You are notified that a District Council of Kimba Tourism Committee Meeting will be held as under, pursuant to section 41 of the Local Government Act 1999:

KIMBA TOURISM COMMITTEE
AGENDA

DATE: Tuesday, February 13, 2018
TIME: 4.30pm
VENUE: District Council of Kimba Chambers

DEB LARWOOD
CHIEF EXECUTIVE OFFICER

1. Present
2. Apologies
3. Confirmation of minutes of meeting held December 11, 2017
4. Action list as per attached
5. Correspondence
6. General Business
   6.1 RDAWEP Eyre Peninsula Regional Tourism Signage Strategy Draft Report
   6.2 Formalisation of social media hashtags for Kimba
   6.3 Proposed Kimba Tourism Committee meeting dates for 2018
   6.4 Timeline for appointment of new Kimba Tourism Committee members
   6.5 Support for Whyalla City Council Airport Master Plan – Sue Woolford
   6.6 Tourism ambassador training – Sue Woolford
   6.7 Relationship development with Eyre Peninsula tourism stakeholders – Sue Woolford
7. Other Business
8. Date of next meeting

All Tourism Committee members are welcome to attend Council meetings, but will only be able to provide input if invited to do so by the Mayor/Chairperson.
PRESENT:  Cr Geoff Churchett (Chair), Cr Phil Arcus, Mayor Dean Johnson, Heather Baldock, Pat Beinke, Kerri Cliff, Sue Woolford, Deb Larwood (CEO), and Georgie Shirley (Office Manager).

OBSERVERS: Nil.

APOLOGIES: Marilyn Stutley

CONFIRMATION OF MINUTES:
T19.2017 That the minutes of the meeting held on Tuesday 12th September, 2017 at 4.15pm be confirmed as a true and correct record of that meeting.

P Beinke / P Arcus
CARRIED

ACTION LIST:

- **Town Signage**
  Add 2 x playground signs for consideration into 2018/19 budget.

- **Kimba App**
  Promote the app to tourists when they come in to VIO – Georgie to notify staff.
  Update museum photos and add silo art – Georgie to delegate to Keely.

- **Outdoor Gym Equipment**
  A report was given regarding Council’s decision not to apply for outdoor gym equipment through the Kimba Community Benefits Program.
  Leave on action list and look into suitable future grant opportunities e.g. Grants for Active Aging.

- **Social Media / Conflict of Interest Training**
  A lesson on how to use QR Codes and social media platforms for tourism promotion took place.
  Hootsuit – App for sharing posts on multiple social media pages – Georgie to investigate for management of council’s social media platforms.
  Georgie to make list of Kimba hashtags for Heather to include in community newsletter.
  Deb to investigate whether Norman Waterhouse Lawyers can combine Conflict of Interest training whilst they are on the Eyre Peninsula soon.

4.35pm Kerri Cliff entered the meeting.

CORRESPONDENCE:
Nil.

GENERAL BUSINESS:

- **Kimba Rec Reserve Survey**
  Results were noted by the Committee.
  Discussions on ideas for improvement of the Big Galah and Museum took place. Further investigations to be made.

- **Kimba Tourism Film**
  Add film to website.
  Georgie to write to Roadhouse and Hotel if they would like to display the film on their TVs.
  For future film re-makes consider adding playgrounds and sheep footage.
• Regional Development Australia Whyalla and Eyre Peninsula Camping Options and WayFinding Strategy

A report on the RDAWEP Camping Options and Wayfinding Audit project was given. Kimba’s contribution funds to be covered by the RDAWEP until the 2017/18 tourism budget funds become available.

A discussion was held regarding on the need to improve directional signage to surrounding national parks, a marketed outback tourism trail and silo art trail, and the need to ensure consistency in design with the recently installed town signage.

Signage Strategy Workshop to take place with RDAWEP and company Wayfound in mid-February 2018 at a location to be advised.

Investigate Toilets sign at main street directional signage located at the Gawler Ranges Information Bay for 2017/18 budget.

OTHER BUSINESS:

• Community Benefits Fund

Heather advised committee that the Igniting Kimba Arts Program were applying for a grant for seating and signage at the Silo Art Viewing Platform and signage for the entrances to town.

• Port Lincoln SALT Festival

Committee to consider hosting an event in future Port Lincoln SALT Festivals.

Chair Cr Churchett noted Georgie’s departure from council and thanked her for her service to the Tourism Committee.

Chair Cr Churchett wished the Committee a Merry Christmas and a Happy New Year.

NEXT MEETING: Tuesday 13th February 2018 at 4.30pm

CLOSURE: Meeting closed 5.35pm.

CONFIRMED THIS _________________________________ DAY OF _________ 2018

...............................

CHAIRPERSON
<table>
<thead>
<tr>
<th>Task</th>
<th>Action</th>
<th>Committee Member/ Officer</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kimba Town Signage</td>
<td>Develop Action Plan for improvements to the Town Signage</td>
<td>D Larwood</td>
<td>2 x Playground fingerboards and 1 x public toilets sign to be investigated for 2018/19 budget.</td>
</tr>
<tr>
<td>Website App</td>
<td>Conduct a review of the Kimba app including upgrade</td>
<td>P Beinke / K Westhoff</td>
<td>Update museum photos and add silo art.</td>
</tr>
<tr>
<td>Outdoor Gym Equipment</td>
<td>Make investigations into suitable grant funding for outdoor gym equipment.</td>
<td>Committee</td>
<td>Ongoing.</td>
</tr>
<tr>
<td>Conflict of Interest Training</td>
<td>Council to facilitate social media &amp; online apps training for tourism committee and council members</td>
<td>D Larwood</td>
<td>Deb looking into Conflict of Interest Training with Norman Waterhouse Lawyers when they come to the Eyre Peninsula.</td>
</tr>
</tbody>
</table>
6.1 RDAWEP Eyre Peninsula Regional Tourism Signage Strategy Draft Report

As part of its investigation into tourism signage across the Eyre Peninsula, Regional Development Australia Whyalla and Eyre Peninsula hosted a stakeholder information session in Port Lincoln on February 12, 2018 to coincide with the release of the draft Eyre Peninsula Tourism Signage Strategy, which is included in this agenda. The Manager Corporate Services will present a verbal report on the session to committee members at the meeting.

