wayfound

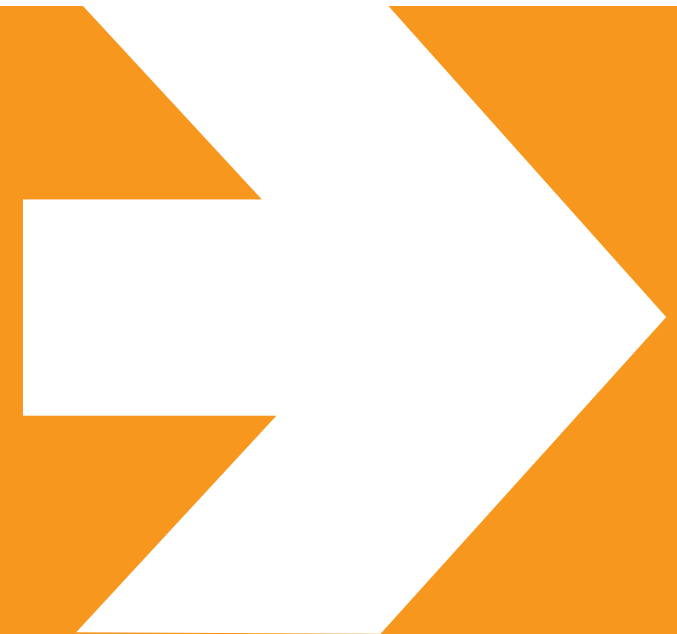## Regional Development Australia Whyalla & Eyre Peninsula

Eyre Peninsula Tourism Signage Strategy

Final – March 2018

CONTENTS

wayfound

EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

BACKGROUND

Tourism is one of only five super growth industry sectors that have the potential for significant sustainable growth. The Eyre Peninsula has been identified as key to delivering on the South Australian aspiration of growing tourism expenditure to $8b by 2020. Growth in the region is expected to be more rapid than any other region in South Australia, growing from $283m in 2015 to $417m (47%) by 2017 and $511m (22%) by 2020. But, to achieve this growth, the region needs to capture strongly growing markets, develop new visitor experiences.

In 2017, to support the growth of the tourism economy throughout the Eyre Peninsula, the Regional Development Australia Whyalla and Eyre Peninsula (RDAWEP), drafted a $980m strategy - Destination Eyre Peninsula Program (DEPP) – Foundations for Success. The strategy includes a broad set of projects and provides an overarching strategic vision for destination marketing for the region.

The RDAWEP strategic approach emphasises a consistent and collaborative regional approach to tourism, with four main focus areas.

- Develop the destination
- Enhance the visitor experience
- Grow the industry
- Drive demand

WHY HAVE A REGIONAL TOURISM SIGNAGE STRATEGY?

One of the key strategies identified in the DEPP is improving Signage and Wayfinding.

Deliver a coordinated and consistent approach to the planning design and installation of tourism related signage in Eyre Peninsula.

Tourism signage is an extremely important element of any destination's branding, marketing and communications strategies. Signage is particularly important in regions like the Eyre Peninsula, with its remote location and long distances between communities and attractions. It is critically important to presenting a consistent tourism experience and to retaining and dispersing visitors in the region. Signage also provides opportunities to raise awareness of the region's attractions and features and give suggestions of where visitors should stop.

The existing tourism related signage in the Eyre Peninsula does not help to enhance the visitor experience or adequately direct visitors to the region's many significant attractions. It is does not constantly remind visitors where they are and reinforce the Eyre Peninsula destination experience.

The intent of the strategy is to provide a framework upon which all future decisions and spending on tourism related signage by the Cities and District Councils in the Eyre Peninsula can be based.

The potential benefits of the strategy are:

- Enhanced wayfinding for residents and visitors
- Improved visitor access
- Increased growth in the region's tourism appeal
- Clustering of tourism products for easier access
- Stronger regional linkages
- Increased support of existing tourisms and attractions

Consistent regional signage will create a seamless journey and experience of the Eyre Peninsula.

ABOUT THIS PROJECT

In November 2017, RDAWEP, on behalf of its partners, commissioned Wayfound to develop a Regional Tourism Signage Strategy to support a consistent and collaborative approach to tourism throughout the region.

Our approach included to creating the Regional Tourism Signage Strategy involved the following four main phases.

1. Appraisal of existing regional signage infrastructure to support visitors particularly the self-drive, caravan and RV markets – a physical audit of tourism related signage within the region was undertaken.
2. Research and stakeholder consultation – consideration of relevant reports, State and National tourism signage standards and guidelines, and input from local government and local visitor centres.
3. Development of a draft regional signage strategy to address the regional objectives and issues.
4. Facilitation of a regional signage information session to explain the findings and the strategy.
5. Drafting this final Regional Tourism Signage Strategy.

The scope of the physical audit involved the following main highways and access roads only.

- The Lincoln Highway from Port Lincoln to its junction with the Eyre Highway
- The Eyre Highway from Port Augusta city limits to the South Australia/Western Australia border
- The Flinders Highway from its junction with the Eyre Highway east of Ceduna to it junction with the Lincoln Highway in Port Lincoln
- The Birdseye Highway from its junction with the Flinders Highway south of Elliston to its junction with the Lincoln Highway west of Cowell
- Coffin Bay and Lincoln National Parks access roads

The type of signage included was:

- green (directional)
- brown (tourism)
- blue (service) and
- where appropriate, white signage with an important role in supporting the visitor economy.

Also audited when located on the highways were signs relating to scenic drives, monuments, heritage and accommodation or tourist attraction advertising signage. The consultants also undertook visits to many of the region's beaches as part of the RDAWEP's Coastal Access Project.

Because its scope is limited to main arterial roads and primarily road signage, this Regional Tourism Signage Strategy will form part of a larger signage strategy, which is being prepared by the RDAWEP and includes local roads.

FINDINGS

The primary purpose of this project has been to assess tourism signage in the Eyre Peninsula and to provide direction for improving signage so the region can achieve its overall tourism goals and targets. A whole of region perspective is essential at both a practical level (eg. thinking about creating a seamless enjoyable journey for the visitor, the potential to benefit from economies of scale in designing and commissioning signage for the whole region) and a funding level (to access SA State Government development funding).

Creating a consistent, recognisable family of signs for tourism in the Eyre Peninsula is a significant step in moving towards a unified regional experience for visitors. A good signage system uses signs correctly and in a predictable way and focuses on the needs of the visitor.

The audit and consultations found that there are a number of issues that impact on tourism signage and there is a lot that can be done at the regional and local levels to improve tourism signage and support the Eyre Peninsula in achieving its tourism goals.

The regional issues and recommendations have been divided into the following four main areas.

1. **Wayfinding** relates to directing visitors to a destination through effective signage that complies with the SA standards.
2. **Marketing** issues relate to signs or structures that can be used to promote the region, a destination or an attraction.
3. **Product development** relate to signs that promote a product such as a drive trail.
4. **Policies and Procedures** are not necessarily directly relating to signage but the administrative procedures that bring about a regional approach.

Detailed information about roads and signs audited along with recommendations for improvement and compliance with DPTI and national signage standards are provided in Attachment 1. The audit data has been divided into the District Council areas, as has the assessment of eligibility for tourism signage for tourist attractions, which is in Attachment 2.

RECOMMENDATIONS

3.1 WAYFINDING

Recommendation – 3.1.1 Beach Access Signage

- A consistent approach to beach access signage should be developed and implemented for the Eyre Peninsula. This includes:
  - determining the standard that is required for a beach to warrant tourism road signage. This will give visitors reassurance of the standard of the experience, the road access and the facilities. It is suggested that only beaches with facilities (eg: toilets) and with good access that is suitable for a two-wheel drive vehicle should be signed from the highway.
  - ensuring that correct advance warning and intersection signs are installed. Approvals and installation of signage on highways are the responsibility of DPTI. This means that DCs and the RDAWEP will need to work with DPTI to ensure that beach access routes are adequately and corrected signed.
- Consideration be given to all DCs adopting the National Aquatic and Recreational Beach Signage Style Manual standard signage for all beach entry points.

Recommendations – 3.1.2 Correct use of tourism road signage

- All DCs review the detailed signage audit for signs in their area and develop of plan to rectify the issues.
- Many DCs have approached DPTI about the signage needs in their area and found the response to be highly bureaucratic and not considerate of their individual circumstances and needs. Therefore, where signs that need to improved are on arterial roads and are the responsibility of DPTI, DCs and the RDAWEP should develop a coordinated regional approach to DPTI. This will strengthen the negotiation position and help to ensure that DPTI fully considers the needs of the region and that signage throughout the Eyre Peninsula is compliant and consistent.
- For local roads that are not part of this strategy report, DCs should assess the accuracy and location of signage and plan to correct any deficiencies to ensure a positive visitor experience.

Recommendations – 3.1.3 Lookouts, Monument and Heritage Sites signage

- DCs in the Eyre Peninsula work with the RDAWEP to adopt a standardised and compliant approach to signing lookouts, monuments and heritage sites as part of its efforts to enhance the visitor experience and continue to develop the destination. Only sites that meet the eligibility guidelines should be signed. Where these sites are on DPTI controlled arterial roads, the DCs and RDAWEP should approach DPTI as a region to ensure that the needs and priorities of the region are considered.
- Interpretation at monuments should be improved with well-considered and written in a concise yet interesting way.
- DCs should develop a schedule for regular maintenance and updates for all signage, plaques and monuments relating to the sites.

Recommendations – 3.1.4 Regional Maps

- DCs and the RDAWEP work together to create a whole of region tourist map that provides useful and relevant information to visitors. The map should allow detail for the different areas to be highlighted so the visitor can be oriented to their location or area of interest.

- It is important that the regional map is used extensively in brochures, online and social media. This map should be used on all visitor information bays to reflect the whole of region approach. It should be made available through all the Visitor Centres and used on their websites. Any new local destination guides should also be encouraged to use the regional map.

All regional DC's should adopt the same style of map for their tourism information materials including map pads and drive and walk trail maps. This will help reinforce a whole of region approach for the Eyre Peninsula.

Recommendation - 3.1.5 Signage for Scenic Tourist Drives

The District Councils should identify what scenic tourist drives they wish to promote, clearly sign those trails from beginning to end using the correct intersection and trail marker signage. The DCs should then promote these drives through brochures, map pads, the local visitor centre and online.

3.2 MARKETING

Recommendation – 3.2.1 Regional Branding

The regional tourism brand message, positioning and image for the Eyre Peninsula be clarified and created. It should be used to guide the development of a consistent message and tourism signage approach throughout the region. The brand should be applied in all marketing, promotional and information materials for the Eyre Peninsula including online, in print and on signage.

Recommendation - 3.2.2 Regional Entry Statements

The DCs and the RDAWEP work together to plan, design and install entry statements that convey the regional brand. These signs should be located at the two main entry points. – that is, to the east of the junction between the Lincoln Highway and the Eyre Highway and to the west of Ceduna on the Eyre Highway.

These entry statements need to be of a bold design that has an immediate impact on the visitor, signalling that they have arrived somewhere special. They should convey a warm welcome.

Recommendation – 3.2.3 Regional Marketing Billboards

The DCs and the RDAWEP develop a considered approach to optimise the value of billboards to promoting and marketing the region. Relevant and impactful images of iconic features and attractions along with a simple clear message should be used. A series of billboards that starts a distance (eg: 100kms) from the entry to the region could be used to build interest and entice travellers to visit. Billboards could also become a significant marketing tool if strategically positioned at roadhouses along the Nullarbor or in Port Augusta.

Billboards within the region should be reskinned to so that they align with the Eyre Peninsula brand (when it is created) and they have relevant imagery and a message for their location.

Recommendation – 3.2.4 Town Tourist Attraction Signs

For a consistent regional approach, it is recommended that every town have a brown town attraction sign at or near its boundary, that the signs comply with the DPTI guidelines. Additionally, when new signs are commissioned, the blue symbols be included on a separate sign panel. Care should be taken to ensure symbols are used correctly and consistently and updates are made when the services change.

Recommendation – 3.2.5 Visitor Information Bays

While it is desirable for each community to convey their individual attributes and personality, DCs and the RDAWEP should work together to develop a regional approach to VIBs with a consistent style and design and consistency about the type of information provided.

To cater to the whole Eyre Peninsula, a three-tiered approach to VIBs is recommended being region, town and small town designs.

Once the regional approach to VIBs is agreed, the RDAWEP and its member councils should develop an implementation plan and priorities for redesigning and/or replacing existing VIBs. Priority should be given to the Regionals VIBs as a regional approach to tourism is a priority for the Eyre Peninsula. The installation of WiFi should be prioritised.

A schedule for regular maintenance and updates should also be considered when developing the VIBs.

3.3 PRODUCT DEVELOPMENT

Recommendation – 3.3.1 Regional Drive Trails

- While the Trails Strategy in the Destination Eyre Peninsula Program will not focus specifically on drive trails, it is important that drive trails are an integral part of experiencing the Eyre Peninsula. Therefore, the DCs and the RDAWEP work collaboratively to develop a series of drive trails as a significant part of the Eyre Peninsula tourism offer, with consideration being given to developing and promoting a 'Drive Trails of the Eyre Peninsula' product. Regional drive trails should be promoted through brochures, signage, VC Map pads, at visitor centres, in promotional campaigns and on websites and social media.

- Regional drive trails and any local drive trails developed by a DC should be correctly signed with tourism road signage for advance warning, intersections and reassurance. They should also include the regional, local and/or branding specific to that trail in marketing and promotional signage and other materials.

Recommendation – 3.3.2 Seafood Frontier Concept

- That the RDAWEP and the DCs agree to revisit the Seafood Frontier concept and work with SATC to recreate the Seafood Frontier to the 'Eyre Peninsula Seafood Trail'. The trail could lead visitors from Ceduna to Port Augusta via Port Lincoln. Complementary signage, branding and promotional materials would all need to be developed to market and promote the trail as a premier self-drive trail for the Eyre Peninsula. It is important in a marketing context that "Eyre Peninsula" is included in the name. RDAWEP should take the lead in negotiating with SATC to develop this trail and its branding and marketing materials.

  It will be important that a good fit with the tourism brand for the Eyre Peninsula, which still needs to be resolved (see point 3.2.1 above), is considered when the 'Eyre Peninsula Seafood Trail' branding and materials are developed.

- In the meantime, the RDAWEP and the DCs should work with SATC to improve and correct the current issues with signage as it gives a poor impression of the place and creates a risk to motorists. Furthermore, the Seafood Frontier signs should be improved to reinforce the tourism and product offer available by directing people to "seafood experiences" e.g. turn here for Cowell Oysters.

Recommendation - 3.3.3 Interpretive Signage

- Efforts be made by all District Councils to update their interpretive signage to give the visitor a positive experience and local information.

- DCs consider creating themed interpretive attractions or trails where there is a series of interpretive signs/sites/displays that convey a story, for example of the site's history and evolution. The content should be engaging.

- The RDAWEP and the DCs work together to create interpretation for experiences of regional significance being treated with a regional approach to the design of signage, the experience and consistently providing high quality information.

Recommendation – 3.3.4 Aboriginal Tourism

Eligible Aboriginal businesses should be encouraged to include the symbol on all future signage.

3.4 POLICIES/PROCEDURES

Recommendation – 3.4.1 Regional Tourism Signage Committee

- The RDAWEP and the DCs work together to develop a coordinated and collaborative approach to tourism signage and in particular to implement the recommendations of this strategy.

- The RDAWEP and the DCs consider creating a regional tourism signage committee to oversee tourism signage policies and implementation of this strategy. This could be formed by creating a regional tourism signage sub-committee through the Eyre Peninsula Local Government Association (EPLGA).

  - It is suggested that the regional tourism signage sub-committee report directly to reporting to the ELPGA.

  - Membership of the committee could consist of range of stakeholders and LGA representatives. A suggested membership is below.

