

The interpretation of Northern Grampians, particularly in towns and villages, is commendable. During our visits to various towns, we found a diverse range of interpretation initiatives. This includes extensive heritage trails in Great Western, Stawell, and St Arnaud, as well as local history nodes in Stuart Mill, Marnoo, and Navarre. The smaller communities in the district have made noteworthy efforts in presenting their local history to the traveling public. In general, most of the interpretation is well presented and in good condition.

However, a notable exception is the Moonlight Sands Historic Reserve, where the interpretation is either overgrown, missing, or in such a poor state that it is barely legible. This highlights a need for attention and maintenance in order to preserve the historical narrative for visitors.

Furthermore, there is a noticeable absence of indigenous interpretation throughout Northern Grampians. Including indigenous perspectives in interpretation initiatives can provide a more comprehensive and inclusive understanding of the region's history and culture. Exploring opportunities to incorporate indigenous stories, landmarks, and history into interpretive materials could enhance the overall richness of the visitor experience in Northern Grampians.

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 NGSC 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.



Great Western - Wine & Heritage Trail interpretation



Stawell - Missing interpretation at the Moonlight Sands Historic Reserve



Stuart Mill - WW1 & 2 local history interpretation



Marnoo - Local History interpretation



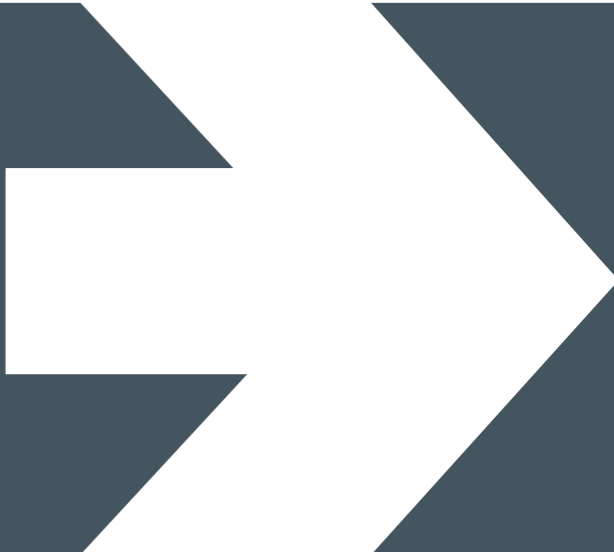
Navarre - Local History interpretation



St Arnaud - Heritage trail Interpretation



SECTION 5 IMPLEMENTATION OF THE STRATEGY



SECTION 5. IMPLEMENTATION OF THE STRATEGY

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

Some of the actions and recommendations require significant commitment of resources and will require time to plan and consult with various stakeholders and wider community. Where quick wins are possible

to make substantial improvement and address issues raised in the community consultations, NGSC should look to implement in near future to being to progress the strategy. Quick wins are identified in the implementation table.

Page No./ Strategy Section	Action Ref	Actions/Recommendations	Priority	Indiative Timeframe to start	Indicative Costs	Quick Wins	Financial years
Page 12 - 2.3 Signage Policies & Guidelines	1	NGSC to develop a council signage policy, signage guidelines and an application process.	High	Immediate	N/A	No	2024/25
	2	NGSC to review all of their shire signage to bring them into alignment with this strategy.					
	3	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.					
	4	Develop a signage style guide to address all signage needs across the LGA including parks, facilities, entry statements etc.	Medium	12 months	\$25,000	No	2024/25
	5	NGSC to establish a formal committee, made up of representatives from NGSC and local tourism groups to manage all aspects of tourism signage within NGSC.	High	Immediate	N/A	Yes	2024/25
Page 23 - 3.2 Green Directional Signs	6	Review intersections with large sign clusters and consolidate signage structure.	Medium	Ongoing	\$15,000 pa	No	
	7	Conduct a regular asset review of all NGSC controlled road signage					
	8	Replace damaged and faded signs					
Page 24 - 3.2 Brown Tourist Signs	9	Review all institutions/attractions and tourist drives with brown tourist signs to determine if they are lawful and meet Vic Roads guidelines eligibility criteria.	Medium	Ongoing	\$10,000 pa	No	
	10	Replace damaged and faded signs.					
Page 25 - 3.2 Blue Directional Signs	11	Standardisation - Develop a standardised design for blue signs, include the use of Australian Standard service symbols.	High	Ongoing	N/A	No	
	12	Replace damaged and faded signs.	Medium	Ongoing	\$15,000 pa	No	
Page 28 - 3.3 Tourist Drives	13	Major Mitchell Trail - Remove all trail signage	Low	24 Months	\$5,000	No	
	14	Goldfields Touring Route - Remove all trail signage	Low	24 Months	\$5,000	Yes	
	15	Pyrenees/Grampians Wine Trail 32 - Audit trail signage and replace all missing and damaged signage	Medium	12 months	TBD	No	
	16	Stawell - Develop a new town signage plan	Medium	12 months	\$15,000.00	No	
	17	Stawell - Big Hill Lookout - Install directional signage to this attraction from the Patrick/Holt Street intersection.	High	Immediate	\$2,500.00	Yes	
	18	Stawell - Cato Park - install directional signage to this attraction from both ends of Napier St and at the Napier/Victoria St intersection.	Medium	12 months	\$3,000.00	No	
	19	Stawell - Cato Park - Install designate car/caravan & RV parking on Victoria St alongside park.	Medium	12 months	\$5,000.00	No	
	20	Grampians Rail Trail - Install the correct advance warning and positional signs at both ends of this trail.	High	Immediate	\$1,500.00	Yes	
	21	Grampians Rail Trail - Explore the possibility of continuing this trail as a road ride from the Mt Drummond Rd trailhead into Halls Gap.	Low	24 Months	\$10,000.00	No	
	22	Stawell - Sister Rocks - Determine if this is an attraction, if so implement a clean up and install basic facilities at site.	Medium	12 months	TBD	No	