The tourism attractions identified by RDAWEP in the District Council of Kimba Local Government Area and their associated signage is show below. Also identified is whether the signage would be eligible for funding under the proposed strategy.

<table>
<thead>
<tr>
<th>Name</th>
<th>Location</th>
<th>Destination/Activity</th>
<th>Eligibility</th>
<th>Colour</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kimba</td>
<td>Eyre Highway</td>
<td>Nullarbor Visitor Centre</td>
<td>Yes</td>
<td>Blue</td>
<td>Highlight mascot at intersection website</td>
</tr>
<tr>
<td>Kimba</td>
<td>Eyre Highway</td>
<td>Nullarbor Visitor Centre</td>
<td>Yes</td>
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<td>Green</td>
<td>Highlight mascot at intersection website</td>
</tr>
</tbody>
</table>

6.2 Formalisation of social media hashtags for Kimba

Further to previous discussions by committee members, a need has been identified to formalise and promote official hashtags for use by Kimba residents and visitors.

Currently, there are more than 12 hashtags – or derivatives of – being used regularly, which makes it extremely difficult to effectively promote or track social media activity pertaining to the region. In an attempt to create a hashtag reflective of the community, Council ran a social media competition in which Facebook and Instagram users provided suggestions about what hashtag they would like to see adopted. In total, 39 entries were submitted, the majority of which were too long to be easily remembered or practical by accepted social media engagement standards.

6.3 Proposed Kimba Tourism Committee meeting dates for 2018

The below dates are the recommended dates for the Kimba Tourism Committee to meet in 2018, in accordance with its terms of reference:

- April 10, 2018
- June 12, 2018
- August 14, 2018
- October 9, 2018
- December 11, 2018

Unless stated otherwise, all meetings will commence at 4.30pm in the District Council of Kimba chambers.
6.4 **Timeline for appointment of new Kimba Tourism Committee members**

With the South Australian Local Government elections scheduled to be held in November 2018, it will be necessary to call for expressions of interest from members of the public to be on the Kimba Tourism Committee, in addition to the incoming Council selecting its new committee representatives.

The Tourism Committee’s current terms of reference were adopted at the September 12, 2017 meeting and endorsed by Elected Members at the Ordinary Meeting of Council on October 11, 2017. In line with standard governance practices, the terms of reference are scheduled to be reviewed at the 12-month anniversary of the most recent adoption. Given the upcoming election, the proposed timeline for forming a new committee is:

- **October** – advertise for expressions of interest from community members to be on the Tourism Committee, in line with Council’s Public Consultation Policy.

- **November** – at the first Ordinary Meeting of Council following the election, select which Elected Members will be on the Tourism Committee, and present the list of community members who have expressed interest for consideration and endorsement by Council, pursuant to section 41(3) of the *Local Government Act 1999*.

- **December** – at the first Tourism Committee meeting following the election, present reviewed terms of reference to the new committee for comment and adoption.

- **December** – at the December Ordinary Meeting of Council, present the reviewed terms of reference for endorsement.

The current terms of reference stipulate calling for expressions of interest biennially, which if started from October, will align with future Local Government elections.

6.5 **Support for Whyalla City Council Airport Master Plan** - Sue Woolford

A verbal report on the agenda item will be presented to committee members at the meeting.

6.6 **Tourism ambassador training** - Sue Woolford

A verbal report on the agenda item will be presented to committee members at the meeting.

6.7 **Relationship development with Eyre Peninsula tourism stakeholders** - Sue Woolford

A verbal report on the agenda item will be presented to committee members at the meeting.
Wayfound has prepared this report for use of its client only. The material contained in this report is of a general nature only, and neither purports, nor is intended, to be specific advice on any particular matter other than general advice relating to the client for which the report was prepared. No person should act on the basis of any matter contained in this report without taking appropriate professional advice relating to their own particular circumstances. Apart from providing advice of a general nature for the purposes of the client for which this report was prepared, Wayfound expressly disclaims any liability to any person in respect of anything done or omitted to be done of and as a consequence of anything contained in this report.

“Wayfound has prepared this report for use of its client only. The material contained in this report is of a general nature only, and neither purports, nor is intended, to be specific advice on any particular matter other than general advice relating to the client for which the report was prepared. No person should act on the basis of any matter contained in this report without taking appropriate professional advice relating to their own particular circumstances. Apart from providing advice of a general nature for the purposes of the client for which this report was prepared, Wayfound expressly disclaims any liability to any person in respect of anything done or omitted to be done of and as a consequence of anything contained in this report.”

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EXECUTIVE SUMMARY

To be completed for final draft
1. INTRODUCTION
1. INTRODUCTION

BACKGROUND

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

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

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

STRATEGIC OBJECTIVES

In 2017, the Regional Development Australia Whyalla and Eyre Peninsula (RDAWEP), produced the Destination Eyre Peninsula Program – Foundations for Success draft document. The document includes a broad set of projects and provides an overarching strategic vision for destination marketing for the region. The program aims to support the growth of the tourism economy throughout the Eyre Peninsula. The emphasis is on developing the destination to enhance the visitor experience, grow the industry and drive demand.