- Regional Development Australia Whyalla and Eyre Peninsula

- SA Department of Planning Transport & Infrastructure

- Eyre Peninsula District Councils x 2

- Ceduna Business & Tourism Association

- Whyalla Tourism Focus Group

- Port Lincoln Chamber of Commerce & Tourism

Recommendation - 3.4.2 Consistent Tourism Signage Policy & Style Guide for District Councils

- That the RDAWEP and the DCs work together to improve signage standards, using a whole of region perspective to create a consistent and coherent system of signage that is easily recognisable to visitors and enhances their experience of the region. This would include development of a regional tourism signage policy, which details signage designs, priorities, approvals, maintenance, etc to guide signage on non-arterial roads. The use and approvals for blue and brown tourism signage should be covered in detail as should development of regionally branded signs (such as VIBs and entry statements). Development of a regional tourism signage style should be considered as part of this process.

- Furthermore, each District Council consider the assessment of signs in their area and address issues identified to ensure tourism signage is high quality, clear and complies with state and national guidelines. Each District Council should also implement a formal process regular assessment of signs to ensure there is correct and up-to-date and that they are properly maintained.

- That an Eyre Peninsula Tourism Signage Toolkit be developed for adoption by each of the local governments. This toolkit should be based on the South Australian DPTI guidelines and provide Council officers with a consistent approach for planning, design, commissioning fabrication and installation of all tourism related signage throughout the region.

Recommendation - 3.4.5 Correct use of the Tourism "i"

While not a major issue, any future signs should carry the correctly coloured "i" symbol.

IMPLEMENTATION

There is a lot that can be done at both the regional and local levels to address any issues and deficiencies with current tourism signage throughout the Eyre Peninsula.

TOP STRATEGIC PRIORITIES FOR TOURISM SIGNAGE IN THE EYRE PENINSULA

1. **Commit to working together as a region to develop a consistent, collaborative approach to tourism signage for the whole of the Eyre Peninsula**

   Working as a region makes sense on a range of levels.

   - At a strategic level, it will enable achievement of the region's tourism goals and help to create a unified regional experience and a seamless enjoyable journey for visitors. Also, approaching State agencies such as DPTI and SATC with requests is likely to result in more success in getting the needs of the region addressed.
   - At a practical level, it will help to create valuable resources, such as consistent tourism signage policies, that all DCs can use. Most of the DCs do not have the staffing or resources to create these policies on their own.
   - At an economic level, working as a region enables access to development funding that individual DCs cannot access because their populations are too low.
   - Another economic issue is that all DCs and the region can benefit from the potential economies of scale when designing and commissioning signage for the whole region. Installation of services, for example so free WiFi is widely available throughout the Eyre Peninsula, would be another area where there is likely to be a cost savings from purchasing at the regional level.

Developing the Regional Tourism Signage Committee to oversee implementation of this report and champion the development of a regional approach to tourism signage is a key mechanism to support the DCs and the RDAWEP working collaboratively.

2. **Regional Tourism Branding**

   While not specifically a tourism signage issue, creating and articulating the Eyre Peninsula brand will provide direction and clarity for messages, materials and marketing/promotion for the region. The branding is not only about a visual identity for the region but also clarity about the character, personality and point of difference for the region. All materials and marketing/promotional messages should reflect the regional brand. Then potential visitors will have a clear idea of what the region offers for visitors and people in the region will be able to clearly communicate the region's brand in a way that is authentic and entices people to visit.

   Many of the recommendations about regional tourism signage in this strategy will be far more successful if done in the context of a clearly designed and articulated brand for the Eyre Peninsula. Designing and commissioning any of the signage relating to the regional signage system should not be undertaken without the regional branding being resolved.

3. **Agree on a regional tourism signage system**

   To bring the region together and create a seamless and well coordinated experience for visitors, it will be critical to plan and agree on a regional tourism signage system for the Eyre Peninsula. This has been outlined in section 3 of this report.

4. Use a regional approaching DPTI to resolve tourism signage issues on arterial roads

Many signs on the routes audited come under DPTIs responsibility. Many of the DCs have had poor experiences in dealing with DPTI to get their local signage needs resolved in an appropriate way. Approaching DPTI as a region with clearly articulated requirements and reasoning will be far more powerful than individual DC approaches.

5. Resolve the Seafood Frontier Signage and messaging

As highlighted in this report, the Seafood Frontier concept is currently ill-considered and poorly executed. It is confusing and lacks substance. In its current form, it is unlikely to contribute to a memorable experience for visitors. The Seafood Frontier will work as a seafood drive trail experience and the RDAWEP and DCs must work with SATC to resolve the current issues.

6. Create more tourism product to attract and retain visitors

The regional tourism signage strategy is one part of a larger strategy to attract and retain visitors in the Eyre Peninsula. During the course of this project, the consultants were struck by the many beautiful and unique places to visit in the Eyre Peninsula. While not primarily relating to signage, there are many opportunities to create unique tourist experiences that will really contribute to the EP becoming a sought after destination both on and away from the coast.

These might include:

- Mountain biking trails – especially if the vast network of disused railway lines can be accessed
- Cycle touring routes
- Hiking/backpacking trails – eg: creating a coastal trail from Port Lincoln to Lincoln NP to Coffin Bay NP, similar to WA's Cape-to-Cape Trail
- Silo art trails
- Aboriginal culture and environment experiences
- Interpretive trails relating to historic settlement
- Agriculture tours or trails

7. Ensure that tourism information creates a consistent clear picture for visitors

It is important that whenever tourism information is presented it is consistent regardless of the medium. So, printed materials, signage and online information should tell the same story. Many people do not find maps easy to read and understand. Therefore, maps, in particular, should be a similar style and layout to help with orientation and wayfinding and to make it easy to find information.

QUICK WINS

There are a number of activities that could be addressed in the short-term (i.e. within 6 to 12 months) that would go a long way to improving some of the issues identified in the signage audit and the recommendations.

1. DCs should review the signage audit information contained in Attachment 1 to prioritise and correct the recommended gaps and deficiencies.
2. DCs could properly sign their scenic drives, as outlined in this strategy.
3. DCs to determine which beaches qualify for beach access signage.
4. Tourist Attraction Signs be installed for towns that currently do not have these signs.
5. The Aboriginal tourist attraction symbol should be consistently used and applied to all relevant signage

The regional tourism signage strategy is part of a wider strategic tourism program for the Eyre Peninsula which is detailed in the Destination Eyre Peninsula Program. Signage is only one part of the Program and the work that needs to be done to develop a consistent and collaborative regional approach to tourism. Many of the recommendations contained in this strategy can only be achieved with other work that is not specifically related to tourism signage (eg: creation of a regional brand) being done.

wayfound

1. INTRODUCTION

1. INTRODUCTION

BACKGROUND

Tourism has been identified as one of only five super growth industry sectors that have the potential for significant sustainable growth . The Eyre Peninsula has been identified as key to delivering on the South Australian aspiration of growing tourism expenditure to $8b by 2020. The region has been forecast to grow faster than any other region in South Australia from $283m in 2015 to $417m (47%) by 2017 and $511m (22%) by 2020. To achieve this growth the region needs to capture strongly growing markets and develop new visitor experiences.

Tourism signage is an extremely important element of any destination's branding, marketing and communications strategies. Signage is particularly important in regions like the Eyre Peninsula, with its remote location and long distances between communities and attractions. It is critically important to presenting a consistent tourism experience and to retaining and dispersing visitors in the region. Signage also provides opportunities to raise awareness of the region's attractions and features and give suggestions of where visitors should stop.

Unfortunately, the existing tourism related signage in the Eyre Peninsula does not help to enhance the visitor experience or adequately direct visitors to the region's many significant attractions. It is does not constantly remind visitors where they are and reinforce the Eyre Peninsula destination experience.

STRATEGIC OBJECTIVES

In 2017, Regional Development Australia Whyalla and Eyre Peninsula (RDAWEP), produced the *Destination Eyre Peninsula Program – Foundations for Success* draft document. The document includes a broad set of projects and provides an overarching strategic vision for destination marketing for the region. The program aims to support the growth of the tourism economy throughout the Eyre Peninsula.

The RDAWEP strategic approach which emphasises a consistent and collaborative regional approach to tourism has four main focus areas which are:

* Develop the destination
* Enhance the visitor experience
* Grow the industry
* Drive demand

The *Destination Eyre Peninsula Program* identifies the main tourist attractions in the Eyre Peninsula as encompassing the following three main thematic experiences.

1. Natural environment
2. Cultural/Heritage attraction
3. Industrial and commercial attractions

1. INTRODUCTION

To cement this strategic approach and achieve its visitor targets, the RDAWEP is developing a number of strategies, to be undertaken in tandem. These strategies are:

Trails Strategy

To provide diverse, high quality, sustainable tracks and trails of regional state and national significance to facilitate economic social health and environmental benefit.

Aboriginal Tourism Strategy

To develop sustainable Aboriginal tourism enterprises that deliver on demands for quality cultural experiences and ensure Aboriginal communities benefit from the growth in the visitor economy.

Camping Options Strategy

To ensure the region is able to meet and exceed the changing visitor expectations in relation to caravan and camping.

Visitor Servicing Network

To facilitate the development of a quality network of supported visitor information services located throughout the Eyre Peninsula.

Industry and Product Accelerator

To facilitate the development of quality products and experiences that meet current and emerging trends

Events Eyre Peninsula

To grow a quality annual calendar of events across Eyre Peninsula to drive visitation and boost local economies

Signage and Wayfinding

Deliver a coordinated and consistent approach to the planning design and installation of tourism related signage in Eyre Peninsula

Digital Engagement

To ensure the Eyre Peninsula maximises the benefit of the significant investment of the SATC and other stakeholders in digital marketing

Destination Marketing

To deliver annual marketing and PR activity that leverages the activities of the industry, the SATC and Tourism Australia

Brand Extension Project

To deliver a cohesive regional brand that has equity in the market across a broad range of industry sectors.

Ambassador Program

To leverage influencers to build awareness and opportunities for our regions products and people

Coastal Access

To implement a regional Coastal Access Strategy and Decision Making Framework.

1. INTRODUCTION

SNAPSHOT OF TOURISM DATA FOR THE EYRE PENINSULA

Value of the tourism economy – $283m in 2015 to $417m (47%) by 2017 and $551m (22%) by 2020. There are currently 1,500 direct jobs in the Eyre Peninsula visitor economy and a further 1,500 indirect jobs.

Eyre Peninsula visitation figures

96% of Eyre Peninsula visitors are domestic visitors	Domestically, caravan and camping is also popular with **25%** of visitors preferring this type of accommodation
4% are international	**58%** of domestic visitor nights are spent either with friends and relatives or in hotels or similar accommodation
Domestically **70%** of visitors are from within the state, compared to 30% from interstate	**41%** of international visitors prefer caravan and camping accommodation
68% of visitors to the Eyre Peninsula are leisure visitors (holiday + visiting friends and relatives)	**40%** of international visitors stay with friends or relatives or in a hotel/motel

wayfound

1. INTRODUCTION

Expenditure has decreased among the dominant intrastate market and also across all markets. The Eyre Peninsula ranks as having high potential to attract the China market but needs to improve industry capability across the region.

The region has five visitor information centres and 12 visitor information outlets. Visitor numbers through the visitor information centres are:

PORT LINCOLN **34,218**	
CEDUNA **46,137**	
ELLISTON **14,677**	TOTAL **124,732**
WHYALLA **23,276**	
STREAKY BAY **6,424**	
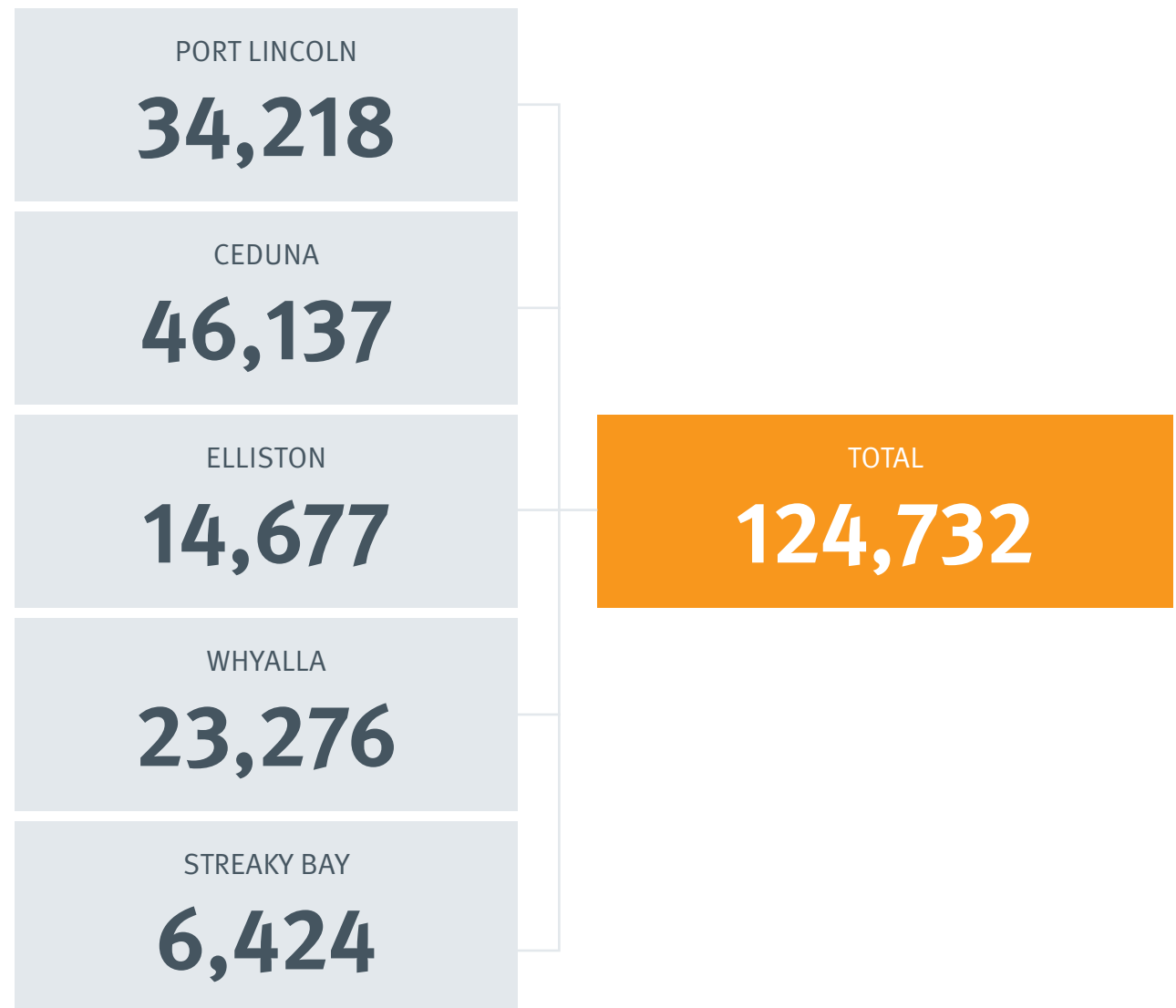
1. INTRODUCTION

ABOUT THIS PROJECT

In November 2017, RDAWEP, on behalf of its partners, commissioned Wayfound to develop a Regional Signage Strategy to support a consistent and collaborative approach to tourism throughout the region. The strategy will provide guidance for RDAWEP and its partners on future planning and spending on tourism signage.

The purpose of this project is to create a Regional Tourism Signage Strategy, which will provide a unified signage program throughout the region and will result in the following benefits.

- Enhanced wayfinding for residents and visitors
- Improved visitor access
- Increased growth in the region's tourism appeal
- Clustering of tourism products for easier access
- Stronger regional linkages
- Increased support of existing tourisms and attractions

The intent of the strategy is to provide a framework upon which all future decisions and spending on tourism related signage by the Cities and District Councils in the Eyre Peninsula can be based.

OUR APPROACH

Creating the Regional Tourism Signage Strategy involved four main phases:

1. Appraisal of existing regional signage infrastructure to support visitors particularly the self drive, caravan and RV markets – a physical audit of tourism related signage within the region was undertaken.
2. Research and stakeholder consultation – consideration of relevant reports and guidelines and input sought from local government and local visitor centres.
3. Development of a draft regional signage strategy to address the regional objectives and issues.
4. Facilitation of a regional signage information session.

