

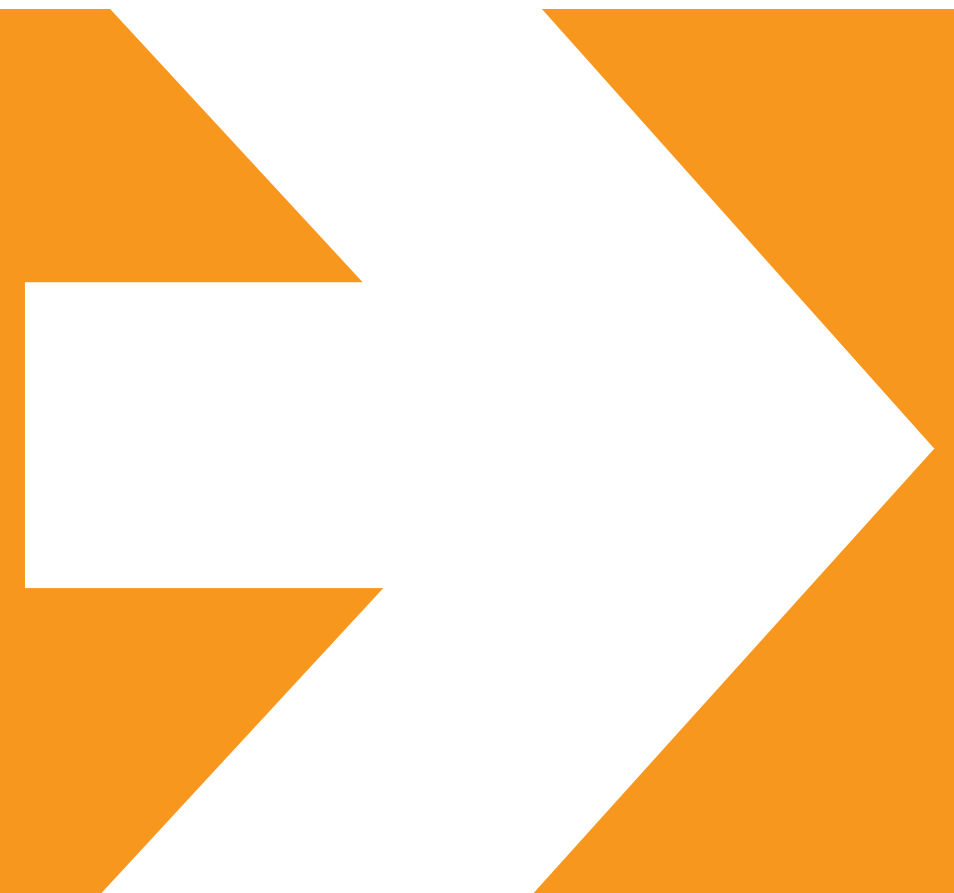


## Tourism signage audit, review & strategy

Submitted to:



Mildura Rural City Council



October 2022 - V6.0

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# DEFINITION OF TERMS

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

## LIST OF ACRONYMS

MRCC	Mildura Rural City Council
DOT	Department of Transport (VIC)
MRD	Mildura Regional Development
MCH	Mildura City Heart
MRTB	Murray Regional Tourism
NTSRG	National Tourism Signing Reference Group
CTRG	The Chaffey Trail Reference Group
RCFG	Red Cliffs Focus Group
AS	Australian Standard
CBD	Central Business District
RV	Recreational Vehicle
VIB	Visitor Information Bay
VIC	Visitor Information Centre







## SECTION 1. INTRODUCTION



SECTION 1. INTRODUCTION

1.1 PROJECT BACKGROUND



Mildura Rural City Council

Mildura Rural City Council (MRCC) commissioned tourism signage consultancy Wayfound to develop a whole of destination integrated tourism wayfinding and signage strategy (the Strategy). The purpose of the Strategy is to ensure that current and future signage facilitates safe and positive journeys and enhances the dispersal of visitors and their connection with the people and the places of Mildura Region.

The strategy will be delivered in the following stages;

- 1. Pre-visit research and project planning.
- 2. Entire MRCC tourism signage audit and stakeholder engagement.
- 3. Benchmarking MRCC against other regional LGA's.
- 4. Development and delivery of the completed signage strategy.