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

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

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

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

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

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

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

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

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

**Industry and Product Accelerator**
To facilitate the development of quality products and experiences that meet current and emerging trends

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

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

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

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

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

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

**Coastal Access**
To implement a regional Coastal Access Strategy and Decision Making Framework.
SNAPSHOT OF TOURISM DATA FOR THE EYRE PENINSULA

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

Eyre Peninsula visitation figures

<table>
<thead>
<tr>
<th>Domestic visitors</th>
<th>International visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>96%</td>
<td>4%</td>
</tr>
<tr>
<td>of visitors are domestic</td>
<td>are international</td>
</tr>
</tbody>
</table>

Domestically,
caravan and
camping is also popular with 25% of visitors preferring this type of accommodation.

<table>
<thead>
<tr>
<th>Domestic visitors nights</th>
<th>International visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>70%</td>
<td>30%</td>
</tr>
<tr>
<td>of visitors are from within the state, compared to 30% from interstate</td>
<td>of visitors prefer caravan and camping accommodation</td>
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58% of domestic visitor nights are spent either with friends and relatives or in hotels or similar accommodation.

<table>
<thead>
<tr>
<th>Visitors to the Eyre Peninsula</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>68%</td>
<td>leisure</td>
</tr>
<tr>
<td>of visitors are leisure visitors (holiday + visiting friends and relatives)</td>
<td>visitors</td>
</tr>
</tbody>
</table>

41% of international visitors prefer caravan and camping accommodation.

40% of international visitors stay with friends or relatives or in a hotel/motel.
1. INTRODUCTION

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

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

- **PORT LINCOLN**: 34,218
- **CEDUNA**: 46,137
- **ELLISTON**: 14,677
- **WHYALLA**: 23,276
- **STREAKY BAY**: 6,424

**TOTAL**: 124,732
1. INTRODUCTION

ABOUT THIS PROJECT

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

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

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

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

OUR APPROACH

Creating the Regional Tourism Signage Strategy involved four main phases:

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

Reference documents

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

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

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

- The Lincoln Highway from Port Lincoln to its junction with the Eyre Highway
- The Eyre Highway from Port Augusta city limits to the South Australia/Western Australia border
- The Flinders Highway from its junction with the Eyre Highway east of Ceduna to its junction with the Lincoln Highway in Port Lincoln
- The Birdseye Highway from its junction with the Flinders Highway south of Elliston to its junction with the Lincoln Highway west of Cowell

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

**Types of signage**

The type of signage included in the appraisal was:

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

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

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

During the physical audit, each sign was photographed and assessed according to the following. Information about each sign was documented into spreadsheet with the following information.

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

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

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

**IMPORTANCE OF A REGIONAL APPROACH TO SIGNAGE**

The Regional Tourism Signage Strategy is a key component of this regional strategic approach and addresses all four main focus areas. This strategy is very much a regional strategy which will require the support of key stakeholders including District Councils, who remain responsible for their local signage but should develop signage recognising the regional benefits and aspirations.
2. TOURISM SIGNAGE POLICIES & PRACTICES
2. TOURISM SIGNAGE
POLICIES & PRACTICES

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

2.1. THE PURPOSE OF TOURISM SIGNAGE

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

The main purposes of tourism signs are to:

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

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

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

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

2.2. THE TYPES OF TOURISM SIGNAGE

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

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

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

1. Directional road signs

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

2. Tourist attraction signs

Tourist attraction signs use white lettering on a brown background. They identify tourist attractions of significant recreational and cultural interest, and may make use of tourist attraction symbols.

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

Eligibility for tourist attraction signs

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

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

All tourism attractions must meet the following ten essential criteria.

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

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

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

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

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

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

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

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

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

10. Attractions must be open for a minimum of nine months.
2. TOURISM SIGNAGE POLICIES & PRACTICES

3. Services signs

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

Service signs are used for:
- accommodation facilities
- caravan and camping parks/areas
- visitor information centres
- tourist information bays
- visitor radio services
- service stations
- public toilets
- rest areas
- parking areas

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

4. Community facilities signs

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

These include:
- arts centres
- churches
- recreation centres
- golf courses
- swimming pools
- airports/aerodromes.
2. TOURISM SIGNAGE POLICIES & PRACTICES

2.3. THE HIERARCHY OF TOURISM SIGNS (BROWN SIGNS)

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

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

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

Tourist Sign Legend

- **Gateway Signs**
- **Advance signs**
- **Intersection**
- **Position**
- **Route Markers**
- **Reassurance signs**
- **Tourist attraction sign**

The Tourism ‘i’

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

![Tourism 'i' Symbol](image)
2.4. DIRECTIONAL SIGNAGE FOR TOURISM

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

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

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

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

- Historical Marker 300m ON RIGHT
- Gallery
- Wineries 23
- Alpine Resorts
  - Mt Buffalo 85
  - Mt Hotham 105
  - Dinner Plain 120
  - Falls Creek 120
2.5. PRINCIPLES OF GOOD TOURISM SIGNAGE

The right amount of information

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

The right location

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

Fundamentals of wayfinding and signage systems

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

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

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

Best practice for signage design

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

Standards for good signage are as follows.

Design

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

Content
- Be uncluttered – using the minimum amount of information and text possible.
- Include only major landmarks/attractions with detailed interpretation panels provided at sites.
- Use concise, easily understandable and unabbreviated terminology.
- Use consistent internationally recognised symbols.
- Information should be provided in different formats to cater to a wide range of user abilities and limitations (such as non-English speakers and people with disabilities).