SECTION 5. IMPLEMENTATION OF THE STRATEGY

Page No./ Strategy Section	Action Ref	Actions/Recommendations	Priority	Indiative Timeframe to start	Indicative Costs	Quick Wins	Financial years
Page 39 - 3.4 Tourist Attractions	23	Stawell - Stawell Gift Hall of Fame - Replace directional signage at Western Hwy/Seaby St intersection. Remove duplication of of directional signage adjacent Hall of Fame.	High	Immediate	\$2,500	Yes	
	24	Stawell - Stawell Gold Mine - Replace all direction signage from the Patrick/Oregan St intersection with AS directional signage.	High	Immediate	\$6,000	Yes	
	25	Stawell - Stawell Gold Mine - Replace current small brown fingerboard sign at the Big Hill/Reefs Rd intersection with a larger directional sign.	High	Immediate	\$250	Yes	
	26	Stawell - Stawell Cultural Heritage Trail - Determine the starting point for this trail (Visitor Centre or Town Hall?) Install trailhead sign at the determined start point. Number all interpretive panels for improved visitor	Low	24 Months	\$10,000	No	
	27	Stawell - Stawell Historic Society Museum - Install a property/facility sign in front of the museum with the opening hour and contact details displayed.	Medium	12 months	\$1,500.00	No	
	28	Stawell - Stawell Railway Station Gallery - Replace all brown fingerboard signs with blue community fingerboard signs (both ends of Napier St and at Western Hwy/Seaby St intersection.	Low	24 Months	\$500.00	No	
	29	Stawell - Stawell Railway Station Gallery - Install a new property/ facility sign in front of the railway station with the opening hour and contact details displayed.	Low	24 Months	\$1,500.00	No	
	30	St Arnaud Silo Art/Railery - Confirm Burke St as the primary access road to both the silo art and the Railery. Install further directional signage at the Burke/McMahon St and McMahon St/Queens Ave intersection. Remove directional signage at Napier/Millett St intersection	Medium	12 months	\$4,000.00	No	
	31	St Arnaud - Loves Cottage - Install brown fingerboard signs at both ends of Hopetoun St. Install a positional sign in front of the cottage.	Medium	12 months	\$250.00	No	
	32	St Arnaud - Pioneer Park - Install directional signage at the Dundas/Alma St intersection.	Medium	12 months	\$250.00	No	
	33	St Arnaud - Pioneer Park - Install NGSC park/facility sign at this attraction (viewable from Dundas St).	Medium	12 months	\$1,500.00	No	
	34	St Arnaud - Queen Mary Botanical Garden - Install NGSC park/facility sign at this attraction.	High	Immediate	\$2,500	Yes	
	35	St Arnaud - Queen Mary Botanical Garden - Replace public toilet sign with larger double sided rest area sign include AS symbols for accessible toilets, picnic tables and visitor information.	High	Immediate	\$2,500	Yes	
	36	St Arnaud - St Arnaud Heritage Trail - Install trailhead sign at the St Arnaud Visitor Information Centre start point.	High	Immediate	\$2,500	Yes	
	37	St Arnaud - St Arnaud Historical Museum - Install a property/ facility sign in front of the museum with the opening hour and contact details displayed.	Medium	12 months	\$1,500.00	No	
	38	St Arnaud - Raillery Hub- Replace all brown fingerboard signs with blue community fingerboard signs from Napier St to the facility.	Low	24 Months	\$250.00	No	
	39	St Arnaud - Raillery Hub - Install a new property/facility sign in front of the railway station with the opening hour and contact details displayed.	Medium	12 months	\$1,500.00	No	
	40	St Arnaud - Bell Rock - Install directional signage from the Watsons Lake/Hopetoun Rd intersection to the attraction.	Medium	12 months	\$1,500.00	No	