Reference documents

Road sign guidelines and standards – Guidelines and South Australian, Department of Planning and Infrastructure, *Road Sign Guidelines*, Australian Standards (AS1742), Austroads Guidelines (*Traffic Management Guide*), the National Tourism Signs Reference Group's (NTSRG)

As the purpose of this signage study is primarily to improve signage for visitors to the region, understanding the scope of tourism destinations to be included was essential for planning, mapping and designing any new signage. Prior to the physical audit, tourism destinations in the region were identified in consultation with RDAWEP. Then, desktop research was undertaken and the South Australian and NTSRG Guidelines were used to determine each destination's eligibility for brown tourism or blue services signage.

1. INTRODUCTION

What was included in the physical audit

This is a regional signage strategy and therefore the roads that have been audited are the main highways of the region:

- The Lincoln Highway from Port Lincoln to its junction with the Eyre Highway
- The Eyre Highway from Port Augusta city limits to the South Australia/Western Australia border
- The Flinders Highway from its junction with the Eyre Highway east of Ceduna to it junction with the Lincoln Highway in Port Lincoln
- The Birdseye Highway from its junction with the Flinders Highway south of Elliston to its junction with the Lincoln Highway west of Cowell
- Coffin Bay and Lincoln National Parks access roads

Only signage on these highways was audited. No signage in town streets was audited except to check on the most appropriate route to a destination, for example the designated route to the marina in Port Lincoln.

1. INTRODUCTION

Types of signage

The type of signage included in the appraisal was:

- green (directional)
- brown (tourism)
- blue (service) and
- where appropriate white signage with an important role in supporting the visitor economy.

Also audited when located on the highways were signs relating to scenic drives, monuments, heritage and accommodation or tourist attraction advertising signage. While undertaking the audit the consultants also undertook visits to many of the region's beaches as part of the RDAWEP coastal access project.

Face to face meetings were held with a number of the District Councils and the Visitor Information Centres were given an opportunity to identify any signage concerns within their areas.

During the physical audit, each sign was photographed and assessed according to the following criteria.

1. Sign number	9. Visibility
2. Message	10. Functionality
3. Route	11. Condition
4. Approach	12. Connectivity
5. Location – latitude/longitude	13. Action required
6. Photo	14. Priority
7. Type	15. Notes
8. Appeal	

Attention was also given to identifying signage gaps (i.e. locations that require a sign but where there is currently no signage).

Following the physical audit, analysis of the existing signage and any gaps was completed with consideration given to requirements relating to both regional and local issues. Detailed spreadsheets with the above information were created and plotted onto an online mapping system. The spreadsheets are broken into highway routes and District Councils. They are provided in Attachment 2 of this report.

wayfound

2. TOURISM SIGNAGE POLICIES & PRACTICES

2. TOURISM SIGNAGE POLICIES & PRACTICES

This section provides background information on policies, guidelines and best practice for tourism signage. The regional issues identified in the Section 3, the local issues for each District Council and the recommendations are based on this information.

2.1. THE PURPOSE OF TOURISM SIGNAGE

Visitors are generally made aware of – and are attracted to – an area because of its regional strengths and features. Tourist signs are an important part of making a region like the Eyre Peninsula a visitor-friendly destination and creating a unified experience. Effective road signage can mean the difference between visitors stopping to explore a town or attraction, or just driving past.

The main purposes of tourism signs are to:

- safely and efficiently guide visitors to their destination, and
- inform visitors of the range of attractions and services available at a destination.

Signage is only one part of the total information system provided for motorists. When guiding motorists through the road system, the basic premise is that, before starting their journey, they have determined the route that they will follow (e.g. by using maps or prior research online).

Once in the region the most appropriate method of guiding motorists to tourist-related facilities and attractions is to provide clear, concise and consistent directional signage and route marking along the arterial road system. Tourist signage is used to supplement directional (white legend on green background) signage, and generally should only be provided close to the tourist facility.

Clear and practical policies, practices and guidelines are required in order to develop and maintain a clear, cohesive system of tourist signs.

2.2. THE TYPES OF TOURISM SIGNAGE

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

1. directional signs (white on green)
2. tourist attraction signs (white on brown)
3. services signs (white on blue)
4. community facility signs (white on blue).

These sign types are explained in detail in the SA DPTI *Road Sign Guidelines* document. It is important to point out that the main types of signs are internationally recognised by most visitors. This is particularly true when standard universal symbols are used. An overview of the different types follows.

1. Directional road signs

Direction signs use of white lettering on a green background. They provide directions to towns and cities and particular locations, and most include reference to a route numbering system or road name. They are the primary means of directional signing for visitors and are generally used in conjunction with maps. They reassure motorists that they are travelling in the desired direction, and facilitate traffic movement in the safest and most direct way.

2. TOURISM SIGNAGE POLICIES & PRACTICES

2. Tourist 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.

These signs are used for tourist attractions including:

- commercial/non-commercial tourist operations
- national parks
- geographic and natural features
- conservation parks/botanic gardens
- wineries (catering for tourists)
- historic sites/buildings/towns
- scenic lookouts
- tourist drives and trails.

Eligibility for tourist attraction signs

The definition of a tourism attraction given by the National Tourism Signing Reference Group and the guidelines issued by the South Australian Department of Planning and Infrastructure are as follows.

An individual attraction is a place or feature of interest to visitors. It can be either a built structure or a natural feature and should be capable of attracting tourists and satisfying expectations by providing a tangible visitor experience and reasonable level of visitor amenity.

All tourism attractions must meet the following ten essential criteria.

1. The attraction should already be established and operating offer a significant tourism experience and have tourism as its core business. For example, it should be more than just a retail shop.

2. The business must register with the Australian Tourism Data Warehouse (ATDW) which is the national platform for tourism information in Australia.

3. Attractions must have all relevant local, state and commonwealth approvals to operate before applying for road signs.

4. They cater for casual visitors without the need for pre-booking. It is acceptable for attractions to require pre-booking for large groups such as coaches, however attractions 'open by appointment only' or similar arrangement will not be eligible for brown road signs.

5. Attractions are expected to be open daily or at least for a minimum of five days a week, including weekends and public holidays (excluding Good Friday and Christmas Day). On open days attractions are expected to be open during the main daylight house for a minimum of six hours e.g. 10am to 4pm.

6. Adequate car parking must be available either on-site or within close and convenient proximity to the attraction. Car parking should be clear of the road verge and be able to cater for buses, tourist coaches and cars with caravans. Where on-site parking is not feasible in an urban area, it needs to be available within a convenient distance of the attraction.

7. Attractions must be supported by a marketing plan brochure or printed material that includes a map to provide clear directions to the attraction, details of the opening hours and information about the visitor experience. These should be available at the nearest visitor information centre.

8. All attractions are required to provide conveniently located toilet facilities that comply with disability access legislation.

9. The entrance, to the attraction, should be clearly identified (within the property boundary) with the attraction name, the opening days, hours of operation and contact details.

10. Attractions must be open for a minimum of nine months.

2. TOURISM SIGNAGE POLICIES & PRACTICES

3. Services signs

Service signs, with white lettering on a blue background, direct motorists to facilities and services that may benefit them. With the exception of some accommodation facilities, signing to services uses Australian Standards symbols. These are outline in the SA *Road Sign Guidelines*.

Service signs are used for:

- accommodation facilities
- caravan and camping parks/areas
- visitor information centres
- tourist information bays
- visitor radio services
- service stations
- public toilets
- rest areas
- parking areas

Service signs direct the travelling public to essential and desirable facilities and service businesses (as endorsed by road authorities, often in consultation with tourism managers).

4. Community facilities signs

Community facility signing (white on blue) generally denotes facilities most commonly used by the community. Those facilities may be used by visitors and, in some cases, attract visitors in their own right.

These include:

- arts centres
- churches
- recreation centres
- golf courses
- swimming pools
- airports/aerodromes.

2. TOURISM SIGNAGE POLICIES & PRACTICES

2.3. THE HIERARCHY OF TOURISM SIGNS (BROWN SIGNS)

To successfully direct visitors to tourist attractions, there is a defined hierarchy (or family) of brown tourist signage 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.

Tourist signs should identify the type of attraction (eg. Historic Site). However, they may also note the name of the specific attraction/establishment.

Wording on these signs should be kept to two to three words and use of standard internationally recognised symbols is encouraged. Symbols should be to Australian Standard AS 2899.1 – 1986 (Public information symbol signs) and international standard ISO 7001.

The Tourism 'i'

This is another nationally and internationally recognised symbol denoting a visitor information services. The signage standards stipulate that accredited visitor centres can use a yellow *i* while non-accredited visitor centres and locations where tourist information is available should use a white *i*.

Tourist Sign Legend

Intersection	Position	Route Markers
Gateway Signs	Advance signs	Reassurance signs

Tourist attraction sign

2. TOURISM SIGNAGE POLICIES & PRACTICES

2.4.   DIRECTIONAL SIGNAGE FOR TOURISM

Advance Warning Signs

Advance warning signs are used to provide advance warning of a turnoff or entrance to a tourist attraction. These signs are typically placed at about 10 seconds of travel time in advance of the turnoff or entrance so that motorists have enough time to slow down and turn safely.

Historical Marker 300m ON RIGHT

Intersection Signs

Intersection signs are placed at a road intersections to indicate the turnoff to a tourist attraction. These signs should include a distance to the attraction if the distance is more than one kilometre.

Wineries 23

Position signs

Position signs are used to indicate the point of entry to a tourist attraction. The description on the position sign must match the description on any previous signs for the same attraction.

Gallery

Reassurance Signs

Reassurance are placed after major intersections so that motorists can be confident that they are still travelling in the right direction.

Alpine Resorts
Mt Buffalo   85
Mt Hotham   105
Dinner Plain   120
Falls Creek   120

2. TOURISM SIGNAGE POLICIES & PRACTICES

2.5. PRINCIPLES OF GOOD TOURISM SIGNAGE

The right amount of information

When considering tourism signage requirements, there is always a need for balance in providing the right amount of information to assist tourists with wayfinding, safety and enjoyment. Too little information is likely to be of little benefit while too much can reduce the benefits, causing confusion and visual chaos.

The right location

Choosing a suitable location, that is visible and accessible, should be a primary consideration during the planning phase. This includes giving visitors (particularly those travelling in motor vehicles) adequate notice (or warning) of an upcoming attraction or route. Consideration must always be given to decision-making points and ensuring directional signage is always located prior to the decision-making point.

Fundamentals of wayfinding and signage systems

Wayfinding is about finding one's way and relates to how a person orientates himself 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?

Best practice for signage design

Best practice for signage design is guided by the need to be coherent, conspicuous, legible and functional. There is always a balance of getting the amount of information right to be helpful and avoid clutter while catering to the diverse needs of users.

Standards for good signage are as follows.

Design

- Use clear, legible typefaces that are large enough to be seen at a distance. Title-case is usually the most legible.
- Sign background and lettering colours should be high contrast.
- Colour should be chosen to stand-out from the surroundings.
- Use a limited, easily recognisable and consistent palette of symbols and pictograms throughout.

2. TOURISM SIGNAGE POLICIES & PRACTICES

Content

- Be uncluttered – using the minimum amount of information and text possible.
- Include only major landmarks/attractions with detailed interpretation panels provided at sites.
- Use concise, easily understandable and unabbreviated terminology.
- Use consistent internationally recognised symbols.
- 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 is decided by documenting trip origin points, destination points, circulation pathways, decision points and sightlines.
- Information signs should be in logical places where people might expect to find them to be – eg: outside of train or bus stations or the visitor information centre.
- Not obstructed by other signs.
- Point in the right direction.

Function

- Signage systems generally consist of a family or combination of signs that work together to enable a user to understand the environment and find their destination.
- 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.

Good wayfinding signage maps have the following features:

- include a 'you are here' indicator
- large, detailed and highly visual
- show the larger area for orientation along with local areas or specific sections
- give indications of distances to destination
- include arrows, clear text and universal symbols
- are at eye level (i.e. on visitor information boards, interpretive panels)

2. TOURISM SIGNAGE POLICIES & PRACTICES

## 2.6.	GOVERNMENT RESPONSIBILITY FOR SIGNAGE PLANNING & APPROVALS

The South Australian Department of Planning Transport & Infrastructure has responsibility for signage on the arterial road network and highways which includes responsibility for the design and approval of directional, tourist and service signs on those roads. They apply nationally accepted technical standards to all signage on arterial roads.

District Council signage policies

Local governments in South Australia have responsibility for all non-arterial roads and are governed by Section 221 and Section 222 of the South Australian Local Government Act. The Act states that before the council authorises the erection or installation of a structure (sign) the council must give consideration to whether the structure will:

- Unduly obstruct the use of the road; or
- Unduly interfere with the construction of the road; or
- Have an adverse effect on road safety

The approach to tourism signage approval varies from each Council within the Eyre Peninsula. Some have developed policies or guidelines while some consider that approval comes within their development assessments procedures with applications being made on standard development application forms.

From our review none of the councils specifically identify tourism signage and have developed guidelines to assist officers in assessing those applications. It is for this reason that there are so many examples throughout the peninsula of brown or blue signage that are inappropriate for the location. Currently, applications tend to be considered on merit by the individual officer.

An overview of the signage policies of the District Councils that provided their policies for this study is given below.

District Councils	Policy name	Date policy last reviewed	Specific tourism guidelines	Linked to state & nat'l standards
City of Port Lincoln	Directional Signage	09/09/15	Not part of policy	No
DC of Streaky Bay	Roads By-law 2017		No	No
DC of Kimba	No specific policy or guidelines		Follow DPTI guidelines where applicable	
DC of Ceduna	Assessed under S221 &222 of Local Government Act			
Advertising signs on roads policy		Follow DPTI guidelines where applicable		
DC of Franklin Harbour	Signage Policy	December 2017	Refers to temporary tourism signs	Acknowledged
DC of Elliston	Use By-laws to regulate signs			
DC of Cleve	Moveable signs By-Law			

2. TOURISM SIGNAGE POLICIES & PRACTICES

In most cases, the District Councils have "moveable signage policies" which require Council permission to display a moveable sign on any road.

The road and traffic issues that are typically considered in tourist roadside directional sign applications include:

1. **Safety and effectiveness:** the presence of tourist roadside directional signs should not detract from the effectiveness of other road signs, they should be able to be read effectively, not threaten road user safety, not interfere with the message of other legitimate signs, not clutter the landscape or reduce the aesthetic beauty.

2. **Proliferation:** signs should not list more than five items in any given direction to prevent cognitive overload for drivers and visual pollution. Priority should be given to major tourist attractions. If more than five tourist facilities need signs at one location, a combined message should be created (eg. lookouts or theme parks or the name of a precinct). As the journey continues, specific tourist facilities may be progressively signed. If a sign already exists with five facilities/attractions, any new applicant wanting to add another facility/attraction must negotiate for a combined message with the existing signed tourist facilities and approach the region or council with a solution.

3. **Sign information:** the legend will either indicate a generic message (eg. historic attraction or beach) or the name of the tourist facility (depending on the number of attractions in the area). The aim of these road signs is to direct or guide tourists to their destination, not attract tourists – they are not for promotional purposes.

4. **Where numerous signs** are required and the sign size is of concern, selected signs may contain a symbol and direction arrow only, and exclude the generic name. For example, if multiple lookouts and/or historic sites and/or and walking trails need direction from one sign, it may contain – approved symbols for lookouts, historic sites or walking trails.

5. **Distance limits:** tourist signs must be within 10km of the approved tourist facility.

2. TOURISM SIGNAGE POLICIES & PRACTICES

2.7. REGIONAL TOURISM SIGNAGE SYSTEMS

In addition to the standard green, brown and blue signs, many tourist destinations use a standard family of signs is used to create a unified regional tourism experience. These signs have a standard design, layout, materials and construction to create a seamless journey and enhance the visitor experience. Wherever possible, they should be placed in similar locations at sites so that visitors understand where to look for information.

"A good signage system uses signs correctly and in a predictable way and focuses on the needs of the visitor."

Another benefit of having a regional system is that regions can benefit from economies of scale be sharing costs for things like signage design, manufacture and installation by commissioning multiple units, rather than each District Council handling their own requirements.