Location
- Sign location is decided by documenting trip origin points, destination points, circulation pathways, decision points and sightlines.
- Information signs should be in logical places where people might expect to find them to be – e.g.: outside of train or bus stations or the visitor information centre.
- Not obstructed by other signs.
- Point in the right direction.

Function
- Signage systems generally consist of a family or combination of signs that work together to enable a user to understand the environment and find their destination.
- Sign design and materials are durable, flexible and adaptable to accommodate changes or future requirements.
- Signage fits the environment well – striking the balance between being obvious but not jarring.
- Has a combination of whole journey information and segmented or sequential information.

Good wayfinding signage maps have the following features:
- Include a ‘you are here’ indicator
- Large, detailed and highly visual
- Show the larger area for orientation along with local areas or specific sections
- Give indications of distances to destination
- Include arrows, clear text and universal symbols
- Are at eye level (i.e. on visitor information boards, interpretive panels)
2. TOURISM SIGNAGE POLICIES & PRACTICES

2.6. GOVERNMENT RESPONSIBILITY FOR SIGNAGE PLANNING & APPROVALS

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

District Council signage policies

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

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

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

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

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

<table>
<thead>
<tr>
<th>District Councils</th>
<th>Policy name</th>
<th>Date policy last reviewed</th>
<th>Specific tourism guidelines</th>
<th>Linked to state &amp; nat’l standards</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Port Lincoln</td>
<td>Directional Signage</td>
<td>09/09/15</td>
<td>Not part of policy</td>
<td>No</td>
</tr>
<tr>
<td>DC of Streaky Bay</td>
<td>Roads By-law 2017</td>
<td></td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>DC of Kimba</td>
<td>No specific policy or guidelines</td>
<td></td>
<td>Follow DPTI guidelines</td>
<td></td>
</tr>
<tr>
<td>DC of Ceduna</td>
<td>Assessed under S221 &amp; 222 of Local Government Act</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertising signs on roads policy</td>
<td></td>
<td></td>
<td>Follow DPTI guidelines where applicable</td>
<td></td>
</tr>
<tr>
<td>DC of Franklin Harbour</td>
<td>Signage Policy</td>
<td>December 2017</td>
<td>Refers to temporary tourism signs</td>
<td>Acknowledged</td>
</tr>
<tr>
<td>DC of Elliston</td>
<td>Use By-laws to regulate signs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DC of Cleve</td>
<td>Moveable signs By-Law</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
In most cases, the District Councils have “moveable signage policies” which require Council permission to display a moveable sign on any road.

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

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

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

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

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

5. **Distance limits**: tourist signs must be within 10km of the approved tourist facility.
2.7. REGIONAL TOURISM SIGNAGE SYSTEMS

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

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

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

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

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

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

3. District Council entry point signs – these are entry statements to each District Council. They usually reflect the destination’s branding but with a regional approach they might include the regional and District Council brand.
Other signs that might be part of a regional signage system are:

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

5. Drive Trails

6. Billboard signage – for promoting/marketing of the region and specific attractions – aimed at encouraging visitors to stop and stay longer
3. REGIONAL ISSUES
This section provides an overview of issues in the Eyre Peninsula that impact on the development of a whole of region tourism signage approach.

The issues are divided into four main areas.

1. **Wayfinding** relates to directing visitors to a destination through effective signage that complies with the SA standards.

2. **Marketing** issues relate to signs or structures that can be used to promote the region, a destination or an attraction.

3. **Product development** relate to signs that promote a product such as a drive trail.

4. **Policies and Procedures** are not necessarily directly relating to signage but the administrative procedures that bring about a regional approach.

### Rationale for regional signage approach for the Eyre Peninsula

The main goals of tourism signs are to:

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

The primary purpose of this study has been to assess tourism signage in the Eyre Peninsula and to provide direction for improving signage so the region can achieve these goals and its overall tourism goals and targets.

A whole of region perspective is essential at both a practical level (e.g., thinking about creating a seamless enjoyable journey for the visitor, the potential to benefit from economies of scale in designing and commissioning signage for the whole region) and a funding level (to access SA State Government development funding).

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

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

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

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

- to encourage the provision of an efficient information system, designed as a ‘family’ of co-ordinated and complementary signs throughout the region, which meet the requirements of the District Councils, the tourism industry and the travelling public; and
- to encourage a uniform and consistent approach to the design, construction and erection of signs throughout the region, with a view to eventually eliminating the proliferation of different types of signs, which are confusing and ineffective and do not contribute to enhancing the visitor experience and to visitors travelling from one area to another.

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

3.1. WAYFINDING

3.1.1. Beach Direction/Access Signs

Issue

A major part of the appeal of the Eyre Peninsula are the beaches which extend all the way round the coast. Access to these beaches varies from them being adjacent to the highway to visitors having to drive a considerable distance down gravel roads or tracks for access.

Findings

Signage for beaches on the highway generally is poor with only Elliston District having a consistent approach. Their signage, however, is too small with irregular fonts and letter sizes.

Visitors may not have a 4WD or may be towing a caravan or trailer and therefore it is important that before turning off the highway they have reassurance that access to the beach will be of a certain standard and allow for their type of vehicle.

Important considerations

A consistent approach to beach signage needs to be adopted. However, only beaches that meet agreed criteria (to be determined) should be signed. Important considerations are:

- Beach signage – Only beaches with facilities (e.g., toilets) and with good access that is suitable for a two-wheel drive should receive signage on highways. Beach signage on highways should have advanced warning signs located 500m from the intersection in each direction and a double-sided intersection sign on the verge opposite the intersection.

