



Wentworth Shire Council Tourism signage strategy

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Darling River, Pooncarie

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DEFINITION OF TERMS

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

LIST OF ACRONYMS

ACT	Australian Capital Territory
AS	Australian Standard
CBD	Central Business district
DNSW	Destination NSW
DRM	Destination Riverina Murray
Hwy	Highway
NTSRG	National Tourism Signing Reference Group
NSWP&W	New South Wales - Parks & Wildlife
RV	Recreational Vehicle
VAS	Visitor Attraction Signposting
VIB	Visitor Information Bay
VIC	Visitor Information Centre
TfNSW	Transport for NSW
WSC	Wentworth Shire Council



Great Anabranche Bridge, Silver City Highway



SECTION 1 - INTRODUCTION

SECTION 1. INTRODUCTION

1.1 PROJECT BACKGROUND

BACKGROUND

Tourism signage consultancy Wayfound has been commissioned by Wentworth Shire Council (WSC) to develop a whole of destination integrated tourism wayfinding and signage strategy (the Strategy) for Wentworth Shire. The purpose of the Strategy is to ensure that current and future signage facilitates safe and positive journeys and enhances the dispersal of visitors and their connection with the people and the places of Wentworth Shire.

Wentworth Shire covers an area of 26,000km²+ and a combined population of almost 8,000(2021).

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

WHY DO THIS STRATEGY?

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

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

The existing tourism related signage in Wentworth Shire does not enhance the visitor experience or adequately direct visitors to the area's many attractions. Some of their concerns being:

- Lack of wayfinding and tourism signage to let visitors know the attractions, services and facilities available within Wentworth Shire and it's towns and villages.

- Lack of unique and distinctive signage and imagery that showcases Wentworth Shire's tourism experiences and entices visitors to stop, explore and stay longer.

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

WHAT'S INCLUDED IN THE STRATEGY?

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

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

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



Rivergums, West of Wentworth

1.2 WHAT ARE WE TRYING TO ACHIEVE?



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

- Improve how visitors are made aware of, and are guided to, the diverse experiences, attractions and tourism services across the Wentworth Region and its towns and villages.
- Improve access to the Wentworth Region and its destinations, particularly those with tours, products and experiences that visitors can enjoy.
- Enhance the visitor experience and the amenity of the community.
- Enhance the image of the Wentworth Region as a tourism destination by encouraging consistent themes and innovative and distinctive signage across the Council.





SECTION 2 - ABOUT WAYFINDING & TOURISM SIGNAGE

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.1 TYPES OF TOURISM SIGNAGE

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

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

Road signage

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

- Green Directional
- Brown Tourism
- Blue Services

Destination Signage

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

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

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.2 THE PURPOSE OF TOURISM SIGNAGE

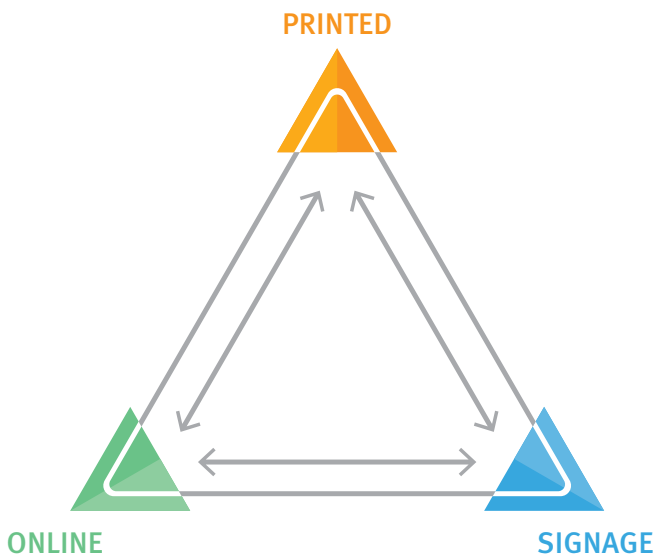
Tourist signs are an important part of creating a visitor-friendly destination and defining the community’s image.

The two main purposes of tourism signs are to:

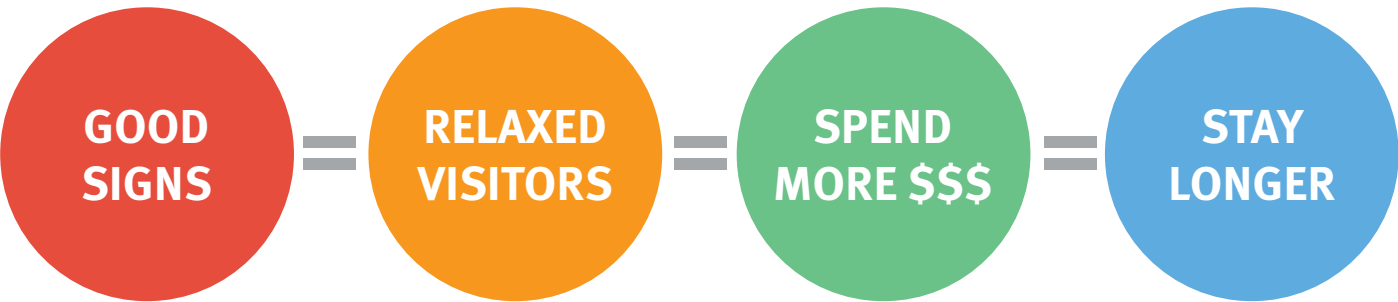
- 01 Safely and efficiently guide visitors to their destination.
- 02 Inform visitors of the range of attractions and services available at a destination.

- To achieve this, tourist signs have a range of functions that need to be considered in their design and planning including:
- Giving advance notice of experiences and services, particularly where a change in direction is required.
 - Giving immediate notice of an attraction or service and facilitating safe access.
 - Directing visitors to sources of tourist information (eg. visitor centres, information bays and interpretative centres).
 - Reassuring visitors that they are traveling in the right direction.

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



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



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



Accredited Visitor Centre



Non-Accredited Visitor Centre

Wentworth has a mix of accredited and non-accredited Visitor information centres throughout the region. There is also seven Visitor Information Bays (VIB's)

Wentworth Shire	Accredited	Non-Accredited	VIB's
Wentworth	X		X (2)
Gol Gol (Midway Centre)		X	
Dareton (Coomealla Club)		X	
Buronga			X
Curlwaa			X
Dareton			X
Gol Gol			X
Pooncarie			X

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.2 THE PURPOSE OF TOURISM SIGNAGE

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

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

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

The NTSRG guidelines specify that:

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



National Tourism Signing Reference Group

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

(source: NTSRG)



Typical brown tourist signs in the Wentworth Shire



SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.3 SIGNAGE POLICIES & GUIDELINES

SIGNAGE POLICY AND GUIDELINES.

Currently Wentworth Shire Council has a formal signage policy for tourist and tourist services signage but this document has not been updated since 2017. Whilst this policy exists, it is very light in detail as is guidelines for applying for signage. This situation can cause problems for council and frustration for tourism related businesses applying for signage.

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

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

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

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

Recommendation

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



SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.3 SIGNAGE POLICIES & GUIDELINES

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

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

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

TFNSW AND COUNCIL RESPONSIBILITIES

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

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

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

IMPROVING SIGNAGE POLICIES AND PRACTICES

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

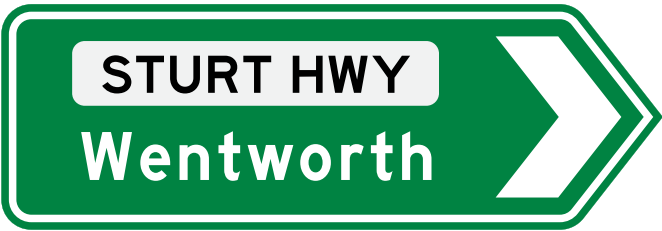
- A Council officer assigned to manage tourism signage.
- An officer from the TfNSW who has the authority to assist with tourism signage management and decision-making.
- A representative with expertise in tourism.

TFNSW AND DESTINATION NSW GUIDELINES

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

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

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



Directional signs (white on green)



Tourist attraction signs (white on brown)



Services signs (white on blue)



Community facility signs (white on blue)

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.3 SIGNAGE POLICIES & GUIDELINES

LAYOUT/CONTENT

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

THE HIERARCHY OF TOURISM ATTRACTION SIGNS

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

DESTINATION NSW - ELIGIBILITY FOR TOURIST ATTRACTION SIGNS

Types of attractions

- Commercial/non-commercial tourist operations, e.g. wineries, galleries, craft based;
- Wine regions;
- Primary & secondary industries;
- Architectural & engineering structures;
- Museums;
- National parks;
- Outdoor and nature based attractions;
- Conservation parks/botanic gardens;
- Historic sites/property/buildings/towns/villages;
- Seaside towns or villages;
- Aboriginal cultural centre or site;
- Scenic lookouts; and
- Tourist drives and trails

Criteria for Tourist Attraction Signing

Eligibility requirements

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

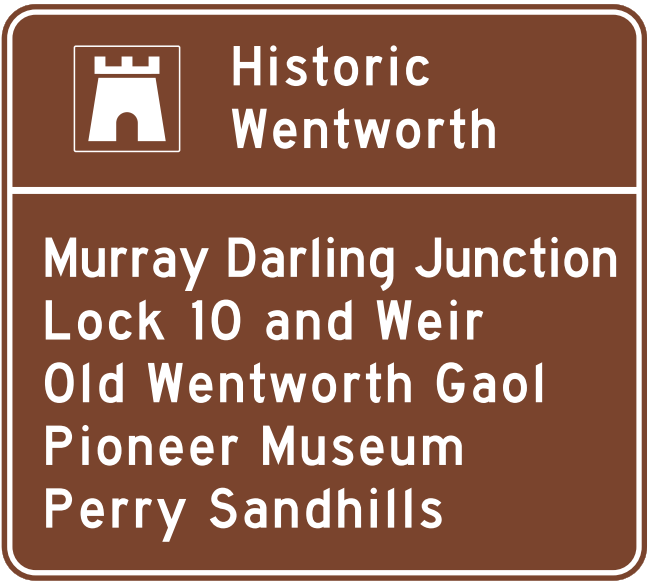
- Be established, lawful and operating.
- No pre-booking is required to visit the attraction. It is expected that major tourist attractions operate to a scale and standard that enables them to cater for the demands of casual visitors without the need for pre-booking.
- There are adequate car parking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

The Destination NSW guidelines identify the eligibility requirements for tourism signage.

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

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

For further information about Destination NSW and VAS processes: <https://www.destinationnsw.com.au/destination-nsw-business-support/signposting/factsheets>



Example Trailhead advance warning sign



Reassurance sign



Advance warning sign



Directional sign



Destination NSW - Tourist signposting criteria fact sheets



Tourist Drive trail markers

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.3 SIGNAGE POLICIES & GUIDELINES

BLUE SERVICES SIGNS

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

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

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

SERVICE SIGNS

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

- Service signs are used for:
- Accommodation facilities
 - Caravan and camping parks/areas
 - Visitor information centres
 - Tourist information boards/bays
 - Service stations
 - Public toilets
 - Rest areas
 - Parking areas

COMMUNITY FACILITY SIGNS

These signs have white lettering on a blue background and denote facilities of a non-commercial nature which are located on side streets (refer page 12). Eligible facilities are restricted to those that are likely to be sought by a significant number of strangers to the area. They may be used by visitors and, in some cases, attract visitors in their own right. These signs generally feature as Tier 2 listings unless they are a major sports or community facility (see page 18).

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

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

TOURISM ATTRACTION SIGNS

Tourist attraction signs use white lettering on a brown background. They identify tourist attractions of significant recreational and cultural interest, and may make use of tourist attraction symbols. While there are national standards for Australian Tourist Symbols, each state generally has a few additional symbols. In the case for NSW which has introduced an additional symbol for historic towns.

There were also examples of brown signs being used incorrectly. For example private clubs do not qualify for brown tourist signs.



Neither Aviation Club or Golf Club qualify for brown tourist signs



Australian Standard Service Symbols

TfNSW approved tourism symbols

2.3 SIGNAGE POLICIES & GUIDELINES

DIRECTIONAL SIGNS

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

In general, green signs were found to be functional and clear throughout Wentworth Shire although a few signs are damaged and in need of replacement (see signage audit document).

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



Directional

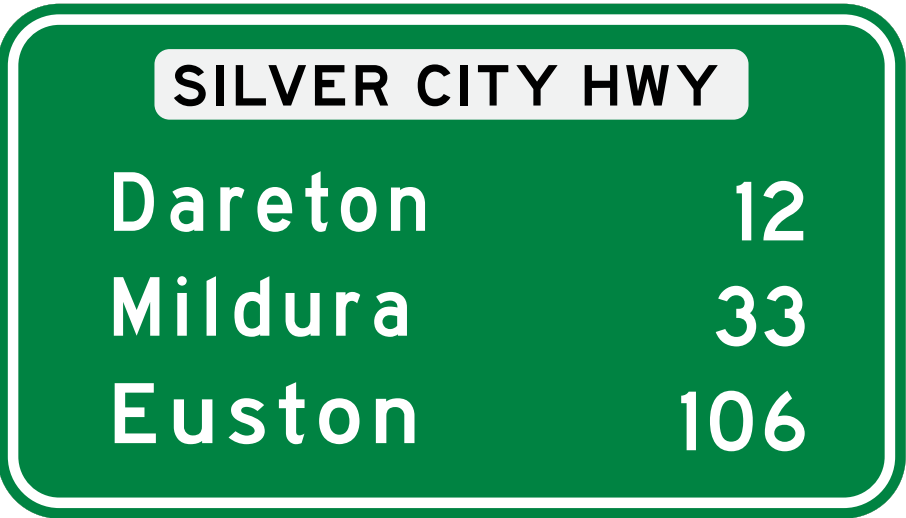


Intersection

POONCARIE ROAD



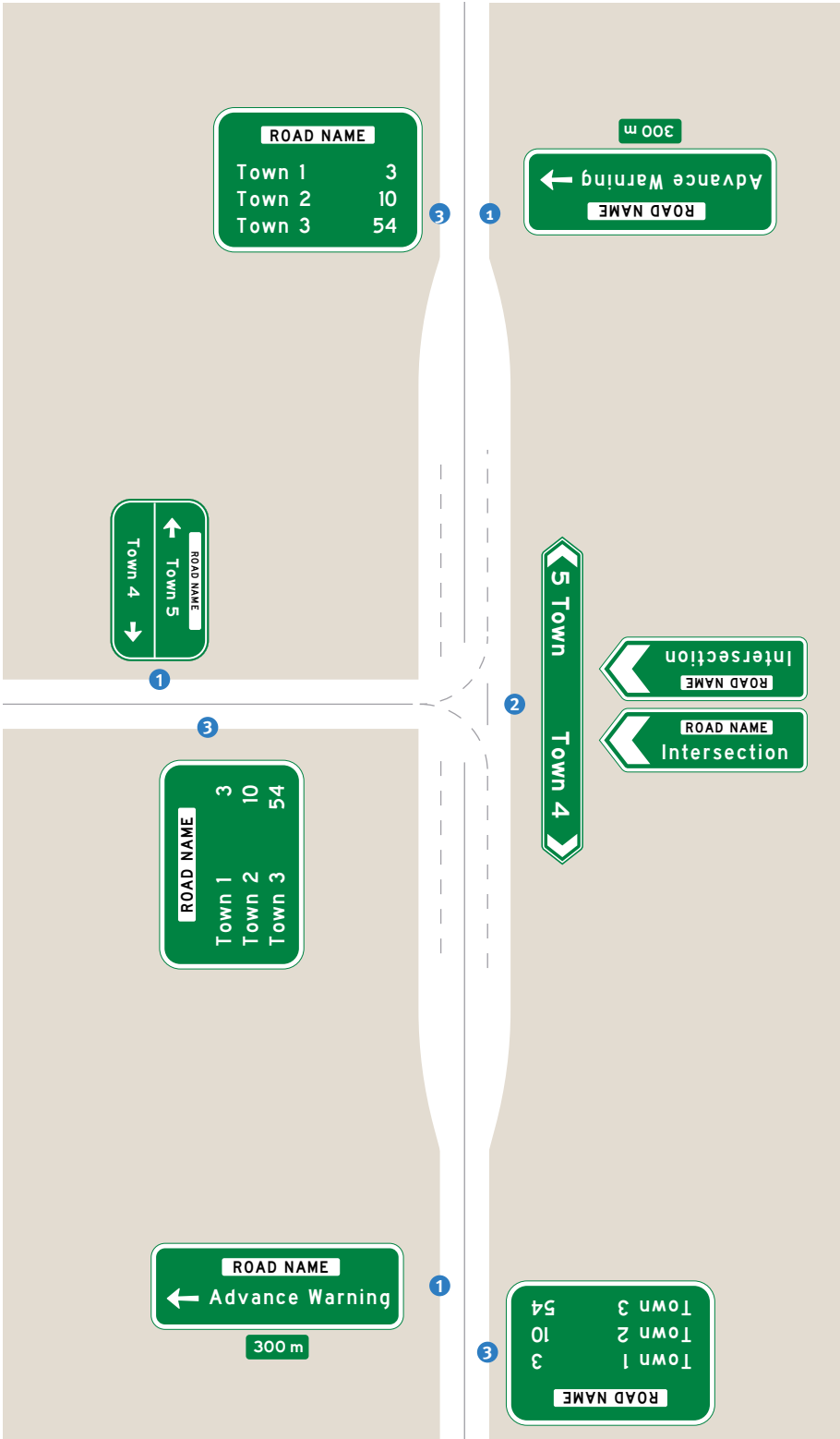
Intersection



Reassurance



Advance Warning



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

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.4 WAYFINDING PRINCIPLES/GUIDELINES

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

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

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

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

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

The principles underpinning a tourism signage system

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

SIGNAGE PLANNING

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

BEST PRACTICE IN WAYFINDING SIGNAGE DESIGN

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

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

DESIGN

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

CONTENT

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

LOCATION

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

FUNCTION

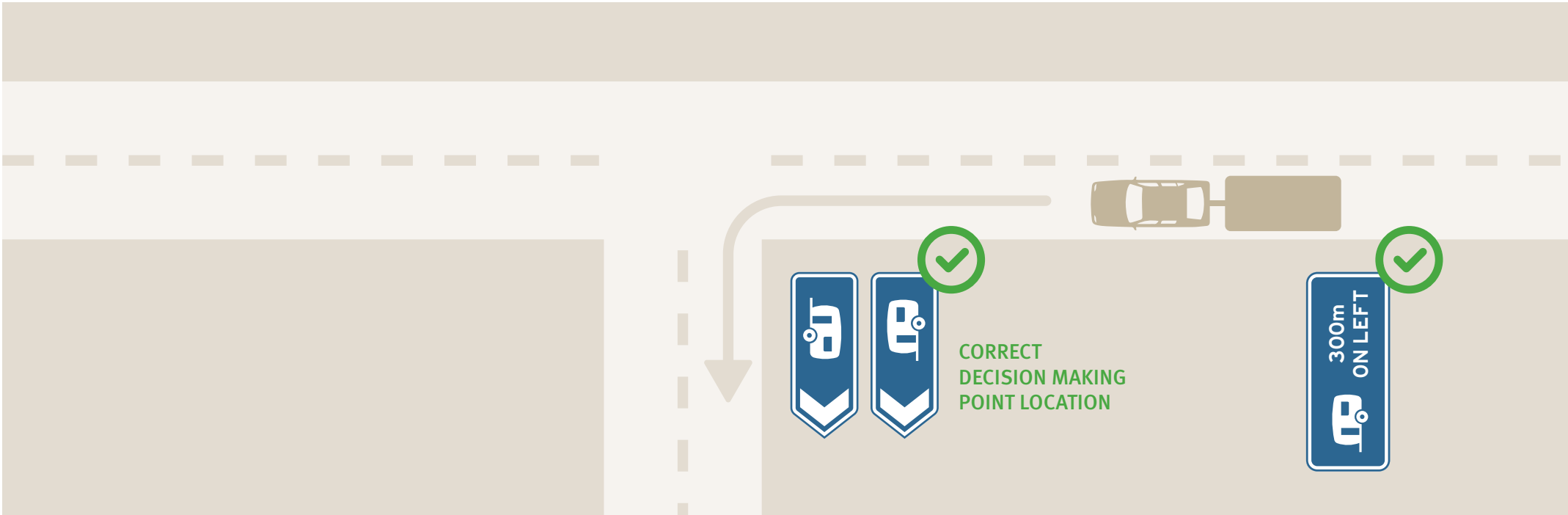
- Wayfinding systems generally consist of combinations of signs – information panels, navigation and orientation.
- Sign design and materials are durable, flexible and adaptable to accommodate changes or future requirements.
- Signage fits the environment well – striking the balance between being obvious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

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.5 SIGNAGE PLACEMENT

DECISION MAKING POINTS (EXAMPLE)

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



Correct decision making point scheme



Incorrect decision making point scheme

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.6 SIGNAGE CONSOLIDATION

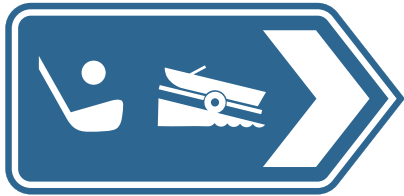
When undertaking a signage plan it is also important to see where the new signs can be consolidated with existing sign messages to create one sign. Too often sign clusters are continually added, creating a totem pole effect. When too many signs are added, there are too many competing messages and the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

TIME DELAYS & FRUSTRATION CAUSED BY POOR WAYFINDING SIGNAGE

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



Existing signage at Silver City Hwy/Kookaburra Dr intersection. This sign has numerous problems 1) Golf Clubs are not tourist attractions, 2) This sign should be a chevroned directional sign, 3) Should use Australian Standard symbols.