At a minimum, a regional family of signs would typically include:

1. Regional Entry Statements – gateway signs – these create a sense of arrival and identify a region as a destination. They should reflect the character of the place.

2. Visitor Information Bays (VIBs) – to provide information that helps with wayfinding and orientation (maps of the region), attractions and features, visitor information services, services, facilities and amenities. A well-organised display with a standard design so information is easy to find is considered best practice. VIBs need to be maintained and updated. VIBs might be located at town/District Council entry points and/or key locations in the region. It is essential that visitors can stop safely to view the information.

3. District Council entry point signs – these are entry statements to each District Council. They usually reflect the destination's branding but with a regional approach they might include the regional and District Council brand.

2. TOURISM SIGNAGE POLICIES & PRACTICES

Other signs that might be part of a regional signage system are:

4. Interpretive Panels – for attractions, historic sites, lookouts, etc.

5. Drive Trails

6. Billboard signage – for promoting/marketing of the region and specific attractions – aimed at encouraging visitors to stop and stay longer

wayfound

3.   FINDINGS

3. FINDINGS

This section provides an overview of issues in the Eyre Peninsula that impact on the development of a whole of region tourism signage approach.

A regional tourism signage strategy is made up of two main and complementary categories of signage – tourism road signage and the regional signage system. The first relates to signs that are primarily for wayfinding and safety and dictated by DPTI and national standards and guidelines. The regional signage system provides a range of signs to convey the unique brand and offer of the place.

The recommendations and issues identified in this section relate to both the tourism road signage and the regional signage system. As this is a regional strategy, the bulk of the issues and recommendations relate to regional tourism signage issues.

Consistent regional signage will create a seamless journey and experience of the Eyre Peninsula.

The regional issues are divided into four main areas.

1. Wayfinding relates to directing visitors to a destination through effective signage that complies with the SA standards.
2. Marketing issues relate to signs or structures that can be used to promote the region, a destination or an attraction.
3. Product development relate to signs that promote a product such as a drive trail.
4. Policies and Procedures are not necessarily directly relating to signage but the administrative procedures that bring about a regional approach.

Detailed information about roads and signs audited along with recommendations for improvement and compliance with DPTI and national signage standards are provided in Attachment 1. The audit data has been divided into the District Council areas, as has the assessment of eligibility for tourism signage for tourist attractions, which is in Attachment 2.

A regional tourism signage system

Road signage	Regional Signage System
Green Directional	Regional Billboards
Brown Tourism	Regional Entry Statements
Blue Services	Visitor Information Bay
	Visitor Centre
	District Council Boundaries

3. FINDINGS

REGIONAL ISSUES

Importance of a regional approach to signage

The primary purpose of this project has been to assess tourism signage in the Eyre Peninsula and to provide direction for improving signage so the region can achieve its overall tourism goals and targets. A whole of region perspective is essential at both a practical level (eg. thinking about creating a seamless enjoyable journey for the visitor, the potential to benefit from economies of scale in designing and commissioning signage for the whole region) and a funding level (to access SA State Government development funding).

Creating a consistent, recognisable family of signs for tourism in the Eyre Peninsula is a significant step in moving towards a unified regional experience for visitors. A good signage system uses signs correctly and in a predictable way and focuses on the needs of the visitor.

In a region as vast as the Eyre Peninsula, with its eleven District Councils, the Out of Council Area and the vast distances between destinations, there is a strong argument for adopting a regional approach to tourism signage.

Despite their individual identities, needs and resources, all District Councils should work collaboratively to develop and maintain regional tourism signage. All of the Councils benefit from visitors having a positive experience in the region not just in their own district.

The intent of a regional signage approach for the Eyre Peninsula is:

- to encourage the provision of an efficient information system, designed as a 'family' of coordinated and complementary signs throughout the region, which meet the requirements of the District Councils, the tourism industry and the travelling public; and

- to encourage a uniform and consistent approach to the design, construction and erection of signs throughout the region, with a view to eventually eliminating the proliferation of different types of signs, which are confusing and ineffective and do not contribute to enhancing the visitor experience and to visitors travelling from one area to another.

The key to an effective approach to regional tourism signage is a consistent presentation of information that will inform and guide the visitor throughout the whole region. Very quickly the visitor will come to recognise the consistent approach and respond by following the signs as directed.

This strategy will require the support of key stakeholders (including District Councils, who remain responsible for their local signage) but should develop signage based on the regional benefits and aspirations.

3. FINDINGS

3.1. WAYFINDING

3.1.1. Beach Direction/Access Signs

Issue

A major part of the appeal of the Eyre Peninsula are the beaches that extend all the way around the coast. The provide a reason for people to visit and stay for an extended period. Access to these beaches varies from them being adjacent to the highway to visitors having to drive a considerable distance down gravel roads or tracks for access.

One-third of South Australia's coastline is in the EP.

Poor signage that makes the Eyre Peninsula's beaches hard to find and access is a missed opportunity to attract and retain visitors.

Findings

Throughout the EP, signage for beaches from the highway is generally poor, with problems including:

- either no signage at all or no signage that properly identifies the place as a beach
- in general, there are no advance warning signs to identify an upcoming beach and few correct intersection signs at the turnoff

This lack of signage is particularly an issue for visitors who are travelling at highway speed and may completely miss the turnoff. So, either they will pass the place by or make a u-turn if possible. But these are dangerous and damage the road shoulder, especially for vehicles who are towing caravans or trailers.

Only the DC of Elliston has a consistent approach and uses advance warning and intersection signs. Their signs, however, are too small with irregular fonts and letter sizes, making them difficult for motorists to take in.

Also, motorists need reassurance about the condition of the beach access road. Ensuring that motorists are advised if the road is not accessible to 2WD vehicles, caravans etc.

The proper way to sign a beach turn-off is as follows:

- Beach signage on highways should have advanced warning signs located 500m from the intersection in each direction and a double-sided intersection sign on the verge opposite the intersection.
- Signs should be blue and a minimum of 450mm x 600mm. They should have the name of the beach, distance to beach (on the intersection sign) and appropriate white on blue symbols to indicate the facilities.
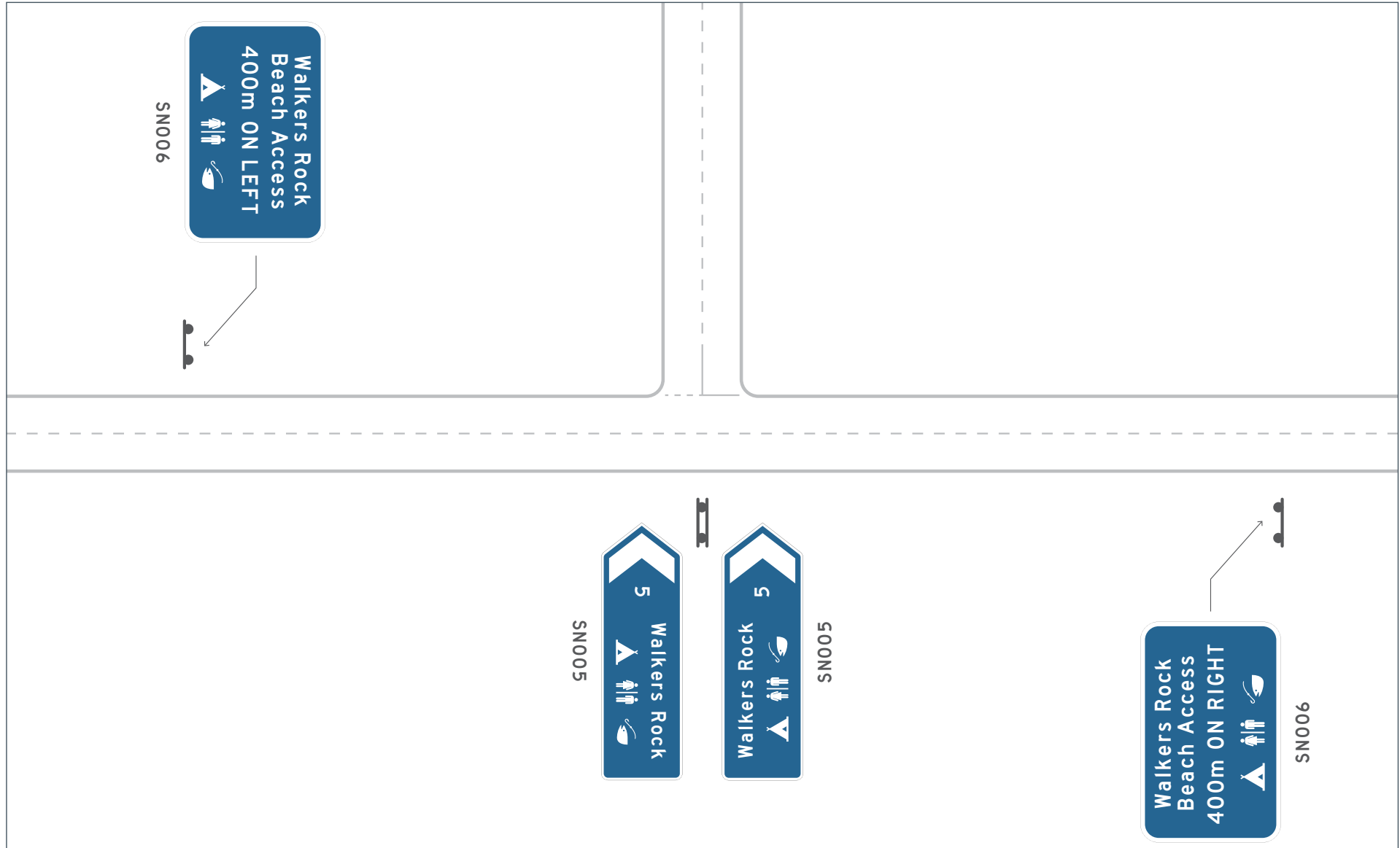
3. FINDINGS

Another issue relating to beach access and signage is the lack of signage or proliferation of warning signs at many beach entry points. While this is not a road signage issue it is an important consideration for DCs who want visitors enjoy their beaches safely. A National Aquatic and Recreational Signage Style Manual was created by the Victorian Government in 2006 (http://www.vcc.vic. gov.au/assets/media/files/SignageManual3.pdf). The manual provides a template for the design of a standard beach entry sign with warning and facilities symbols. Importantly, there is provision for each beach in Australia to have a unique location identifier to ensure it can be easily located in case of an emergency. Rather than create a new system, this system could be easily adopted by the Eyre Peninsula DCs.

Recommendations – 3.1.1 Beach Access Signage

- A consistent approach to beach access signage should be developed and implemented for the Eyre Peninsula. This includes:
  - determining the standard that is required for a beach to warrant tourism road signage. This will give visitors reassurance of the standard of the experience, the road access and the facilities. It is suggested that only beaches with facilities (eg: toilets) and with good access that is suitable for a two-wheel drive vehicle should be signed from the highway.
  - ensuring that correct advance warning and intersection signs are installed. Approvals and installation of signage on highways are the responsibility of DPTI. This means that DCs and the RDAWEP will need to work with DPTI to ensure that beach access routes are adequately and corrected signed.
- Consideration be given to all DCs adopting the National Aquatic and Recreational Beach Signage Style Manual standard signage for all beach entry points.

Beach direction/access signs

SN006

Walkers Rock
Beach Access
400m ON LEFT

SN005

5
Walkers Rock

SN005

5
Walkers Rock

SN006

Walkers Rock
Beach Access
400m ON RIGHT

3. FINDINGS

3.1.2. Correct use of tourism road signage

Issue

It is essential that the state and national guidelines/standards for tourism road signage are correctly applied throughout the Eyre Peninsula. Tourist signs are only effective if visitors recognise them and have confidence in the quality of the product and service they are likely to receive. They will be more likely to stop and visit attractions they are not necessarily familiar with if they know that a tourist sign indicates a high quality experience, good service and facilities. To maintain the confidence of visitors in tourism signage, any product signposted meets at least a minimum standard and offers a minimum range of tourist services and a quality tourism experience.

Findings

Green directional signage is primarily accurate and up to date.

However, throughout the Eyre Peninsula brown and blue road signs are used incorrectly, with the following issues being common.

- There is a lack of advance warning for turn-offs and correct intersection and position signage.
- Fingerboards signage is confusing, the hierarchy is incorrect and blue and brown signs are used in an ad hoc manner.
- In towns, directional signs to major tourist destinations, such as the National Parks, are located after the decision-making point for a turn and/or there is a lack connectivity – that is, the sequencing of signs needed by a visitor to travel safely and confidently from where they are to the destination is often ill-considered.

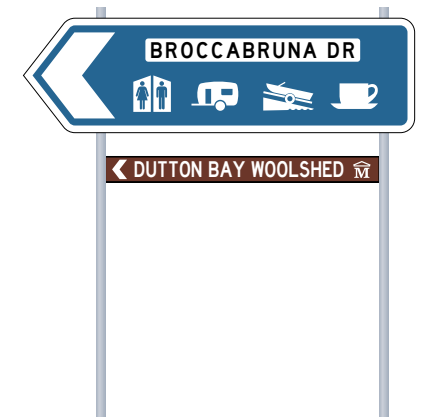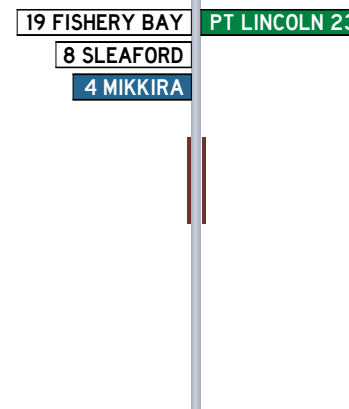Many of these issues are highlighted in the detailed signage audit in Attachment 1

3. FINDINGS

SIDE VIEW   FRONT VIEW

3. FINDINGS

Correcting some of this poor and incorrect signage will require DCs to work with DPTI for roads that come under its responsibility. However, there is a lot that DCs can do to correct poor tourism road signage on the roads that they are responsible, such as correcting poor signage at intersections.

Recommendations – 3.1.2 Correct use of tourism road signage

- All DCs review the detailed signage audit for signs in their area and develop of plan to rectify the issues.

- Many DCs have approached DPTI about the signage needs in their area and found the response to be highly bureaucratic and not considerate of their individual circumstances and needs. Therefore, where signs that need to improved are on arterial roads and are the responsibility of DPTI, DCs and the RDAWEP should develop a coordinated regional approach to DPTI. This will strengthen the negotiation position and help to ensure that DPTI fully considers the needs of the region and that signage throughout the Eyre Peninsula is compliant and consistent.

- For local roads that are not part of this strategy report, DCs should assess the accuracy and location of signage and plan to correct any deficiencies to ensure a positive visitor experience.

3.1.3. Lookouts, Monuments and Heritage Sites

Issue

Lookouts, monuments and historic sites can provide a reason for people to stop, linger and learn about the area. They form a valuable part of the tourism offer and experience and help enhance the visitor experience, especially for visitors on a drive holiday.
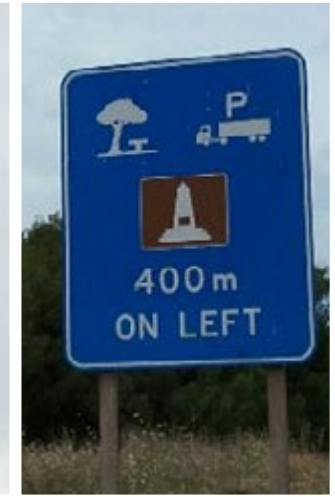
3. FINDINGS

Findings

There are a large number of signs directing to lookouts and monuments throughout the region. However, the sites are frequently not signed consistently and many of the existing signs are in poor condition, in the wrong location or just too small. The signage is generally not compliant with SA and national tourism signage guidelines. For example, the heritage symbol is not being used for sites of historic significance, with many of these incorrectly being signed as lookouts. The lookout symbol should only be used for areas with a scenic outlook and/or of photographic significance.

Many of the monuments are in a bad state of repair or with the interpretive plaques being difficult to read and in some cases missing. It appears most are not regularly maintained. Additionally, the interpretation on the plaques often lack detail and interesting content. From a regional perspective, stopping at monuments that are poorly maintained or ill-considered means, visitors will be unlikely to continue stopping at others throughout the region.