SECTION 5. IMPLEMENTATION OF THE STRATEGY

Page No./ Strategy Section	Action Ref	Actions/Recommendations	Priority	Indiative Timeframe to start	Indicative Costs	Quick Wins	Financial years
	41	St Arnaud - Wax Gardens - Install brown fingerboard sign at the Sunraysia Hwy/Lock Rd intersection. Replace white fingerboard signs with the correct brown fingerboard signs	Medium	12 months	\$1,500.00	No	
	42	St Arnaud - St Arnaud Regional Park/View Point - Determine access point(s) to this attraction and install brown directional signs to the lookout point.	Low	24 Months	\$2,500.00	No	
	43	St Arnaud - Kara Kara National Park - Install brown directional signage at the Sunraysia Hwy/Teddington Rd intersection					
	44	Halls Gap - Grampians/Gariwerd National Park - Cut back trees and roadside undergrowth on Grampians Arterial Rds in front and around all road signs.	High	Ongoing	\$2,500	Yes	
	45	Halls Gap - Brambuk National Park Office and Cultural Centre - Replace advance warning signs or blank out all reference to the Cultural Centre whilst it is closed.	High	Immediate	\$5,000.00	Yes	
	46	Halls Gap - Brambuk National Park Office and Cultural Centre - Update Google maps reference to this attraction including opening hours.	High	Immediate	\$	Yes	
	47	Cellar doors - Replace damaged cellar door directional signage (to Seppelt) in and around Great Western.	High	Immediate	\$1,500.00	Yes	
	48	Cellar doors - Remove directional signage to Berry Bridge Vineyard on Sunraysia Hwy/Drummond Rd intersection.	High	Immediate	\$	Yes	
	49	Lake Fyans - Maintenance required at blue fingerboard signage stack at the Tunnel/Mokephilly Rd intersection.	Medium	12 months	\$500.00	No	
	50	Lake Lonsdale - Install directional signage to this attraction from the Western Hwy/Sandbar Rd and the Western Hwy/Mt Drummond Rd intersections.	Low	36 Months	\$5,000.00	No	
	51	Bunjils Cave - Replace Western Hwy/Seaby St intersection sign with a larger directional sign bearing the AS symbol for indigenous attraction.	High	Immediate	\$1,500.00	Yes	
	52	Bunjils Cave - Replace white fingerboard sign with the correct brown fingerboard at the Pomonal/Bunjils Cave Rd intersection.	High	Immediate	\$1,500.00	Yes	
	53	Bunjils Cave - Replace homemade directional sign at the Bunjils Cave turn-off.	High	Immediate	\$500.00	Yes	
	54	Great Western Wine & Heritage Trail - Install directional signage to the trailhead installation at Great Western War Memorial Park. Number each interpretive sign in a progressive order for visitors to follow. Remove old interpretive signs.	High	Immediate	\$2,500.00	Yes	
	55	Stuart Mills War Memorial Interpretation - Install brown directional fingerboard signs to this attraction from the Sunraysia Hwy/Stuart Mills Rd intersection.	High	Immediate	\$500.00	Yes	
Page 40 - 3.5 Historical Markers	56	Audit all historical markers and decide what to keep and what remove.	Low	24 Months	\$	No	
	57	Standardise all signage with each historical marker having advance warning and positional signs. Incorporate the AS symbol for historical attractions on each advance warning sign.	Low	24 Months	TBD	No	
	58	Incorporate the AS symbol for historical attractions on each advance warning sign.					
	59	Develop interpretive signage for each memorial.	Low	24 Months	TBD	No	
	60	Clean and maintain all memorials yearly.	Medium	12 months	N/A	No	

