




EYES ON EYRE KIMBA

A WAYFINDING,
COASTAL ACCESS AND
CAMPING OPTIONS
PROJECT

INTERIM FINDINGS MARCH 2018



The Barngarla, Nauo, Wirangu,
Kokatha, Mirning, Pitjantjatjara,
Yankunytjatjara and Ngaanyatjarra
people are the traditional custodians of
Eyre Peninsula and the Far West and have
been for thousands of years.

Regional Development Australia Whyalla and
Eyre Peninsula acknowledges and respects
the traditional owners of Eyre Peninsula.
We acknowledge elders past and present, and
we respect the relationship Aboriginal
peoples have to country.

EYES ON EYRE

WAYFINDING > COASTAL ACCESS > CAMPING



INTERIM FINDINGS OF EYES ON EYRE

BY REGIONAL DEVELOPMENT AUSTRALIA WHYALLA AND EYRE PENINSULA

"Sometimes an awful lot of money is wasted in regional tourism. When every town tries to do their own thing they end up looking like every other town. A better use of budget would be to advertise the journey and multiple destinations. It is the sum of your parts that makes you unique. In remote regions, local councils could make better use of their marketing budgets by joining forces to deliver regional campaigns and actions."

- Tilma Consulting

KIMBA'S ROLE IN THE EYRE PENINSULA

Kimba is the eastern gateway to our big sky country and outback connections. Kimba has laid down the challenge to many towns on Eyre Peninsula to wiser up when it comes to wayfinding and camping options.

The importance of modernising and meeting market needs is on full display in Kimba. During Eyes on Eyre there were two stand-out districts that are visibly shouting (in a good way) to the visitor economy that they are ready and waiting. They were, Kimba and Elliston.

Kimba should now focus on pulling down or repairing signs with damage, including private advertising signage that is worn and past its use by date.

There are two attraction products ready to be further primed in Kimba, they are the Hotel (it truly is of a remarkable scale and architecture) and a camping node development outside town, perhaps in the Lake Gilles vicinity.

The Big Galah precinct is well understood to be below standard and all means for rectification should be explored, perhaps a relocation of the Galah itself to the Lions Apex Park, along with a nature play playground and water park. That would really round off Kimba's offerings and capitalise further on the crowd pulling Silo Artwork.

Kimba has the potential to work with the Cleve and Franklin Harbour districts to create Big Sky touring routes with marketability from the Lincoln, Eyre and Birdseye highways and gateway entry points at either sides of the region.

WAYFINDING

SIGNAGE IS OUR SILENT BRAND

Kimba is in the process of reinventing and presenting itself to the modern self-drive traveller. There are plenty of new signs but they are crowded by the old still dotted around. More connectivity could occur by connecting theme around town when replacing or installing new signs.

A culling of the old signs or reskinning would be a terrific next step. There are a heck of a lot of interpretative signs that could be refreshed or even replaced with digital nodes using QR codes and associated technology.

The precinct surrounding the silos now has a new launching pad and servicing role to play for visitors - its masterplanning in terms of visitor information and servicing would be a worthwhile exercise if not already underway. A perfect location to develop some branding and promotion of Big Sky touring routes.

Refer to Wayfound Consultants Audit Report.

KIMBA PRIORITIES

- Focus on marker signage continuing the direction advice for visitors from Railway Terrace (in particular to the recreation park).
- Remove, repair or reskin dilapidated signage.
- Consider a regional QR Code node approach to reduce amount of signage, limit vandalism.
- 400m advanced warning notifications prior to attraction turnoffs require installation



- Contribute to a regional gateway visitor information bays at the 'Tanks' and Border Village.
- Visitor pods rest stop information bay could be considered for Kimba Recreation Reserve and/or Silos.
- Mainstreet and hotspot WiFi activation.





CAMPING OPTIONS

BIG SKY CAMPING NODE

Kimba is punching above its weight when it comes to self-contained non-commercial camping options and the high four star ratings right across Google, Wikicamps and Oz caravan and camping websites are testament to this. The Eyre Peninsula average is three stars and below. Kimba is a stand-out.