The existing signs do not encourage the visitor to divert their trip to visit the site and this is a missed opportunity.

To be eligible for a brown tourism sign, monuments and historic sites must meet a certain standard that gives the visitor confidence about that the site is of significance and worth stopping for. A consistent and correct approach to signage for these sites will give visitors this confidence.

The minimum standard signage for each site when signing from the highway is:

- **Advance warning sign** – at least 500m from the intersection
- **Intersection sign** – if there is a turnoff from the highway to the site and if the site is more than one kilometre from the turnoff, the distance to it must be included.
- **Position sign** – to indicate you have arrived at the site.
- **Interpretive sign** – this provides the visitor with information about the site and should be of a high standard – in terms of the quality and maintenance of the sign and the information provided.

Lookout, monument and heritage site symbols should be used at all times.

Australian standard tourist symbols

Heritage - The Department of Environment, Water and Natural Resources (DEWNR) must endorse historic sites, buildings and objects of historical interest in order to be eligible for tourist signing and use of the heritage symbol.

Museum - For museums to be eligible for tourist signing they must provide an informative experience for the visitor, this is irrespective of whether they are operated by a council agency, a non-profit organisation or commercially.

Monument/Cairn - Information in the form of a plaque is available on site. The site has historic significance and/or represents a significant event. The site is listed in the State Gazetteer.

Lookout - The lookout symbol TS2 is primarily used on signs for areas that have a scenic lookout or some photographic significance. The site should be readily accessible to vehicular traffic and comply with all safety and traffic management requirements.

3. FINDINGS

Recommendations – 3.1.3 Lookouts, Monument and Heritage Sites signage

- DCs in the Eyre Peninsula work with the RDAWEP to adopt a standardised and compliant approach to signing lookouts, monuments and heritage sites as part of its efforts to enhance the visitor experience and continue to develop the destination. Only sites that meet the eligibility guidelines should be signed. Where these sites are on DPTI controlled arterial roads, the DCs and RDAWEP should approach DPTI as a region to ensure that the needs and priorities of the region are considered.

- Interpretation at monuments should be improved with well-considered and written in a concise yet interesting way.

- DCs should develop a schedule for regular maintenance and updates for all signage, plaques and monuments relating to the sites.

3.1.4. Regional Maps

Issue

Having access to a whole of the region Eyre Peninsula map provides visitors with a tool to help create a seamless and enjoying journey. They understand the context of the whole region and can make good decisions about where they want to go and what they want to see and do. Visitors will constantly be reminded that wherever their location, it is part of the Eyre Peninsula which has many attractions.

At the District Council level, it also sends a strong signal that the region is united and understands that the visitor experience is enhanced by providing information that enables visitors to easily move around the region, without worrying about LGA boundaries.

Findings

While each District Council produces its own local map highlighting local attractions, there is currently no regional map.

The purpose of the regional map is to provide information about the local area and what's on offer while also providing information about the wider region. This encourages the visitor to explore the whole region by providing information about the regional attractions (eg: beaches, major towns, national parks, etc).

Regional maps should be a high-quality design with a simple and interesting layout. They must be easily accessible to visitors. So, it's important they can easily be produced on different materials (eg: signage, brochures, tear-off maps and online).
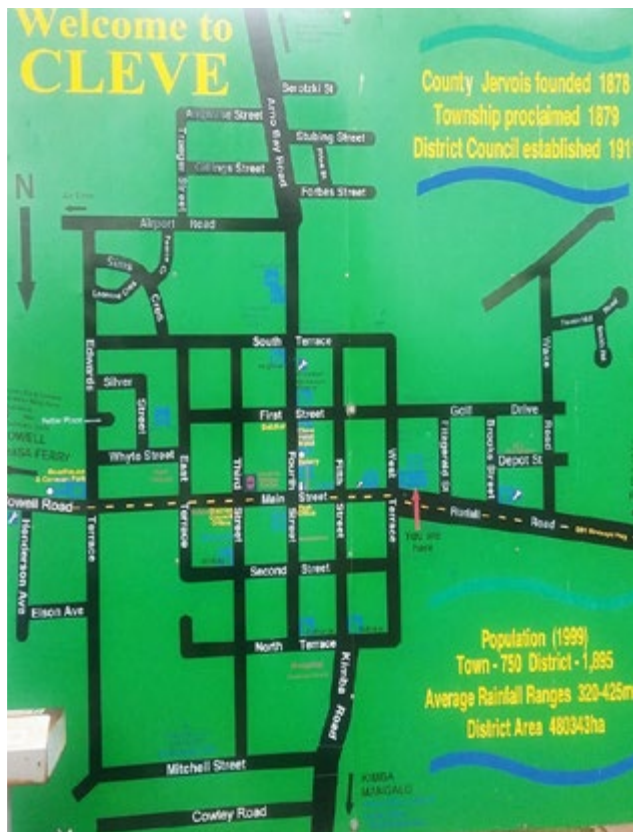
3. FINDINGS

Recommendation – 3.1.4 Regional Maps

- DCs and the RDAWEP work together to create a whole of region tourist map that provides useful and relevant information to visitors. The map should allow detail for the different areas to be highlighted so the visitor can be oriented to their location or area of interest.

- It is important that the regional map is used extensively in brochures, online and social media. This map should be used on all visitor information bays to reflect the whole of region approach. It should be made available through all the Visitor Centres and used on their websites. Any new local destination guides should also be encouraged to use the regional map.

- All regional DC's should adopt the same style of map for their tourism information materials including map pads and drive and walk trail maps. This will help reinforce a whole of region approach for the Eyre Peninsula.

Regional tourism mapping system

Eyre Peninsula Region

District Council of Lower Eyre

You are here

You are here

Coffin Bay Township
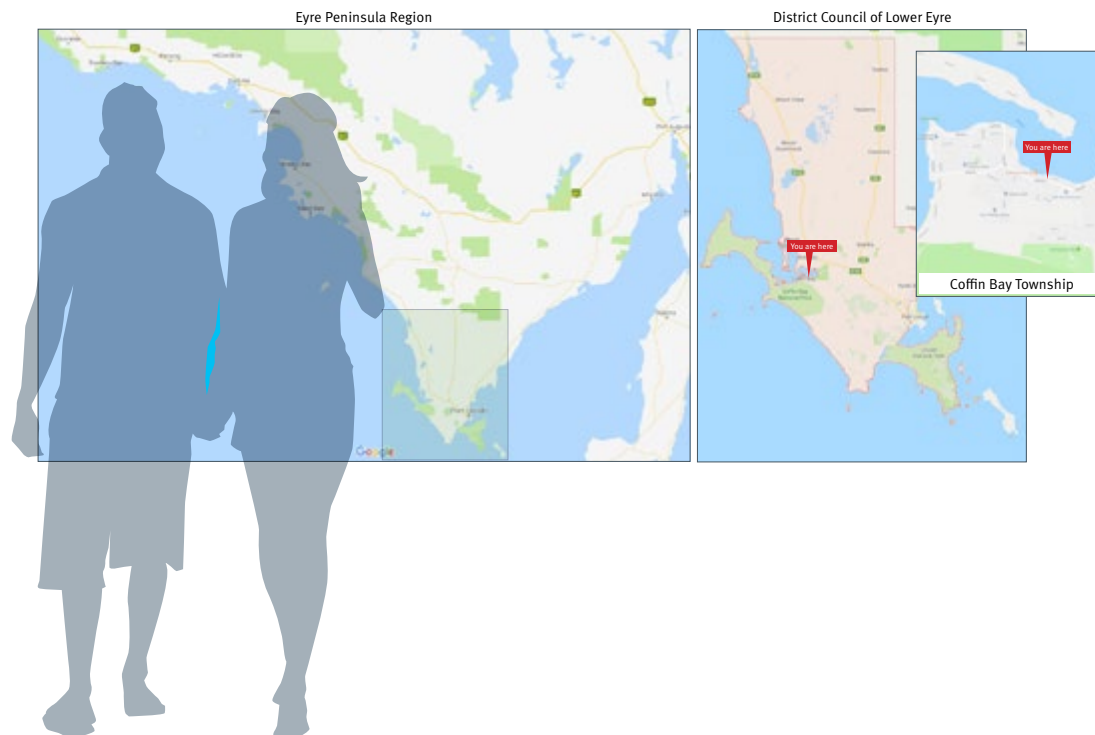
3.1.5. Signage for Scenic Tourist Drives

Issue

Scenic tourist drives are an excellent way to encourage visitors to stay longer and explore local attractions. One of the most frustrating experiences for a visitor is to follow a brown scenic trail drive sign only to find that there are no further signs at decision points to direct them along the route.

Findings

There are many examples of scenic tourist drives in the Eyre Peninsula, some are signed and some are not. Some of these drives appear on local maps that are distributed through the local visitor centres and others do not.

Examples include:

- Cleve Hills Scenic Drive and Lookout highlighted on Cleve map, small brown sign "scenic route"
- Franklin Harbour – Ulbana Weir Tourist Drive, signed from Lincoln Highway
- Streaky Bay - Cape Bauer Loop Drive, Westall Way Loop Drive and Point Labatt Sealion Drive

3. FINDINGS

Unfortunately, in many cases the signage for these scenic drives is poor and inconsistent, there are no clear start and end points and there is a lack connectivity to provide reassurance to motorists that they are going in the right direction.

Tourist scenic drives should display the standard route marker sign at the beginning and end and at key decision-making points along the way. A plan showing the correct application of tourism road signage for a tourist drive trail is on the next page.

Themed tourist drive signage plan
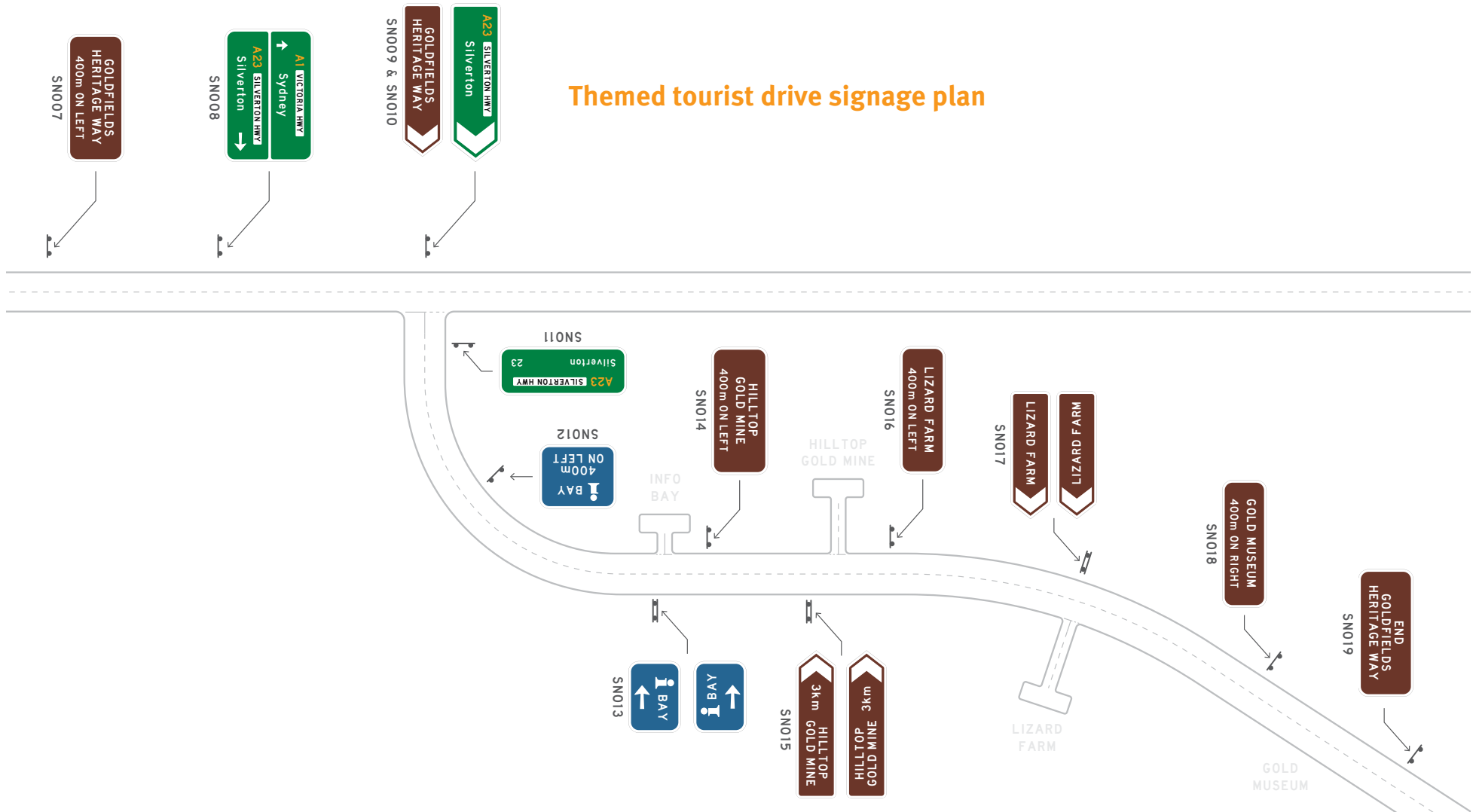
3. FINDINGS

So the lack of adequate signage for these drives results in missed opportunities for visitors to fully experience what's on offer in the Eyre Peninsula. They don't divert off the main route and this impacts on tourism spend and length of stay in the area. Many of the drives are loops that return to the highway but the lack of clear signage means that many of these are bypassed.

The shaded areas on the map below show the location of the existing DC scenic drives from the highway.

Recommendations – 3.1.5 Signage for Scenic Tourist Drives

The District Councils should identify what scenic tourist drives they wish to promote, clearly sign those trails from beginning to end using the correct intersection and trail marker signage. The DCs should then promote these drives through brochures, map pads, the local visitor centre and online.
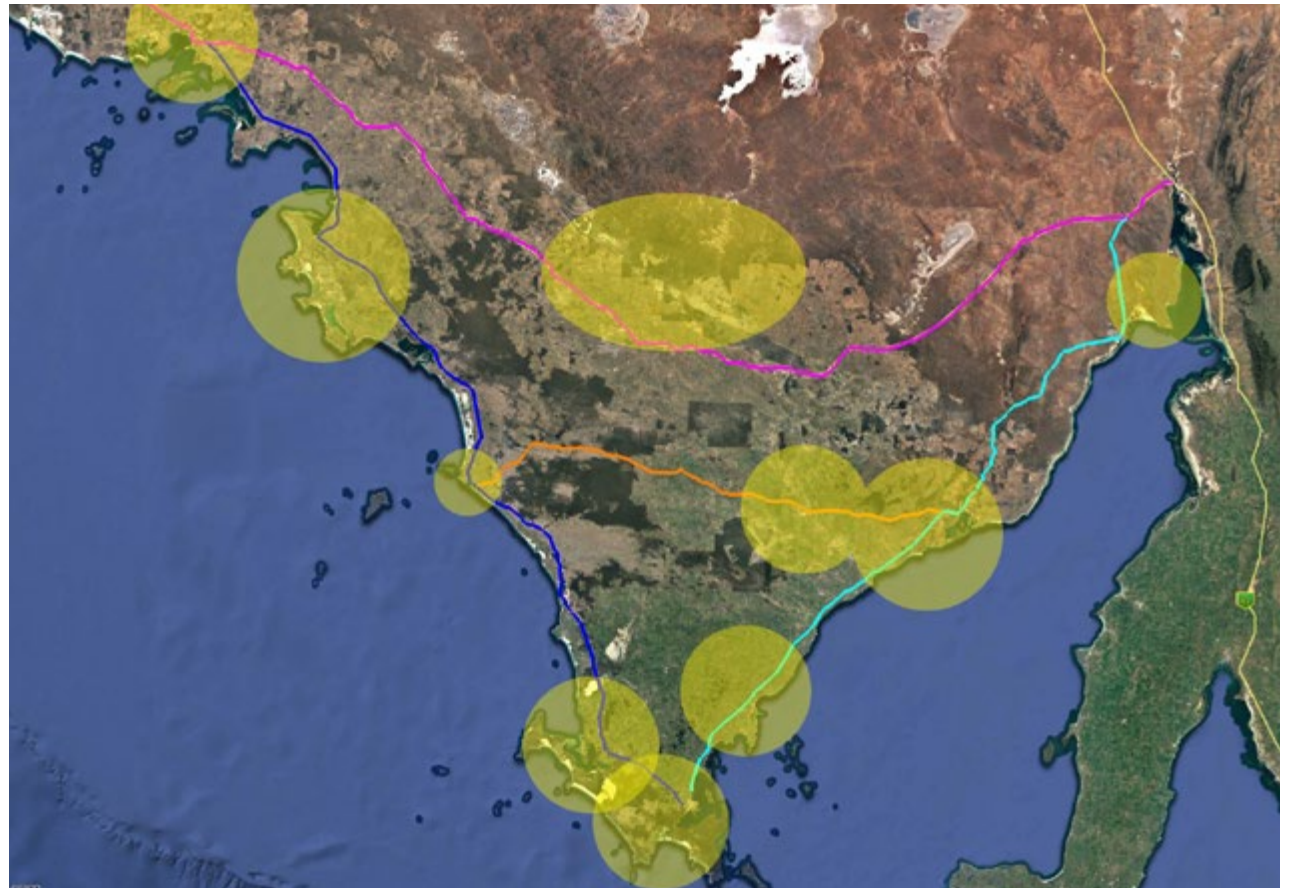
3. FINDINGS

3.2. MARKETING

3.2.1. Regional Branding

Issue

While not specifically a tourism signage issue, the lack of a regional brand for the Eyre Peninsula does impact on the style and consistency of tourism signage. Creating and articulating the Eyre Peninsula brand will provide direction and clarity for messages, materials and marketing/promotion for the region.