SECTION 5. IMPLEMENTATION OF THE STRATEGY

Page No./ Strategy Section	Action Ref	Actions/Recommendations	Priority	Indiative Timeframe to start	Indicative Costs	Quick Wins	Financial years
Page 45 - 3.6 Town Visitor Services	61	Stawell - Western Hwy - Install advance warning and directional signage for Federation Park and Lions Park Rest Areas.	High	Immediate	\$5,000.00	Yes	
	62	Stawell - Western Hwy - Install advance warning and directional signage for the Stawell Visitor Information Centre.	High	Immediate	\$5,000.00	Yes	
	63	Western Hwy - Grampians Gateway Caravan Park, Install advance warning sign for southbound traffic on Western Hwy.	High	Immediate	\$2,000.00	Yes	
	64	Stawell - Develop an overall signage plan for Stawell Township This would include developing a signage schedule for all inbound road routes into Stawell consisting of a full suite of advance warning, directional and	High	Immediate	\$20,000.00	Yes	2024/25
	65	St Arnaud - Rest Areas - Install advance warning and directional signage to direct all visitor traffic to Queen Mary Botanic Gardens Rest Area from all St Arnaud major access roads.	High	Immediate	\$3,000.00	Yes	
	66	St Arnaud - Improve directional signage to designated Car/caravan & RV parking area on Golden St. Clearly sign designated parking provided for this type of vehicle on the west side of Golden St.	High	Immediate	N/A	Yes	
	67	St Arnaud - Reconsider the access route to the St Arnaud Caravan Park.	Low	24 Months	\$5,000.00	No	
	68	St Arnaud - Reconsider the amount of fingerboard signs at the Napier St roundabout.	Low	24 Months	N/A	No	
	69	Great Western - Rest Areas - Direct all visitor traffic to the War Memorial Park Rest Area.	High	Immediate	\$2,000.00	Yes	
	70	Great Western - Install reciprocal town entry statement and wine village sign at the northern approach to Great Western.	Low	24 Months	\$25,000.00	No	
	71	Great Western - Install directional signage to the Great Western Race Course caravan/camping area					
Page 51 - 3.7 Caravan & Camping	72	Halls Gap - Install advance warning and directional signage for Halls Gap Caravan Parks.	High	Immediate	\$5,000.00	Yes	
	73	Lake Fyans - Repair/replace signage at Tunnel/Mokepilly Rd intersection.	High	Immediate	\$1,500.00	Yes	
	74	Lake Lonsdale - Install directional signage to this attraction from the Western Hwy/Sandbar Rd and the Western Hwy/Mt Drummond Rd intersections.	Low	24 Months	\$5,000.00	No	
	75	Great Western - Install directional signage from Western Hwy to Race Course.	High	Immediate	\$500.00	Yes	
	76	Teddington Camping Area - Install directional signage from Sunraysia Hwy at Stuart Mills.	High	Immediate	\$2,000.00	Yes	
Page 52 - 3.8 Accomodation Signs	77	NGSC to develop a policy for correctly signing this type of business.	Low	24 Months	N/A	No	
	78	Audit all businesses of this type to ensure they fit within the Vic Roads guidelines and sign accordingly.	Low	24 Months	N/A	No	
	79	Remove redundant signs. Replace all incorrect signs.	High	Immediate	N/A	Yes	
Page 53 - 3.9 RV Friendly Town/RV Dump Point	80	RV Friendly - Review feasibility of other towns/villages meeting RV Friendly Town criteria e.g. Great Western	Low	24 Months	N/A	No	
	81	RV Dump Point - Improve positional signage at Stawell RV dump point	High	Immediate	\$1,500.00	Yes	
	82	RV Dump Point - List St Arnaud RV dump point on the Sanidumps website	High	Immediate	N/A	Yes	
Page 54 - 3.10 Rest Areas	83	Install advance warning signs for all in-town rest areas use the appropriate AS blue service symbol to advise of the facilities available at each rest areas.					
	84	All - Improve directional and facility signage to and at all Norther Grampians rest areas.	Low	36 Months	\$30,000.00	No	
	85	Stawell - Retrofit Super 8 billboard with aluminium tracking.	High	Immediate	\$2,500.00	Yes	2023/25
	86	Stawell - Explore the possibility of installing a second Super 8 billboard at the northern end of Stawell for promotion to southbound traffic.	Low	24 Months	\$30,000.00	No	