- Signs should be brown and a minimum of 450mm x 600mm. They should have the name of the beach, distance to beach (on the intersection sign) and appropriate white on blue symbols to indicate the facilities.

Recommendation

1. A consistent approach to beach access signage should be developed and implemented for the Eyre Peninsula.

2. Guidelines for what constitutes an eligible beach should be developed and circulated to all District Councils and this could be coordinated by the Regional Tourism Signage Committee (see later in this section).

3.1.2. Lookouts and Historic Sites

Issue

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

Findings

Lookouts and historic sites in the Eyre Peninsula are not signed consistently and many times they are signed in a way that is not consistent with SA and national tourism signage guidelines.

There are a number of signs directing to lookouts and historical sites throughout the region. Many of these signs are in poor condition, in the wrong location or just too small and do not encourage the visitor to divert their trip to visit the site.
3. REGIONAL ISSUES

Principles/Guidelines to Consider

Monuments and historic sites should be of a standard design to give the visitor a consistent message and confidence about that the site is of significance (i.e. worth stopping).

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

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

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

Recommendation

The Councils in the Eyre Peninsula adopt a standardised approach to signing heritage sites and lookouts as part of its efforts to enhance the visitor experience and continue to develop the destination. The sign relating to these sites should meet the state and national standards.

3.1.3. Regional Mapping

Issue

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

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

Findings

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

Principles/Guidelines to Consider

The purpose of the regional map is to encourage the visitor to explore the whole region by providing information about the regional attractions (eg: beaches, major towns, national parks, etc). Regional maps should be a high-quality design with a simple and interesting layout. They must be easily accessible to visitors. So, it’s important they can easily be produced on different materials (eg: signage, brochures, tear-off maps and online).
3. REGIONAL ISSUES

Recommendation
The Eyre Peninsula create a whole of region tourist map that provides useful and relevant information to visitors.

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

3.2. MARKETING

3.2.1. Town Tourist Attraction Signs

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

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

Findings
There is not clarity about the brand for the Eyre Peninsula. The “Australia’s Seafood Frontier” message and oyster/pearl logo is used on some materials but not widely or consistently applied. Feedback from some District Councils is that the message only applies to some areas and not the whole region.

Furthermore, there are examples of the use of the previous “Breath of fresh Eyre” brand message (with the same logo) on some of the older signs throughout the region. This message was apparently abandoned long ago in favour of “Australia’s Seafood Frontier”.

To address some of these issues, a key strategy identified in the Destination Eyre Peninsula Program is a brand extension project.

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

Recommendation
The regional tourism brand for the Eyre Peninsula be clarified and created. It should be used to guide the development of a consistent message and tourism signage approach throughout the region.

3.2.2. Regional Entry Statements

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

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

Principles/Guidelines to Consider

These regional entry statements are referred to as Gateway signs in the DPTI guideline (see section 2.4 on page 18). They are a form of tourism promotion, welcoming visitors to a region through the use of relevant images, logos and text that depict key aspects of the region. Their design should be simple yet impactful.

Recommendation

The Eyre Peninsula install entry statements at the two main entry points. They should be located to the north of the junction between the Lincoln Highway and the Eyre Highway and to the west of Ceduna on the Eyre Highway. These entry statements need to be of a bold design that has an immediate impact on the visitor, signalling that they have arrived somewhere special.

3.2.3. Regional Marketing (Billboards) Signs

Issue

Billboards that are strategically placed en route to the region can be a useful and effective tool to raise awareness of the features and attractions in the regions. They should be branded to align with regional branding guidelines (rather than a national standard).

Findings

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

If these issues are rectified these signs could be far more effective in promoting the region. Relevant and impactful images of iconic features and attractions along with a simple clear message should be used. A series of billboards that starts a distance (eg: 100kms) from the entry to the region could be used to build interest and entice travellers to visit.

These billboards could also become a major marketing tool if strategically positioned at roadhouses along the Nullarbor or in Port Augusta. It would not be too difficult to reskin the existing signs to reflect regional marketing and branding.

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

Recommendation

The RDAWEP and its member councils should develop a considered approach to optimise the value of these billboards to promoting and marketing the region. Quality imagery, simple clear messages and correct positioning should be considered. Additionally, the billboard content and messages should align with the Eyre Peninsula brand.
3. REGIONAL ISSUES

3.2.4. Town Tourist Attraction Signs

Issue

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

Findings

The use of town attraction signs is ad hoc and inconsistent

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

- Ceduna
- Smoky Bay
- Fowlers Bay
- Minnipa
- Wudinna
- Venus Bay
- Streaky Bay
- Baird Bay
- Cleve (District)
- Arno Bay
- Fitzgerald Bay
- Lincoln Cove
- Whyalla
- Port Augustus

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

The signs are not always used correctly

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

Attraction names instead of generic attractions are listed

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

Use of the blue symbols

At the base of these brown signs, there is a blue strip with white symbols, used to indicate the service available in the area (e.g. accommodation, petrol, toilets, restaurants, etc.). When assessing the signs, it was found that there are examples of signs directing to the same place but they have different symbols.
3. REGIONAL ISSUES

Principles/Guidelines to Consider

See SA DPTI Road Sign Guidelines (section 2.4.6).

These guidelines provide for the blue symbols to be included on the bottom of the sign. While outside of these guidelines, we suggest that the blue service symbols be located on a separate sign panel at the bottom of the brown sign, so that it can be easily changed if any of the services change, without the need to change the whole sign panel.