Many of the recommendations about regional tourism signage in this strategy will be far more successful if done in the context of a clearly articulated brand for the Eyre Peninsula. The branding is not only about a visual identity for the region but also clarity about the character, personality and point of difference for the region. Ideally, then people in the region will be able to clearly communicate the region's brand in a way that is authentic and entices people to visit.

Findings

The "Australia's Seafood Frontier" message and oyster/pearl logo is used on some materials but not widely or consistently applied. Feedback from some DCs is that the message only applies to some areas and not the whole region.

Furthermore, there are examples of the use of the previous "Breath of fresh Eyre" brand message (with the same logo) on some of the older interpretive signs throughout the region. This message was apparently abandoned long ago in favour of "Australia's Seafood Frontier". A key strategy identified in the Destination Eyre Peninsula Program is a brand extension project.

Another issue that was apparent to the consultants is that many of the towns in the Eyre Peninsula are very similar and it is difficult to differentiate them and identify each town's unique selling points, features and attractions. That is, why would a visitor choose one town over another? This issue should be considered as part of the Eyre Peninsula brand extension work. In particular, consideration should be given to how the regional brand relates to individual District Council brands in the region. Are there ways to maintain the individual identities and strengthen their positioning when creating the regional brand? Are individual areas or parts of the region going to identified or branded – perhaps as a sub-brand of the regional brand?

Recommendation – 3.2.1 Regional Branding

The regional tourism brand message, positioning and image for the Eyre Peninsula be clarified and created. It should be used to guide the development of a consistent message and tourism signage approach throughout the region. The brand should be applied in all marketing, promotional and information materials for the Eyre Peninsula including online, in print and on signage.

Some examples of regional tourism brands are included here for inspiration.
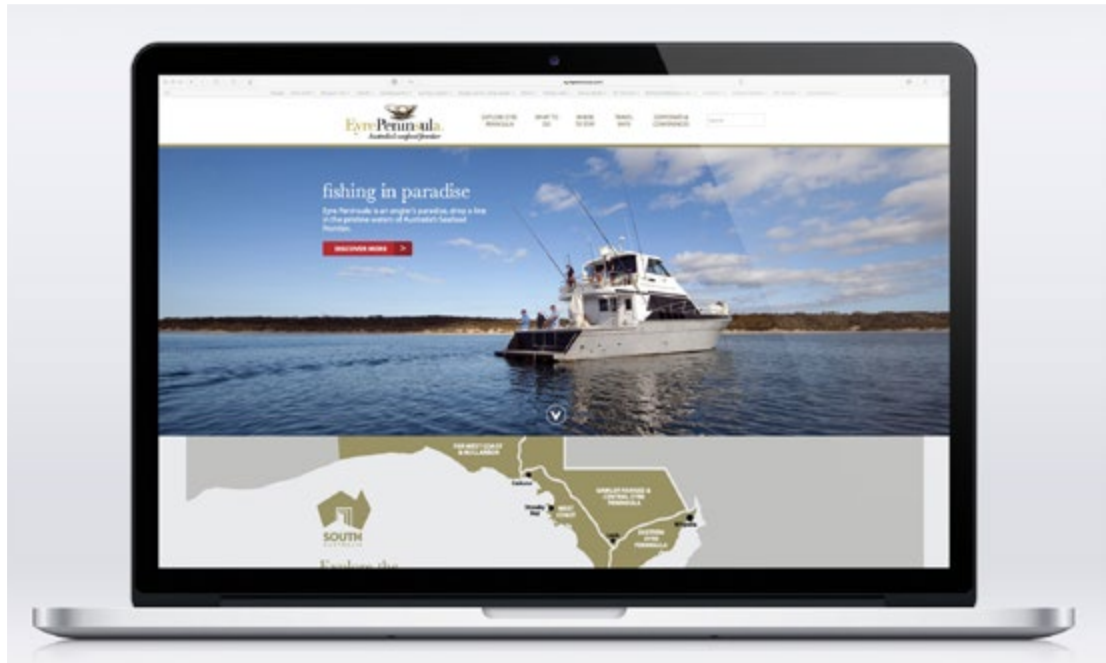
3. FINDINGS

3.2.2. Regional Entry Statements

Issue

There is a need for some form of entry statement affirming that the Eyre Peninsula is a destination worth stopping in (and not just to drive through) and that the visitor has actually arrived.

Findings

There is currently no sense of arrival at either of the two main entry points to the Eyre Peninsula on the Eyre Highway. This is a missed opportunity to develop the destination and enhance the visitor experience.

These regional entry statements are referred to as Gateway signs in the DPTI guideline (see section 2.4). They are a form of tourism promotion, welcoming visitors to a region through the use of relevant images, logos and text that depict key aspects of the region. Their design should be simple yet impactful.

Recommendation – 3.2.2 Regional Entry Statements

The DCs and the RDAWEP work together to plan, design and install entry statements that convey the regional brand. These signs should be located at the two main entry points. – that is, to the east of the junction between the Lincoln Highway and the Eyre Highway and to the west of Ceduna on the Eyre Highway.

These entry statements need to be of a bold design that has an immediate impact on the visitor, signalling that they have arrived somewhere special. They should convey a warm welcome.

3.2.3. Regional Marketing (Billboards) Signs

Issue

Billboards that are strategically placed en route to the Eyre Peninsula can be a useful and effective tool to raise awareness of the features and attractions in the region.

Findings

There are examples of large signs that have photographs of iconic locations throughout the Eyre Peninsula. These signs are generally poorly positioned, frequently with images not relating to the area where they have been placed and many are faded and in need of replacement.

Billboards inside the region should be used to promote attractions in the region and should include information such as directions and the distance to the attraction. They should be well placed for visitors travelling a relevant route.

Recommendation – 3.2.2 Regional Entry Statements

The DCs and the RDAWEP develop a considered approach to optimise the value of billboards to promoting and marketing the region. Relevant and impactful images of iconic features and attractions along with a simple clear message should be used. A series of billboards that starts a distance (eg: 100kms) from the entry to the region could be used to build interest and entice travellers to visit. Billboards could also become a significant marketing tool if strategically positioned at roadhouses along the Nullarbor or in Port Augusta.

Billboards within the region should be reskinned to so that they align with the Eyre Peninsula brand (when it is created) and they have relevant imagery and a message for their location.

3.2.4. Town Tourist Attraction Signs

Issue

Letting visitors know about a town's tourist attractions, facilities and features is an important part of enticing visitors to stop in (or divert to) a town. Brown town/city attraction signs as provided for in the SA DPTI guidelines are one mechanism for doing this.

Findings

The use of town attraction signs is ad hoc and inconsistent

The following towns in the Eyre Peninsula have addressed this by using brown town attractions signs at the town boundary.

Towns with Tourist Attraction Signs		Towns without Tourist Attraction Signs	
Ceduna	Fitzgerald Bay	Port Lincoln	Port Kenny
Baird Bay	Wudinna	Poochera	Port Neill
Smoky Bay	Lincoln Cove	North Shields	Elliston
Cleve (District)	Venus Bay	Wirrulla	Cowell
Fowlers Bay	Whyalla	Louth Bay	Coffin Bay
Arno Bay	Streaky Bay	Denial Bay	Iron Knob
Minnipa	Kimba	Tumby Bay	Cleve (Town)

The DPTI guidelines provide for a maximum of five attractions and five service symbols on any one sign. Using them consistently for all towns in the Eyre Peninsula would, however, contribute to a seamless visitor journey and give all towns the opportunity to raise awareness of what they have on offer.

CEDUNA ATTRACTIONS
- OYSTER FARMS
- NATIONAL TRUST MUSEUM
- ARTS & CULTURAL CENTRE
- PINKY POINT WALKING TRAIL
- GOOGS TRACK

VENUS BAY ATTRACTIONS
- FISHING
- SCENIC VIEWS
- DOLPHINS
- SOUTH HEAD WALKING TRAIL
- PEACE AND TRANQUILITY

ARNO BAY ATTRACTIONS
- MANGROVE WALK
- JETTY/ PLAYGROUND
- HERITAGE MURAL
- VIEWING PLATFORM
- BOAT HARBOUR

FITZGERALD BAY ATTRACTIONS
- FREYCINET TRAIL
- LOOKOUT

KIMBA Attractions
- Silo Art
- Sculptures at Lookout
- Historical Museum
- Big Galah
- Gawler Ranges
- Secret Rocks

CLEVE DISTRICT ATTRACTIONS
- YELDUKNIE WEIR
- DARKES GRAVE
- CARAPPEE HILL
- SCENIC DRIVES

WUDINNA AREA ATTRACTIONS
- MT WUDINNA TRAIL
- CONSERVATION PARKS
- TURTLE & POLDA ROCKS
- UCONTITCHIE HILL
- POLKDINNEY PARK

SMOKY BAY ATTRACTIONS
- JETTY
- SWIMMING ENCLOSURE
- OYSTER FARMS
- ACRAMAN CREEK
- POINT BROWN

The signs are not always used correctly

It's important to highlight that these signs are for towns/cities and not for districts or regions. Cleve District is the only area that has a brown attraction sign for the district as well as for Arno Bay, which is located within the district. In the case of the Cleve District sign, the Council has incorrectly used the sign for the wider area, we presume to include more attractions and warrant its use. These signs are not meant for larger districts or regions because not all of the towns/districts will have all of the services represented by the symbols and some may have other services not represented on the symbols. So the signs will either be incorrect or not consistent throughout the district/region.

Attraction names instead of generic attractions are listed

Where these signs exist for the most part they are done well except that many of the District Councils are being specific about the attraction. For example, the Arno Bay sign below identifies "Mangrove Walk" when the DPTI requirement is to use generic listings, which means the sign should actually say "Walking Trail(s)".

Use of the blue symbols

At the base of these brown signs, there is a blue strip with white symbols, used to indicate the service available in the area (eg: accommodation, petrol, toilets, restaurants, etc.). When assessing the signs, it was found that there are examples of signs (eg: green directional and Blue 5 km services signs) directing to the same place but they have different symbols.

Section 2.4.6 of the SA DPTI Road Sign Guidelines provides for the blue symbols to be included on the bottom of the sign. While outside of these guidelines, we suggest that the blue service symbols be located on a separate sign panel at the bottom of the brown sign, so that it can be easily changed if any of the services change, without the need to change the whole sign panel.

Recommendation – 3.2.4 Town Tourist Attraction Signs

For a consistent regional approach, it is recommended that every town have a brown town attraction sign at or near its boundary, that the signs comply with the DPTI guidelines. Additionally, when new signs are commissioned, the blue symbols be included on a separate sign panel. Care should be taken to ensure symbols are used correctly and consistently and updates are made when the services change.

3.2.5. Visitor Information Bays (VIBs)

Issue

VIBs are an ideal way to provide local information and links to online information through display of web addresses and/or QR codes etc. Located near main roads, information bays may be erected to identify the range of tourist attractions and services in the geographic region. They may be located at the entrance to a region, district, town or in a tourism precinct, where a large number of tourist attractions are geographically close.

Findings

There are numerous examples of VIBs throughout the region all containing information panels or some form of structure to display local information. The styles and quality of the content vary widely even within District Council boundaries.

In general, the VIBs throughout the Eyre Peninsula are very poor. Many are in a bad state of repair or condition, have outdated information, are poorly designed and the content is ill-considered. This immediately gives the visitor a bad impression of the area.

The key requirements for a VIB can be broken down into three basic categories –

1. **What can I see & do?** – local history & attractions, activities & events, walk & drive trails
2. **What services & facilities are available?** – services & amenities, accommodation options, key contacts
3. **How do I find what I'm looking for?** – area and regional maps
4. **Where can I get more information?** – the nearest visitor centre

For further information on VIBs, please see Wayfound article on VIBs.

3. FINDINGS

Recommendation – 3.2.5 Visitor Information Bays

While it is desirable for each community to convey their individual attributes and personality, DCs and the RDAWEP should work together to develop a regional approach to VIBs with a consistent style and design and consistency about the type of information provided.

To cater to the whole Eyre Peninsula, a three-tiered approach to VIBs is recommended being region, town and small town designs.

Regional Information Bays (tier 1) should be located at the Eyre Peninsula entry points and also at following key decision points.

Highway	Direction	Location	Suggested content
Eyre	Eastbound	Ceduna east of quarantine checkpoint	Eyre Peninsula attractions Flinders Highway attractions Scenic Drives Ceduna attractions
Eyre	Westbound	North of junction at Lincoln Highway west of Port Augusta	Eyre Peninsula attractions Lincoln Highway attractions
Lincoln	Northbound	North of Port Lincoln	Lincoln Highway attractions East coast attractions
Flinders	Northbound	North of junction with Western Approach Road	Flinders Highway attractions West coast attractions Coffin Bay attractions Cummins attractions

3. FINDINGS

Town information bays (tier 2) – these VIBs are for larger towns which have more information to display. They should contain a mix of district and local information and ideally should be located at the town entry point.

Local information bays (tier 3) – these VIBs are for smaller towns which have less information to display. They should provide primarily local information but should always include a regional map.

There needs to be consistent information displayed on the regional information boards, such as:

- Regional maps of the whole Eyre Peninsula highlighting key attractions and accredited visitor information centres
- A local area map and scenic drives
- Generic history of the Eyre Peninsula
- Driving times and distances

It is important when planning the content for a visitor information bay to ask yourself "is this information relevant to visitors?" A VIB is not the place to advertise local businesses that are not relevant to tourists. But, it is critical that the information about attractions and services contained on the VIB (and, in fact, all relevant tourism information materials) provides accurate information about the attraction. Why would a visitor go there? What is unique? What is special? What makes it worth seeing? It may be that locals don't fully appreciate the features or uniqueness of a place and what it is that visitors are interested in. So, some research (even just on Trip Advisor) may give clues about visitor preferences that can be considered for future marketing and information.
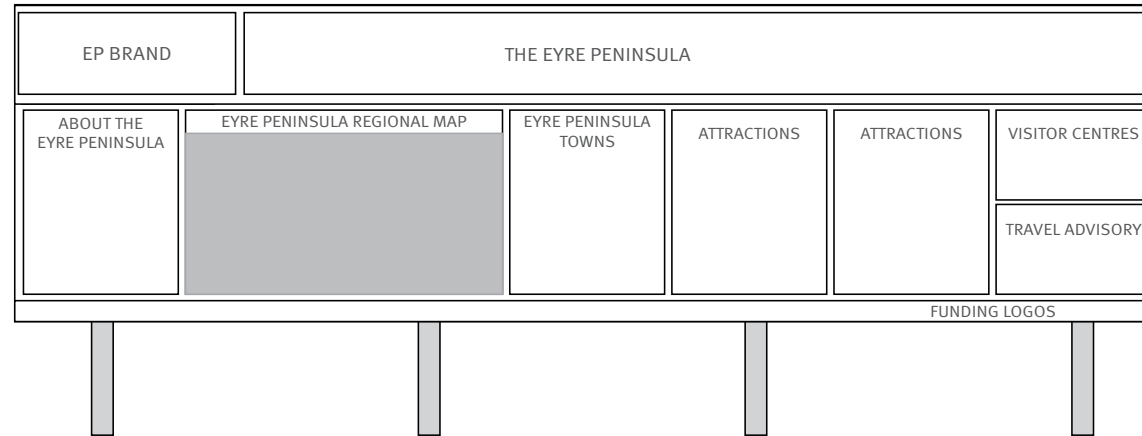
Free WiFi access

Visitor information bays should all provide WiFi access for visitors. This is especially important for international visitors who may only be able to connect using public or accommodation WiFi. If visitors are required to login to access the WiFi, this information can also be used by the DCs and RDAWEP to gather information about where the visitor is from and provides opportunities for ongoing outbound marketing.