MRCC is located in the north west corner of Victoria and borders both South Australia and New South Wales. It is the main crossroad for most visitors travelling between these three states. MRCC recognises the value of the tourism sector with tourism contributing \$308 million to the local economy. To better leverage this section of the economy MRCC has commissioned a number of projects to get a better understanding of its tourism demographics and strategies to to grow the sector. These strategies include;

- 1. Mildura Regional Development Business Plan 2020-2021
- 2. Mildura CBD Plan 2020 - 2035
- 3. Strategic Plan 2021 - 2024

- 4. Visitor Servicing Strategy 2021 - 2025
- 5. Mildura RV, Caravan & Camping Strategy (draft)

Almost all of theses strategies make some mention of improving signage with the draft Mildura RV, Caravan & Camping Strategy clearly defining the improvement of visitor signage as a key part of this strategy.

Tourism signage is an extremely important element of any destination’s branding, marketing and visitor information strategies. Signage is critically important to presenting a consistent tourism experience and to retaining and dispersing visitors throughout the Mildura Region. Signage also provides opportunities to raise awareness of the area’s attractions and features and encourage people to stop and visit. The existing tourism related signage in the Mildura Region does not enhance the visitor experience or adequately direct visitors to the area’s many attractions.

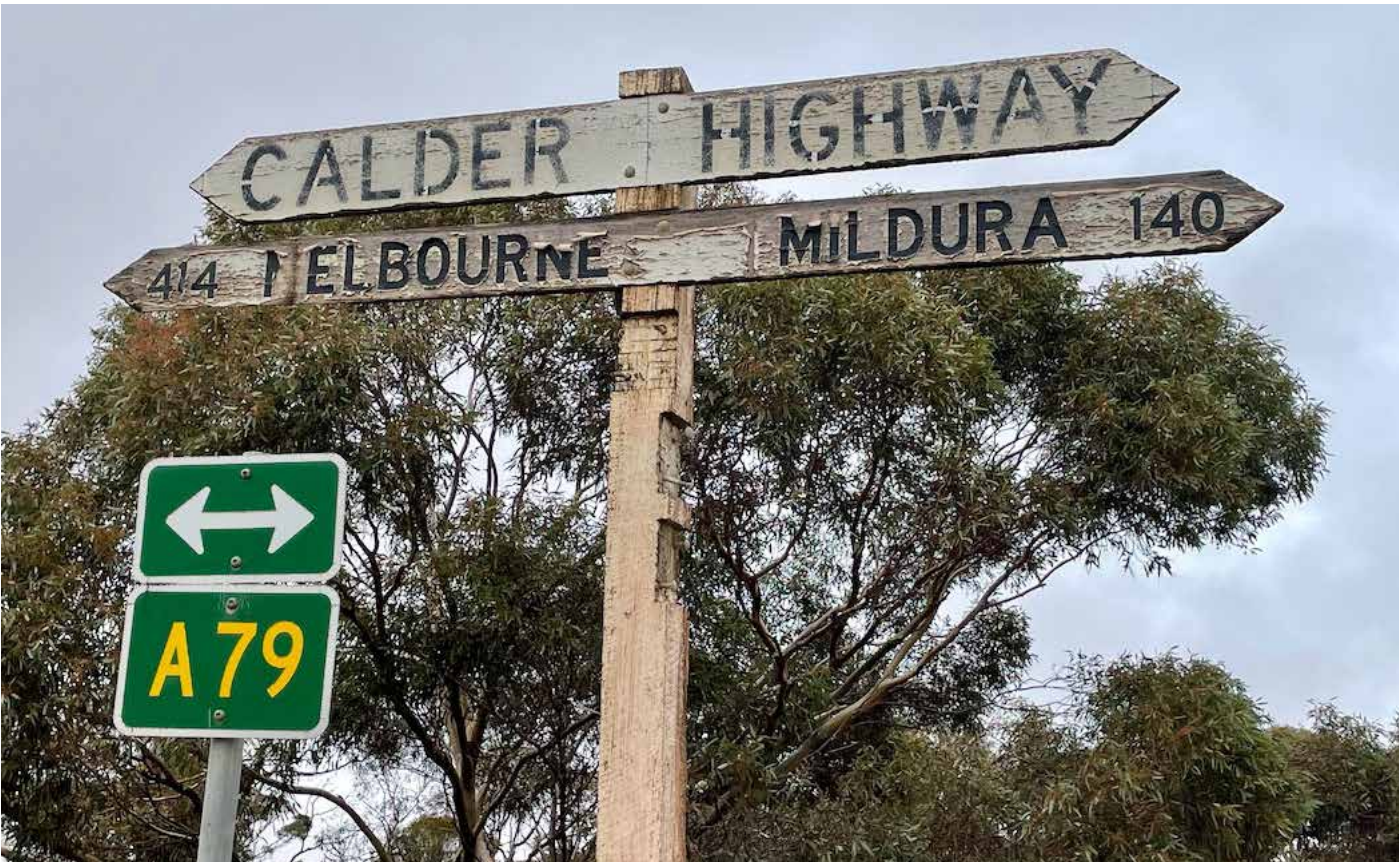
The Strategy forms part of a suite of initiatives by MRCC to encourage visitors to stop, extend their length of stay and increase expenditure in the Mildura Region.