Recommendation

For a consistent regional approach, it is recommended that every town have a brown town attraction sign at or near its boundary, that the signs comply with the DPTI guidelines. Additionally, when new signs are commissioned, the blue symbols be included on a separate sign panel.

Additionally, care should be taken to ensure symbols are used correctly and consistently and updates are made when the services change.

3.2.5. Visitor Information Bays (VIBs)

Issue

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

Findings

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

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

It is important when planning the content for a visitor information bay to ask yourself “is this information relevant to visitors?” A VIB is not the place to advertise local businesses that are not relevant to tourists.

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

While it is desirable for each community to convey their individual attributes and personality, a regional approach is recommended for the Eyre Peninsula, with a consistent style and design and consistency about the type of information provided. Therefore a three-tiered approach to VIBs is recommended being region, town and small town designs.

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

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

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

<table>
<thead>
<tr>
<th>Highway</th>
<th>Direction</th>
<th>Location</th>
<th>Key messages</th>
</tr>
</thead>
</table>
| Eyre    | Eastbound | Ceduna east of quarantine checkpoint | • Eyre Highway attractions  
          |           |           | • Flinders Highway Attractions  
          |           |           | • Scenic Drives  
          |           |           | • Ceduna attractions |
| Eyre    | Westbound | North of junction at Lincoln Highway south of Port Augusta | • Eyre Highway attractions  
          |           |           | • Lincoln Highway attractions |
| Lincoln | Northbound | North of Port Lincoln | • Lincoln Highway attractions  
          |           |           | • West coast attractions |
| Flinders| Westbound | West of junction with Western Approach Road | • Flinders Highway attractions  
          |           |           | • Coffin Bay attractions  
          |           |           | • Cummins attractions |

Examples of the type of information to be contained on the three tiers of signs is given below.
3. REGIONAL ISSUES

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

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

Free WiFi access

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

Recommendation

The RDAWEP and its member councils develop a regional approach to VIB design, content requirements and display of information. Maintenance and updates should also be considered when developing this process. The tier system specified should be adopted.

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

As part of the Regional approach to VIBs, the installation of WiFi should be prioritised.
3.3. PRODUCT DEVELOPMENT

3.3.1. Scenic Trails and Drives

Issue

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

Findings

There are many examples of local drive trails throughout the Eyre Peninsula, some are signed and some are not. Some of these trails appear on local maps that are distributed through the local visitor centres and others do not.

Examples of local drive trails include:
- Cleve Hills Scenic Drive and Lookout highlighted on Cleve map, small brown sign “scenic route”
- Franklin Harbour – Ulbana Weir Tourist Drive, signed from Lincoln Highway
- Franklin Harbour – Coastal Ketches Tourist Drive, signed from the Lincoln Highway
- Streaky Bay – Cape Bauer Loop Drive, Westall Way Loop Drive and Point Labatt Sealion Drive

Unfortunately, in many cases the signage for local drive trails is not consistent, lacks connectivity and does not have start and end points. One of the most frustrating experiences for a visitor is to follow a brown scenic trail drive sign only to find that there are no further signs at decision points to direct them along the route.

The District Councils should identify what local drive trails they wish to promote, clearly sign those trails from beginning to end and promote those trails through brochures, the local visitor centre and online. Local trails can then be submitted to be promoted as one of the drive trails of the Eyre Peninsula. This could easily be achieved by having a number of minimum criteria to enable a trail to be included as a scenic drive of the Eyre Peninsula product. Initially the website could be administered by the Tourism Signage Committee who could also develop the criteria and assess whether individual trails meet those criteria. This approach means that local scenic drives are determined by local people usually through the District Council and if, of a certain standard, can be included as a regional trail.

Principles/Guidelines to Consider

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

The RDAWEP and the District Councils should work together to identify the local and regional drive trails they wish to promote. Other trails can be developed that add to development of the destination. Trails can be promoted through brochures, signage, visitor centres, in promotional campaigns and on websites and social media.

Consideration could be given to developing a “Drive Trails of the Eyre Peninsula” product. To be included as a trail of regional significance, trails would have to meet minimum criteria including clear brown tourism signage. This product could be included as a section of the Eyre Peninsula tourism website and on other tourism promotional and information materials. This approach means that local scenic drives can still be determined by local people (usually through the District Council) and if of a certain standard can be included as a regional trail.
3. REGIONAL ISSUES

Recommendation

That drive trails are developed as a significant part of the Eyre Peninsula tourism offer, with consideration being given to developing and promoting a ‘Drive Trails of the Eyre Peninsula’ product. While the Trails Strategy in the Destination Eyre Peninsula Program will not focus specifically on drive trails, it is important that drive trails are an integral part of experiencing the Eyre Peninsula.

District Councils may continue to develop their own local trail experiences but to be part of the regional drive trail product, drive trails meet a minimum criteria including clear brown trail signage at appropriate locations from beginning to end and information about the length, conditions and time needed for the trail. These criteria should be developed, agreed and administered at the regional level.

3.3.2. Seafood Frontier

Issue
Given the information above about the importance of drive trails to the tourism experience and economy, the Seafood Frontier provides an opportunity to promote a significant part of the Eyre Peninsula. However, it is currently ill considered and this opportunity is being missed.

Findings
The Eyre Peninsula Seafood Frontier is a drive trail that has been developed and marketed by the South Australia Tourism Commission. The signage consists of trailhead promotional billboards at the Western Australian border as well as a regularly spaced route markers along the length of the route. If these signs are indeed trailhead signs, they are in the wrong locations. The start point billboard indicates the trail starts at the Head of the Bight but the billboard is located far west of this (about 200kms west). The same applies for the trail end billboard. Furthermore, there are no trailhead billboards at the eastern end of the trail.