Once the regional approach to VIBs is agreed, the RDAWEP and its member councils should develop an implementation plan and priorities for redesigning and/or replacing existing VIBs. Priority should be given to the Regionals VIBs as a regional approach to tourism is a priority for the Eyre Peninsula. The installation of WiFi should be prioritised.
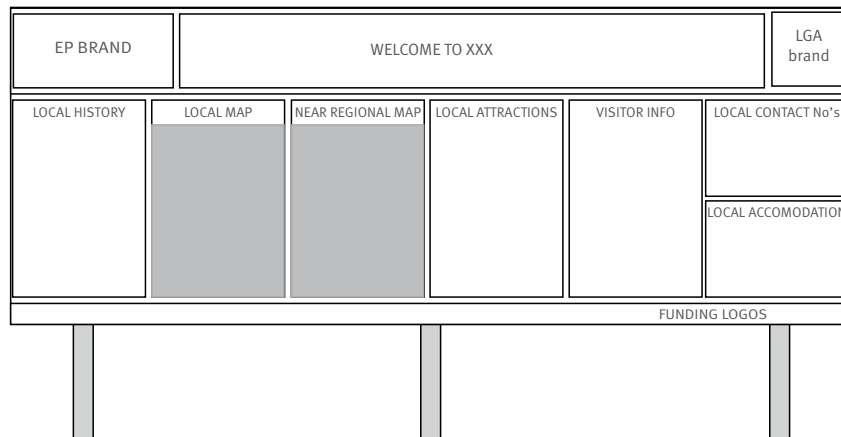
A schedule for regular maintenance and updates should also be considered when developing the VIBs.

EYRE PENINSULA REGIONAL VISITOR INFORMATION BAY SYSTEM

EP BRAND	THE EYRE PENINSULA
ABOUT THE EYRE PENINSULA	EYRE PENINSULA REGIONAL MAP / EYRE PENINSULA TOWNS / ATTRACTIONS / ATTRACTIONS / VISITOR CENTRES / TRAVEL ADVISORY

FUNDING LOGOS

TIER 1 EYRE PENINSULA REGIONAL ENTRY VISITOR INFORMATION BOARDS 5.0M X 1.5M

EP BRAND	WELCOME TO XXX	LGA brand
LOCAL HISTORY	LOCAL MAP / NEAR REGIONAL MAP / LOCAL ATTRACTIONS / VISITOR INFO / LOCAL CONTACT No's / LOCAL ACCOMODATION	

FUNDING LOGOS

TIER 2 VISITOR INFORMATION BOARDS 4.0M X 1.5M

EP BRAND	WELCOME TO XXX	LGA brand
LOCAL HISTORY	LOCAL MAP / NEAR REGIONAL MAP / LOCAL ATTRACTIONS / VISITOR INFORMATION	

FUNDING LOGOS
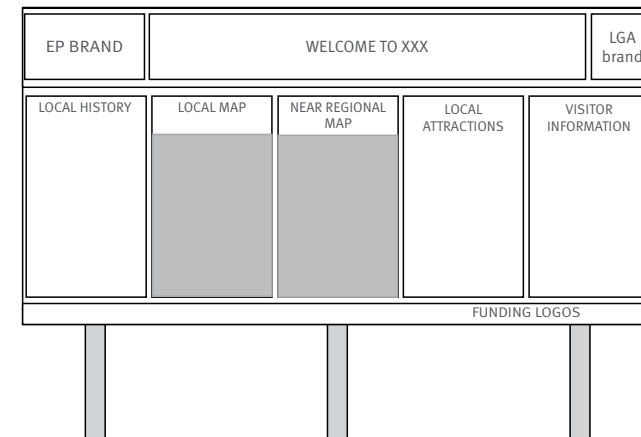
TIER 3 VISITOR INFORMATION BOARDS 3.0M X 1.5M

3. FINDINGS

3.3. PRODUCT DEVELOPMENT

3.3.1. Regional Drive Trails

Issue

Drive trails are an excellent strategy to encourage visitors to stay longer and explore local attractions. They have been proven to work and result in additional overnight stays, with the resultant economic benefit. The importance of trails as a part of the regional offer has been recognised as a strategy in the Destination Eyre Peninsula Program.

Findings

There were very few self-drive trails that the consultants came across from the highways. Exceptions are the Coastal Ketches Tourist Drive in DC of Franklin Harbour, which is well signed, and the Twitchers Way in DC of Tumby Bay. It is acknowledged there may be drive trails in some of the towns and DCs that were not part of the scope of this strategy.

Drive trails that work well are generally created around a theme or experience. They are clearly signed trails from beginning to end and useful information like the distance should be provided at the start of the trail and have trail interpretation signs regularly positioned along the trail route. Other information such as road conditions (is a 4WD needed?) should also be specified.

There is a clear opportunity to create well-thought self-drive trails that create an experience for visitors to the region. Ideally these trails would cross DC boundaries and promote wide exploration of the region.

Recommendation - 3.3.1 Regional Drive Trails

- While the Trails Strategy in the Destination Eyre Peninsula Program will not focus specifically on drive trails, it is important that drive trails are an integral part of experiencing the Eyre Peninsula. Therefore, the DCs and the RDAWEP work collaboratively to develop a series of drive trails as a significant part of the Eyre Peninsula tourism offer, with consideration being given to developing and promoting a 'Drive Trails of the Eyre Peninsula' product. Regional drive trails should be promoted through brochures, signage, VC Map pads, at visitor centres, in promotional campaigns and on websites and social media.

- Regional drive trails and any local drive trails developed by a DC should be correctly signed with tourism road signage for advance warning, intersections and reassurance. They should also include the regional, local and/or branding specific to that trail in marketing and promotional signage and other materials.

3.3.2. Seafood Frontier Concept

Issue

Given the information above about the importance of regional drive trails to the tourism experience and economy, the Seafood Frontier provides an opportunity to promote a significant part of the Eyre Peninsula as a food and wine trail and/or an industrial experience of the seafood industry. However, it is currently ill considered and this opportunity is being missed.

Findings

The Eyre Peninsula Seafood Frontier is a drive trail that has been developed and marketed by the South Australia Tourism Commission. The signage consists of major boards at the Western Australian border and north of Whyalla, as well as a number of route markers along the length of the route. The major boards have actually been installed on the wrong side of the road, meaning visitors do not see them as they start their journey. The photograph of a whale at Head of the Bight does not fit well with a seafood trail.

The trail markers are located on the Highways but have not been strategically placed in relation to marking a stop or site on the trail. This causes confusion and is a risk to safety because motorists interpret them as a site of interest, sometimes slowing down to look for the attraction. Unfortunately, these trail markers have also been installed on the wrong side of the road on the Eyre Highway from the WA border to Ceduna and on the Flinders Highway from Ceduna to Port Lincoln.

The visit SA website directs to the following map for the Seafood Frontier is poorly designed and confusing. For example, the trail goes off the map to Western Australia with an arrow pointing to Perth (meaning this could be interpreted to be the trail end point). The map tries to capture every activity over a wide area, whether it is related to seafood or not. Many of the descriptions (on the reverse side) that have nothing to do with experiencing a seafood food trail or the seafood industry.

The map extends to Coober Pedy, which is over 500 kilometres from the coast and with no connection with seafood. It is also questionable whether the image of a whale and seal should be associated with a seafood trail.

The Seafood Frontier concept is now being treated by SATC as the brand for the Eyre Peninsula. This is a problem because it is not relevant to the whole of the region. It should only be used for areas and experiences where it actually makes sense.

So an opportunity to inspire visitors to visit the Eyre Peninsula to experience the Seafood product and industry is missed.

Recommendation – 3.3.2 Seafood Frontier Concept

- That the RDAWEP and the DCs agree to revisit the Seafood Frontier concept and work with SATC to recreate the Seafood Frontier to the 'Eyre Peninsula Seafood Trail'. The trail could lead visitors from Ceduna to Port Augusta via Port Lincoln. Complementary signage, branding and promotional materials would all need to be developed to market and promote the trail as a premier self-drive trail for the Eyre Peninsula. It is important in a marketing context that "Eyre Peninsula" is included in the name. RDAWEP should take the lead in negotiating with SATC to develop this trail and its branding and marketing materials.

  It will be important that a good fit with the tourism brand for the Eyre Peninsula, which still needs to be resolved (see point 3.2.1 above), is considered when the 'Eyre Peninsula Seafood Trail' branding and materials are developed.

- In the meantime, the RDAWEP and the DCs should work with SATC to improve and correct the current issues with signage as it gives a poor impression of the place and creates a risk to motorists. Furthermore, the Seafood Frontier signs should be improved to reinforce the tourism and product offer available by directing people to "seafood experiences" e.g. turn here for Cowell Oysters.

3.3.3. Interpretive Signage

Issue

Interpretive signage provides an opportunity for visitors to learn about and experience the place. It can form a valuable part of the tourism offer.

Findings

The general standard of interpretive signage throughout the peninsula varies enormously. With a few exceptions, most of the signage is old and in poor condition and should be replaced. For the visitor, unreadable or inaccurate interpretive signage reflects poorly on the area that they are visiting. Once again this is a missed opportunity to enhance the visitor experience by providing interesting information about the people, history, places, environment in the area.

Recommendation – 3.3.3 Interpretive Signage

- Efforts be made by all District Councils to update their interpretive signage to give the visitor a positive experience and local information.

- DCs consider creating themed interpretive attractions or trails where there is a series of interpretive signs/sites/displays that convey a story, for example of the site's history and evolution. The content should be engaging.

- The RDAWEP and the DCs work together to create interpretation for experiences of regional significance being treated with a regional approach to the design of signage, the experience and consistently providing high quality information.
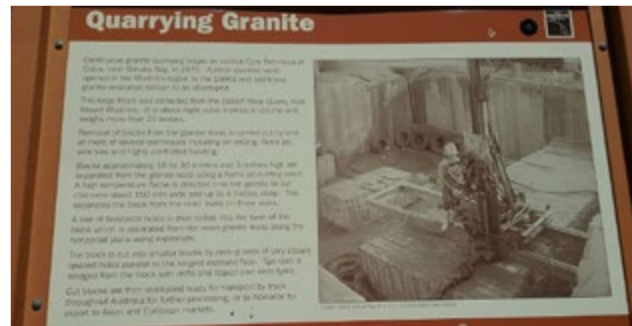
3. FINDINGS

3.3.4. Aboriginal Tourism

Issue

The Far West Aboriginal Tourism Strategic Plan was recently adopted and provides a number of objectives that link to improved tourism signage. These objectives include to:

- increase the participation of self-drive visitors in Aboriginal tourism activities
- increase the participation of international visitors in Aboriginal Tourism
- work with other operators to improve tourism development

Findings

Existing Aboriginal tourism ventures, if signed at all, use of range of branded signs or just have standard brown or blue directional signage depending on the type of business.

Tourism data indicates that 97% of overseas visitors to Australia want to experience some form of Indigenous culture and that 93% of them go home disappointed. So, there is obviously a demand for access to high quality Aboriginal tourism experiences, that need to be signed and marketed to highlight what the experience delivers.

Aboriginal businesses need to be recognised as such through signage and this can be achieved by the consistent use of the Aboriginal attraction symbol.

These symbols were endorsed by the National Tourism Signing Reference Group in November 2006 and are increasingly used throughout Australia. The symbol denotes an attraction, cultural centre or a site of Aboriginal significance, which has been approved for general visitation by relevant traditional owners and/or other authorised authorities. Such sites should feature interpretive material, although for cultural reasons this may not always be appropriate. It is not to be used to donate purely retail attractions nor for commercial galleries.

Recommendation – 3.3.4 Aboriginal Tourism

Eligible Aboriginal businesses should be encouraged to include the symbol on all future signage.

3. FINDINGS

3.4. POLICIES/PROCEDURES

3.4.1. Regional Tourism Signage Committee

Issue

Developing a collaborative way for the region to tackle the tourism signage issues identified in this report is critical to the success of the Signage and Wayfinding Strategy identified in the Destination Eyre Peninsula Program. There is currently no body or group tasked with developing a regional tourism signage strategy.

Findings

This study confirms that the DCs in the region often approach signage in an ad hoc uncoordinated manner and there is currently no region wide approach to tourism signing. This results in missed opportunities to develop the destination, enhance the visitor experience and achieve the regional tourism goals of increasing visitor numbers and revenue.

One way to manage the current issues and to act upon this strategy and the findings in the signage audit is to develop a regional mechanism for coordinating and overseeing activity relating to tourism signage. This will help to overcome the issues of DCs acting independently in relation to tourism signage that may negatively impacts on a visitor's perception of the Eyre Peninsula. It also provides a mechanism to present a coordinated and whole of region approach to negotiations with DPTI about the Eyre Peninsula's signage needs.

Recommendation – 3.4.1 Regional Tourism Signage Committee

- The RDAWEP and the DCs work together to develop a coordinated and collaborative approach to tourism signage and in particular to implement the recommendations of this strategy.

- The RDAWEP and the DCs consider creating a regional tourism signage committee to oversee tourism signage policies and implementation of this strategy. This could be formed by creating a regional tourism signage sub-committee through the Eyre Peninsula Local Government Association (EPLGA).
  - It is suggested that the regional tourism signage sub-committee report directly to reporting to the ELPGA.
  - Membership of the committee could consist of range of stakeholders and LGA representatives. A suggested membership is below.
    - Regional Development Australia Whyalla and Eyre Peninsula
    - SA Department of Planning Transport & Infrastructure
    - Eyre Peninsula District Councils x 2
    - Ceduna Business & Tourism Association
    - Whyalla Tourism Focus Group
    - Port Lincoln Chamber of Commerce & Tourism

3. FINDINGS

3.4.2. Consistent Tourism Signage Policy & Style Guide for District Councils

Issue

Signage is a costly investment for Councils. Each DC has its own approach to signage, with some having specific policies to guide signage and others relying on the Local Government Act or their own development guidelines to control signage. None of the DCs currently has a clear approach to tourism signage identified in their signage policies.

Findings

- The audit found that green directional signage, which is governed by the South Australian Department of Planning, Transport and Infrastructure (DPTI), is accurate and complies with the department's guidelines.

- On the other hand, the audit found that most of the brown tourism and blue services signs across the region do not comply and many are in need of improvement to enable the Eyre Peninsula to achieve its tourism goals.

  Other common problems:

  – brown signs are being used to direct to businesses that do not qualify as tourism businesses, under the current national standards and state guidelines

  – green backgrounds are being used instead of blue on service signs

  – small fingerboard signs that have no impact because they are too hard to read, especially when visitors are travelling at high speed.

- The lack of advance warning and intersection signs for attractions and turnoffs is a particular concern because many of towns in the Eyre Peninsula can be bypassed by motorists. Therefore, signage, as well as other marketing and visitor information materials, should inform visitors of the attractions and features off the highway.

- Furthermore, there is no consistent approach to signage design and this has lead to inconsistent fonts, colours, materials and sizes being used on tourism road signage and existing tourism related signs – eg: billboards).