WHAT’S INCLUDED IN THE STRATEGY?

The Strategy is limited to addressing the wayfinding and tourism-related signage needed for visitors who are travelling in vehicles to find their way safely and efficiently to the tourism destinations, attractions and major sporting facilities within Mildura Region.

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

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



Old timber directional sign on the Calder Hwy near Mittyack

SECTION 1. INTRODUCTION

1.2 WHAT ARE WE TRYING TO ACHIEVE?

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

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

STAKEHOLDER ENGAGEMENT

Engaging and informing the community, particularly stakeholders involved in tourism-related activities and businesses, was a key component of developing the Strategy. Their feedback and input has been considered and incorporated into this strategy and its recommendations.

In May 2022, MRCC invited stakeholders for local community groups, tourism businesses and government agencies to participate in a series of community workshops held in Mildura and Red Cliffs.

Wayfound also made itself available to work with individual stakeholders who could not make the community workshop

STAKEHOLDER SESSIONS

Who	When
Visitor Information Centre Staff	Monday 16 May,
Mildura Visitor Information Centre	3.30pm - 4.30pm
Community Consultation - Session 1	Monday 16 May,
	5.00pm - 6.30pm
Community Consultation - Session 2	Tuesday 17 May
	3.30pm - 6.30pm
Red Cliffs Focus Group	Thursday 17 May
	5.15pm - 7.15pm
Mildura Regional Development	Friday 18 May
	1.00pm - 2.00pm
Further Community Consultations	Friday 17th June (phone)
Project Working Group	Ongoing

Engaging and informing the community was a key component of developing the Strategy.





## SECTION 1. INTRODUCTION

# 1.3 ABOUT MILDURA RURAL CITY COUNCIL

Mildura Rural City Council (MRCC) is located in the north-western corner of Victoria. The MRCC covers an area of 22,083 square kilometres (8,526 sq mi) and is largest LGA in Victoria. MRCC's population is expected to reach 93,000 by mid 2022. The city of Mildura is the main population centre and is seat of local government and administrative centre. Other towns in the shire include Merbein, Red Cliffs, Irymple, Ouyen, Werrimull, Murrayville, Walpeup and Underbool. MRCC was formed in 1995 with the amalgamation of the City of Mildura, Shire of Mildura and Shire of Walpeup.