Suggested replacement sign



Existing signage at Sandwyh/Adams St intersection





SECTION 3. WENTWORTH SHIRE SIGNAGE AUDIT

SECTION 3. WENTWORTH SHIRE SIGNAGE AUDIT

3.1 WHY DO A TOURISM SIGNAGE AUDIT?

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

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

Benefits include;

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



SECTION 1. INTRODUCTION

3.2 ABOUT WENTWORTH SHIRE

ABOUT WENTWORTH SHIRE

Wentworth Shire Council is located in the far south-western corner of New South Wales. The Shire spans an area at the confluence of the Murray and Darling rivers, encompassing diverse landscapes, including riverine environments, agricultural lands, and semi-arid regions.

The area experiences a semi-arid climate with hot summers and mild winters. Rainfall is low and irregular, making water resources crucial. The Murray and Darling rivers are significant natural features, providing essential water resources for agriculture, drinking water, and recreation.

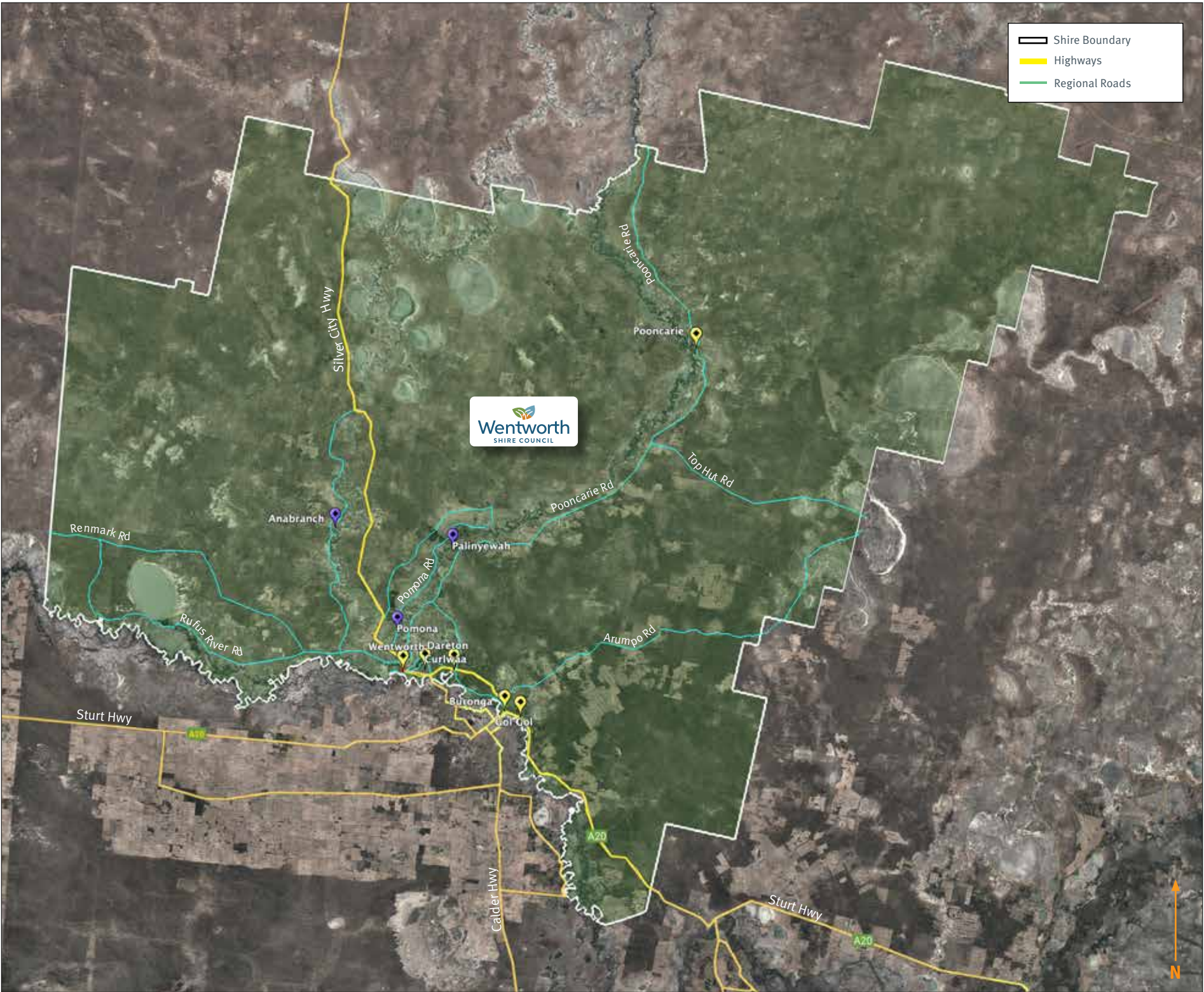
The Shire includes parts of Mungo National Park, known for its archaeological and geological significance. The region supports diverse flora and fauna, with riverine ecosystems supporting unique species.

Agriculture is the backbone of Wentworth Shire's economy, with irrigation farming playing a critical role. Major agricultural activities include horticulture (citrus, grapes, vegetables), broad acre farming (wheat, barley), and livestock (sheep, goats and cattle). The use of water from the Murray and Darling rivers for irrigation is vital, supporting the production of high-value crops and contributing significantly to the local economy.

Tourism is a growing sector, with natural attractions like the Murray and Darling rivers, Mungo National Park, and various historical sites drawing in visitors. Activities such as boating, fishing, and eco-tourism are popular. The Shire hosts various local events and festivals, which also help attract tourists and support local businesses.

MAIN ROUTES INTO THE REGION

The main routes through Wentworth Shire are the Sturt and Silver City Highways. The Calder Hwy crosses the Murray River at the Abbottsford Bridge and joins the Silver City Hwy at Curlwaa. Other main arterial routes include the Renmark, Pooncarie and Arumpo Roads.



Major roads within in Wentworth Shire

SECTION 3. WENTWORTH SHIRE SIGNAGE AUDIT

3.3 WENTWORTH GREEN DIRECTIONAL SIGNS

GREEN DIRECTIONAL SIGNAGE

Green directional signs provide essential navigation guidance to the travelling public. These signs indicate routes, distances, and directions to various destinations such as cities, towns, and important junctions. Their clear, standardised format helps drivers make informed decisions, ensuring smoother and safer journeys by reducing confusion and enhancing traffic flow.

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

There were very few green directional signs overgrown, damaged, faded or in need of some general maintenance and cleaning. (See full signage audit document for details).

Recommendation

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



SECTION 3. WENTWORTH SHIRE SIGNAGE AUDIT

3.3 WENTWORTH BROWN DIRECTIONAL SIGNS

BROWN DIRECTIONAL SIGNAGE

Brown tourist signs guide travellers to points of interest, such as historic sites, parks, and cultural attractions. Their distinct brown colour and standardised symbols (see page 14) make them easily recognisable, helping travellers find destinations efficiently. These signs enhance the travel experience by providing clear directions to notable locations, supporting local tourism, and reducing driver distraction by offering concise, reliable information.

There are numerous application of brown tourist signs throughout the Wentworth region. These signs are applied to tourist attractions and tourist businesses that meet the criteria for brown tourist signs.

In many instances brown tourist signs have been applied to facilities that do not meet the criteria for brown signs (Refer to criteria on page 13).

Recommendations

- Review all brown tourist signs to determine if they are lawful and meet Destination NSW guidelines eligibility criteria.
- Replace damaged and faded signs.



Most Mungo National Park directional signage is in need of replacement



Sunraysia Sport Aircraft Club does not meet the criteria for brown tourist signs



Trentham Estate's Cellar Door meets the criteria for brown tourist signs



Strangely positioned advance warning signs on River Rd. Sign position and distance has no clear relationship to the attraction.



Golf Clubs do not meet the criteria for brown tourist signs



Botanical Gardens fingerboard sign in need of replacement



Green directional signs should always be placed at the top of the signage stack followed by brown then blue



Neither club qualifies for brown tourist signs



Sunraysia entry sign faded and in need of replacement

SECTION 3. WENTWORTH SHIRE SIGNAGE AUDIT

3.3 WENTWORTH BLUE DIRECTIONAL SIGNS

BLUE SERVICES SIGNS

Blue tourist service signs, commonly seen along highways and major roads, offer numerous benefits to the travelling public. Their distinct blue colour and standardised symbols (see page 14) make these signs easily recognisable and informative, providing clear guidance about nearby services such as accommodation, toilets, food, and fuel. This clear signage reduces uncertainty for drivers, minimising sudden lane changes or exits and contributing to smoother traffic flow and enhanced safety especially for visitors towing caravans.

This is particularly beneficial on long journeys, allowing travellers to plan their stops in advance. Additionally, blue tourist service signs support the local economy by promoting local businesses, encouraging travellers to visit and spend money locally.

The installation of blue service signs has been widespread throughout Wentworth Shire. While these signs are relatively infrequent on highways and regional roads, they are prolific within towns and villages. Over time, these signs have been added in an ad-hoc manner, resulting in a mix of styles that compete with each other. Many of these signs rely on text rather than the more easily recognised Australian Standard service symbols (see page 14), leading to visual overload and defeating their purpose. Additionally, many signs are now faded and in need of maintenance.

Recommendation

- Review and re access all blue services signs within Wentworth townships.
- Establish a maintenance schedule to ensure that signs remain in good condition. This includes repairing or replacing faded signs and addressing any damage promptly.



Cut back trees - Rest Area advance warning sign on Sturt Hwy



Gol Gol - Rest area Australian Standard Barbecue Symbol is sufficient, text isn't required



Coomealla Caravan Park, Dareton -Replace failed sign, no advance warning signs for this location



Dareton - FSC Accommodation no longer operating, remove sign



Dareton - Non standard advance warning with non-standard symbol



Wentworth - Signage overload on Sandwyck Street



Pooncarie - Signage consolidation required



Pooncarie - Non standard symbols



Public toilets - AS symbol is sufficient

SECTION 3. WENTWORTH SHIRE SIGNAGE AUDIT

3.4 WENTWORTH SHIRE TOURIST DRIVES

WENTWORTH TOURIST DRIVES

There are no signed tourist drives within Wentworth Shire, we could only find one sign relating to Tourist Drive 5 & 7, both of which are no longer supported.

The only regional tourist drive is the Darling River Run which is a circuit route stating in either Wentworth or Brewarrina and follows both sides of the Darling River. This drive trail is supported by a website (www.thedarlingriversrun.com.au) and interpretive nodes at the major stopping points along the trail. Destination NSW lists a number of routes through Western NSW but none of these have defined routes.

Wentworth Trail - Although it is not listed primarily as a drive trail the Wentworth Trail route should be split into two separate trails. A drive trail should be created around the attractions that are too far apart to walk to e.g. Perry Sandhills, Thegoa Lagoon, Lock 10, Junction Island and the Showground Gates. With a second trail (walking) dedicated to the attractions that are within easy walking distance from the Wentworth Visitor Information Centre.

THE BENEFITS OF TOURIST DRIVES

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

- Tourist drives attract travellers to specific regions, towns, and attractions along the route. As visitors explore these areas, they are more likely to spend money on accommodations, dining, shopping, and various activities. This spending boosts the local economy and supports businesses, creating jobs and income for residents.
- Signed tourist drives often lead travellers through lesser-known or off-the-beaten-path locations. As a result, visitors may extend their stay to explore these hidden gems, leading to additional nights of accommodation bookings and increased revenue for local lodging establishments.

- Tourism drives can stimulate the growth of new businesses or services that cater specifically to tourists. This might include unique shops, roadside attractions, guided tours, and specialty accommodations, contributing to economic diversification within the community.
- Tourist drives often lead travellers to areas where they can purchase locally produced goods and products, such as crafts, souvenirs, and agricultural products. This supports local artisans and producers, encouraging them to continue creating and selling their wares.
- Tourist drives highlight cultural and historical sites that might otherwise go unnoticed. As visitors stop to explore these sites, they contribute to entrance fees, guided tours, and donations, which help preserve and maintain these important landmarks.
- The influx of visitors due to signed tourist drives can lead to increased demand for a wide range of services, including fuel, rest stops, parking facilities, and convenience stores. This generates revenue for local service providers.
- Tourist drives provide an opportunity for destination marketing. Local governments and tourism organisations can promote the drives through various channels, attracting a broader audience and encouraging more visitors to explore the area.
- The growth in tourism-related activities, such as hospitality, retail, and entertainment, can lead to the creation of new job opportunities within the community. This helps reduce unemployment rates and enhances the local workforce.
- Successful tourist drives can lead to increased demand for real estate and accommodations in the region. This can positively impact property values and potentially attract property investors.
- Signed tourist drives often encourage collaboration and cooperation among different towns and communities along the route. This

can lead to coordinated efforts for regional development, infrastructure improvements, and beautification projects that benefit both residents and visitors.

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

Destination NSW has a downloadable Touring route application form (<https://www.destinationnsw.com.au/wp-content/uploads/2013/10/TASAC-Form-Touring-Routes.pdf>) This application form is branded under TASAC (Tourist Attraction Signposting Assessment Committee) which has now been replaced by VAC (Visitor Attraction Signposting).

Recommendation

- Rework the Wentworth Trail into two trails, one a drive trail and the other a walk trail. Develop the attractions within the Wentworth CBD as a standalone walk trail ideally starting from the front of the Visitor Information Centre following a circuit around Wentworth township.
- All attractions outside of the CBD should form part of a drive trail, these would include Junction Island Walk, Fotherby Park, Murray Darling Junction, Lock 10, Thegoa Lagoon and Perry Sandhills.
- Investigate the development of an all day loop trail through Wentworth Shire beginning and finishing in Wentworth.



Redundant tourist drive trailhead sign - westbound on Silver City Hwy, Curlwaa



Darling River Run Interpretation Murray Darling Junction, Wentworth



Darling River Run Interpretation Pooncarie Wharf, Pooncarie

SECTION 3. WENTWORTH SHIRE SIGNAGE AUDIT

3.5 WENTWORTH SHIRE TOURIST ATTRACTIONS

WENTWORTH TOURIST ATTRACTIONS





















































Wentworth Shire offers a diverse range of attractions for all interests. These range from nature based attraction such as the Murray Darling Junction, Mungo National Park and Perry Sand Hills. Historical attractions include the old Wentworth Gaol, Pioneer Museum and Wentworth Wharf. Other attractions include cellar doors, museums, arts & crafts and flora and fauna.

Old Wentworth Gaol - This heritage listed attraction is located on Beverley St in the north west corner of Wentworth. The old gaol features interpretive displays and is open daily to visitors. The attraction is well signed from Adams St via Francis St for both north and south bound traffic. Both approaches have advance warning signs, but there is no directional sign at the actual intersection. Opposite the gaol is a small brown fingerboard sign. The old Gaol has no website but it is well publicised on all WSC marketing channels.

Wentworth Pioneer Museum - The Wentworth Pioneer Museum showcases over 3,000 artefacts collected by the Wentworth Rotary Club, covering the region's history. Highlights include replicas of Megafauna, scaled from actual fossils found locally. The museum also features a large paddle steamer display with models and photos of river vessels and reminders of early Wentworth life. The museum is located opposite the gaol on Beverley St, as per the Old Gaol it is signed from Adams St via Francis St. The Pioneer Museum is featured on the Experience Wentworth website.

Wentworth Military Collection - This museum is located in a shop front on Sandwyck St. This small museum is bursting at the seams with memorabilia and artefacts. The museum is open 7 days and is supported by a website and brochures at tourist information outlets. This museum is currently not featured on any directional or positional signage.

Riverboat Rod's Paddle Steamer Display - This small museum is locate on Darling St and contains a large collection of model paddle steamers. The museum is only open Wednesday to Sunday and therefore does not meet the criteria for brown tourist signs. The museum is listed on the Experience Wentworth website under attractions and museums. Signage at the

WENTWORTH SHIRE TOURIST ATTRACTIONS					
NAME OF ATTRACTION	TYPE OF ATTRACTION	LOCATION WITHIN WSC		ATTRACTION TYPE/FACILITIES	COMMENTS
Old Wentworth Gaol	Heritage Site	Wentworth	X	 	Open Daily
Wentworth Pioneer Museum	Museum	Wentworth	X	 	Open Daily
Wentworth Military Collection	Museum	Wentworth	X		Open Daily
Wentworth Wharf/	Heritage Site	Wentworth	X		Open Daily
Capt John Egge Statue	Heritage Site	Wentworth			
Wentworth Trail (Heritage Walk)	Tourist Attraction	Wentworth	X		Open Daily
Rods' Paddle Steamer Display	Museum	Wentworth			Wed to Sun
Murray Darling Junction	Natural Feature	Wentworth	X	   	Open Daily
Fotherby Park	Heritage Site	Wentworth	X	  	Open Daily
Possum Statue	Heritage Site	Wentworth			
Junction Island Walk	Natural Feature	Wentworth	X	   	Open Daily
PS Ruby Paddle Steamer	Heritage Site	Wentworth	X		Exterior viewing only
Lock 10 & Weir	Tourist Attraction	Wentworth	X		Open Daily
Thegoa Lagoon	Natural Feature	Wentworth			Open Daily
Perry Sand Hills	Natural Feature	Wentworth	X	 	Open Daily
Wentworth Cemetery & Walk	Heritage Site	Wentworth			Open Daily
Ferguson Tractor Monument	Heritage Site	Wentworth			Open Daily
BMEET- Art Gallery	Gallery	Dareton			Open Monday to Friday
Trentham Estate Winery	Cellar Door	Trentham Cliffs	X	   	Open Daily
Monak Wine Co.	Cellar Door	Monak			Open Friday to Sunday
Varapodio Estate	Cellar Door	Buronga	X		Open Tuesday to Sunday
Mildura Holden Motor Museum	Museum	Buronga	X		Open Tuesday to Sunday
Riverfront Nature Playground/Pump	Tourist Attraction	Buronga			Open Daily
Australian Inland Botanic Gardens	Tourist Attraction	Mourquong	X	  	Open Daily
Orange World	Tourist Attraction	Mourquong	X		Open Daily
Mungo National Park	National Park	Mungo	X	     	Open Daily
Mallee Cliffs National Park	National Park	Mallee	X		Closed to the public
Kemendok National Park	National Park	Mallee	X	   	Open Daily
Lake Victoria Lookout	Natural Feature	Rufus	X		Open Daily
Drings Hill Reserve Lookout	Natural Feature	Gol Gol	X	 	Open Daily
Dareton Centenary	Heritage Site	Dareton	X		Open Daily

 Meets requirements for brown tourist signs (no symbol)

SECTION 3. WENTWORTH SHIRE SIGNAGE AUDIT

3.5 WENTWORTH SHIRE TOURIST ATTRACTIONS

location is almost non-existent and this small museum would benefit from some professionally designed property signage.

