

# Whyalla and Eyre Peninsula Visitor Signage Audit, Wayfinding Strategy and Coastal Access Project

## Project Background

The Local Government Tourism Advisory Group facilitated by RDAWEP have for five years worked to prioritise and deliver a Regional Signage Audit, Wayfinding Strategy and Coastal Access Project.

The combined projects will cost \$180,000 and if completed regionally (as opposed to individual Councils) represents an average saving of between 30-40% to each local government area. The audit would occur in December 2017 with the finalised Strategies informing the annual business plan and budgeting process for the 2018/2019 financial year.

To reduce the contribution required by all eleven Councils to get the work done this financial year, access to the remainder of the 17/18 rubble royalties funding would enable the commissioning of this work and *we respectfully request that the EPLGA Engineering and Works Committee consider contributing the remainder Rubble Royalty funds.*

## Relationship to Roads Management

Signage is an important part of the road network and preservation of road conditions. Signage advises drivers about all kinds of rules, attractions or potential hazards. The signage audit will address basic standards of:

- appropriate size
- being fit for purpose
- being easy to read and understand; and
- where possible, conforming with Australian Standards.

RDAWEP has successfully obtained DPTI's Signs database for the region which in principle contains the location of all DPTI signs categorised into:

- Service (SERV),
- Tourist Advance Direction (TRAD)
- Tourist Intersection Direction (TRID); and
- Tourist (TRST).

The proposed signage audit will expand and revise this database.

This project and its scale is long overdue and stands to inform all eleven local governments on critical signage infrastructure and coastal access requirements for economic benefits to be felt across the region.

## Signage Audit and Wayfinding Strategy

The Project will help guide visitors (both local and external) through Whyalla and Eyre Peninsula to find the diverse experiences, attractions and services that we offer. The strategy that evolves from the Project will determine the location and style of different types of wayfinding and signs. The Project will identify:

- Principles for delivering appropriate wayfinding and signage
- Wayfinding and signage options
- Design and style guidelines
- An implementation plan.

Wayfinding is how people find their way around a place. Cues that help people find their way include clear and concise information signs, and elements such as landmarks e.g. public art. Consistent and distinctive signage will help visitors find their way around, and better align with Whyalla and Eyre Peninsula's values and unique identity. Improving wayfinding and signage is expected to have flow on economic benefits through increased tourism as our visitors discover more reasons to stay longer.

## **Aims of the strategy include:**

- Create a positive first impression for visitors
- Make navigation and wayfinding easy
- Contribute to the visual character of the area
- Incorporate Aboriginal and non-Aboriginal cultural heritage where appropriate
- Identify opportunities for public art to help wayfinding.

## **How is the strategy being developed?**

RDAWEP and its eleven constituent Councils wish to engage a specialist consultancy (Wayfound) with experience in wayfinding and signage to perform a *Signage Audit* and prepare a *Wayfinding and Signage Strategy* including a design and style guide. As the auditors will be travelling a significant portion of our region's main arterial roads, their data collation has the potential to also progress and inform the regional coastal access strategy and improve road management in relation to signage.

## **Coastal Access Strategy**

The Eyre Peninsula and Far West Coastal Access Strategy and Decision Making Framework was finalised in 2015. It included the following recommendations:

**Recommendation 1: Formalise commitment to the implementation of the Coastal Access Strategy and Decision Making Framework across the region and consider a governance approach to support implementation**

**Recommendation 2: Source funding to provide a dedicated resource to drive capacity building with Council officers and other staff from other relevant organisations in the use of the Decision Making Framework and development of a regional database.**

**Recommendation 3: Establish a Regional Coastal Access Database**

**Recommendation 4: Explore the use of by-laws as a mechanism for managing aspects of coastal access such as camping fees, and if desired, develop model 'by-laws' for use across the Region**

**Recommendation 5: Develop a regional approach to messaging and promotion.**

*Recommendation 3* is what we would like to deliver through a combined signage and coastal access audit in December 2017. It will address the lack of understanding as a Region as well as within individual Councils, of the number or condition and use of coastal access infrastructure. Such a database would also assist with understanding, monitoring and evaluating the cumulative impacts of coastal access and management decisions on a much broader basis than individual coastal access points.

RDAWEP's Special Project Officer is a qualified environmental management consultant and will work alongside Wayfound to deliver the coastal access audit component of the project. Local intelligence resources will also form part of the in-kind contribution by each local government region.