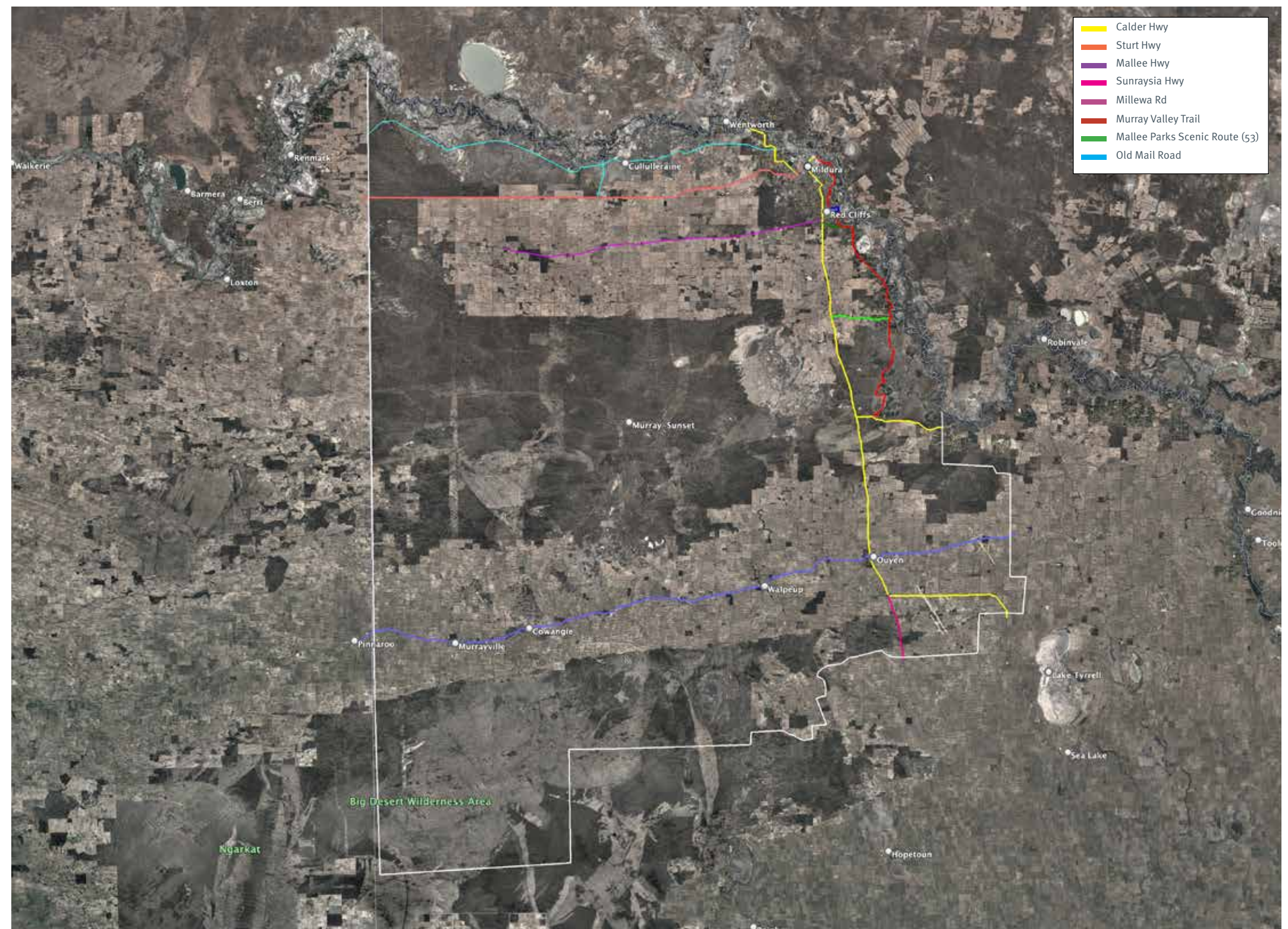
The MRCC covers most of the Mallee region of Victoria with Murray-Sunset National Park covering almost a third of the LGA area. Other protected areas include Hattah-Kulkyne National Park, Big Desert Wilderness Area and Murray-Kulkyne Park on the Murray River. The southeast of the LGA is used primarily for broad acre grain growing. In the north irrigated fruit growing (primarily citrus, grapes and almonds) is highly productive and supports Mildura and nearby towns.

### MAIN ROUTES INTO THE LGA

The main arterial routes through the MRCC is the Calder Hwy (north-south 147Kms), the Mallee Hwy (east-west 173Kms) and Sturt Hwy (east-west 113Kms). Other routes include parts of the Sunraysia Hwy and the Hattah-Robinvale Rd (23Km) It takes roughly 1.5 hours to travel the Calder Hwy from the southern boundary near the locality of Mittyack to the northern LGA boundary at the Abbotsford Bridge at Curlwaa.

Tourist routes through the region include the Mallee Parks Scenic Route (53) and the Murray Valley Trail.

Current vehicle trip times to Mildura from Melbourne is 6.0 hrs (542 Kms), from Adelaide 4.15hrs (397Kms) and 10.5 hrs (1015Kms) from Sydney.