Wentworth Wharf - Built in 1879 from local timber, Wentworth Wharf was a major landmark and bustling hub at the junction of the Darling and Murray Rivers. During the riverboat era, it was the busiest inland port in New South Wales and the third busiest after Sydney and Newcastle. There is some directional signage to the wharf site from Sandwyche St but it is inconsistently applied. At the wharf site there is some interpretation which is part of Mildura's "Chaffey Trail" and a statue and interpretation of Captain John Egge. Interpretation at this site could be greatly expanded. All of the existing interpretation is in need of cleaning and maintenance.

Capt John Egge statue - Captain John Egge's statue is listed on the Experience Wentworth website. This statue is an important drawcard to bring visitors to the Wentworth Wharf precinct. The current interpretation is poorly laid out and difficult to read as it wraps around one of the wharf post. This interpretation has nothing in common with the attraction text on the Experience Wentworth website.

Fotherby Park - This park is located on the eastern side of the Darling river and bordered by Tuckers Creek billabong and the Silver City Highway. The park contains the former historic courthouse building (McClymont House), various historic farming implements, a memorial to the Ferguson tractor and a statue commemorating the reclusive David James Jones, "The Possum" and the paddle steamer PS Ruby. As per Wentworth Wharf, Fotherby Park is a distinct tourist precinct. The various attraction in Fotherby park are spread out around the park and there is need for directional signage to the various attractions within the park.

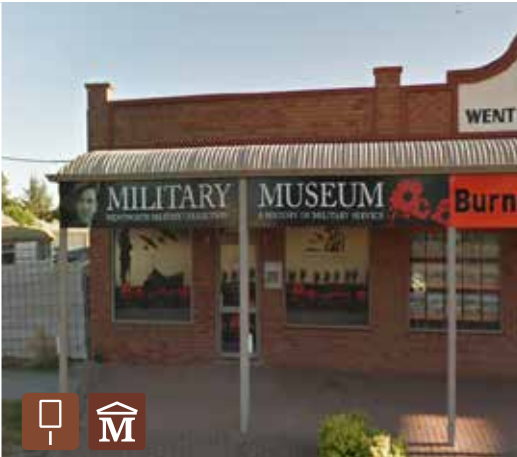
Possum Statue - This statue also contains an audio interpretation of his lifetime along the river. There is one sign "Possum Statue" located on the Sandwyche/Silver City Hwy side of the park. This sign is largely irrelevant as it is positioned past the park entrance.



Advance warning signs north and southbound on Adams St but no distance to the turning point (Francis St) and no directional sign at the Francis St intersection. Signs should bear the AS symbol for Museum and Historic Site.



Directional sign at the Cadell/Beverly St intersection, this is the wrong sign type this sign should be a directional sign (see page 13). Fingerboard signs should be replaced with double sided positional signs.



Wentworth Military Museum - open 7 days per week meets all criteria for brown tourist signs This attraction should have double side positional signs bearing the AS symbol for Museum.



Riverboat Rod's Paddle Steamer Display - Although only open for limited hours this attraction would benefit from better property signage to create awareness of the attraction for the casual visitor.



Wentworth Wharf in need of a new entry statement sign.



Wharf interp badly in need of cleaning



Capt John Egge Interp, poorly laid out, difficult to read. This interp is completely different to what's written on the Experience Wentworth website.

SECTION 3. WENTWORTH SHIRE SIGNAGE AUDIT

3.5 WENTWORTH SHIRE TOURIST ATTRACTIONS

The Murray Darling Junction Island Walk - This is located on the eastern side of Wentworth, near the town's entrance. It features extensive indigenous interpretation, picnic areas, and toilet facilities. The parking area serves as the trailhead for the Junction Island Walk. This attraction is signed from Silver City Hwy but the signage contains far too much information. Road signs should be limited to four lines of text, using AS symbols wherever possible.

PS Ruby Paddle Steamer - The historic paddle steamer PS Ruby is moored at Fotherby Park. Although the vessel isn't open to the public, it can be viewed from around the perimeter fence. The site has an old interpretive sign that is in poor condition and needs replacement. Proper interpretation of the PS Ruby and its importance to commerce on the Murray River would greatly enhance this attraction.

Lock 10 & Weir - Located on the western side of Wentworth this lock and weir make up part of the Murray River navigation system. This attraction would benefit from some interpretation. There is considerable directional signage to this attraction but unless the lock is working there is not a lot to see and do. At the lock is a small monument dedicated to Capt. Charles Sturt but no directional signage to the monument location.

Thegoa Lagoon - Is located west of Loch 10 and Wentworth Cemetery. The lagoon is an isolated billabong and is a place of significance to local aboriginal groups and is popular with bird watchers. Directional signage starts as far back as the Sandwych/Adams St intersection. Once at the attraction directional signage consists of two small fingerboard signs at either end of Lagoon Rd. This attraction has a self guided tour map which is available as a paper brochure from the Wentworth Visitor Centre. Unless you pre-plan a visit to this attraction visitors will not get the full interpretation of the lagoon. Current interpretation relies on visitors coming pre-armed as there is no interpretation at the stopping points, only small numbered markers most of which are faded or overgrown. Currently there is an interpretation node for the lagoon on the eastern side



This sign should be a directional sign (page 14) and bear the AS symbols for Historic, toilets, Tourist Info



Old park entry sign in need of replacement



Possum statue and interp. On demand audio needs to be clearly marked, remove old "coin required" sign.



This sign carries far too much information.



Indigenous interpretation at Murray Darling Junction



Canoe Tree interpretation could be improved



Junction Island Trailhead sign



Old interpretive sign at the PS Ruby perimeter fence is in need of replacement



Directional signage to Lock 10 on Cadel Rd



Capt Charles Sturt commemorative monument at Lock 10

SECTION 3. WENTWORTH SHIRE SIGNAGE AUDIT

3.5 WENTWORTH SHIRE TOURIST ATTRACTIONS

of the cemetery. This interpretation node would be better positioned if it was located at the northern end of the cemetery car park on West St. Relocating the interpretive node here would allow visitor to orientate themselves to the Lagoon plus this location could be used as a distribution point for the trail brochure. Trip advisor reviews are mostly negative -

- "We visited here recently and tried to follow the signs that seemed to just disappear after a little way so we had to just take a punt which way to go."
- " Nothing to see here folks.....scubby rubbish dump!!! We followed the numbered map we picked up from the information centre and this place was on it. I don't recommend going there. The track was overgrown and the houses in there looked like rubbish dumps."

This attraction needs much attention to bring it up to a standard that WSC would want to promote.

Perry Sandhills - Located west of Wentworth on the Renmark Rd are the Perry Sandhills a natural wonder featuring vast red sand dunes that have formed over thousands of years. The area is also of cultural significance to local aborigines, with indigenous artefacts and fossils occasionally uncovered, adding to its historical and archaeological value. Directions to this attraction start as far back as Darling St opposite the visitor centre with additional signage place along the route through Wentworth. Once on the Renmark Rd directions are easily followed to the Perry Sandhills turn off. Facilities at the attraction are basic with toilets and a large shelter. Interpretation consists of a single sign which while it explains how the sandhills were formed does not explain where to go and what is accessible by car. This attraction would benefit from a map showing a driving route and places to stop and view the attraction. Trip Advisor reviews confirm these remarks;

- "The sand dune are interesting and great on a nice sunny day The place is poorly signed and not that well developed, which is a pity but worthy of a visit."

Again, as per Thegoa Lagoon unless visitors have made a prior trip to the Visitor Information Centre, the will not have the information required to fully enjoy this attraction. Better information about this attraction should be available on-site.



Directional signage to the lagoon starts as far away as Adams/Sandwyh St intersection



Brown fingerboard signs at either end of Lagoon Rd



Thegoa Lagoon interpretive node positioned on the eastern side of the cemetery



Thegoa Lagoon points of interest markers faded or overgrown



Directional signage at the Silver City Hwy/Renmark Rd intersection.



Directional sign at the Renmark/Perry Sandhills Rd intersection - this sign should be double sided.



Unique regulatory sign at Perry Sandhills



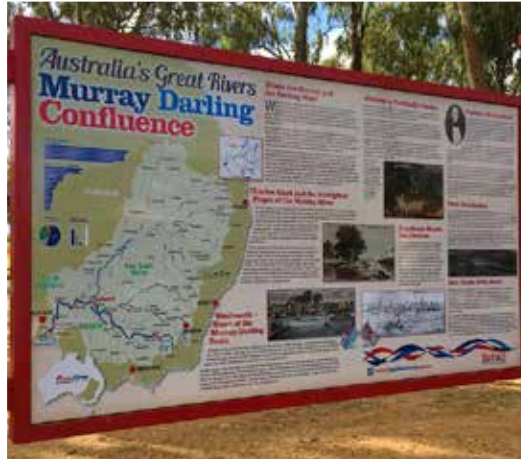
Perry Sandhills interpretation



One of the many directional signs to Murray River Junction Park. Sign should bear the AS lookout symbol.



Murray Darling Confluence entry statement - with hidden interpretation on the reverse side



Hawdon's Ford commemorative plaque

SECTION 3. WENTWORTH SHIRE SIGNAGE AUDIT

3.5 WENTWORTH SHIRE TOURIST ATTRACTIONS

Murray Darling Junction Park and Viewing Platform -
This park and lookout is located on the southern edge of the Wentworth CBD. This park/lookout is one of the most popular tourist attractions in Wentworth. Facilities at the park include interpretation, picnic shelters and barbecues. The park is well signed from all approaches with numerous wayfinding signs from the main routes to the park.

Wentworth Cemetery & Walk - Wentworth Cemetery is a minor historical site that offers visitors a walk through the town’s past. Located on the western outskirts of Wentworth, the cemetery features gravestones dating back to the early settlers. The cemetery walk is well marked allowing visitors to explore at their own pace. A small brochure is available at the Wentworth VC. As per Thegoa Lagoon this attraction would benefit from having trail map and interpretation available on site.

BMEET Gallery - This small gallery, also known as the BMEET Art Centre and Barkindji Wiimpatya Murra Art Gallery, showcases local Barkindji art and culture. Located at the western end of Dareton on the Silver City Hwy, it is set back from the road and difficult to spot among the trees, with no roadside directional sign and poor building signage. The consultant drove past it three times before finding it. The gallery is only open during weekday business hours, which disqualifies it from brown tourist signs. However, if operating hours could be improved to meet VAS [criteria](#), this attraction could be a valuable asset to both the Barkindji community and WSC.

Australian Inland Botanic Gardens - The Australian Inland Botanic Gardens, located on River Rd, Mourquong, north west of Buronga showcases diverse plant species from Australia's arid regions and beyond. Spanning 150 hectares, the gardens feature native flora, exotic plants, and a rose garden. Visitors can explore walking trails, ancient river red gums, and learn about sustainable practices. The botanic gardens are signed from as far away as Deakin Ave, Mildura. While the attraction is well signed in most instances there is no directional sign for eastbound travellers at Silver City/Calder Hwy



Wentworth Cemetery entrance on West St and historically significant graves



BMEET Gallery -well hidden off Silver City Hwy, no roadside signage, no gallery signage



Australian Inland botanic Gardens signed from as far away as Deakin Ave, Mildura



Australian Inland botanic Gardens - There should be a brown directional sign at the Silver City/Calder Hwy intersection as per the directional sign at the eastern end of River Rd in Dareton.



Strangely positioned reassurance sign, signs should be positioned no more than 300m beyond the turn.



Brown fingerboard sign at Silver City Hwy/ Link Rd intersection



Australian Inland Botanic Gardens entry statement



Ferguson Tractor memorial at Adams/Adelaide St intersection. This attraction is easily overlooked



SECTION 3. WENTWORTH SHIRE SIGNAGE AUDIT

3.5 WENTWORTH SHIRE TOURIST ATTRACTIONS

intersection prior to the Abbotsford Bridge. Other reassurance signage seems to have been installed at odd places along the River Rd route.

Ferguson Tractor Monument - The Ferguson Tractor Monument in Wentworth commemorates the use of Ferguson tractors during the 1956 Murray River flood. These tractors played a crucial role in building levies that protected the town from flooding. The monument features a Ferguson tractor mounted on a plinth located on the roundabout at the Adams/Adelaide St intersection. This small attraction does not have any directional signage but is listed on the Experience Wentworth website and the Wentworth trail brochure.

Trentham Estate Winery - Is located off the Sturt Hwy alongside the Murray River. Family-owned Trentham Estate is the only winery in WSC that offers a full cellar door experience that meets the criteria for brown tourist signs. Trentham Estate also features a restaurant making it a popular destination for tourists seeking a relaxed, scenic experience. The winery features advance warning signs on Sturt Hwy and directional signs opposite the winery entrance.

Monak Wine Co. - This small winery is located on the eastern side of WSC just off the Sturt Hwy. The winery is only open Friday to Sunday and therefore does not qualify for brown tourist signs. Better property signage would improve this attraction.

Varapodio Estate - Varapodio Estate is an olive grove and olive oil producer located near Buronga. Varapodio Estate produces a range of high-quality, extra virgin olive oils, using olives grown on-site. Visitors can tour the olive grove, learn about the olive oil production process, and sample the estate's products at the on-site shop and tasting room. Varapodio Estates open Tuesday to Sunday and therefore meets Destination NSW/VAC criteria under "[Primary and Secondary Industry Based Attraction](#)". This attraction would benefit from improved property signage at the property entrance and Varapodio Estate should be encouraged to apply for brown tourist signs.



Trentham Estate - Fully signed with advance warning and directional signs. This is the only cellar door that meets VAC



Varapodio Estate - This business meets criteria for brown tourist signs



Sturt Hwy entrance to Monak Wine Co.



Mildura Holden Motor Museum meets criteria for brown tourist signs



Buronga Riverfront Nature Play and Pump Track - WSC needs to determine if this attraction meets criteria for either brown tourist signs or blue community signs.



Orange World - this attraction has only one brown tourist sign at the Silver City Hwy/Link Rd intersection. There is no reciprocal for east bound traffic and no advance warning signs either side of Link Rd.



Mungo NP - well signed from Silver City Hwy/Arumpo Rd and Pooncarie/ Top Hut Rd intersections.



SECTION 3. WENTWORTH SHIRE SIGNAGE AUDIT

3.5 WENTWORTH SHIRE TOURIST ATTRACTIONS

Mildura Holden Motor Museum - This private museum is located on Sturt Hwy in Burunga. The museum is well established and is open 6 days per week thus meeting the criteria for brown tourist signs. The museum is signed with advance warning and directional signage from Sturt Hwy to the museums location on West Rd.

Buronga Riverfront Nature Play and Pump Track - Located on the Buronga waterfront near the George Casey Bridge in Buronga is the new Nature Play and Pump Track. Apart from an entry sign at the playground this attraction is unsigned. WSC need to determine if the Nature Play and Pump Track qualifies for brown tourist signs or should be designated with blue community signs, several factors should be considered:

- **Tourist Attraction Criteria:** Brown tourist signs are typically reserved for attractions that draw visitors from outside the local community and have a unique appeal. If the Nature Play and Pump Track offer distinctive features or activities—such as specialised play equipment, scenic views, or events—that attract tourists, it might justify brown signage.
- **Community Asset:** If the park primarily serves the local community and lacks features that distinguish it as a destination for tourists, blue signs would be more appropriate. These signs indicate facilities of local importance, such as parks and playgrounds, that cater mainly to residents.

Given that the Nature Play and Pump Track is currently unsigned from the Sturt Highway, and its classification as a tourist attraction is under review, a detailed assessment of its appeal to visitors from outside the immediate area should guide the decision. If it’s primarily a community resource without broad tourist appeal, blue community signs would likely be the best fit.



Mungo NP - signage quality deteriorates at the approaches to the park on the eastern boundary of WSC. Replace faded signs



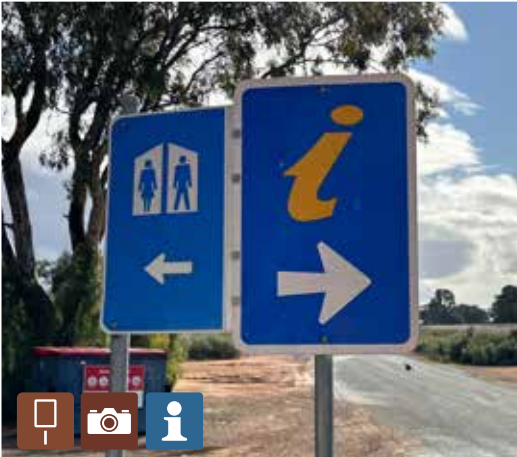
Oddly placed reassurance signs for accommodation and meals at Mungo NP 100kms from the park. These signs should form part of the intersection sign suite at Silver City/Arumpo Rd. New Park entry signs



Mallee Cliffs NP - no directional signs and the park is closed to the public



Kemendok NP - No directional signs from Sturt Hwy



Incorrect Visitor Information sign at Lake George replace with AS Lookout symbol



Failed interpretive signage at Lake Victoria, replace faded and damaged signs



Lake Victoria Interpretation

SECTION 3. WENTWORTH SHIRE SIGNAGE AUDIT

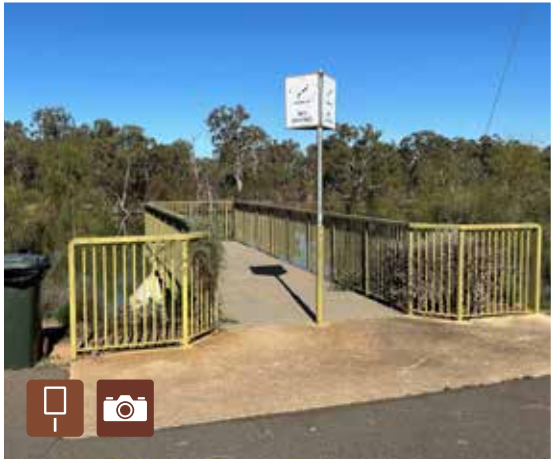
3.5 WENTWORTH SHIRE TOURIST ATTRACTIONS

Orange World - Orange World, near Dareton in Mourquong, is a popular working citrus farm offering visitors a glimpse into the region's agricultural heritage. Guests can enjoy guided tractor-train tours, learning about citrus farming and harvesting. The attraction also features a gift shop with fresh produce and local products. Externally the attraction looks to be a bit run down and in need of some maintenance. The attraction is open 7 days a week and meets all criteria for "[Primary and Secondary Industry Based Attraction](#)". Currently this attraction has one brown directional sign at the Silver City Hwy/ Link Rd intersection and no advance warning signage prior to the Link Rd intersection. Secondly there is no reciprocal signage at the River/Link Rd intersection.