The route markers have actually been installed on the wrong side of the road for inbound traffic from the WA border, meaning visitors do not become familiar with them at the start their journey. So an opportunity to inspire visitors to experience the Seafood Frontier is missed. On Flinders Highway heading south, the trail markers are on the wrong side of the road and need to be moved.

The photograph of a whale at Head of the Bight does not fit well with a seafood trail as whales are not typically on the menu. Towns such as Cowell, Arno Bay and Smoky Bay, which are all important aquaculture centres, are not represented on the trail route and should be included.

The visit SA website directs to the following map.
3. REGIONAL ISSUES

The map is poorly designed and confusing. For example, the trail goes off the map to Western Australia with an arrow pointing to Perth which could be understood to be the trail end point. The map tries to capture every activity over a wide area, whether it is related to seafood or not. The map extends to Coober Pedy, which is over 500 kilometres from the coast and with no connection with seafood. It is also questionable whether the image of a whale and seal should be associated with a seafood trail.

Other problems with the Seafood Frontier concept, which is now being treated by SATC as the brand for the Eyre Peninsula, is that it is not relevant to the whole of the region. Therefore, it should only be used for areas and experiences where it is relevant. Therefore, the concept should be revisited and recreated as the Eyre Peninsula Seafood Trail, leading visitors from Ceduna to Port Augusta via Port Lincoln. It is important in a marketing context that “Eyre Peninsula” is included in the name. The trail could then become one of the “Drive Trails of the Eyre Peninsula”.

The tourism brand for the message and identity for the Eyre Peninsula still needs to be resolved, but this is part of another exercise (see Issue 3.2.1 on page 29 above).

Recommendation

The Eyre Peninsula Seafood Frontier is essentially a drive trail and the concept should be revisited, with consideration being given to it becoming a regional drive trail with appropriate brown trail signage. Application should also be made to have this route adopted as an official state tourist drive.

3.3.3. Monuments

Issue

Throughout the length and breadth of the Eyre Peninsula there are many monuments. Monuments provide an opportunity for tourists to learn about the history and significance of the area and can enhance their enjoyment of the place.

Findings

Many of the monuments are signed with the monument symbol on a brown sign. Most do not have adequate signage that complies with the SA DPTI guidelines, particularly in relation to advance warning of the attraction. Many just have position signs at the monument.

Many of the monuments are in a bad state of repair or with the interpretive plaques being difficult to read and in some cases missing. It appears most are not regularly maintained. Additionally, the interpretation on the plaque is often lacking in detail, making it of little interest or use to visitors. This could be done in a far more effective way with interesting information that contributes to the visitor’s experience. As they are, there is little reason for visitors to stop if it adds little to their journey.

From a regional perspective, stopping at monuments that are poorly maintained or ill-considered means, visitors will be unlikely to continue stopping at others throughout the region. This then is missed opportunity to provide information and give a good impression of the Eyre Peninsula.
Principles/Guidelines to Consider

To be eligible for a brown monument sign/symbol, the following criteria must be met.

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

If the monument meets these criteria, the appropriate site tourism signage includes brown advance warning, intersection and position signs as well as the plaque.

**Recommendation**

It is recommended that the RDAWEP and the District Councils work together to develop a regional approach to monument signage, including the eligibility, the standard of interpretive information and the maintenance. Following development of the process, a plan should be developed to improve the monuments and bring them up to the agreed standard (or remove them). Brown tourism signage including advance warning, intersection and position signs should all be correctly installed (see Attachment 2 – signage audit for details).

### 3.3.4. Interpretive Signage

**Issue**

Like monument signage, interpretive signage provides an opportunity for visitors to learn about and experience the place. It can be a valuable part of the tourism offer.

**Findings**

The general standard of interpretive signage throughout the peninsula varies enormously. It is dependent on the popularity of the site and also to a certain extent the weather conditions. For example, much of the signage out on the Bight lookouts is in poor condition and unreadable.

For the visitor, unreadable or inaccurate interpretive signage reflects poorly on the area that they are visiting.

Principles/Guidelines to Consider

A series of interpretive signs should convey a story of the site’s history and evolution. The content should be engaging.

**Recommendation**

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

Consideration be given to experiences of regional significance being treated with a regional approach to the design of signage, the experience and consistently providing high quality information.
3. REGIONAL ISSUES

3.4. POLICIES/PROCEDURES

3.4.1. Coordinated Approach

Issue

Developing a collaborative way for the region to tackle the tourism signage issues identified in this report is critical to the success of the Signage and Wayfinding Strategy noted in the Destination Eyre Peninsula Program.

Findings

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

One way to manage the current issues and to act upon this strategy and the findings in the signage audit is to develop a regional mechanism for coordinating and overseeing activity related to tourism signage. This will help to overcome the issues of District Councils acting independently in relation to tourism signage that may negatively impacts on a visitor’s perception of the Eyre Peninsula.

Recommendation

A regional tourism signage committee be formed with the committee remit being to work with key stakeholders to implement the findings of this strategy.

Membership of the committee should consist of representatives of the following organisations:

• Regional Development Australia Whyalla and Eyre Peninsula
• SA Department of Planning Transport & Infrastructure
• Eyre Peninsula District Councils x 2
• Ceduna Business & Tourism Association

3.4.2. Consistent Approach to District Council Signage Policy

Issue

Signage is a costly investment for Councils. Each District Council has its own approach to signage with some having specific policies to guide signage and others relying on the Local Government Act or their own development guidelines to control signage. No Council clearly identifies tourism signage in any policy.