Major roads within in Mildura Rural City Council





## SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.1 TYPES OF TOURISM SIGNAGE

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

Road Signage

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

- Green - Directional
- Brown - Tourism
- Blue - Services

Destination Signage

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

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

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.2 THE PURPOSE OF TOURISM SIGNAGE

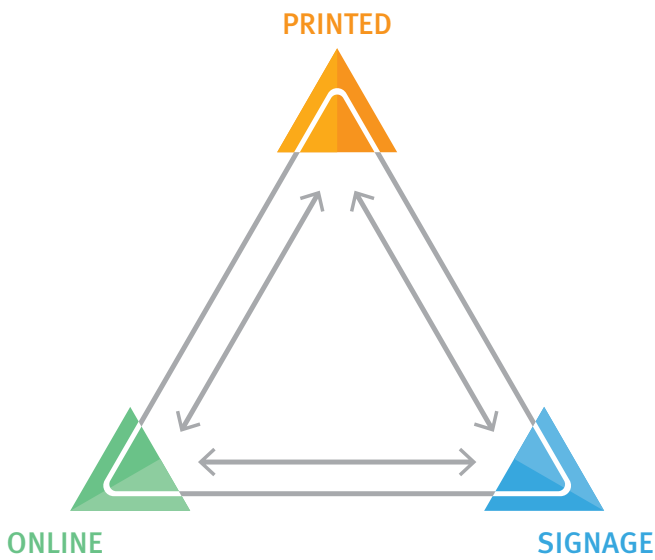
Tourist signs are an important part of creating a visitor-friendly destination and defining the community’s image.

The two main purposes of tourism signs are to:

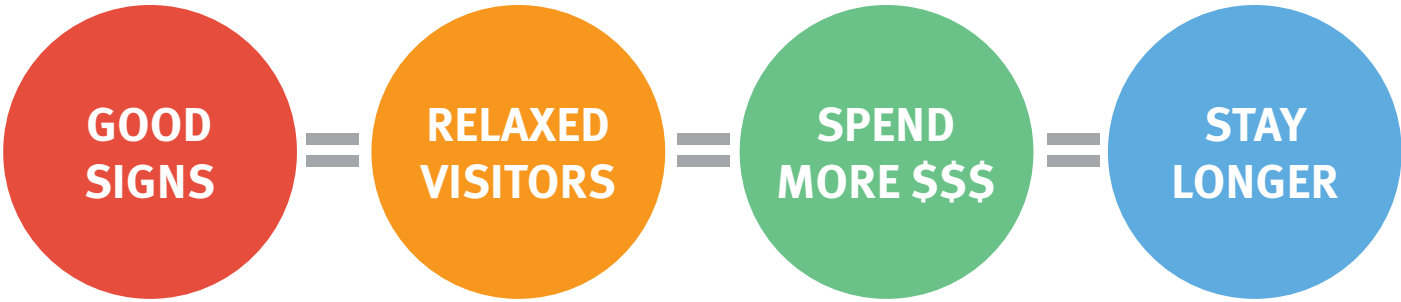
- 01 Safely and efficiently guide visitors to their destination.
- 02 Inform visitors of the range of attractions and services available at a destination.

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

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



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



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



Mildura Visitor Information Centre is located at the Alfred Deakin Centre. The VIC is currently undergoing a complete refit. From April 2021 through till March 2022 the centres visitation numbers were 85,900.



SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.2 THE PURPOSE OF TOURISM SIGNAGE

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

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

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

The NTSRG guidelines specify that:

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



National Tourism Signing Reference Group

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

(source: NTSRG)



Typical brown tourist signs in MRCC





## SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

# 2.3 SIGNAGE POLICIES & GUIDELINES

### MRCC SIGNAGE POLICY AND GUIDELINES.

Currently MRCC has no formal signage policy for tourism, services and community signage. There are no guidelines for applying for signage, no formal criteria for who can have signage and what type of signage they can have. This situation can cause problems for council and frustration for businesses applying for signage.

To rectify this the first step is to develop an MRCC signage policy. The purpose of a signage policy is to meet the signage needs of the community, visitors and service businesses whilst still upholding the basic principles of traffic management and road safety, as well as protecting the visual amenity of the Mildura region. Once a policy is developed it can be ratified by council. This will give council officers legal grounds to enforce the removal of non compliant signage.

Once a signage policy has been adopted the next step is the development of a set of guidelines that can direct decisions in what type of signs go where, who can have signs, an application process for tourist and service businesses and community groups applying for signage.

Established guidelines will better deliver;

- A cooperative signage process for Council, the local community, tourism and business operators.
- Improve awareness and access to tourist activities and facilities for visitors to MRCC.
- Ensure a high standard of coordinated and complementary signage and associated infrastructure in future capital works programs.
- Signage acknowledge and celebrate the traditional owners where practical and relevant.
- Ensure directional signs within road reserves are visually acceptable.
- Rationalise signs to minimise the proliferation of signs through co-operation and consultation with the affected sign owner.
- Ensure full cost recovery for applications for Tourist and Community signs.
- Reducing sign proliferation that detracts from the visual amenity of MRCC, and lessens the effectiveness of all signs,
- Ensure compliance with related legislative, guidelines and standards.