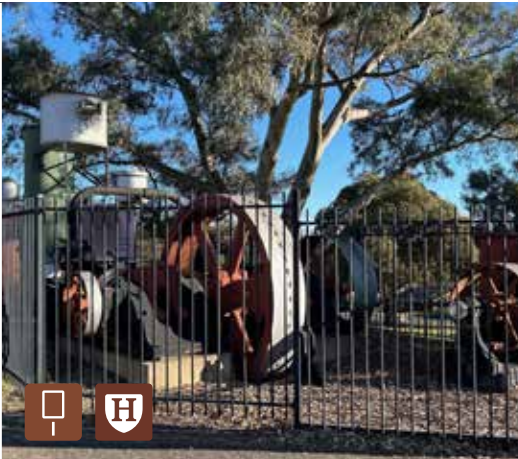
Mungo National Park - Mungo National Park is a UNESCO World Heritage site famed for its ancient landscapes and Aboriginal heritage. The park features the iconic Walls of China formations and historic archaeological sites. Visitors can explore its rich history and natural beauty through guided tours, walking trails and camping. The National Park is located on the North Eastern WSC boundary. The two main approach roads from within WSC are Arumpo Rd from Buronga and Top Hut Rd from Pooncarie. All routes are well signed but there are a number of directional signs near the park boundary that are faded and in need of replacement.

Mallee Cliffs National Park is known for its unique semi-arid landscapes and rich biodiversity. The park protects extensive mallee woodlands, home to diverse wildlife, including endangered species like the Malleefowl. Access to the park is restricted with the park being used for educational activities by schools and colleges.

Kemendok National Park, this park features riverine landscapes alongside the Murray River. The park is located in the south eastern corner of Wentworth Shire between the Sturt Hwy and the Murray River. The park is popular for birdwatching, fishing, and nature walks. Facilities are very basic. The park is accessed off the Tapalin Mail Rd but there is no directional signage to this park.



Drings Hill Reserve and lookout, Gol Gol. This lookout is not signed and often overlooked. Views downstream are good, views upstream are obscured by trees growing below the platform



Dareton Centenary interpretation easily overlooked

Coomealla Lions Park Irrigation Scheme pump engine. Attraction fenced off and poorly interpreted

Lake Victoria - Is a significant freshwater lake and storage reservoir along the Murray River. It plays a crucial role in water regulation for the Murray-Darling Basin and is also rich in Aboriginal cultural heritage. The lake is surrounded by wetlands and is a vital habitat for bird life. It's a popular spot for fishing, boating, and birdwatching, offering visitors natural beauty and cultural significance. The Lake has a viewing and interpretation area on the southern bank and is reached via Rufus River Rd. Facilities comprise of basic picnic facilities and toilets.

Drings Hill Reserve Lookout This lookout offers scenic views over the Murray River and surrounding

countryside. The lookout is perfect for enjoying panoramic vistas of the river. There is ample parking for visitors to pull up and enjoy the lookout. Currently this lookout isn't signed and trees at the lookout are in need of being cutback.

Dareton Centenary Interpretation - This well designed interpretation sits within Tapio Park on Tapio St/ Silver City Hwy. This interpretation tells the story of how Dareton was founded after WW1 to present day. This interpretation is well designed, professionally written and unfortunately easily overlooked. This attraction would benefit from basic brown positional signage.

Coomealla Lions Park - This minor attraction features the original pumping engines for the Coomealla irrigation project. This important part of local history is fenced off and poorly signed with an old faded interpretive sign.

Recommendation

- 1. Old Wentworth Gaol - Install new positional signs with the AS symbol for historic site in front of this attraction.
- 2. Wentworth Pioneer Museum - Install new positional signs with the AS symbol for museum in front of this attraction.

SECTION 3. WENTWORTH SHIRE SIGNAGE AUDIT

3.5 WENTWORTH SHIRE TOURIST ATTRACTIONS

3. Wentworth Pioneer Museum - Update the Experience Wentworth website to include a proper overview of the museum and its opening hours.
4. Wentworth Military Collection/Museum - Install a double sided brown positional sign with the AS symbol for museum in front of the attraction.
5. Riverboat Rods Paddle Steamer Display - Work with owner to improve property signage including images of the displays paddle steamer collection.
6. Wentworth Wharf - Clean all interpretive signage.
7. Wentworth Wharf - Update the Experience Wentworth website to list Wentworth Wharf on the "See & Do" page of the website.
8. John Egge Statue - Install a proper interpretive panel and pedestal at John Egge's statue location.
9. Fotherby Park - This park has multiple attractions. Better directional signage to the attractions within the park should be installed.
10. Fotherby Park - Replace the current entry directional sign with the correct chevron type sign (see page 13). The new sign should incorporate the AS symbols for visitor information, historic site and toilets.
11. Possum Statue - Improve the audio interp at the Possum Statue by re-skinning the audio push button panel. In its current form it is not obvious where to turn on the audio. Remove the old 20 cent coin in the slot message.
12. Murray Darling Junction Walk - Replace advance warning sign on Silver City Hwy with a more simplified sign taking advantage of AS symbols instead of text.
13. PS Ruby Paddle Steamer - This attraction should be sub-listed under Fotherby Park main sign (see point 11.)
14. PS Ruby Paddle Steamer - Review and replace interpretive signage at this location.
15. Lock 10 and Weir - Improve directional signage to Capt. Charles Sturt Monument.
16. Thegoa Lagoon - This attraction needs a complete site audit and an assessment made whether to do a complete overhaul or to remove it as an attraction. If WSC wishes to keep Thegoa Lagoon as an attraction considerable work will be required.
17. Thegoa Lagoon - Interpretive node/trailhead. The existing interpretive node should be repositioned at the northern end of West St and the Cemetery car park as this is the obvious start point for this attraction. This location could also be used as a distribution point for maps of the lagoon and its attractions.
18. Thegoa Lagoon - Develop a new brochure and map for this attraction using AS symbols and route markers. The current brochure has far too much information for the casual visitor a lot of which could be made available on line.
19. Perry Sandhills - This attraction is currently over signed. Directional signage should be rationalised to begin at the Silver City Hwy/ Renmark Rd intersection. At the Renmark Rd/Perry Sandhills access road the current directional sign should double sided (currently only single sided).
20. Perry Sandhills - Develop a trailhead sign to make visitors more aware of what attractions are here, what route is suitable for 2WD access. Provide an overview map of the whole attraction.
21. Murray Darling Junction Park and Viewing Platform - List this attraction on the Experience Wentworth website under the "See and Do" section.
22. Wentworth Cemetery Walk - As per Thegoa Lagoon this attraction would benefit from having an trailhead and interp point at the cemetery entrance. This could be a shared trailhead with the repositioned Thegoa Interpretive node/trailhead. This would also encourage crossover visitations at these two attractions.
23. BMEET Gallery - If this gallery can be encouraged to alter their opening days (5 days including both weekend days) then brown tourist signs should be installed. If not a blue double-sided positional sign should be installed with the gallery name.
24. Australian Inland Botanic Gardens - Install brown directional sign at the Silver City/Calder Hwy intersection.
25. Australian Inland Botanic Gardens - Reposition and re-sign reassurance signs to within 500m of either end of River Rd/Silver City Hwy. Replace fingerboard sign at the Silver City Hwy/Link Rd intersection.
26. Varapodio Estate - Work with this business to apply for brown tourist signs. Encourage business to improve property signage.
27. Buronga River Front Adventure Play and Pump Track - Determine whether this park is a tourist attraction or community facility, sign accordingly.
28. Orange World - Work with this business to clean up the car park area. Install double sided directional signs at the Silver City Hwy/Link Rd intersection. Install brown advance warning signs 200m either side of the Silver City Hwy/Link Rd intersection. Install double sided directional signs at the River/Link Rd intersection.
29. Mungo National Park - Replace faded and damaged brown directional signs (refer to audit document).
30. Kemendok National Park - Install directional signage from Sturt Hwy to the park entrance.
31. Lake Victoria - Work with SA Water to replace faded and damaged interpretive signage at Lake Victoria Lookout. Install double sided brown positional sign with AS Lookout symbol. Remove the current visitor information signs.
32. Drings Hill Reserve Lookout - Install a brown double sided positional sign adjacent the Lookout with the AS symbol for Lookout. Cut back trees at lookout point.
33. Dareton Centenary Interpretation - Install a brown double sided positional sign adjacent the Tapio Park entrance.
34. Coomealla Lions Park - Install a brown double sided positional sign adjacent the Lions Park entrance . Replace old interpretive signage.
35. Experience Wentworth website - review the entire website. Simplify and streamline the attractions pages on the website.

SECTION 3. WENTWORTH SHIRE SIGNAGE AUDIT

3.6 WENTWORTH HISTORIC TOWN ACCREDITATION

HISTORIC WENTWORTH

Wentworth is situated at the confluence of the Murray and Darling Rivers and is the oldest settlement in Sunraysia. Founded in the mid-19th century, it became a vital river port during the paddle steamer era, serving as a key hub for the transport of wool and other goods. Named after the explorer and politician William Charles Wentworth, the town flourished as a trading centre due to its strategic location. Today, Wentworth is known for its rich heritage, with many historic buildings and sites reflecting its past as an important frontier town in Australia's colonial history

HISTORIC TOWN ACCREDITATION

Destination NSW offers a specific tourism signage category known as "Historic Towns or Villages." The associated fact sheet, which outlines the eligibility criteria for towns or villages seeking to attain historic town/ village status, can be accessed via this link: [\(Historic-Town-or-Village-Factsheet\)](#). The administration of this program falls under Visitor Attraction Signposting (VAS) which is part of Destination NSW. For a town or village to apply for historic town/village status it must have support of its LGA. Candidate towns are required to satisfy the following criteria:

- 1. Historical Themes
- 2. Interpretive/Educational Material
- 3. Sense of Place
- 4. Local Council Commitment
- 5. Community Commitment
- 6. Promotional Material
- 7. Current ATDW Listing

An exemplary candidate is Wentworth, as it already fulfils a significant portion of these criteria.

The benefits of Wentworth applying for and being granted historic town status, along with the associated brown tourist signs, are numerous and can have a positive impact on the town's economy, cultural heritage and tourism industry.

- **Preservation of Heritage** - Historic town status acknowledges and celebrates Wentworth's rich history and architectural heritage. It encourages the preservation of historic buildings, landmarks, and cultural traditions, ensuring that the town's unique character remains intact for future generations.
- **Tourist Attraction** - Brown tourist signs are instantly recognisable to travellers, and they provide a clear indication that Wentworth is a significant historic destination. This can attract history enthusiasts, tourists, and day-trippers who are interested in exploring the town's historical sites, museums, and cultural offerings.

- **Increased Tourism** - By gaining historic town status and installing brown tourist signs, Wentworth can tap into a broader tourism market. Visitors who are interested in history, heritage, and authentic experiences are more likely to choose Wentworth as a destination, leading to increased footfall and tourism revenue.
- **Economic Growth** - With an influx of tourists, local businesses can experience a boost in revenue. Gift shops, cafés, restaurants, and other retail establishments can benefit from increased patronage. This, in turn, supports the local economy and can potentially lead to the creation of new jobs.
- **Cultural and Educational Opportunities** - Historic town status encourages the development of educational and cultural programs, such as guided tours, historical re-enactments, and heritage festivals. These initiatives not only enrich the town's cultural offerings but also provide learning opportunities for residents and visitors.
- **Community Pride** - Gaining recognition as a historic town can instil a sense of pride among Wentworth's residents. It fosters a stronger connection to the town's history and heritage, encouraging the community to participate in preservation efforts and promote its unique character.
- **Improved Infrastructure and Amenities** - In pursuit of historic town status, Wentworth may invest in improving its infrastructure and amenities, such as better signage, historical markers, and public spaces. This not only benefits tourists but also enhances the quality of life for residents.
- **Historical Education** - Visitors to a historic town often learn about the region's history, which can lead to a greater appreciation of its heritage providing valuable learning experiences.
- **Boost in Property Values** - Historic town status can have a positive impact on property values as the town becomes a more desirable place to live and invest in. This can benefit homeowners and encourage property development.
- **Promotion of Local Art and Culture** - Historic towns often become hubs for local artists, artisans, and cultural events. Brown tourist signs can highlight galleries and craft shops, promoting the town's artistic community.

In summary, achieving historic town status and installing brown tourist signs can bring a range of economic, cultural, and community benefits to Wentworth. It helps in the preservation and promotion of the town's unique heritage while boosting tourism and enhancing the overall quality of life for both residents and visitors.



Transport for NSW - Historic town or Village symbol



Hilltops Shire - Murrumburrah



Eurobodella Shire - Central Tilba & Tilba Tilb

SECTION 3. WENTWORTH SHIRE SIGNAGE AUDIT

3.7 WENTWORTH TOWN VISITOR SERVICES

WENTWORTH TOWN VISITOR SERVICES

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

Blue service signs have been installed throughout the town in a fairly ad-hoc fashion this has resulted in an inconsistent approach to the design and application (see page 37).

The only thing worse than no signs is too many signs, this is the case with Wentworth. While Wentworth has made an honourable effort at developing a town wide wayfinding signage scheme the signs installed are trying to do too much.

- **Route planning** - Before any signage is put in the ground a route plan should be developed for each sign. In Wentworth's case there are multiple routes to most of the attractions, the development of the new council offices will require a redesign of the signage plan and provide an opportunity to develop a new signage plan.
- **Information** - In many instances signs are duplicated with the same information repeated only a short distance along the same route (See signs bottom left & top right this page).
- **Australian Standard road signs (AS 1742)** - consists of two standard sign shapes - Rectangular signs used for advance warning and reassurance signs. Chevron signs are used for intersection, positional and directional signs (see page 13 & 15). In many instances this standard has not been followed with rectangular signs being used where the Australian Standard calls for chevron style signs.
- **Readability** - The general rule of thumb is that the average motorist can absorb 4 lines of text on highway signs which are designed to be read in

about 6 to 8 seconds, which is roughly how long a driver has to read the sign before they pass it. Some of Wentworth's in-town road signs contain up to 12 different messages. Much of the information shown on these signs are community assets, most of which have little relevance to visitors and need not be promoted as tier 1 information panels.

- **Decision making point** - In many instances signs are positioned past the decision making point (see page 17). Knowing where the decision making point is particularly important for visitors towing caravans. Signs should be positioned well in advance of where visitors are expected to turn.
- **Australian Standard symbols (AS 1744)** - wherever possible AS symbols should be used instead of text. In many instances in Wentworth the correct AS symbol is used but the text is included as well e.g. AS Boat Ramp symbol followed by the text "boat ramp".

Recommendation

- As WSC is close to moving in to the new Council offices/function centre, this is an ideal time to reassess town directional signage. Develop a new signage plan for access routes to tourist attractions (see next page) the VIC, and designate car/caravan parking.
- Consolidate all blue signage and use Australian Standard Symbols.
- Rationalise new signage information to "Is this information important to visitors?"



This sign should be a directional sign (see page 13) and only be signed for the attractions and services which are on Hospital Rd



With the exception of Showgrounds most of the blue services listed here are not relevant to visitors.



Information overload - Too many signs, too much information



Apart from the boat ramp most of the services listed on this sign have no relevance to visitors



This sign eastbound on Sandwyck St west of the bridge duplicates the messages as those shown top right this page on the east side of the bridge.



This sign is unnecessary, all of the information shown here is available around the corner on Sandwyck St

3.7 WENTWORTH TOWN VISITOR SERVICES



SECTION 3. WENTWORTH SHIRE SIGNAGE AUDIT

3.7 WENTWORTH TOWN VISITOR SERVICES



Silver City Hwy, western approach to Wentworth. Old faded promotional signage mostly all well past it's use by date. WSC needs to have policy and an approval process if this type of signage is to remain.



Southbound Silver City Hwy, business no longer trading, this type of sign should be removed



Old routed directional sign at Murray Darling Junction Island walk



Apart from the Visitor Centre and the Sporting Complex none of the community facilities listed on this sign require Tier 1 signage



This sign could be simplified to a sign just using the AS symbols, rowing club is a community facility and doesn't rate Tier 1 signage, Wharf should be a brown panel



Three different sign types pointing to the same toilet facility near the caravan park at the bottom of Darling St



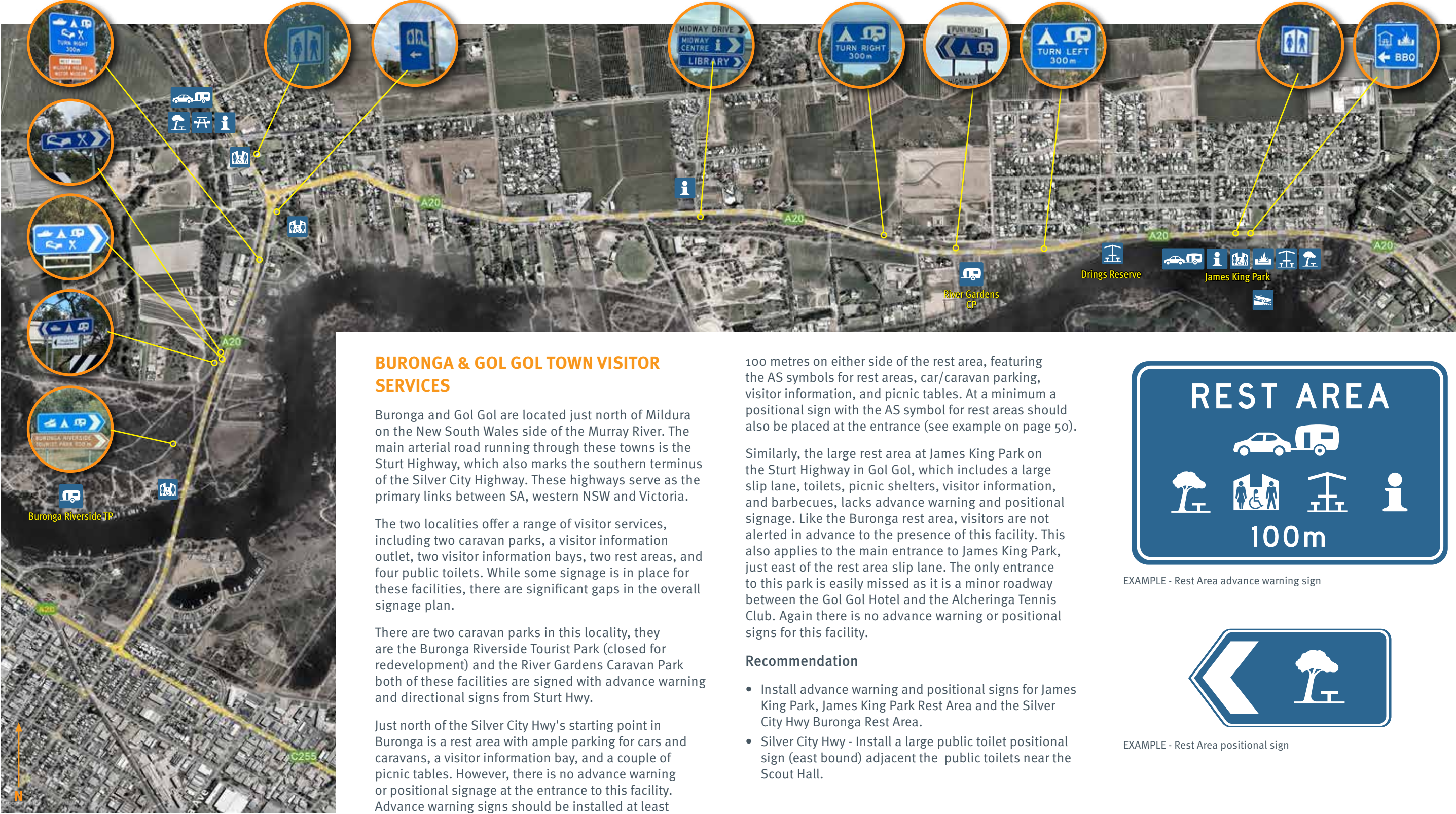
CMCA has discontinued the RV Friendly Destination program, these signs should be removed



Beverly St - As an example showing the inconsistent application of signage



3.7 BURONGA & GOL GOL TOWN VISITOR SERVICES



Buronga/Gol Gol - Existing town service signage

BURONGA & GOL GOL TOWN VISITOR SERVICES

Buronga and Gol Gol are located just north of Mildura on the New South Wales side of the Murray River. The main arterial road running through these towns is the Sturt Highway, which also marks the southern terminus of the Silver City Highway. These highways serve as the primary links between SA, western NSW and Victoria.