SECTION 5. IMPLEMENTATION OF THE STRATEGY

Page No./ Strategy Section	Action Ref	Actions/Recommendations	Priority	Indiative Timeframe to start	Indicative Costs	Quick Wins	Financial years
Page 57 - 4.2 Promotional Billboards	87	Stawell - Explore the possibility of digital billboards being installed at these locations					
	88	Stawell - Develop a signage schedule to determine the events/attractions to be promoted and when change out will occur.	Low	24 Months	N/A	No	
	89	St Arnaud - Develop a signage schedule to determine the events/attractions to be promoted and when change out will occur.	Low	24 Months	N/A	No	
	90	Great Western - Investigate the installation of a large billboard in Great Western as this village is one of the main gateways into NGSC.	Low	24 Months	N/A	No	
	91	Mobile Billboards - Explore the development of this form of destination marketing with Northern Grampians transport operators.	Medium	24 Months	\$20,000 per unit	No	
Page 58 - 4.2 Promotional Billboards	92	Billboards along the Western Hwy - Align with NGSC's Tourism Branding.					
	93	Billboards along the Western Hwy - Align with the principles in this Strategy.					
	94	Billboards along the Western Hwy - These will require development consent, and may have permissibility issues, depending on where they are located.					
	95	Explore the development of this form of destination marketing with Northern Grampians transport operators.					
Page 60 - 4.3 Boundary Entry Signs	96	NGSC to explore the development of a set of major boundary entry signs on the northern and southern Western Hwy entry points.	Medium	24 Months	\$50,000.00	No	
	97	Develop an annual program of cleaning and maintenance for all LGA entry point boundary signs.	Low	36 Months	\$10,000 p/a	No	
Page 61 - 4.4 Town Entry Statements	98	Work with local communities to develop an LGA wide signage scheme that addresses community desires yet ties in with NGSC's corporate branding.	Low	36 Months	\$150,000	No	
Page 62 - 4.5 Visitor Information Boards	99	Develop a standardised set of visitor information panels that can be applied in a tiered system.	Medium	24 Months	\$100,000	No	
	100	Install advance warning and positional signs for all NGSC controlled road visitor information board locations using the white "i" AS symbol.	Medium	24 Months	\$10,000	No	
	101	Install a large Tier 1 Gateway VIB at or near Great Western War Memorial Park rest area.	Medium	24 Months	\$35,000	No	
	102	Install Tier 2 visitor information boards at Federation Park Rest Area and St Arnaud Queen Mary Botanic Garden.	Medium	24 Months	\$20,000	No	
	103	Install Tier 3 visitor information boards at Stuart Mill Recreation Reserve Rest area, Marnoo's Shanahan Park Rest Area, Navarre's Stawell-Avoca Road Playground	Medium	24 Months	\$30,000	No	
Page 64 - 4.6 Visitor Information Centre	104	Stawell - Install advance warning and positional signs for the Stawell VIC.	High	Immediate	\$10,000	No	
	105	Stawell - Install a large blade or pylon sign at the entrance to the VIC car park.	Medium	12 months	\$15,000	No	
	106	Stawell - Review and plan a new signage suite for visitors arriving in Stawell via the eastern approach roads.	Low	24 Months	\$15,000	No	
	107	St Arnaud - Install advance warning and positional signs from the towns five entry points to the VIC.	Medium	12 months	\$5,000	No	
	108	Halls Gap - install new positional signs either side of the centre on the eastern side of Grampians Rd	High	Immediate	\$500	Yes	
	109	All - Review exterior "after hours" information on offer at all centres.	High	Immediate	N/A	Yes	

SECTION 5. IMPLEMENTATION OF THE STRATEGY

Page No./ Strategy Section	Action Ref	Actions/Recommendations	Priority	Indiative Timeframe to start	Indicative Costs	Quick Wins	Financial years
Page 65 - 4.7 Interpretive Signage	110	Encouraging creative alternatives to interpretive signage that do not involve panels of information.					
	111	Criteria for when interpretive signage would be supported e.g. significant story and interesting to a wide audience.					
	112	Text must be professionally written.					
	113	Must be professionally designed.					
	114	Specifications for materials that should be used.					
	115	Installation must be compliant with relevant Australian standards.					
	116	Clear agreement on maintenance responsibilities and ownership of interpretive signs.					
	117	Templates for interpretive panels.					
	118	Location principles e.g. accessible, does not deter from visual amenity.					

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