- Ensure guidelines and requirements for signs are readily accessible and understandable to the community, council staff and applicants who apply for sign installations.
- Give direction for choosing the right signage for the circumstance and location.

#### Recommendation

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



Example of old and poorly maintained private and illegal directional signage in MRCC

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

# 2.3 SIGNAGE POLICIES & GUIDELINES

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

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

These signs are explained in detail in the Vic Roads Traffic Engineering Manual Vol 2/Chapter 11 *Tourist and Services Signs*. The signs are internationally recognised by most visitors, especially when standard universal symbols are used.

VIC ROADS AND COUNCIL RESPONSIBILITIES

Vic Roads is responsible for authorising, installing and removing signs on state roads. These include highways (Calder, Mallee & Sturt) and other major roads with the MRCC region.

MRCC is responsible for installing signage on the remainder of the public road network in its area. Council also installs and maintains some brown and blue signs on the Calder and other highways within urban areas (e.g.: Mildura). However, approval for these signs is still the responsibility of Vic Roads.

APPLYING FOR TOURIST SIGNS

Tourist Attraction and Tourist Accommodation applicants must satisfy the criteria as set out in Vic Roads brochure - *"Tourist Signing Guidelines - Information for Tourism Businesses"*.

To apply for Tourist Attraction and Tourist Accommodation signage within a road reserve applicants should lodge an application with the MRCC officer responsible for tourist signing who will make the initial assessment.

If the attraction or accommodation meets the criteria then applicants can submit a Vic Roads "Tourist Attraction Signing Application Form" which are downloadable from [Vic Roads website](#). Vic Roads will notify council within 14 days that the application has been;

- The application has been approved
- The application has been rejected
- The application has been referred to other authorities for consideration.
- Additional information is required.

The cost of all signage is to be borne by the applicant.

COORDINATION BETWEEN VIC ROADS AND COUNCIL

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

Council and Vic Roads must work together closely to ensure signage facilitates connectivity between signage. For example if an attraction is located off a state road, signage on the Calder Highway cannot be approved by Vic Roads until Council has installed signage on the local roads to the attraction.

IMPROVING SIGNAGE POLICIES AND PRACTICES

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

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

Recommendation

MRCC to establish a formal committee, made up of representatives from MRCC and Mildura Regional Development to manage all aspects of tourism signage within MRCC



Directional signs (white on green)



Tourist attraction signs (white on brown)



Services signs (white on blue)



Community facility signs (white on blue)



SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.3 SIGNAGE POLICIES & GUIDELINES

LAYOUT/CONTENT

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

THE HIERARCHY OF TOURISM  
ATTRACTION SIGNS

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

ELIGIBILITY FOR TOURIST  
ATTRACTION SIGNS

Types of attractions

- Commercial/non-commercial tourist operations, e.g. wineries;
- National parks;
- Natural features;
- Conservation parks/botanic gardens;
- Historic sites/buildings/towns;
- Scenic lookouts; and
- Tourist drives and trails

Criteria for Tourist Attraction Signing  
Essential (Vic Roads)

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

1. Have tourism as a Core Business Activity.
2. Provide a substantive tourism experience in addition to, or as part of, any commercial/retail activity;
3. Have all relevant State and local government licences and approvals to operate as a tourist attraction; including health, planning and parking requirements.
4. Be open to the public without prior booking during the attractions normal opening hours;
5. Be open on weekends and at least three other days of the week, plus public and school holidays;
6. Be open for a minimum of 7 hours per day on the days the attraction is open;
7. Be listed on the database of the nearest accredited Visitor Information Centre (with opening hours, admission prices, location and directions);
8. Promote the location and clear directions to the attraction to visitors from outside the local area;
9. Be appropriately signed within the property line so that it is easily identifiable by passing motorists;
10. Have appropriately trained visitor contact staff; and
11. Maintain a record of visitor numbers and comments.

Desirable

It is also desirable that the attraction:

- Be a member of a recognised Local, Regional or peak sector tourism organisation and/or be accredited under a scheme approved by the Tourism Accreditation Board of Victoria;
- Provides parking for coaches and other large vehicles; and
- Provides parking for disabled visitors.