The two localities offer a range of visitor services, including two caravan parks, a visitor information outlet, two visitor information bays, two rest areas, and four public toilets. While some signage is in place for these facilities, there are significant gaps in the overall signage plan.

There are two caravan parks in this locality, they are the Buronga Riverside Tourist Park (closed for redevelopment) and the River Gardens Caravan Park both of these facilities are signed with advance warning and directional signs from Sturt Hwy.

Just north of the Silver City Hwy's starting point in Buronga is a rest area with ample parking for cars and caravans, a visitor information bay, and a couple of picnic tables. However, there is no advance warning or positional signage at the entrance to this facility. Advance warning signs should be installed at least

100 metres on either side of the rest area, featuring the AS symbols for rest areas, car/caravan parking, visitor information, and picnic tables. At a minimum a positional sign with the AS symbol for rest areas should also be placed at the entrance (see example on page 50).

Similarly, the large rest area at James King Park on the Sturt Highway in Gol Gol, which includes a large slip lane, toilets, picnic shelters, visitor information, and barbecues, lacks advance warning and positional signage. Like the Buronga rest area, visitors are not alerted in advance to the presence of this facility. This also applies to the main entrance to James King Park, just east of the rest area slip lane. The only entrance to this park is easily missed as it is a minor roadway between the Gol Gol Hotel and the Alcheringa Tennis Club. Again there is no advance warning or positional signs for this facility.

Recommendation

- Install advance warning and positional signs for James King Park, James King Park Rest Area and the Silver City Hwy Buronga Rest Area.
- Silver City Hwy - Install a large public toilet positional sign (east bound) adjacent the public toilets near the Scout Hall.



EXAMPLE - Rest Area advance warning sign



EXAMPLE - Rest Area positional sign

SECTION 3. WENTWORTH SHIRE SIGNAGE AUDIT

3.7 BURONGA & GOL GOL TOWN VISITOR SERVICES



Buronga, Eastbound - Install a blue positional sign with AS symbol for public toilets opposite this facility



Buronga, Westbound - Install advance warning sign for this rest stop with the AS Symbols for Rest Area, Picnic table, visitor info and car/caravan parking



Buronga, Westbound - install double sided directional sign with AS symbol for rest area.



Buronga, Eastbound - Install advance warning sign for this rest stop with the AS Symbols for Rest Area, Picnic table, visitor info and car/caravan parking



Gol Gol, Westbound - Install advance warning sign for James King Park rest area AS Symbols for Rest Area, Picnic table, visitor info and car/caravan parking



Gol Gol, Westbound - Install double sided directional sign for James King Park



Gol Gol, Westbound - Install double sided directional sign for James King Park Rest Area



Gol Gol, Eastbound - Install advance warning sign for James King Park rest area AS Symbols for Rest Area, Picnic table, visitor info and car/caravan parking



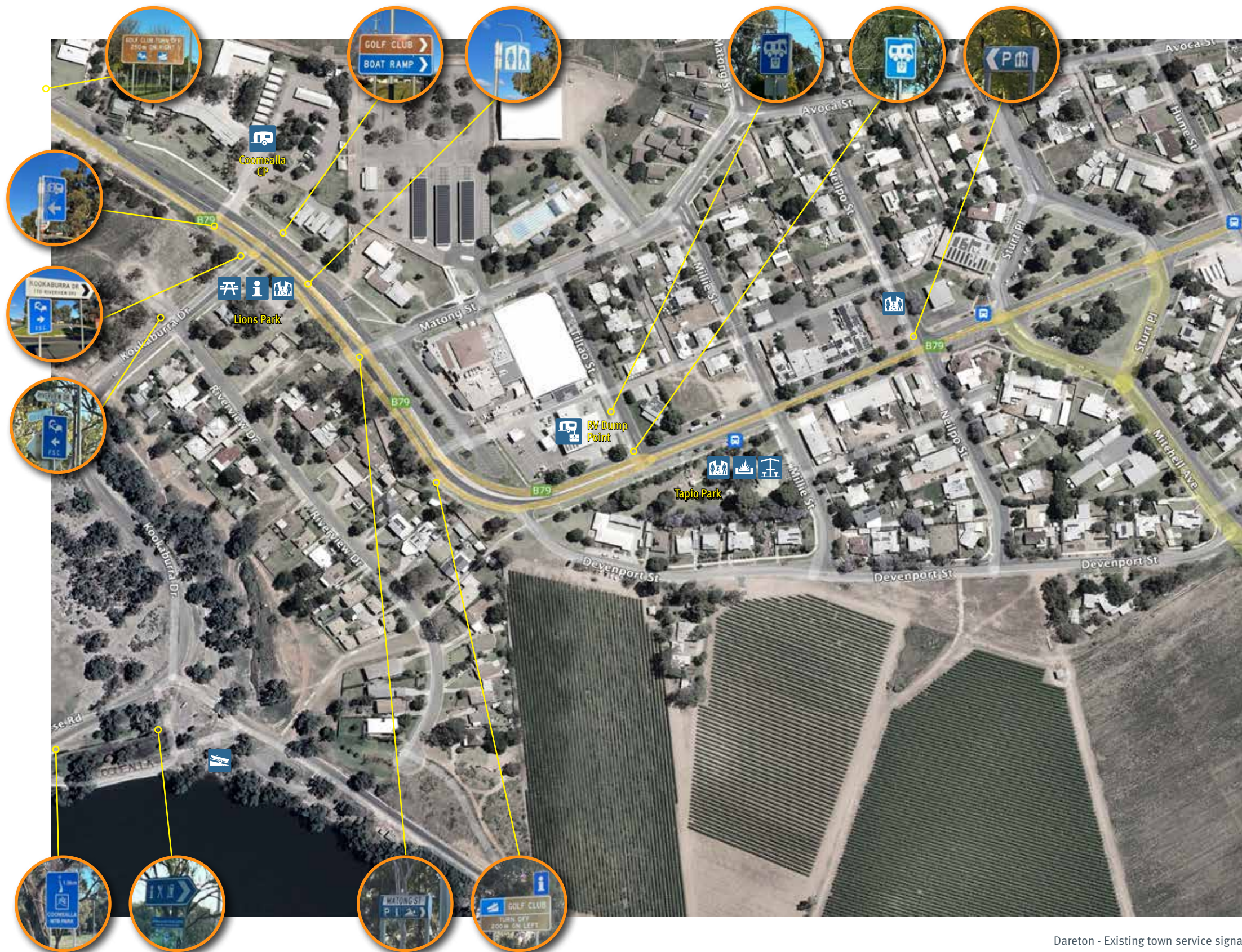
Australian standard rest area symbol



SUGGESTED - Standardised signage plan for Wentworth Rest Areas. The AS Rest Area symbol should be used as a minimum requirement. If the rest area has additional service up to 4 of these should be displayed on the advance warning sign (1)

SECTION 3. WENTWORTH SHIRE SIGNAGE AUDIT

3.7 DARETON TOWN VISITOR SERVICES



Dareton - Existing town service signage

DARETON TOWN VISITOR SERVICES

Dareton is a small town located roughly halfway between Buronga and Wentworth on the Silver City Hwy. The town features a number visitor services including a caravan park, RV dump station, 3 x public toilets and a visitor information bay.

Travelling west to east the first of these services is the Coomealla Caravan Park this facility has an old faded positional sign but no advance warning signs. The next visitor facility is Lions Park at the Silver City Hwy/ Kookaburra Dr intersect. This facility has public toilets, a picnic table, a barbecue and a visitor information bay. This facility has no advance warning signs and only a faded public toilets positional sign adjacent Silver City Hwy on the park boundary. At the Tapio/ Tiltao intersection is the Dareton RV Dump Point, this dump point is located off Tiltao Rd in the Ampol Garage forecourt. This directional sign is set too far back from the roadway and is easily missed, this directional sign should be repositioned closer to the roadway. Opposite this location is Tapio Park, this park contains toilets, picnic shelters and a barbecue. Currently there is no directional signage for the facilities at this location. A double sided positional sign should be positioned opposite this park.

Recommendation

- Install advance warning and replace positional signs for Coomealla Caravan Park.
- Install advance warning and replace positional signs for Lions Park.
- Reposition the RV dump point sign closer to the Silver City Hwy roadway.
- Install a double sided positional sign for Tapio Park facilities.
- Reposition the Tapio/Neilpo public toilet sign closer to the Silver City Hwy roadway.

SECTION 3. WENTWORTH SHIRE SIGNAGE AUDIT

3.7 DARETON TOWN VISITOR SERVICES



Eastbound Silver City Hwy - No advance warning signs for Coomealla Caravan Park



Caravan Park positional sign in need of replacement



Eastbound Silver City Hwy - No advance warning signs for Lions Park



Lions Park positional sign in need of replacement



RV Dump point sign - positioned too far off the roadway and easily overlooked



Install a large double sided positional sign opposite Tapio Park bearing the AS Symbols for toilets, picnic shelter and barbecue.



Tapio Park public toilets hidden back behind the treeline with no directional signage



Public toilet signage at the Tapio/Neilpo St intersection positioned too far off the roadway and easily overlooked



Coomealla Golf Course is not a tourist attraction, there is no brown sign category for golf courses. Sign should be a blue panel with the AS symbols for golf course and boat ramp



Wrong sign type this should be a blue directional sign with the AS symbols for golf course and boat ramp.(see example page 18)



FSC accommodation is no longer operating, remove all directional signage



3.7 POONCARIE TOWN VISITOR SERVICES



POONCARIE TOWN VISITOR SERVICES

Pooncarie is a small town located 110 km northeast of Wentworth on the Pooncarie Road. It is the only town in Wentworth Shire with RV Friendly Town accreditation. Despite only limited visitor services, Pooncarie offers a caravan park, RV dump point, visitor information bay, and a rest area at Pioneer's Memorial Park, which features toilets, picnic shelters, and a barbecue. While all facilities are signed, many signs are faded and need replacement.

Like many small towns, Pooncarie faces the challenge of attracting visitors to stop. The town would benefit from advance warning signs placed 2 km on either side, featuring up to six AS symbols for available services, such as fuel, accommodation, caravan park, toilets, and rest areas.

At the Tarcoola/McKinley Street intersection, there is an array of fingerboard signs for community services, toilets, and a barbecue, which should be replaced with a new double-poled structure to better inform visitors of services on McKinley Street.

Heading north from the McKinley Street intersection, a large blue advance warning sign highlights the caravan and camping facilities at Pooncarie Multi-Purpose Park. Additional directional signs at the Tarcoola/Cemetery Road intersection include a mix of symbols, many of which do not conform to Australian Standards, and are faded and in need of updating.

Recommendation

- Install town service advance warning signs 2kms either side of Pooncarie.
- Install a new double poled sign structure at the Tarcoola/McKinley St intersection.
- Replace blue directional sign panels at the Tarcoola/ Cemetery Rd intersection.
- Replace blue fingerboard sign with a proper directional sign at the campground turn-off on Cemetery Rd.

POONCARIE





2KM

SUGGESTED - Pooncarie town services advance warning sign

McKINLEY ST



OLD WHARF

OUTPATIENT CLINIC

SUGGESTED - Replacement Directional sign for the Tarcoola/McKinley St intersection

Pooncarie - Existing town service signage

3.8 WENTWORTH ACCOMMODATION SIGNS



ACCOMMODATION SIGNS

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

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

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

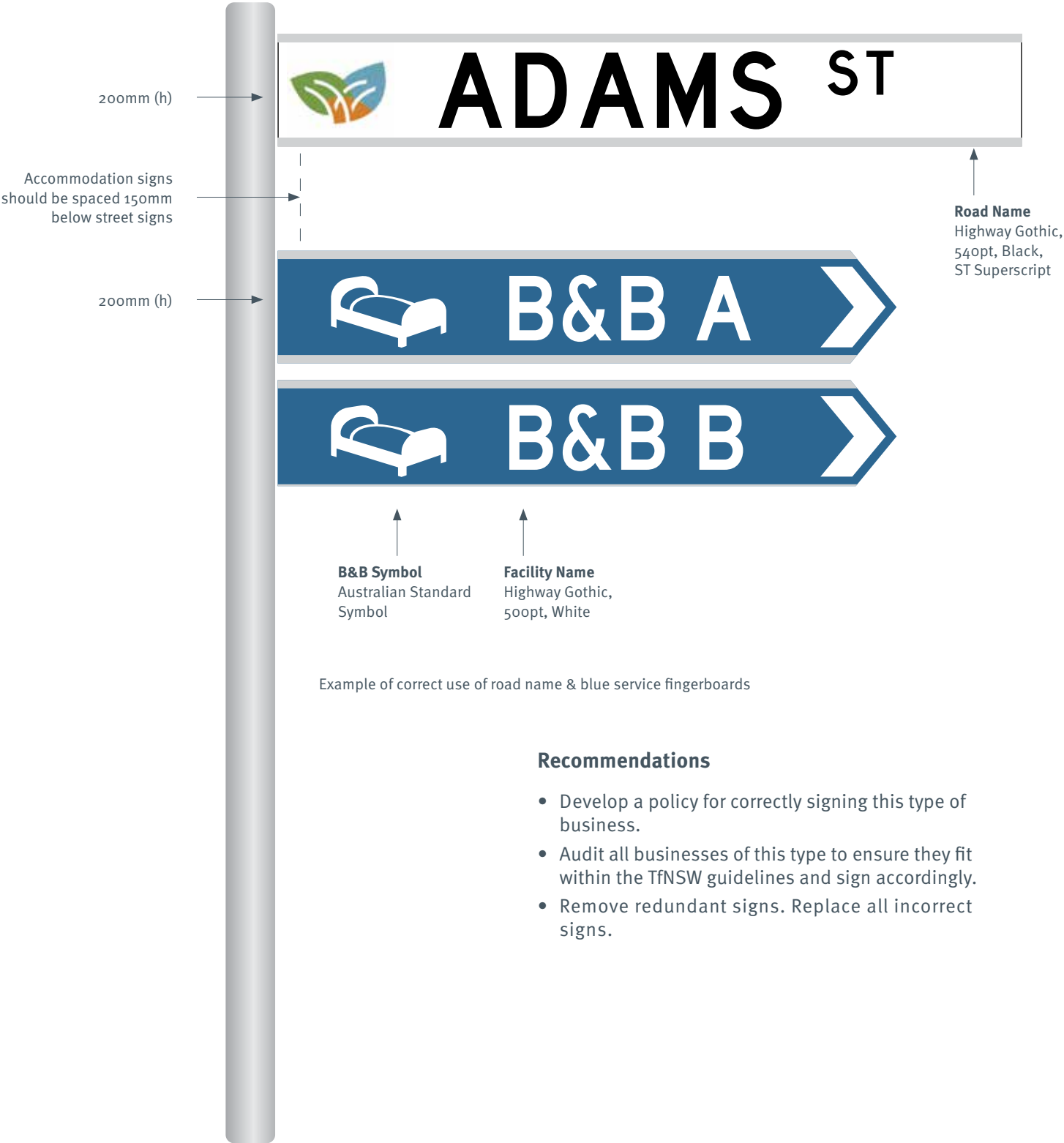
The street name should always feature at the top of the structure, and this should be a standard black on white fingerboard. Text should be in Highway Gothic at 54opt. Street types (e.g. road, street avenue) should use standard abbreviations RD, ST, AVE.

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

Blue service fingerboards -these should be in Australian Standard Blue with white text in Highway Gothic at 50opt. Where possible Australian Standard symbols should be used (refer to page 14 for correct symbols). If an accommodation business has a long name e.g. "Panorama Holiday B&B" the name can be abbreviated to just "Panorama" and the B&B symbol.

Tourist accommodation signing can utilise the below symbol types:

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



SECTION 3. WENTWORTH SHIRE SIGNAGE AUDIT

3.9 WENTWORTH CARAVAN & CAMPING

THE ECONOMIC BENEFITS OF CARAVAN & CAMPING TO REGIONAL AUSTRALIA

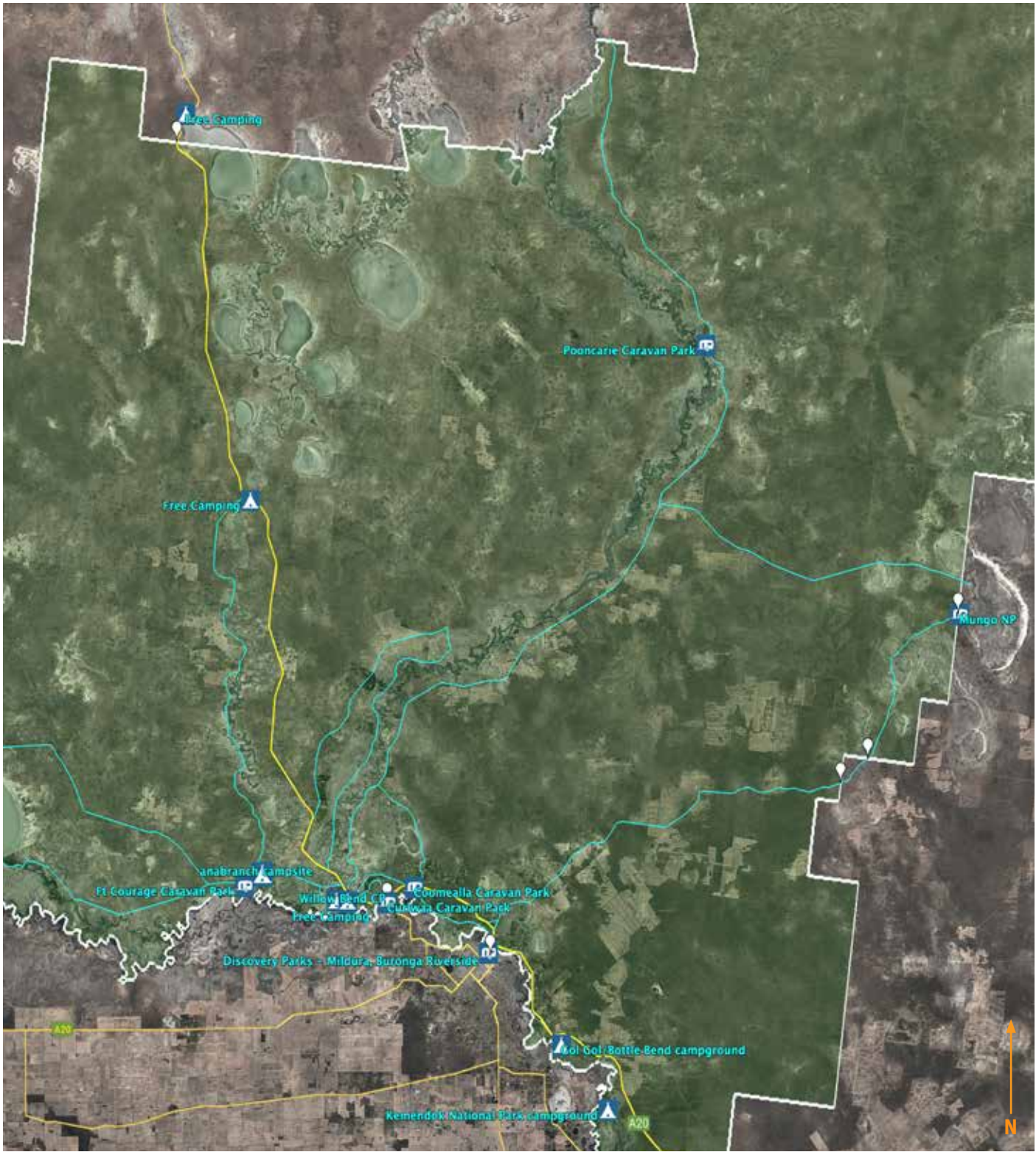
The caravan and camping economy plays a significant role in benefiting regional Australia in several ways. This thriving industry provides various economic, social, and environmental advantages to both local communities and the broader Australian economy.

