




EYES ON EYRE WUDINNA

A WAYFINDING,
COASTAL ACCESS AND
CAMPING OPTIONS
PROJECT

INTERIM FINDINGS MARCH 2018

#EYREPENINSULA



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

WUDINNA'S ROLE IN THE EYRE PENINSULA

Wudinna has the benefit of traffic volume, the Eyre Highway is the critical thoroughfare to those self-drivers heading to Western Australia and is a popular launching pad to the Gawler Ranges.

The key challenge is to capitalise on the volume and extract maximum economic benefit. Wudinna has significant touring drives and attractions within one hour and these could be sold to highway travellers more directly. The township itself has one of the more modern and engaging open space developments in Apex Park.

The bouncy pillow is a significant drawcard for families and is undersold in the messaging from the highway - unless you manage to spot the one image on a smallish sign.

So what are the next moves for the district? Consolidation. A non-commercial campground could be masterplanned at Pildappa Rock and developed to be of the standards delivered across the border in WA. This is discussed later in the interim report.

Further recreational and open space developments in town are worthy of investigation including a water fun park and learn-to-ride bike track. Defining and then activating energy centres and nodes of activity in Wudinna is crucial.

The Golden Mogas Roadhouse, Australian Farmer Sculpture monument, the Telecentre and visitor information bays (there is one coming from the north of town and then one in town on Tree Road), the bakery, supermarket, Alecia's cafe and Apex Park are all highly attractive to visitors but they are not within a hub design and require careful wayfinding planning to connect up.

WAYFINDING

SIGNAGE IS OUR SILENT BRAND

In some respects, Wudinna is oversigned, especially from the southern approach and some consolidation is recommended. Roadside vegetation is overtaking the critical brown and white attraction signage at Minnipa. The bouncy pillow at Apex Park needs clearer focus on signage and labelling on the brown and white attraction signage.

Advanced warning (400m) notice of an attraction or turnoff needs rectification for most sites. Imagery from Wudinna's attractions and points of interest on the granite country drives need to form a signage marketing plan from the Tod Highway, Birdseye Highway intersection and Eyre Highway, and even at regional entry points. The infrastructure for this is largely in place but could be revisited and refreshed.

RDAWEP could assist with DPTI negotiations. We are also proposing 2 regional gateway visitor bays and 22 rest stop visitor pods throughout the region to introduce greater marketing and cross-promotion for our attractions.

The Wudinna district is home to feature hero experiences and the current signage underplays these sites. The second largest granite monolith after Uluru is a big deal and a marketing edge perhaps not fully exploited.

The town itself has fantastic wayfinding signage, a consistent yet bespoke design which is reassuring for a visitor.

Refer to Wayfound Consultants Audit Report and implement.



WUDINNA PRIORITIES

- Focus on developing wayfinding signage for Granite Country or Big Sky touring routes.
- Consider a regional QR Code node approach to reduce amount of signage, limit vandalism.
- Re-skinning of A Breath of Fresh Eyre signs (or replacement where condition warrants). Better yet, let's innovate with QR codes.
- Contribute to a regional gateway visitor information bays at the 'Tanks' and Border Village.
- Visitor pods rest stop information bays could be considered for Koongawa, Wirrulla and Lock.