Diagrammatic advance warning sign



Trailhead/Reassurance sign



Advance warning sign



Positional sign



Tourist Drive trail markers



Vic Roads - Tourist signposting manual

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.3 SIGNAGE POLICIES & GUIDELINES

SIGNAGE TYPES

Advance warning signs

Advanced warning signs are placed prior to a major intersection (White on Green sign) or turn off to a significant tourist attraction (White on Brown sign). These signs are designed to inform motorists of upcoming important intersections. These signs are erected at a distance of 300 to 400 meters if the approach speed is greater than 75km/h and approximately 200 meters if the approach speed is 75km/h or less.

Reassurance signs

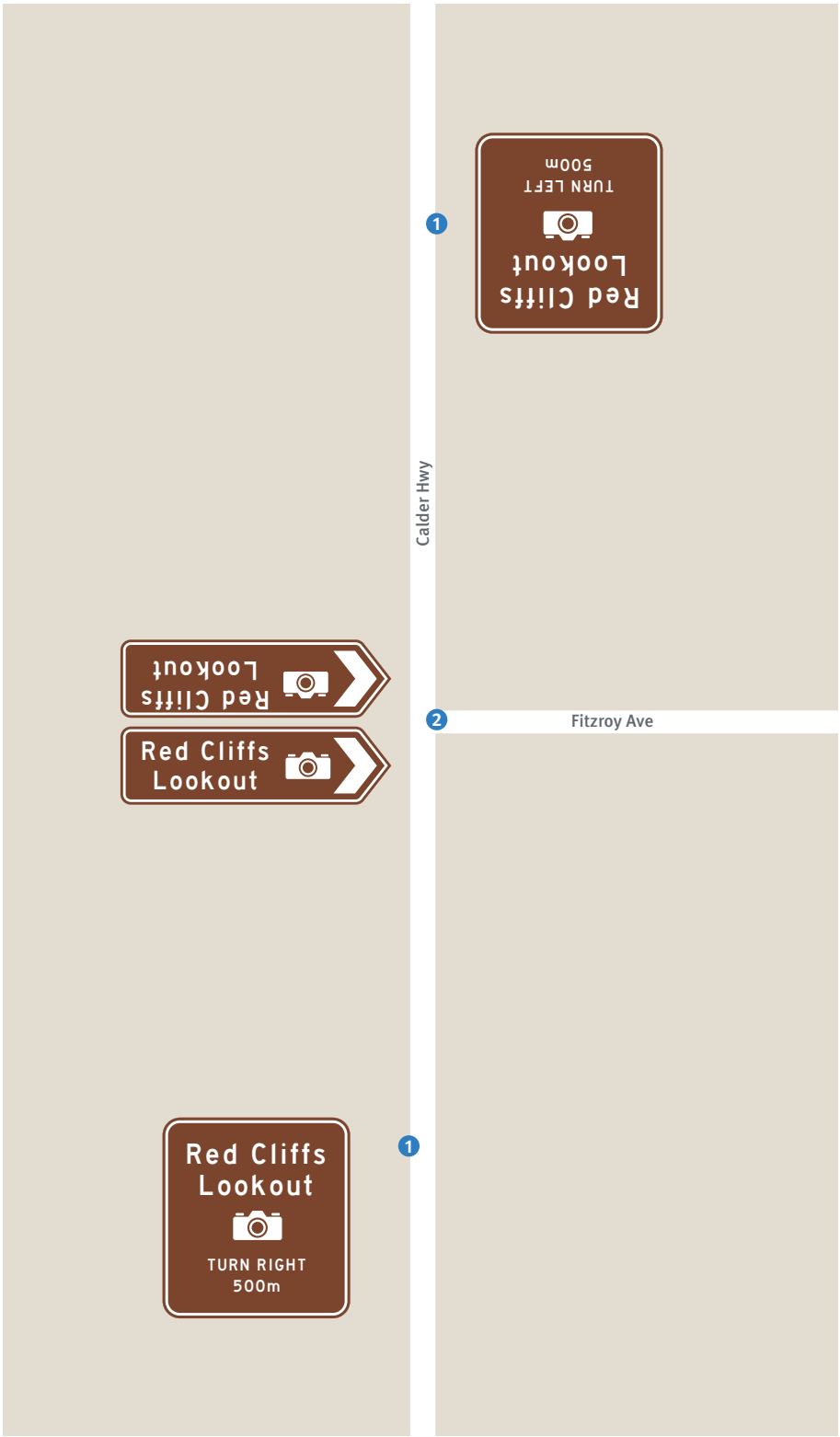
The purpose of reassurance signs are to reassure the motorist that they have turned on to the correct road. Reassurance signs are usually positioned as soon as practicable after the intersection. These signs will have the name and the distance to the town(s) along this route (White on Green). If it is a list of attractions (e.g.: wineries), then the same order applies but the sign is White on Brown (see example on this page) with the closest town or attraction at the top of the list. Reassurance signs are placed as soon as practicable after the intersection, generally 400 meters beyond the intersection in rural areas and 150 – 200 meters in urban areas.