There is a lot that can be done to address any issues and deficiencies with current signage. The requirements and principles for tourism signage are explained in Section 2 of this report. The correct sign for each individual location in the signage audit data provided with this report (Appendix 1).

The poor signage can create a poor impression of the place for visitors but most of the DCs have limited resources available to dedicate to developing a clear tourism signage policy at the local level. Therefore, it makes practical sense to tackle the development of tourism signage a regional level so that all DCs end up with a well-considered policy that they can implement and that contributes to creating a coherent and consistent impression of the region for visitors.

A regional signage policy could give clear guidelines about design, materials, content, approvals etc. A signage style guide, which defines things like the types of signs used, their purpose, materials and messages, is a useful tool to guide all decisions about new signage.
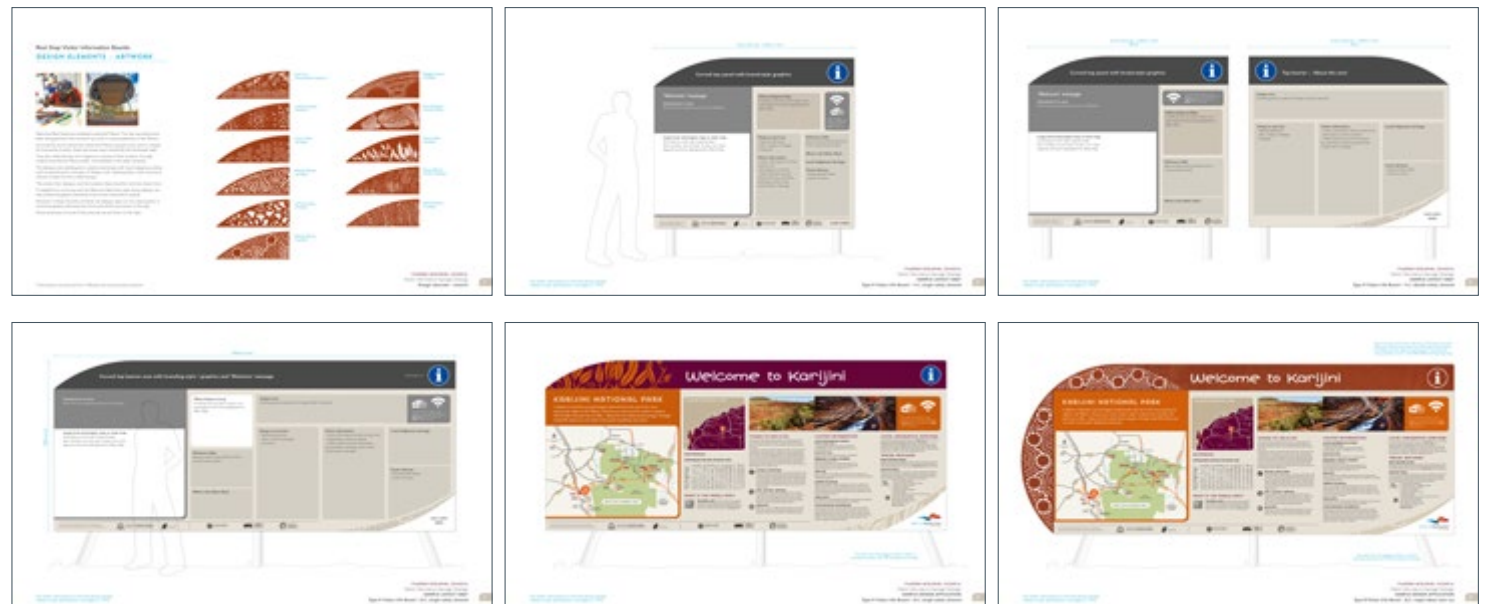
3. FINDINGS

Recommendation – 3.4.2 Consistent Tourism Signage Policy & Style Guide for District Councils

- That the RDAWEP and the DCs work together to improve signage standards, using a whole of region perspective to create a consistent and coherent system of signage that is easily recognisable to visitors and enhances their experience of the region. This would include development of a regional tourism signage policy, which details signage designs, priorities, approvals, maintenance, etc to guide signage on non-arterial roads. The use and approvals for blue and brown tourism signage should be covered in detail as should development of regionally branded signs (such as VIBs and entry statements). Development of a regional tourism signage style should be considered as part of this process.

- Furthermore, each District Council consider the assessment of signs in their area and address issues identified to ensure tourism signage is high quality, clear and complies with state and national guidelines. Each District Council should also implement a formal process regular assessment of signs to ensure there is correct and up-to-date and that they are properly maintained.

- That an Eyre Peninsula Tourism Signage Toolkit be developed for adoption by each of the local governments. This toolkit should be based on the South Australian DPTI guidelines and provide Council officers with a consistent approach for planning, design, commissioning fabrication and installation of all tourism related signage throughout the region.

Here is an example of a regional tourism signage system and style guide that has been created for the Pilbara Region in WA.

Regional signage toolkit/style guide example

3.4.3. Correct use of the Tourism "i"

Issue

There is inconsistent use of the italic "i" in directing to visitor centres throughout the region.

Principles/Guidelines to Consider

The standards stipulate that accredited visitor centres can use a yellow "i" while non-accredited visitor centres and locations where tourist information is available should use a white "i".

Recommendation – 3.4.5 Correct use of the Tourism "i"

While not a major issue, any future signs should carry the correctly coloured "i" symbol.

wayfound

4. IMPLEMENTATION

4. IMPLEMENTATION

SUMMARY

The purpose of this regional tourism signage strategy is to provide a unified signage program throughout the Eyre Peninsula that will result in the following benefits:

- enhanced wayfinding for residents and visitors
- improved visitor access
- increased growth in the region's tourism appeal
- clustering of tourism products for easier access
- stronger regional linkage
- increased support of existing tourism attractions and businesses

The regional tourism signage strategy is part of a wider strategic tourism program for the Eyre Peninsula which is detailed in the Destination Eyre Peninsula Program. Implementing it will support achievement of the vision and goals set out in the Program. However, signage is only one part of the Program and the work that needs to be done to develop a consistent and collaborative regional approach to tourism. Many of the recommendations contained in this strategy can only be achieved with other work that is not specifically related to tourism signage (eg: creation of a regional brand) being done.

There is a lot that can be done to address any issues and deficiencies with current tourism signage throughout the Eyre Peninsula. The emphasis in this regional tourism signage strategy and its recommendations is on addressing regional tourism signage issues. Issues relating to tourism signage on local roads are being documented and addressed in a supplementary report being prepared by the RDAWEP. Many of the recommendations contained here, however, are aimed at supporting the DCs to better manage tourism signage at a local. For example, improving dealings with DPTI or creating a tourism signage policy that can be adopted by each individual DC.

This implementation plan identifies the key strategic priorities relating to tourism signage or impacting on tourism signage and sets out priorities and responsibilities for progressing the recommendations contained in Section 3.

TOP STRATEGIC PRIORITIES FOR TOURISM SIGNAGE IN THE EYRE PENINSULA

1. **Commit to working together as a region to develop a consistent, collaborative approach to tourism signage for the whole of the Eyre Peninsula**

    Working as a region makes sense on a range of levels.

    - At a strategic level, it will enable achievement of the region's tourism goals and help to create a unified regional experience and a seamless enjoyable journey for visitors. Also, approaching State agencies such as DPTI and SATC with requests is likely to result in more success in getting the needs of the region addressed.
    - At a practical level, it will help to create valuable resources, such as consistent tourism signage policies, that all DCs can use. Most of the DCs do not have the staffing or resources to create these policies on their own.
    - At an economic level, working as a region enables access to development funding that individual DCs cannot access because their populations are too low.
    - Another economic issue is that all DCs and the region can benefit from the potential economies of scale when designing and commissioning signage for the whole region. Installation of services, for example so free WiFi is widely available throughout the Eyre Peninsula, would be another area where there is likely to be a cost savings from purchasing at the regional level.

Developing the Regional Tourism Signage Committee to oversee implementation of this report and champion the development of a regional approach to tourism signage is a key mechanism to support the DCs and the RDAWEP working collaboratively.
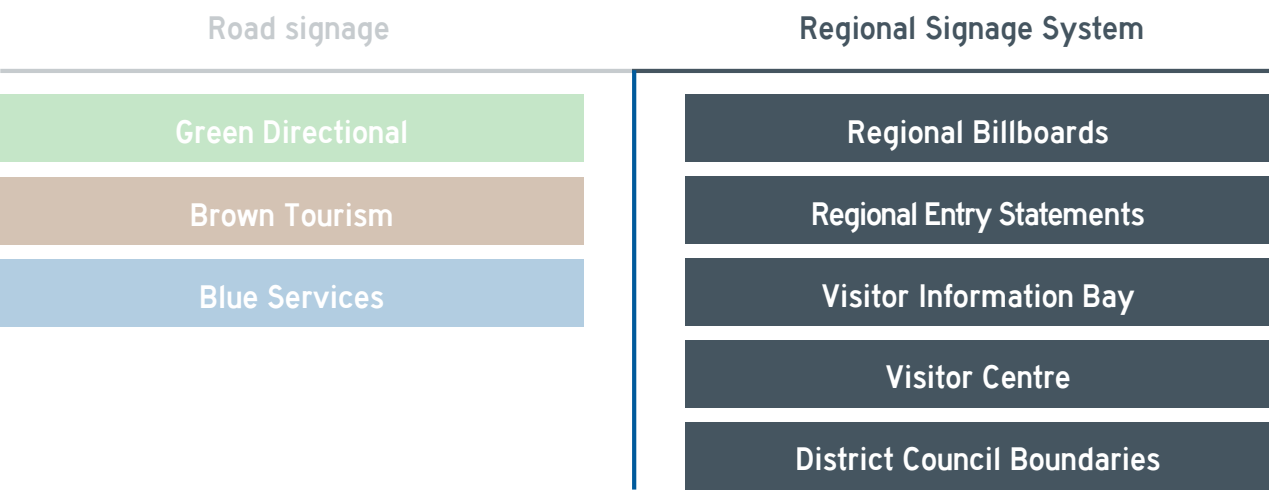
4. IMPLEMENTATION

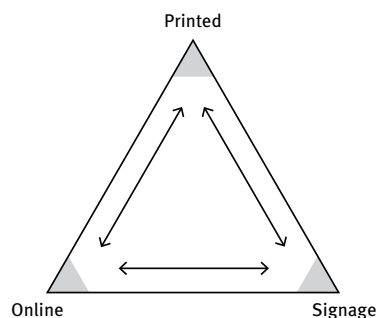**2. Regional Tourism Branding**

While not specifically a tourism signage issue, creating and articulating the Eyre Peninsula brand will provide direction and clarity for messages, materials and marketing/promotion for the region. The branding is not only about a visual identity for the region but also clarity about the character, personality and point of difference for the region. All materials and marketing/promotional messages should reflect the regional brand. Then potential visitors will have a clear idea of what the region offers for visitors and people in the region will be able to clearly communicate the region's brand in a way that is authentic and entices people to visit.

Many of the recommendations about regional tourism signage in this strategy will be far more successful if done in the context of a clearly designed and articulated brand for the Eyre Peninsula. Designing and commissioning any of the signage relating to the regional signage system should not be undertaken without the regional branding being resolved.

A regional tourism signage system

Road signage	Regional Signage System
Green Directional	Regional Billboards
Brown Tourism	Regional Entry Statements
Blue Services	Visitor Information Bay
	Visitor Centre
	District Council Boundaries

4. IMPLEMENTATION

Consistent tourism marketing materials

3. **Agree on a regional tourism signage system**

To bring the region together and create a seamless and well coordinated experience for visitors, it will be critical to plan and agree on a regional tourism signage system for the Eyre Peninsula. This has been outlined in section 3 of this report.

4. **Use a regional approaching DPTI to resolve tourism signage issues on arterial roads**

Many signs on the routes audited come under DPTIs responsibility. Many of the DCs have had poor experiences in dealing with DPTI to get their local signage needs resolved in an appropriate way. Approaching DPTI as a region with clearly articulated requirements and reasoning will be far more powerful than individual DC approaches.

5. **Resolve the Seafood Frontier Signage and messaging**

As highlighted in this report, the Seafood Frontier concept is currently ill-considered and poorly executed. It is confusing and lacks substance. In its current form, it is unlikely to contribute to a memorable experience for visitors. The Seafood Frontier will work as a seafood drive trail experience and the RDAWEP and DCs must work with SATC to resolve the current issues.

6. **Create more tourism product to attract and retain visitors**

The regional tourism signage strategy is one part of a larger strategy to attract and retain visitors in the Eyre Peninsula. During the course of this project, the consultants were struck by the many beautiful and unique places to visit in the Eyre Peninsula. While not primarily relating to signage, there are many opportunities to create unique tourist experiences that will really contribute to the EP becoming a sought after destination both on and away from the coast.

These might include:

- Mountain biking trails – especially if the vast network of disused railway lines can be accessed
- Cycle touring routes
- Hiking/backpacking trails – eg: creating a coastal trail from Port Lincoln to Lincoln NP to Coffin Bay NP, similar to WA's Cape-to-Cape Trail
- Silo art trails
- Aboriginal culture and environment experiences
- Interpretive trails relating to historic settlement
- Agriculture tours or trails

7. **Ensure that tourism information creates a consistent clear picture for visitors**

It is important that whenever tourism information is presented it is consistent regardless of the medium. So, printed materials, signage and online information should tell the same story. Many people do not find maps easy to read and understand. Therefore, maps, in particular, should be a similar style and layout to help with orientation and wayfinding and to make it easy to find information.

QUICK WINS

There are a number of activities that could be addressed in the short-term (i.e. within 6 to 12 months) that would go a long way to improving some of the issues identified in the signage audit and the recommendations.

1. DCs should review the signage audit information contained in Attachment 1 to prioritise and correct the recommended gaps and deficiencies.
2. DCs could properly sign their scenic drives, as outlined in this strategy.
3. DCs to determine which beaches qualify for beach access signage.
4. Tourist Attraction Signs be installed for towns that currently do not have these signs.
5. The Aboriginal tourist attraction symbol should be consistently used and applied to all relevant signage.

4. IMPLEMENTATION

This implementation plan provides an indication of priorities and responsible organisations for progressing with the strategies and recommendations contained in Section 3.

EYRE PENINSULA REGIONAL TOURISM SIGNAGE STRATEGY IMPLEMENTATION PLAN			
Recommendation	**Lead organisation**	**Support organisations**	**Priority**
3.1 WAYFINDING			
3.1.1 Improve Beach direction/access signs	District Councils	Regional Tourism Signage Committee (RTSC), DPTI	High
3.2.1 Correct use of tourism road signage	District Councils	RTSC, DPTI	High
3.1.3 Improve lookouts, monuments & historic sites	District Councils	RTSC, DPTI	Low
3.1.4 Develop regional maps	RDAWEP	District Councils	High
3.1.5 Improve signage for scenic tourist drives	District Councils	RTSC	High
3.2 MARKETING			
3.2.1 Develop regional branding	RDAWEP	District Councils	High
3.2.2 Develop regional entry statements	RDAWEP	District Councils, RTSC	High
3.2.3 Improve regional marketing signs	RDAWEP	RTSC	Medium
3.2.4 Erect brown tourism attraction signs in all towns	District Councils		Medium
3.2.5 Develop 3-tier approach to VIBs	RDAWEP	RTSC, District Councils	High
3.3 PRODUCT DEVELOPMENT			
3.3.1 Develop regional drive trails	RDAWEP	RTSC, District Councils	Medium
3.3.2 Redevelop Seafood Frontier concept	RDAWEP	District Councils, SATC	High
3.3.3 Improve interpretive signage	District Councils	RTSC	Low
3.3.4 Improve use of Aboriginal tourism symbols	RDAWEP	District Councils, RTSC	High
3.4 POLICIES & PROCEDURES			
3.4.1 Form Regional Tourism Signage Committee	RDAWEP	All stakeholders	High
3.4.2 Develop consistent & style guide for DCs tourism signage policy	RTSC	District Councils, RDAWEP	High
3.4.3 Correct use of the tourism "i"	District Councils	RDAWEP	Low