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

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

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

Wentworth Caravan & Camping Parks	Private	Council	Nat Pk	Other
Coomealla Caravan Park				•
Curlwaa Caravan Park	•			
Buronga Riverside Caravan Park (Due to reopen Dec 24)	•			
Fort Courage Caravan Park				•
Gol Gol State Forest/Bottle Bend Camping			•	
Kemendok National Park			•	
Mungo National Park			•	
Pooncarie Caravan Park		•		
River Gardens Caravan Park	•			
Trentham Waters (under construction)	•			
Willow Bend Caravan Park (Due to reopen Oct 24)	•			
Wentworth Sports Ground		•		
Public RV Dump Point - Dareton		•		
Public RV Dump Point - Pooncarie		•		
Public RV Dump Point - Wentworth		•		



Wentworth Shire - Caravan and camping

SECTION 3. WENTWORTH SHIRE SIGNAGE AUDIT

3.9 WENTWORTH CARAVAN & CAMPING

WENTWORTH CARAVAN & CAMPING

Caravan Parks - When approaching a town on the main arterial routes there should be a blue advance warning sign (with Caravan/camping symbols) announcing "Caravan Park Name - distance" etc. followed by directional signs just prior to each decision making point until the destination is reached (see examples page 17). This approach helps to take the stress out of visitors navigating to their destination through unfamiliar streets.

Wentworth Shire has 10 caravan and camping options. These range from 6x privately owned, 2x council owned, 3x National/State parks and 1 x other. These parks are predominately located along the Murray River/southern border of WSC with 1 located in Pooncarie and another at Mungo National Park. There are also numerous free camping options throughout the shire. Generally directional signage to Wentworth Shire caravan parks is very good . We only sighted one caravan park that lacked advance warning signs, this park, Coomealla Caravan Park lacks advance warning signs and only has an old faded positional sign opposite the caravan park entrance.

Recommendation

- Install advance warning and directional signage at Coomealla Caravan Park.
- Replace all old timber slab signage at Pooncarie Multi-Purpose Park



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



Two of Wentworth's premier caravan parks are currently closed for redevelopment and another new park is currently under construction



Coomealla Caravan Park at Dareton this park currently has no advance warning signs.



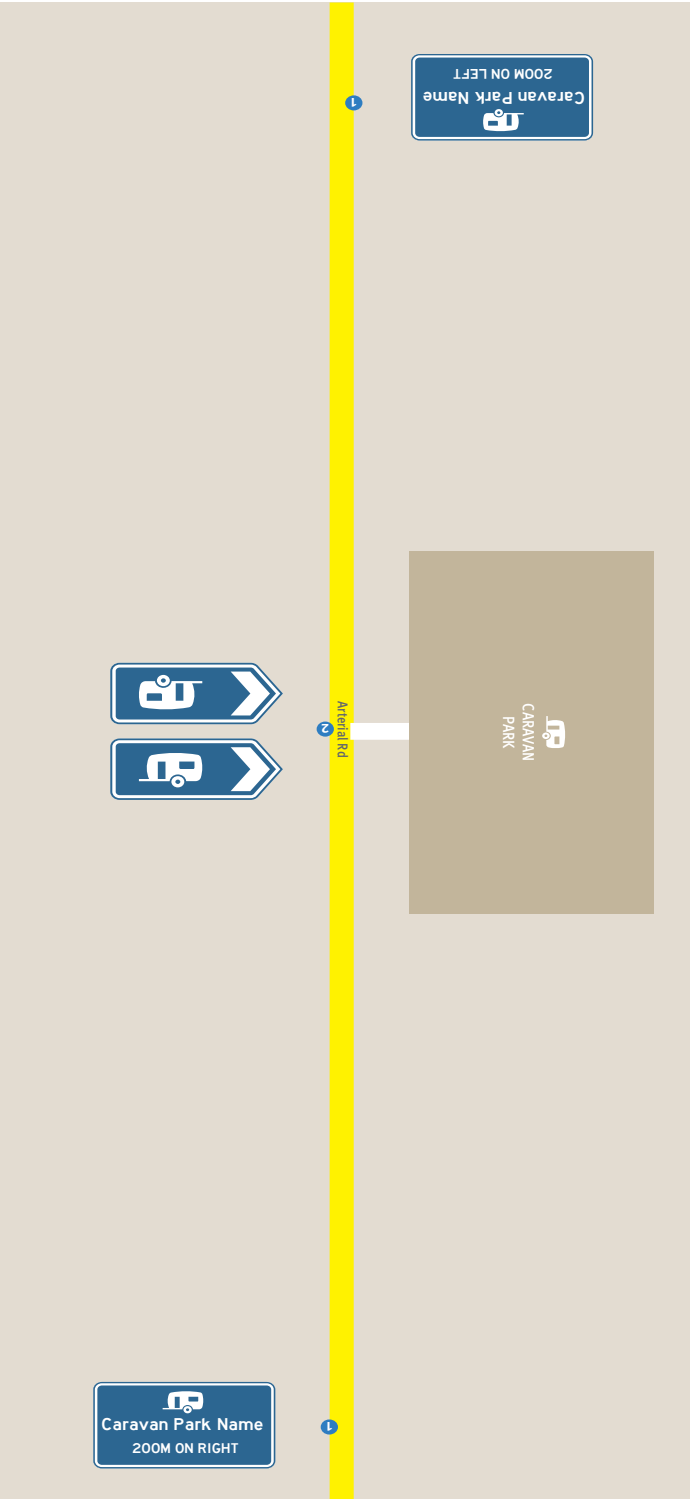
Old Pooncarie slab entry statement over 30 years old, due for replacement



Mungo National Park main camping area just east of Wentworth Shire boundary.



Gol Gol State Forest/Bottle Bend Reserve, entry signage in poor condition.



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

SECTION 3. WENTWORTH SHIRE SIGNAGE AUDIT

3.10 WENTWORTH SHIRE RV DUMP POINTS

RV DUMP POINTS

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

- **Environmental Responsibility** - RV dump points provide a designated location for RV travellers to dispose of their waste, including sewage and grey water. Proper disposal helps protect the environment by preventing contamination of natural water sources and soil, which is especially crucial in ecologically sensitive areas.
- **Convenience for Travellers** - RV travellers need access to facilities that allow them to empty their on-board wastewater tanks, such as toilets and sinks. Dump points offer a convenient and essential service for RV enthusiasts, making it easier for them to manage their waste during their journeys. This convenience encourages longer stays in the region and return visits.
- **Extended Stay and Tourism** - Access to RV dump points can significantly impact the length of time RV travellers spend in a particular region. When RV travellers know that there are well-maintained dump points available, they are more likely to stay longer, explore the local attractions, and spend money in the region.
- **Encouraging Responsible Tourism** - Providing RV dump points encourages responsible and sustainable tourism practices. Travellers are more likely to be environmentally conscious when they have easy access to appropriate waste disposal facilities. This aligns with the broader goals of promoting responsible and ethical tourism, which can lead to a positive reputation for the region.
- **Enhancing the RV and Caravanning Experience** - RV dump points contribute to the overall experience of RV and caravanning visitors. When travellers have access to clean, well-maintained facilities, it enhances their trip and makes them more likely to recommend the region to others. Positive word-of-mouth recommendations and on-line reviews can further boost tourism in the area.
- **Promoting Tourism Infrastructure** - The presence of RV dump points reflects a region's commitment to catering to the needs of RV and caravanning tourists. It signals that the region is RV-friendly,

which can attract a higher volume of visitors who are specifically looking for locations with these amenities.

- **Supporting Local Businesses** - RV dump points often bring travellers to nearby towns or communities, where they may purchase supplies, dine at local restaurants, and engage in various activities. This patronage supports local businesses and stimulates the regional economy.
- **Data Collection and Planning** - The presence of RV dump points can help regional tourism authorities collect data on visitor numbers and preferences. This information is valuable for planning and improving tourism infrastructure and services in the region.

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

WENTWORTH RV DUMP POINTS

Wentworth has three RV dump points, located in Wentworth, Dareton, and Pooncarie. RV dump points are essential for towns to qualify as "RV Friendly Towns," a designation currently met only by Pooncarie. Although all dump points are correctly set up, the signage directing visitors to these locations is mostly poorly planned and inadequate.

Of the three, Pooncarie has the best signage, with directional signs from the Tarcoola/Cemetery Road intersection leading to the dump point. However, adding a new sign at the Cemetery Road/Park entrance would further improve navigation.

The Dareton RV dump point is situated in the forecourt of the Dareton Ampol Service Station. While the location is suitable, the signage is poorly positioned. The main directional sign is set too far from the roadway, making it difficult to see, even in winter when trees are bare.

The Wentworth dump point is located at the back of the Sporting Complex car park, accessed via Beverly Street. At the entrance, there are two positional signs,



Dareton RV Dump Point directional at the Tapio/Tiltao St intersection is positioned to far off the road and obscured by the fuel price sign



Dareton RV Dump Point location on Tiltao St



Wentworth RV dump point is located at the Sporting Complex, there is no directional signage to this location from Adams St.



Wentworth RV dump point is located at the back of the Sports Complex car park with no further directional or positional signage at the location

but beyond this, visitors must guess their way to the dump point as there are no further directional signs and no positional sign at the actual location.

Recommendations

- Pooncarie - Install new RV dump point directional sign at the entrance to the Wakefield Oval entrance.
- Dareton - Reposition the RV dump point closer to the Tapio St roadway.
- Wentworth - Re-plan directional signage to the dump point from Beverley St.
- Gol Gol - investigate the installation of an RV dump point in Gol Gol or Buronga.



Australian Standard RV Dump Point symbol

SECTION 3. WENTWORTH SHIRE SIGNAGE AUDIT

3.11 WENTWORTH RV FRIENDLY TOWN STATUS

WENTWORTH RV FRIENDLY TOWNS

Campervan & Motorhome Club of Australia (CMCA) list Pooncarie as an RV Friendly Town™ on their website (<https://rvfriendly.cmca.net.au/Map/RVFriendlyMap>). This is the only town within Wentworth Shire that has this accreditation. Other towns such as Wentworth meet both the essential and most desirable criteria requirements to be accredited as an RV Friendly Town™. Other towns such as Dareton and Gol Gol with some work could also meet the essential criteria to gain RV Friendly Town™ status.

What is the advantage to WSC towns of gaining RV Friendly Town accreditation

Gaining RV Friendly Town™ status offers regional towns several advantages. It attracts more tourists, particularly those travelling in recreational vehicles, who tend to stay longer and spend money locally on fuel, groceries, dining, and other services. This status also enhances the town's reputation as a welcoming and convenient destination for travellers, boosting local businesses and stimulating the economy. Additionally, it encourages infrastructure improvements, making the town more attractive not only to RV travellers but also to other visitors. Overall, it helps regional towns increase tourism and economic growth.

What is an RV Friendly Town?

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

Essential Criteria

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

- Access to potable water.
- Access to a free dump point at an appropriate location.

Desirable Criteria

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

Recommendations

- Review Pooncarie's RV Friendly Town status to make sure that they still comply with CMCA's criteria.
- Ensure CMCA updates its RV Friendly Town listings accordingly.
- Apply for RV Friendly Town Accreditation for Wentworth.



Pooncarie - RV Friendly Town signs displayed at both entrances to Pooncarie township



Wentworth - RV Friendly Destination signs - this program is no longer supported and was discontinued sometime ago.

SECTION 3. WENTWORTH SHIRE SIGNAGE AUDIT

3.12 WENTWORTH RESERVES & REST AREAS

WENTWORTH REST AREAS AND RESERVES

Well-maintained rest areas provide a comfortable and convenient place for tourists and visitors to take a break from their journeys. This is especially important for long-distance travellers who need to rest, stretch their legs, use the toilet, or have a quick meal. Rest areas often serve as gateways to a region providing information about local attractions which can encourage travellers to explore the area, leading to increased tourism and revenue for local attractions and events. A region that takes pride in its rest areas and provides excellent facilities can enhance its image as a tourist-friendly destination, potentially attracting more tourists in the long run.

Wentworth has numerous rest areas throughout the LGA these can be split into two categories in town and out of town rest stops. Most of the out of town rest areas are on Sturt and Silver City Hwy's, these rest areas are controlled by Transport for NSW. These rest areas provide minimal facilities but are usually well signed with advance warning signs 5km, 2km and 500m out and positional signs at the rest area entrances.

In town rest areas are under the control of WSC. All of the rest areas we visited were in excellent condition with well maintained facilities and amenity, some of the best we have seen across Australia. Where WSC let's itself down is that all of these facilities are poorly signed or not signed at all. In it's current state it is very easy for visitors to drive by and miss the facilities on offer.

Regional councils should promote their rest area facilities because these amenities play a crucial role in attracting travellers to stop and explore the town. Well-promoted rest areas can increase visitor foot traffic, leading to greater spending on local businesses such as cafés, shops, and petrol stations. Additionally, highlighting these facilities can enhance road safety by encouraging drivers to take breaks, reducing fatigue-related accidents. Promoting rest areas also improves the town's image as a welcoming and convenient stopover, potentially leading to longer stays and return visits. In essence, rest areas are an important asset for boosting tourism and supporting the local economy in regional areas.



O'Donnell Park, Curlwaa - This park is only signed for public toilets



Curlwaa Rest Area - No service signs for this rest area



Fotherby Park, Wentworth - this park is only signed for public toilets



Junction Park, Wentworth - This park is only signed for public toilets



Wentworth Wharf- This park is not signed at all



Silver City Hwy, Wentworth - This rest area is not signed

Recommendation

- Conduct a regular inspection of all rest areas and reserves.
- Audit services and facilities available each rest area and reserves
- Plan and install advance warning and directional signage for all rest areas with the correct AS symbols.



Bilbarka Park , Pooncarie - This park is not signed



Pioneers Memorial Park , Pooncarie - This park is only signed for public toilets

SECTION 3. WENTWORTH SHIRE SIGNAGE AUDIT

3.13 WENTWORTH PARK & FACILITY SIGNAGE

WENTWORTH PARK & FACILITY SIGNAGE

The best thing that can be said about WSC's park and facility signage is that it is varied. There is not two parks/facility with the same style of signage. There seems to be no overall style with some signage looking almost home-made. Another key element missing on nearly all park signs is the WSC logo. Wentworth Shire Council has recently undergone a rebrand. This new brand and logo have been adopted by council and should now be integrated into WSC's signage.

Good quality and well-branded park and facility signage offer numerous benefits to regional councils:

1. Clear and attractive signage makes it easier for visitors to navigate parks and facilities, improving their overall experience and satisfaction.
2. Well-branded signage draws attention to lesser-known parks and facilities, increasing their visibility and usage. This helps councils maximise the value of their investments in public spaces.
3. High-quality signage provides essential information about facilities, such as toilets, walking paths, and emergency contacts, making parks safer and more accessible for all users, including those with disabilities.
4. Consistent branding across signage can reinforce a Shire's identity and pride, creating a cohesive and memorable image for visitors. This helps build a strong community brand that can attract more tourists.
5. By improving the attractiveness and usability of parks and facilities, councils can boost local tourism, leading to increased spending in the area.
6. Investing in durable, well-designed signage reduces the need for frequent replacements, saving councils money in the long term. It also ensures that the signage remains effective and appealing over time.

Overall, quality signage is a key tool for regional councils to enhance community assets, support local economies, and promote a positive image of the area.

Recommendation

- Develop and adopt a signage style guide and roll out new signage across all WSC parks & facilities.



SECTION 3. WENTWORTH SHIRE SIGNAGE AUDIT

3.14 WENTWORTH REGULATORY SIGNAGE

WENTWORTH REGULATORY SIGNAGE

Developing a standard suite of regulatory signs for Wentworth Shire Council ensures consistency, improves compliance, and enhances safety across the region. Standardised signs make it easier for residents and visitors to understand and follow regulations, reducing confusion and promoting orderly conduct. This uniformity also reinforces the Shire's brand identity, creating a cohesive look throughout the area. Additionally, standardisation simplifies maintenance and replacement, leading to cost savings and efficient management of signage across the Shire.

Recommendation

- Develop and adopt a signage style guide and roll out new regulatory signage across WSC.



Australian Standard - Prohibitive Icons



Australian Standard - Regulatory Icons





SECTION 4 - THE DESTINATION SIGNAGE SYSTEM

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.1 BACKGROUND

Road signage	Destination Signage
Green Directional	Promotional Billboards
Brown Tourism	Shire Entry Statements
Blue Services	Town Entry Statements
	Visitor Information Boards (VIBs)
	Temporary/Event
	Interpretive Panels

This section provides background information on the destination signs and how they can be used to promote the WSC’s attractions and experiences.

While there is little opportunity to influence the design of green, brown and blue road signs, there is scope to create a suite of unique and well-designed destination and marketing tourism-related signs for WSC.

A suite of destination signs can include the following types of signage.

- 1. **Promotional Billboards** – these can be used for promoting and providing directional information for the area and specific attractions. They are aimed at encouraging visitors to stop and stay longer.
- 2. **Shire Entry Statements** – these are also referred to as gateway signs. They create a sense of arrival to a region or LGA and identify an area as a destination (i.e. a place worth stopping). They should reflect the character of the place.

- 3. **Town Entry Statements** – these are at the entrance to a town or village. They usually reflect the destination’s branding but with a regional approach they might include the regional and Shire council brand.
- 4. **Visitor Information Boards (VIBs)** – provide information that helps with wayfinding and orientation (e.g. contain maps of the area), attractions and features, visitor information services and services, facilities and amenities available in the area.
- 5. **Temporary/Event** – these signs are used to highlight events and activities but are not permanent signs.
- 6. **Interpretive Panels** – these signs provide information about attractions, historic sites, lookouts, etc. and can be arranged single signs or groups of signs.



Examples of existing destination signage in Wentworth Shire Council

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.2 WENTWORTH PROMOTIONAL BILLBOARDS

PROMOTIONAL BILLBOARDS

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

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

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

WENTWORTH BILLBOARDS

Normally in this section I would be writing about the lack of promotional billboards or their poor state of repair. It's refreshing to see what a good job WSC has done with their promotional billboards. Each billboard is well positioned, has great photography and carries a simple easy to read message.

Other billboards sighted include a large billboard at Popiltah Lake Rest Area, Silver City Hwy. This billboard uses the Wentworth tourist brand and promotes Wentworth and it's services. This billboard has been installed by Wentworth Rotary. Another billboard sighted is for the Darling River Run at the Murray Darling Junction Park. This billboard is also a trailhead for the Darling River run with a large trailhead panel on the reverse side of this billboard.

Recommendation -

- Update billboards annually with fresh images and events.



Wentworth promotional billboards

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



SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.2 WENTWORTH MOBILE BILLBOARDS

MOBILE BILLBOARDS

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

Recommendation

- Explore the development of this form of destination marketing with Wentworth/Mildura Transport Operators.