CAMPING OPTIONS

CAMPING NODE(S) DEVELOPMENT

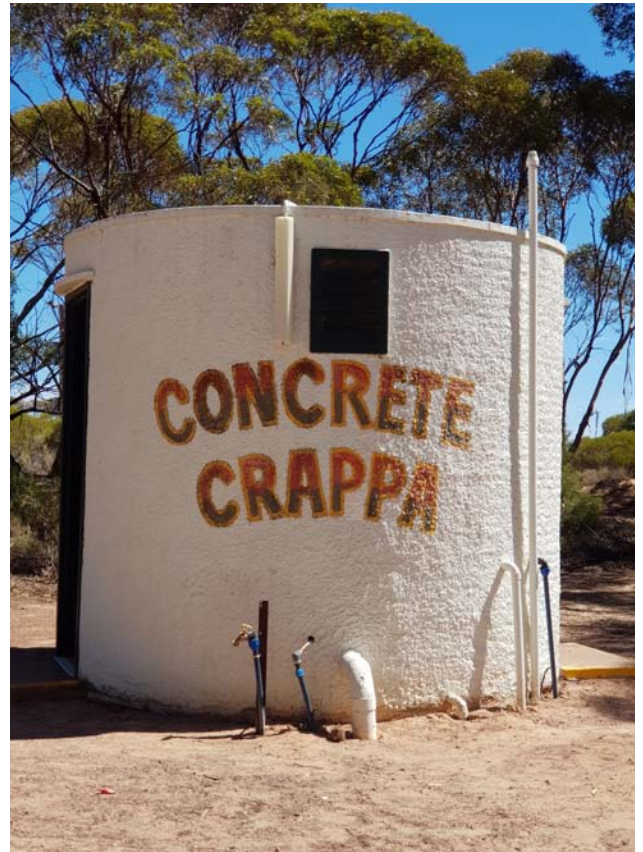
The success of the Gawler Ranges Wilderness Safaris is no fluke. The product is exactly what the market desires. The Wudinna district can build on these desires by encouraging more family camping experiences through private campgrounds, national and conservation parks. There is room for more eco-tourism opportunities and Aboriginal experiences throughout the region.

During the Eyes on Eyre survey (December-January) most all campgrounds were full with a 70% to 30% split of locals to intra or interstate visitors. More spaces would be beneficial and master planning with design and camping architecture expertise is recommended.

If there is a desire to further develop non-commercial campgrounds in the Wudinna District, the camping node model outlined in the regional Eyes on Eyre overview would be worthwhile applying.

Western Australia has proven that providing affordable and diverse caravan and camping experiences is one of the singular most powerful injections to boost visitor economy expenditure and control visitor impacts on natural resources. Their goal to make themselves the nation's most attractive caravan and camping holiday destination by improving the supply, delivery and promotion of the sector has worked (perhaps too well).

As Eyre Peninsula is WA's immediate southern neighbour we run the risk of eastern travellers bypassing us to get to them and our western travellers being so use to higher standards of



product that disappointment soon overwhelms them. Yes, WA has Royalty for Regions funding that we can only dream about but is that an excuse for complete inaction or can we start to chip away at building our own collateral and attraction of outside investment and grant funding.

One possibility is to jointly contract landscape architects and contractors to develop a camping node model template for use throughout the region, bulk purchase the necessary infrastructure and deliver efficiencies through that means.

Telecommunications entities, utility suppliers and developers looking for social license to operate within our communities are often looking for just such initiatives to get involved with.



CAMPING OPTIONS

CAMPING NODE(S) DEVELOPMENT

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', and \$10.00 per night rarely equates to cost recovery when managing safe and responsible camping sites.

Whilst there is little competition on the Eyre Peninsula from accredited caravan parks with the full gamut of resort style amenities (as is now common place right across Australia), caravan parks will continue to survive (but not thrive). Wudinna is home to a serviceable and functional commercial caravan park and Council operated RV Park. However, as we have seen in Whyalla and Streaky Bay, when a four to five star park establishes, the market is irrevocably altered and the visitors vote with their feet (or wheels) in large numbers.

The installation of a water park open to the public as well as caravan park users in Moonta Bay is believed to be behind the areas significant leap in visitor number and nights. The Renmark Big 4 Caravan Park story is similar. The Port Germain community are also progressing towards such an installation to boost their attractiveness and local economy.

There are also numerous examples of caravan parks investing in large adventure indoor play



cafe's that again cater for the general public whilst serving their park residents. Bendigo's Parky's Fun Park is an excellent example. Public attendees pay their entry fee, receive a colour wrist tag whilst park guests are presented with tags upon arrival at registration.

These endeavours feed not only the park's business but that of the town, especially where open space developments are limited or need a collaborative efficiency to get off the ground. Caravan Parks are great ways to install facilities missing in small regional towns and centres with shared benefits.





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.
- Focus on growing the family camping market as a new growth market for the region with dedicated campaigns supported by new products/packages and new itineraries.
- Forge stronger Local Government partnerships through joint project steering committees for those priority projects in the region that are not currently progressing through public or private sector investment.



Wudinna is the perfect candidate to demonstrate the potential of camping node and associated visitor experience developments for the rest of the Eyre Peninsula because there is already advanced visitor foundation infrastructure in place and a developing community spirit for diversifying the economy, improving open space developments and striving for modern and vibrant livability.

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