Findings

The lack of consistent policies and guidelines across the District Councils has resulted in the uncoordinated approach to signage at the regional level. This study found that there is a wide variety of tourism signage in terms of quality and compliance with signage standards and much of this uncoordinated approach is a result of no coordination between District Councils.

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

However, most of the brown tourism and blue services signs across the region do not comply and many are in need of improvement to enable the Eyre Peninsula to achieve its tourism goals. A particular issue of concern throughout the region is the lack of advance warning and intersection signs for attractions and turnoffs. This is particularly a concern because many of towns in the Eyre Peninsula can be bypassed by motorists.

Therefore, signage, as well as other marketing and visitor information materials, should inform visitors of the attractions and features off the highway.
3. REGIONAL ISSUES

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

Principles/Guidelines to Consider

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

Recommendation

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

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

3.4.3. Eyre Peninsula Signage Toolkit

Issue

Throughout the Eyre Peninsula there is no consistent approach to signage design which can lead to inconsistent fonts, colours and signage size. This impacts of the visitor’s experience and gives a poor impression of the place.

Findings

There are examples in each of the local government areas of tourism signs being used incorrectly.

These include:

- brown signs being used to direct to businesses that do not qualify as tourism businesses, under the current national standards and state guidelines.
- the use of green backgrounds instead of blue on service signs.
- small fingerboard signs that have no impact and should be of a size that is easy to read when traveling at the speed limit.

The signage audit contained in Attachment 2 identifies these issues.

A tourism signage toolkit with easy to follow information about the standards, sign types, symbols, applications and approvals etc would help all Councils to adopt a consistent approach to signage, ensuring a consistent approach across the region. Given the limited staffing and resources in many Councils, the toolkit would be a valuable resource.

Recommendation

That an Eyre Peninsula Tourism Signage Toolkit be developed for adoption by each of the local governments. This toolkit should be based on the South Australian DPTI guidelines and provide Council officers with a consistent approach to tourism signage throughout the region.
3. REGIONAL ISSUES

The Toolkit should also include the tourism signage style guide (see point 3.4.2 on page 39).

3.4.4. Aboriginal Tourism

Issue

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

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

Findings

Existing Aboriginal tourism ventures, if signed at all, tend to have standard brown or blue signage depending on their type of business. Aboriginal businesses need to be recognised as such through signage and this can be achieved by the consistent use of the Aboriginal attraction symbol.

Principles/Guidelines to Consider

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

Recommendation

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

3.4.5. Inconsistent Use of Tourism “i”

Issue

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

Principles/Guidelines to Consider

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

Recommendation

While not a major issue any future signs should carry the correctly coloured i symbol.
4. STRATEGY IMPLEMENTATION
4. STRATEGY IMPLEMENTATION

The RDAWAP strategic approach, as detailed in its Destination Eyre Peninsula Program, emphasises a consistent and collaborative regional approach to tourism and has four main focus areas which are:

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

The following table sets out each of the recommendations in an implementation plan which also identifies the lead organisation.
## 4. STRATEGY IMPLEMENTATION

### EYRE PENINSULA REGIONAL TOURISM SIGNAGE STRATEGY IMPLEMENTATION PLAN

<table>
<thead>
<tr>
<th>Recommendation</th>
<th>Lead organisation</th>
<th>Support organisations</th>
<th>Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WAYFINDING</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Beach direction signage</td>
<td>Coastal District Councils</td>
<td>Regional Tourism Signage Committee</td>
<td>High</td>
</tr>
<tr>
<td>Lookouts and historic sites improvements</td>
<td>District Councils</td>
<td>Regional Tourism Signage Committee</td>
<td>Low</td>
</tr>
<tr>
<td>Develop regional map</td>
<td>RDAWEP</td>
<td>District Councils</td>
<td>High</td>
</tr>
<tr>
<td><strong>MARKETING</strong></td>
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<td>Develop regional branding</td>
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<td>High</td>
</tr>
<tr>
<td>Develop regional entry statements</td>
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<td>Appropriate District Councils</td>
<td>High</td>
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<tr>
<td>Regional marketing signs improvements</td>
<td>RDAWEP</td>
<td>Regional Tourism Signage Committee</td>
<td>Medium</td>
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<tr>
<td>All towns to erect brown town tourism attraction signs</td>
<td>Individual District Councils</td>
<td></td>
<td>Medium</td>
</tr>
<tr>
<td>Develop three tiered approach to Visitor Information Bays</td>
<td>RDAWEP</td>
<td>District Councils</td>
<td>High</td>
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<tr>
<td><strong>PRODUCT DEVELOPMENT</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Develop regional approach to scenic trails and drives.</td>
<td>District Councils</td>
<td>Regional Tourism Signage Committee</td>
<td>Medium</td>
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<tr>
<td>Rebrand and develop Seafood Frontier</td>
<td>RDAWEP</td>
<td>SA Tourism</td>
<td>Medium</td>
</tr>
<tr>
<td>Enhancement of monument interpretation.</td>
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<td>Interpretive signage improvements</td>
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<td><strong>POLICIES &amp; PROCEDURES</strong></td>
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<tr>
<td>Form Regional Tourism Signage Committee</td>
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<td>All stakeholders</td>
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<td>Develop consistent approach to District Council tourism signage policy</td>
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<td>Regional Tourism Signage Committee</td>
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<td>Review signage audit recommendations and develop a plan for improving tourism signage for the region and in local areas</td>
<td>Individual District Councils</td>
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<td>Improve use of Aboriginal tourism symbols</td>
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<td>Inconsistent use of “i”</td>
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<td>Low</td>
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