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



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

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.3 WENTWORTH MAJOR EVENT PROMOTIONS

WENTWORTH MAJOR EVENT PROMOTIONS STREET BANNERS

Banner flags are highly effective for event promotion in regional Australia due to their visibility and versatility. They capture attention easily, making them ideal for attracting both locals and visitors to events. Banner flags can be placed in strategic locations, such as town centres, event venues, and along main roads, helping to increase awareness and drive attendance. Additionally, they are cost-effective, easy to set up and transport, and can be reused for multiple events, providing ongoing promotional value. Overall, banner flags enhance the visibility of regional events, contributing to greater community engagement and economic benefits.

Wentworth has a banner system installed along the George Chaffey Bridge. These banners are used to promote major events within the Wentworth region. As part of this strategy we always look for other locations to extend this type of promotion.

ADDITIONAL BANNER/FLAG LOCATIONS

- Buronga - Roundabout at Sturt/Silver City Hwy Junction.
- Gol Gol - James King Park Rest Area median strip.
- Dareton - Sturt Park.
- Wentworth - Fotherby Park
- Wentworth - Silver City Hwy north visitor information bay

Recommendations

- Install banner flags at other Wentworth locations, this could be done in a staged approach.



Buronga - George Chaffey Bridge existing Bannerconda system

Fremantle - ANZAC Day promotional banners

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.4 WENTWORTH COMMUNITY EVENT PROMOTION

WENTWORTH MINOR EVENT PROMOTIONS

Wentworth has a series of community event promotional boards which are positioned along the Silver City Hwy between Buronga and Wentworth. These boards are property of WSC with community groups paying a user fee to promote their event. This fee goes towards the cost of WSC staff installing the promotion. The boards carry the old WSC branding and are all looking a bit tired and in need of replacement.

WSC should develop community event banner locations around Wentworth towns. Each site should be equipped with a rigid frame with tie points for standard size promotional banners (Usually 2.2m x 1.2m). Installing this type of banner frame puts the onus of the community group to book and install their own promotional banners rather than council having to do it. These banner frames should be clearly branded as property of WSC with the WSC logo clearly displayed and contact details for booking a banner site.

Guidelines

WSC should develop clear guidelines for using these locations consisting of;

- **Locations** – Identify key sites within the LGA for installation of events and temporary signage. This type of signage should be restricted to these sites only. They should not obstruct views and lines of sight (for vehicle and pedestrian safety).
- **Infrastructure** – At each site, install infrastructure for temporary signage e.g. permanent frames and poles for banners etc.
- **Policy considerations** – Should include clear guidelines about application processes, types of events that are eligible, who can apply (e.g. clubs), time limits and process for removal of unauthorised signs.
- **Design templates** – Create design templates for recommended banner sizes. Include tips for graphic consistency, text size, suggested number of words etc. and suitable colour palettes. Make these templates available online and supply to local signage producers.
- **Provide information about the guidelines for these signs** – This is to raise awareness of what the council is trying to achieve with a firm policy and restrictions to avoid proliferation of signs and protect public safety/amenity.



CONCEPT ONLY - WSC Community Banner Advertising

Recommendations

- Explore locations for community events banners in WSC.
- Develop guidelines for community event promotion.



SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.5 WENTWORTH LGA BOUNDARY ENTRY SIGNS

WENTWORTH COUNCIL BOUNDARY ENTRY SIGNS

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

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

Wentworth Council entry signs - These signs all carry the old logo and are generally well past their use by date. WSC successful re-brand will require these signs to be replaced. These signs are located on LGA entry points on Sturt Hwy, Silver City Hwy, Pooncarie Rd and Renmark Rd. Notably there are no boundary entry statements on the Arumpo Rd.

Welcome to Oasis Country - This sign is located on Sturt Hwy, east of Gol Gol.

Recommendation

- Replace all Shire entry signs.
- Determine if the Sunraysia Oasis entry sign is still relevant, if not remove it.



Sturt Hwy, Wentworth LGA Boundary entry sign



Pooncarie Rd, Wentworth LGA Boundary entry sign



Old Welcome to Oasis Country boundary markers on the Sturt Hwy east of Gol Gol



Balranald boundary sign and LGA boundary markers



South Australia border sign, Renmark Rd

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.6 WENTWORTH TOWN ENTRY STATEMENTS



WENTWORTH TOWN ENTRY STATEMENTS

Wentworth Shire's town entry statements can be split into two groups. The eastern side of the shire is signed with large two pole structures that feature a previous tourist branding style "Worth the Drive" These signs are featured at the entry to Gol Gol, Buronga and Dareton. On the western side of Wentworth Shire a different style is used based around a previous marketing theme "Wentworth Region". The sign design is themed around the shape of NSW with Murray River making up the southern boundary. Both sign styles have no commonality which makes one wonder what was the overall plan and why was a second sign style developed ?

Wentworth has recently re-branded and all signage will eventually need to be replaced. Of course it would be great to replace all town entry signage with the new branding but with budget constraints and other demands this is unlikely to happen. Therefore WSC needs to decide which way to proceed, this could be complete replacement, re-skin existing signs or a combination of both.

When an LGA re-brands the new logo and associated branding generally has a lifespan of 15-20 years. A marketing campaign and associated slogans generally have a maximum lifespan of five years. Therefore marketing slogans and associated brand styling should not be incorporated into long term fixtures such as LGA signage.

As an extension of the Wentworth LGA re-brand WCS needs to prioritise the design and development of a signage style guide. A signage style guide is the recipe book for all signage design within Wentworth Shire.

Principals and guidelines

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

- 6. **Construction** - High quality construction and use of materials that are durable, high quality and replaceable.

Recommendation

- Replace or re-skin all WSC town entry statements with signage that reflect the new WSC corporate brand and secondary graphics.
- Develop a Wentworth Shire signage style guide.

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.7 WENTWORTH VISITOR INFORMATION BOARDS

WENTWORTH VISITOR INFORMATION BOARDS

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

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

Strategic Placement: An essential consideration is determining the most effective locations to engage with the visiting public. It's worth noting that not every traveller passing through the LGA will visit a Visitor Information Centre. Hilltops has recently made improvements to several in-town rest areas, often equipped with amenities like toilets and picnic shelters. These rest areas are frequently sought out by travellers as convenient places to take a break. Therefore, they serve as ideal locations to install visitor information boards. By doing so, casual visitors have the opportunity to discover attractions they may not have previously considered or were unaware of, enhancing their overall experience.

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

Principals and guidelines

Visitor Information Boards should contain the following information:

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

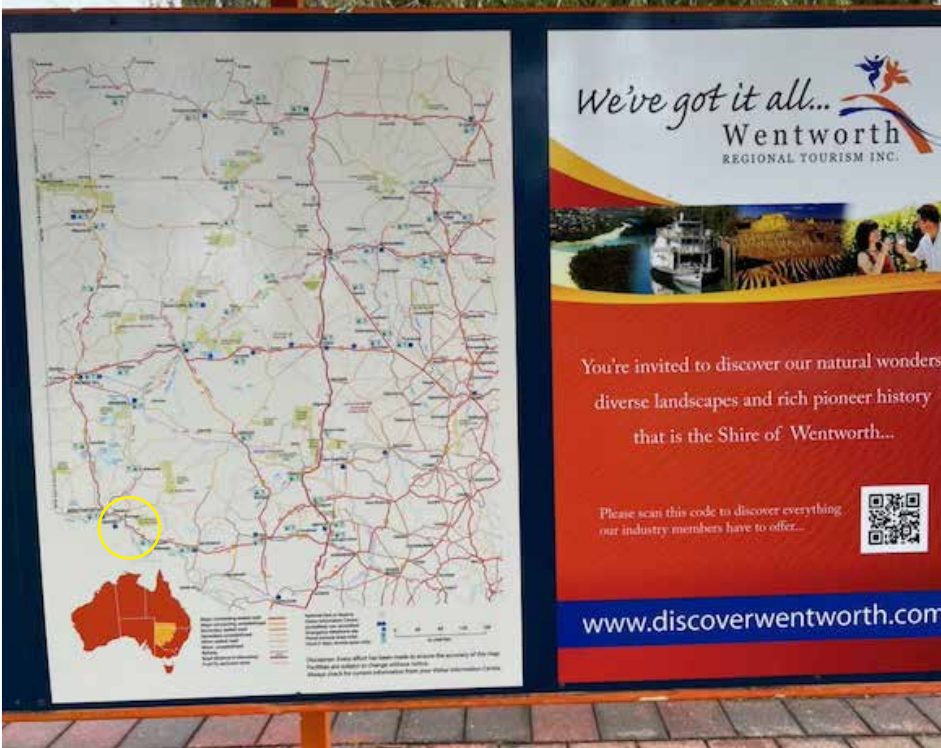
Develop a suite – There should be a suite of sizes and types so that information can be provided in staggered and complementary ways. For example, near the entry to the Shire, large boards with comprehensive information should be provided, medium sized boards can be used in larger towns and smaller ones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



Wentworth, Silver City Hwy north, Visitor Information Bay. End panels should be updated to reflect the experiencewentworth.com.au branding. Information "i" sign missing from top of some shelters



Gol Gol, Sturt Hwy, Visitor Information Bay - One size does not fit all. The Gol Gol town map should feature as the main map



Orientation - The regional map should contain a "You are here" pin for visitors to better orientate themselves



Pooncarie VIB in need of replacement

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.7 WENTWORTH VISITOR INFORMATION BOARDS

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

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

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

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

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

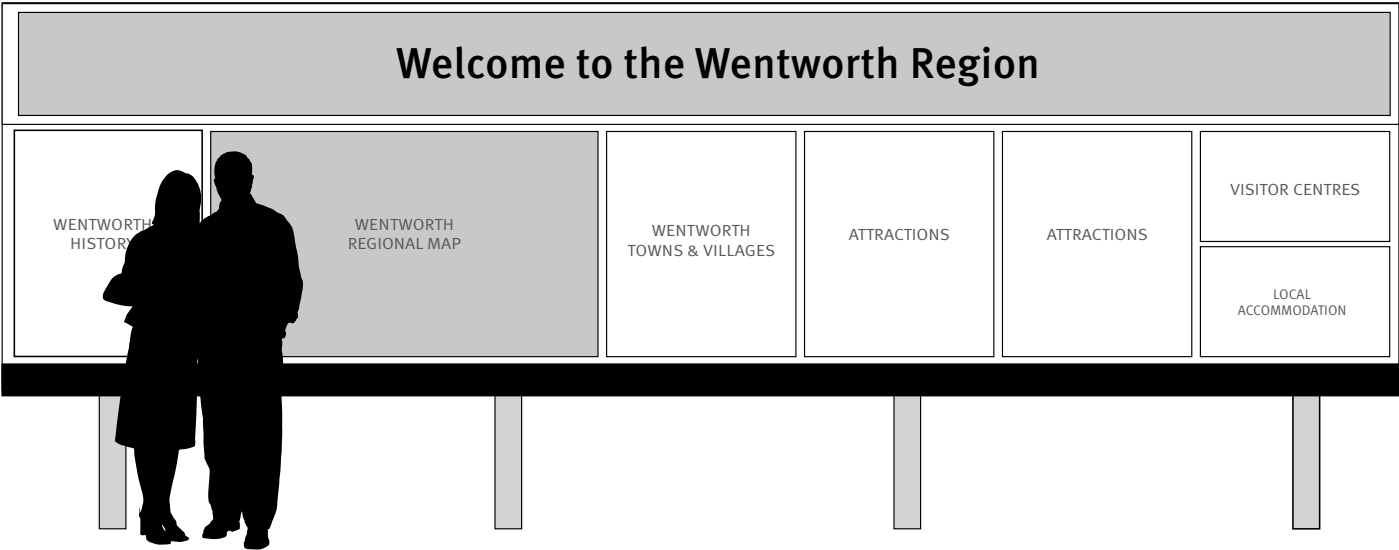
NOTE: Generally we recommend against advertising as the return on investment is usually not worth the hassle of chasing up advertisers for print suitable content.

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

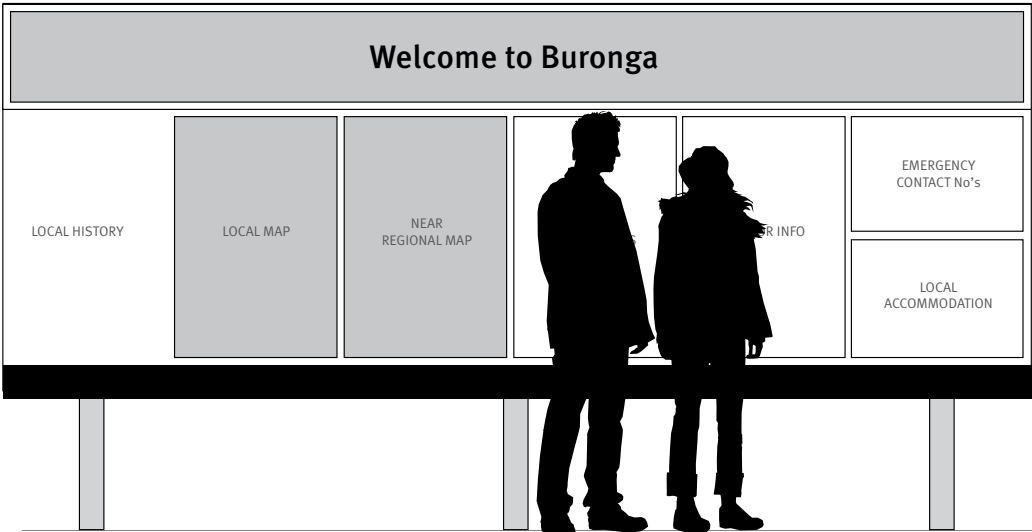
Recommendation

- Redesign the VIB maps to take into account the points we've made in this section.
- Install advance warning and positional signs for all VIB locations
- Replace the Pooncarie VIB.

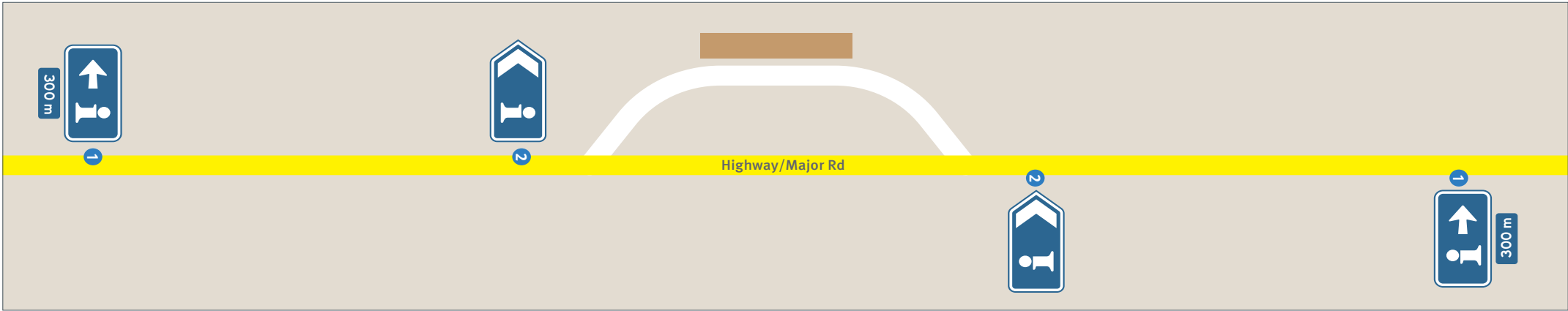
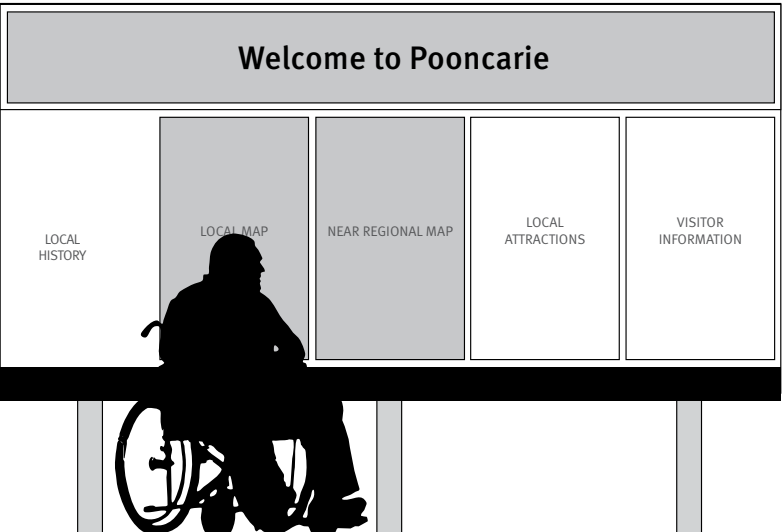
Example 1 - TIER 1 - Main entry points visitor information boards 6.0m X 1.5m



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



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



Example – Correct signage for directions to roadside Visitor Information Bays

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.8 WENTWORTH VISITOR CENTRE

WENTWORTH VISITORS CENTRE

Wentworth has an accredited visitor information centre in Wentworth located on Darling St. This centre is well staffed and carries all local and regional visitor information. The centre is well signed from both north and east approaches to Wentworth. Although well signed, there is no consistency in sign style with different sign types being used throughout the town. In some instances a larger "Yellow i" sign has been attached alongside the original Yellow i. Signage at the actual centre is a mix of a pole sign, an A frame and a banner flag. There is an actual sign board but it's so small that it is easily overlooked - hence the temporary signage.

The centre will relocate across the road when the new shire offices open so any signage for the new visitor information centre will become part of the new Wentworth signage plan (see recommendations page 36).

Recommendation

- Develop a new signage plan for all of Wentworth's brown attractions and blue services.
- Review and update information on the Experience Wentworth website.
- Develop new maps and brochures for for Thegoa Lagoon, Wentworth Cemetery and Perry Sand Hills.



SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.9 WENTWORTH INTERPRETIVE SIGNAGE

WENTWORTH INTERPRETIVE SIGNAGE

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

Interpretation in WSC is a very mixed bag. The majority of interpretation work in this area was carried out at a community level, leading to a wide array of styles and applications. In numerous cases, an excessive amount of detail has been incorporated, often resulting in sub-par writing and design. Unfortunately, a significant number of interpretive panels have become faded and are swiftly approaching their expiration date, necessitating replacement (see audit doc).

Principals and Guidelines

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

- 1. **Planning** – Planning is the KEY to using limited resources effectively and to producing attractive, quality signs and creating a worthwhile experience. What is the purpose of the experience? What do you want people to learn?
- 2. **Content** – The written content and images must be interesting and engaging. A professional writer with experience in researching and writing interpretive content should be engaged.
- 3. **Design** – Engage a professional graphic designer with experience in interpretive signage design to work with you on this step. They will understand how to make the layout interesting and easy to read.
NOTE - Always ensure that WSC retains full ownership of all artwork and it is properly archived. This will make it much easier to produce replacement panels .
- 4. **Materials and fabrication** – Consider the final selection of the sign materials based on the environment, durability, ease of maintenance and longevity along with the fit and requirements for the type of experience at the site. For example,

drive trails will have different needs, options and opportunities to say, a historic site. Consider using local materials such as stone or timber whenever possible and is cost effective.

- 5. **Installation** – This stage should be carefully planned and managed by the signage contractor and the designer to ensure the process is safe, efficient and there is minimal disruption to the public. This stage should not be left to an installer without clear instructions or direction.
- 6. **Maintenance** – The need for maintenance and cleaning is often overlooked. This will affect the life of the sign and give visitors a negative impression of the place and experience. It simply doesn’t make sense to invest time, effort and money in an interpretive signage project to then neglect its maintenance. Establishing roles/agreement and resources needed for maintenance of signage should be established during planning phase.