For traditional commercial caravan and cabin park accommodation the standard unfortunately drops in the district and the private operators are struggling to meet a basic level of expectation for those without self-containment or might be seeking respite from little to no power etc.

This may be a market reflection that the commercial camping need is not viable enough or the facilities have seen so little reinvestment that their customer base was lost.

Nationally, commercial camping visitors began to decline in 2006 (although cabin and unit style accommodation rose) and is now more evenly paced (yet still above) non-commercial camping. What is perhaps lacking from Kimba's offering is self-contained cabin accommodation.

For continuous improvement, the non-commercial campgrounds could look to install new toilet/shower facilities, dedicated tent sites, shaded camp communal cooking facilities and fire pits and consider camp host models.

It is recommended that the Kimba district consider a camping node development towards Lake Gilles and activate this intriguing nearby natural asset and the surrounding features.



Activating WiFi in town and visitor hotspots would also add the appeal and peer promotion of Kimba from those who have enjoyed the offerings.

RDAWEP is also interested to determine whether our region would benefit from the application of a regional permit at a fixed cost to permit campers to stay in any of our non-commercial campground locations with this fee replacing all honesty box and individual Council policies currently in application.

It is certainly worth a discussion. After all, nothing is really 'free', especially not managing safe and responsible camping sites.



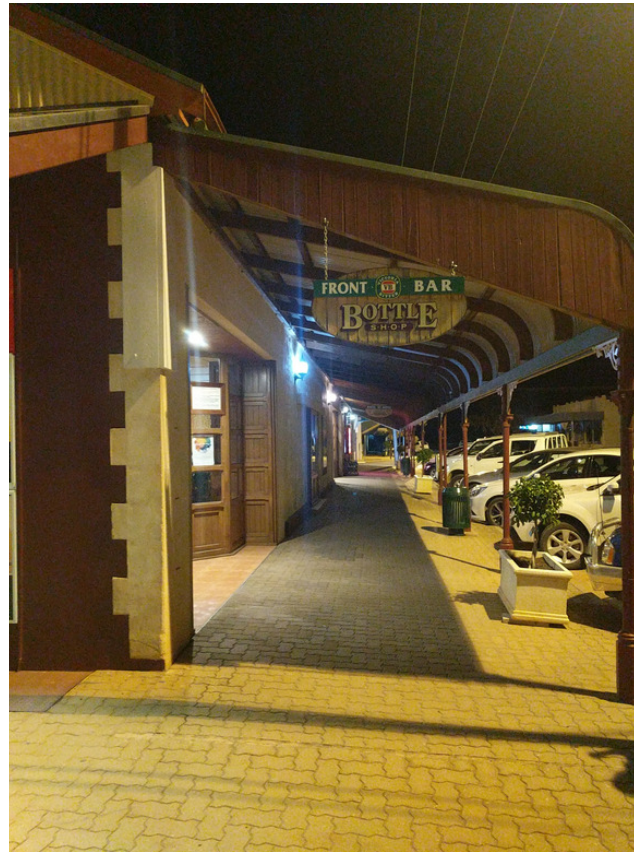


WHERE SHOULD WE START?

REGIONAL WISH LIST

Refer to Regional Interim Findings Report for further reasoning of actions below.

- Define and label sub-regional precincts, identify trails (driving/hiking/walking/biking)
- Two new regional gateway visitor information bays at the 'Tanks' and Border Village.
- Twenty two possible visitor information pods spread throughout Eyre Peninsula.
- Removal of dilapidated signage.
- Reskinning of regional priority signs
- A QR code digital project to work with or in place of existing interpretative signage in region.
- Commission camping node concept plans, contractor selection for priority sites and budget estimates.
- Investigate a region wide non-commercial campground pass or permit system.
- Main street, rest stop and hotspot WiFi connections.



Eyes on Eyre drew us to the strength of Kimba's community spirit to mark itself on the map of Eyre Peninsula's visitor economy offerings.

The effort to pull visitors off the Lincoln and Eyre Highways and perhaps position Kimba as the Eyre Peninsula's eastern gateway to our Big Sky Country is a significant opportunity that needs exploration and investment.

We look forward to presenting and talking through the Eyes on Eyre interim findings with Kimba stakeholders.