Recommendations

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

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



Wentworth town interpretive - This interpretation is in a very poor state



Wentworth Wharf - Interp damaged and in need of cleaning



The only interp we sighted with the new logo, WSC needs to develop an overall style for interp and replace as required



Great Anabranche Interp at 10 mile bridge, Renmark Rd



Damaged interp Sturt Hwy, Monak



Indigenous interp, Fotherby Park, Wentworth



SECTION 5 - IMPLEMENTING THE STRATEGY

SECTION 5. IMPLEMENTING THE STRATEGY

Actions will be rolled out progressively and subject to funding and resources. Wentworth Shire Council will seek funding opportunities to implement the Strategy where budgets do not allow for them.

Some of the actions and recommendations require a significant commitment of resources, will require time to plan and consult with the community. But, there are some actions that could result in substantial improvements and

address the issues raised in the community consultations that Wentworth Shire Council can implement in the near future to begin to progress this Strategy. Quick wins are identified in the implementation table.

Page No./ Strategy Section	Action Ref	Actions/Recommendations	Priority	Indicative Timeframe to start	Indicative Costs	Quick Wins	Financial years	Responsibility
Page 11 - 2.3 Signage Policies & Guidelines	1	WSC to develop a council signage policy, signage guidelines and an application process.	High	Immediate	N/A	No	2024/25	WSC
	2	WSC to review all of their shire signage to bring them into alignment with this strategy.						
	3	Conduct regular audits of tourist, services and community signs against Council's signage Policy (to be developed) and progressively remove signage that is not compliant.						
	4	Develop a signage style guide to address all signage needs across the LGA including parks, facilities, entry statements etc.	Medium	12 months	\$25,000	No	2025/26	
	5	WSC to establish a formal committee, made up of representatives from WSC and local tourism groups to manage all aspects of tourism signage within WSC.	Low	24 Months	N/A	No	2026/27	
Page 22 - 3.3 Green Directional Signs	6	Review intersections with large sign clusters and consolidate signage structure.	Medium	Ongoing	\$15,000 pa	No	Annually	WSC/TfNSW
	7	Conduct a regular asset review of all WSC controlled road signage						WSC
	8	Replace damaged and faded signs						WSC/TfNSW
Page 23 - 3.3 Brown Tourist Signs	9	Review all institutions/attractions and tourist drives with brown tourist signs to determine if they are lawful and meet Destination NSW guidelines eligibility criteria.	Medium	Ongoing	\$10,000 pa	No	Annually	WSC/TfNSW
	10	Replace damaged and faded signs.						
Page 24 - 3.3 Blue Directional Signs	11	Standardisation - Develop a standardised design for blue signs, include the use of Australian Standard service symbols.	Medium	Ongoing	\$15,000 pa	No	Annually	WSC/TfNSW
	12	Replace damaged and faded signs.						
Page 25 - 3.4 Tourist Drives	13	Rework the Wentworth Trail into two trails, one a drive trail and the other a walk trail.	Low	24 Months	\$5,000	No	2026/27	WSC
	14	Investigate the development of an all day loop trail through Wentworth Shire beginning and finishing in Wentworth.	Low	24 Months	\$25,000	Yes	2026/27	WSC
	15	Old Wentworth Gaol - Install new positional signs with the AS symbol for historic site in front of this attraction.	Medium	12 months	\$500.00	No	2025/26	WSC
	16	Wentworth Pioneer Museum - Install new positional signs with the AS symbol for museum in front of this attraction.	Medium	12 months	\$500.00	Yes	2024/25	WSC
	17	Wentworth Pioneer Museum - Update the Experience Wentworth website to include a proper overview of the museum and its opening hours.	High	Immediate	N/A	Yes	2024/25	WSC
	18	Wentworth Military Collection/Museum - Install a double sided brown positional sign with the AS symbol for museum in front of the attraction.	Medium	12 months	\$500.00	Yes	2024/25	WSC

SECTION 5. IMPLEMENTING THE STRATEGY

Page No./ Strategy Section	Action Ref	Actions/Recommendations	Priority	Indicative Timeframe to start	Indicative Costs	Quick Wins	Financial years	Responsibility
	18	Wentworth Military Collection/Museum - Install a double sided brown positional sign with the AS symbol for museum in front of the attraction.	Medium	12 months	\$500.00	Yes	2024/25	WSC
	19	Riverboat Rods Paddle Steamer Display - Work with the owner to improve property signage including images of the displays' paddle steamer collection.	Low	24 Months	\$1,500.00	Yes	2026/27	WSC
	20	Wentworth Wharf - Clean all interpretive signage.	Medium	12 months	\$1,000.00	Yes	2025/26	WSC
Page 33/34 - 3.5 Tourist Attractions	21	Wentworth Wharf - Update the Experience Wentworth website to list Wentworth Wharf on the "See & Do" page of the website.	High	Immediate	N/A	Yes	2024/25	WSC
	22	John Egge Statue - Install a proper interpretive panel and pedestal at John Egge's statue location.	Medium	12 months	\$1,500	No	2025/26	WSC
	23	Fotherby Park - This park has multiple attractions. Better directional signage to the attractions within the park should be installed.	High	Immediate	N/A	Yes	2024/25	WSC
	24	Fotherby Park - Replace the current entry directional sign with the correct chevron type sign (see page 13). The new sign should incorporate the AS symbols for visitor information, historic site and toilets.	High	Immediate	\$250	Yes	2024/25	WSC
	25	Possum Statue - Improve the audio interp at the Possum Statue by re-skinning the audio push button panel.	Medium	12 months	\$1,500.00	yes	2025/26	WSC
	26	Murray Darling Junction Walk - Replace advance warning sign on Silver City Hwy with a more simplified sign taking advantage of AS symbols instead of text.	Medium	12 months	\$1,500.00	No	2025/26	WSC
	27	PS Ruby Paddle Steamer - This attraction should be sub-listed under Fotherby Park main sign (see point 11.)	Medium	12 months	N/A	Yes	2025/26	WSC
	28	PS Ruby Paddle Steamer - Review and replace interpretive signage at this location.	Medium	12 months	\$1,500.00	No	2025/26	WSC
	29	Lock 10 and Weir - Install directional signage to Capt. Charles Sturt Monument.	Medium	12 months	\$500.00	No	2025/26	WSC
	30	Thegoa Lagoon - This attraction needs a complete site audit and an assessment made on whether to do a complete overhaul or remove it as an attraction. If WSC wishes to keep Thegoa Lagoon as an attraction considerable work will be required.	Low	24 Months	N/A	No	2026/27	WSC
	31	Thegoa Lagoon - Interpretive node/trailhead. The existing interpretive node should be repositioned at the northern end of West St and the Cemetery car park as this is the obvious starting point for this attraction. This location could also be used as a distribution point for maps of the lagoon and its attractions.	Low	24 Months	\$10,000.00	No	2026/27	WSC
	32	Thegoa Lagoon - Develop a new brochure and map for this attraction using AS symbols and route markers. The current brochure has far too much information for the casual visitor a lot of which could be made available on line.	Low	24 Months	\$2,000.00	No	2026/27	WSC
	33	Perry Sandhills - This attraction is currently over-signed. Directional signage should be rationalised to begin at the Silver City Hwy/Renmark Rd intersection. At the Renmark Rd/Perry Sandhills access road the current directional sign should double sided (currently only single sided).	Medium	12 months	\$2,500	Yes	2024/25	WSC
	34	Perry Sandhills - Develop a trailhead sign to make visitors more aware of what attractions are here, and what route is suitable for 2WD access. Provide an overview map of the whole attraction.	Medium	12 months	\$3,000	No	2025/26	WSC

SECTION 5. IMPLEMENTING THE STRATEGY

Page No./ Strategy Section	Action Ref	Actions/Recommendations	Priority	Indicative Timeframe to start	Indicative Costs	Quick Wins	Financial years	Responsibility
	35	Murray Darling Junction Park and Viewing Platform - List this attraction on the Experience Wentworth website under the "See and Do" section	High	Immediate	\$2,500	N/A	2024/25	WSC
	36	Wentworth Cemetery Walk - As per Thegoa Lagoon this attraction would benefit from having a trailhead and interp point at the cemetery entrance. This could be a shared trailhead with the repositioned Thegoa Interpretive node/trailhead. This would also encourage crossover visitations at these two attractions.	Low	24 Months	\$2,500.00	No	2026/27	WSC
	37	BMEET Gallery - If this gallery can be encouraged to alter its opening days (5 days including both weekend days) then brown tourist signs should be installed. If not a blue double-sided positional sign should be installed with the gallery name.	Medium	12 months	\$2,500.00	No	2025/26	WSC
	38	Australian Inland Botanic Gardens - Install brown directional sign at the Silver City/Calder Hwy intersection.	Medium	12 months	\$2,500.00	No	2025/26	WSC/TfNSW
	39	Australian Inland Botanic Gardens - Reposition and re-sign reassurance signs to within 500m of either end of River Rd/Silver City Hwy. Replace the fingerboard sign at the Silver City Hwy/Link Rd intersection.	Low	24 Months	\$5,000.00	No	2026/27	WSC
	40	Varapodio Estate - Work with this business to apply for brown tourist signs. Encourage business to improve property signage.	Low	24 Months	\$5,000.00	No	2026/27	WSC/TfNSW
	41	Buronga River Front Adventure Play and Pump Track - Determine whether this park is a tourist attraction or community facility, sign accordingly.	Low	24 Months	\$2,500.00	No	2026/27	WSC/TfNSW
	42	Orange World - Work with this business to clean up the car park area. Install double-sided directional signs at the Silver City Hwy/Link Rd intersection. Install brown advance warning signs 200m on either side of the Silver City Hwy/Link Rd intersection. Install double-sided directional signs at the River/Link Rd intersection.	Low	24 Months	\$10,000.00	No	2026/27	WSC/TfNSW
	43	Mungo National Park - Replace faded and damaged brown directional signs (refer to audit document).	Medium	12 months	\$7,000.00	No	2025/26	WSC/NSW Parks
	44	Kemendok National Park - Install directional signage from Sturt Hwy to the park entrance.	Low	24 Months	\$5,000.00	Yes	2026/27	WSC/NSW Parks
	45	Lake Victoria - Work with SA Water to replace faded and damaged interpretive signage at Lake Victoria Lookout. Install a double-sided brown positional sign with the AS Lookout symbol. Remove the current visitor information signs.	Medium	12 months	\$5,000.00	No	2025/26	WSC/SA Water
	46	Drings Hill Reserve Lookout - Install a brown double-sided positional sign adjacent to the Lookout with the AS symbol for Lookout. Cut back trees at the lookout point.	Medium	12 months	\$1,500.00	Yes	2024/25	WSC/TfNSW
	47	Dareton Centenary Interpretation - Install a brown double-sided positional sign adjacent to the Tapio Park entrance.	Medium	12 months	\$1,500.00	Yes	2024/25	WSC/TfNSW
	48	Coomealla Lions Park - Install advance warning and blue double-sided positional sign adjacent to the Lions Park entrance. Replace old interpretive signage.	Medium	12 months	\$5,000.00	No	2025/26	WSC/TfNSW
	49	Experience Wentworth website - review the entire website. Simplify and streamline the attractions pages on the website.	High	Ongoing	N/A	Yes	2024/25	WSC
Page 35 - 3.6 Historical Town Accreditation	50	Explore the process of applying for Wentworth to obtain historic town accreditation.	Low	24 Months	N/A	No	2026/27	C/Destination N

SECTION 5. IMPLEMENTING THE STRATEGY

Page No./ Strategy Section	Action Ref	Actions/Recommendations	Priority	Indicative Timeframe to start	Indicative Costs	Quick Wins	Financial years	Responsibility
	51	Wentworth - Develop a new town signage plan for access routes to tourist attractions, the VIC, town services and designate car/caravan parking. Consolidate all blue signage and use Australian Standard Symbols. Rationalise new signage information to "Is this information important to visitors?"	Medium	12 months	\$25,000.00	No	2025/26	External Consultant
	52	Gol Gol - Install advance warning and positional signs for James King Park, James King Park Rest Area and the Silver City Hwy Buronga Rest Area.	Medium	12 months	\$10,000.00	Yes	2024/25	WSC/TfNSW
Page 37 - 3.7 Town Visitor Services	53	Burong - Silver City Hwy, Install a large public toilet positional sign (eastbound) adjacent to the public toilets near the Scout Hall.	Medium	12 months	\$500.00	Yes	2024/25	WSC/TfNSW
	54	Dareton - Install advance warning and replace positional signs for Lions Park.	Medium	12 months	\$5,000.00	No	2025/26	WSC/TfNSW
	55	Dareton - Install advance warning and replace positional signs for Coomealla Golf Course and Dareton boat ramp.	Medium	12 months	\$5,000.00	No	2025/26	WSC/TfNSW
	56	Dareton - Reposition the RV dump point sign closer to the Silver City Hwy roadway.	Medium	12 months	\$500.00	Yes	2024/25	WSC/TfNSW
	57	Dareton - Install a double-sided positional sign for Tapio Park facilities.	Medium	12 months	\$1,500.00	Yes	2024/25	WSC/TfNSW
	58	Dareton - Reposition the Tapio/Neilpo public toilet sign closer to the Silver City Hwy roadway.	Medium	12 months	\$500.00	Yes	2024/25	WSC/TfNSW
	59	Pooncarie - Install town service advance warning signs 2 km on either side of Pooncarie.	Medium	12 months	\$10,000.00	Yes	2024/25	WSC/TfNSW
	60	Pooncarie - Install a new double-poled sign structure at the Tarcoola/McKinley St intersection.	Medium	12 months	\$1,500.00	Yes	2024/25	WSC/TfNSW
	61	Pooncarie - Replace blue directional sign panels at the Tarcoola/ Cemetery Rd intersection.	Medium	12 months	\$5,000.00	No	2025/26	WSC/TfNSW
	62	Pooncarie - Replace blue fingerboard sign with a proper directional sign at the campground turn-off on Cemetery Rd.	Medium	12 months	\$1,500.00	Yes	2024/25	WSC
Page 44 - 3.8 Accommodation Signs	63	Develop a policy for correctly signing this type of business.	Low	24 Months	N/A	No	2026/27	WSC
	64	Audit all businesses of this type to ensure they fit within the TfNSW guidelines and sign accordingly. Remove redundant signs. Replace all incorrect signs.	Medium	Ongoing	N/A	No	2025/26	WSC
Page 46 - 3.9 Caravan & Camping	65	Dareton - Install advance warning and directional signage at Coomealla Caravan Park.	Medium	12 months	\$5,000.00	Yes	2024/25	WSC/TfNSW
	66	Pooncarie - Replace all old timber slab signage at Pooncarie Multi-Purpose Park	Medium	12 months	\$10,000.00	Yes	2024/25	WSC
Page 47 - 3.10 Wentworth RV Dump Points	67	Pooncarie - Install new RV dump point directional sign at the entrance to the Wakefield Oval/Pooncarie Caravan Park. (Combine with line item 62)	Low	24 Months	N/A	No	2026/27	WSC
	68	Dareton - Reposition the RV dump point closer to the Tapio St roadway.	Low	24 Months	\$1,500.00	Yes	2024/25	WSC
	69	Wentworth - Re-plan directional signage to the dump point from Beverley St. (Combine with line item 51)						
	70	Gol Gol - investigate the installation of an RV dump point in Gol Gol or Buronga.	Low	24 Months	N/A	No	2026/27	WSC
	71	RV Dump Points - List WSC Free RV dump points on the Sanidumps website (www.sanidumps.com)	High	Immediate	N/A	Yes	2024/25	WSC

SECTION 5. IMPLEMENTING THE STRATEGY

Page No./ Strategy Section	Action Ref	Actions/Recommendations	Priority	Indicative Timeframe to start	Indicative Costs	Quick Wins	Financial years	Responsibility
Page 48 - 3.11 Wentworth RV Friendly Town Status	72	Apply for RV Friendly Town Accreditation for Wentworth	Medium	12 months	N/A	No	2025/26	WSC/CMCA
	73	Remove RV Friendly Destination signs - This program no longer supported by CMCA	Low	24 Months	N/A	No	2026/27	WSC
Page 49 - 3.12 Wentworth Reserves & Rest Areas	74	Audit services and facilities available at each rest area and reserves	High	Ongoing	N/A	Yes	2024/25	WSC
	75	Plan and install advance warning and directional signage for all rest areas with the correct AS symbols.	Medium	12 months	\$30,000.00	No	2025/26	WSC/TfNSW
Page 50 - 3.13 Wentworth Park & Facility Signage	76	Develop and adopt a signage style guide and roll out new signage across all WSC parks & facilities. (Combine with line item 4)						
Page 51 - 3.14 Wentworth Regulatory Signage	77	Develop and adopt a signage style guide and roll out new regulatory signage across WSC. (Combine with line item 4)						
Page 53 - 4.2 Wentworth Promotional Billboards	78	Update billboards annually with fresh images and messaging	Medium	12 months	\$20,000.00	No	2025/26	External Consultant
	79	Explore the development of this form of destination marketing with Wentworth/Mildura Transport Operators.	Low	24 Months	\$30,000.00	No	2026/27	External Consultant
Page 56 - 4.3 Wentworth Major Event Promotions	80	Install banner flags at other Wentworth locations.	Low	24 Months	\$15,000 p/unit	no	2026/27	External Consultant
Page 57 - 4.4 Wentworth Community Events Promotion	81	Explore locations for community event banners and develop clear guidelines for their use.	Low	24 Months	N/A	No	2026/27	WSC
Page 58 - 4.5 Wentworth LGA Boundary Entry Signs	82	Replace all WSC LGA Entry Signs	Medium	12 months	\$10,000 p/unit	Yes	2024/25	WSC
Page 59 - 4.6 Wentworth Town Entry Statements	83	Replace or re-skin all WSC town entry statements with signage that reflect the new WSC corporate brand and secondary graphics.	Low	24 Months	N/A	No	2026/27	WSC
Page 61 - 4.7 Wentworth Visitor Information Boards	84	Install advance warning and positional signs for all Visitor Information Bay locations	Medium	12 months	\$30,000	No	2025/26	WSC
	85	Redesign the Visitor Information Bay maps (Refer to the strategy)	Medium	12 months	\$2,000	No	2025/26	External Consultant
	86	Replace the Pooncarie Visitor Information Bay	Low	24 Months	\$35,000	No	2026/27	External Consultant
Page 62 - 4.8 Visitor Information Centre	87	Develop a new signage plan for all of Wentworth's brown attractions and blue services. (Combine with line item 51)						
	88	Review and update information on the Experience Wentworth website.	High	Ongoing	N/A	Yes	2024/25	WSC
	89	Develop new professionally produced maps and brochures for for Thegoa Lagoon, Wentworth Cemetery and Perry Sand Hills.	Low	24 Months	\$15,000	No	2026/27	External Consultant

SECTION 5. IMPLEMENTING THE STRATEGY

Page No./ Strategy Section	Action Ref	Actions/Recommendations	Priority	Indicative Timeframe to start	Indicative Costs	Quick Wins	Financial years	Responsibility
Page 65 - 4.7 Interpretive Signage	90	Encouraging creative alternatives to interpretive signage that do not involve panels of information.						External Consultant
	91	Criteria for when interpretive signage would be supported e.g. significant story and interesting to a wide audience.						
	92	Text must be professionally written.						
	93	Must be professionally designed.						
	94	Specifications for materials that should be used.						
	95	Installation must be compliant with relevant Australian standards.						
	96	Clear agreement on maintenance responsibilities and ownership of interpretive signs.						
	97	Templates for interpretive panels.						
	98	Location principles e.g. accessible, does not deter from visual amenity.						

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