Intersection/positional signs

Intersection signs are generally double sided and positioned adjacent the turning point or intersection. These signs are distinctive by their large white chevron/arrowhead and distance in kilometres to the attraction. Positional signs are like intersection sign but do not display a distance to the attraction. These signs are used for attractions that are located within 1 kilometre from the turn-off.



Kow Plains road sign application off Mallee Hwy (Top) Advance warning sign, (Middle) Intersection sign, (Bottom) Positional sign



Example of road sign application for a tourist attraction off Calder Hwy (1) Advance warning signs, (2) Intersection signs

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.3 SIGNAGE POLICIES & GUIDELINES

BLUE SERVICES SIGNS

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

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

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

SERVICE SIGNS

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

Service signs are used for:

- Accommodation facilities
- Caravan and camping parks/areas
- Visitor information centres
- Tourist information boards/bays
- Visitor radio services
- Service stations
- Public toilets
- Rest areas
- Parking areas

COMMUNITY FACILITY SIGNS

These signs have white lettering on a blue background and denote facilities of a non-commercial nature which are located on side streets (reference page 12). Eligible facilities are restricted to those that are likely to be sought by a significant number of strangers to the area. They may be used by visitors and, in some cases, attract visitors in their own right.

Eligible facilities include:

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

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

TOURISM ATTRACTION SIGNS

Tourist attraction signs use white lettering on a brown background. They identify tourist attractions of significant recreational and cultural interest, and may make use of tourist attraction symbols. While there are national standards for Australian Tourist Symbols, each state generally has few additional symbols. This is the case for Victoria which has introduced additional symbols for Food & Produce, Arts & Crafts, Theatre and cross country and downhill skiing.

There were also examples of brown signs being used incorrectly. For example, some community facilities signs in Mildura have brown signs instead of blue signs.



Australian Standard Symbols

Vic Roads approved tourism symbols

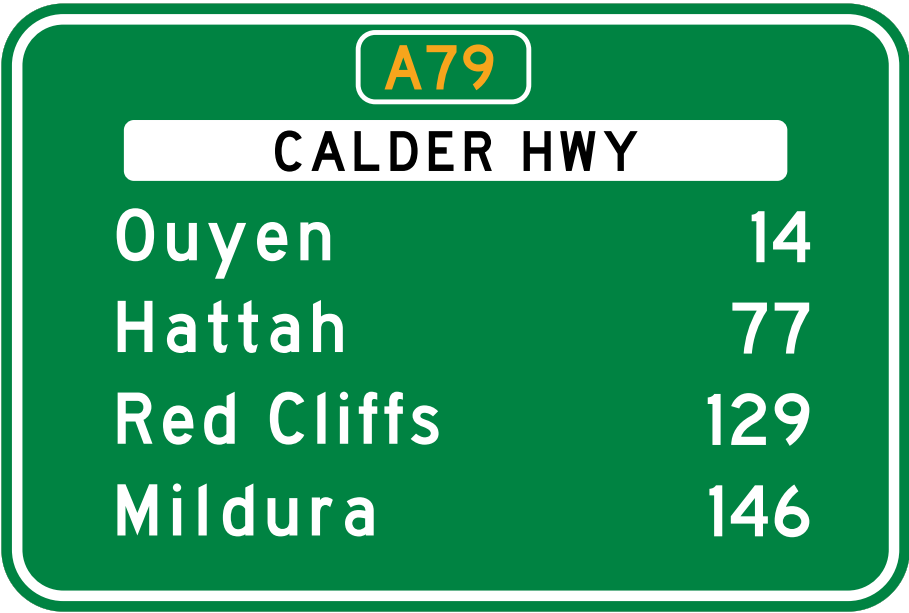


# 2.3 SIGNAGE POLICIES & GUIDELINES

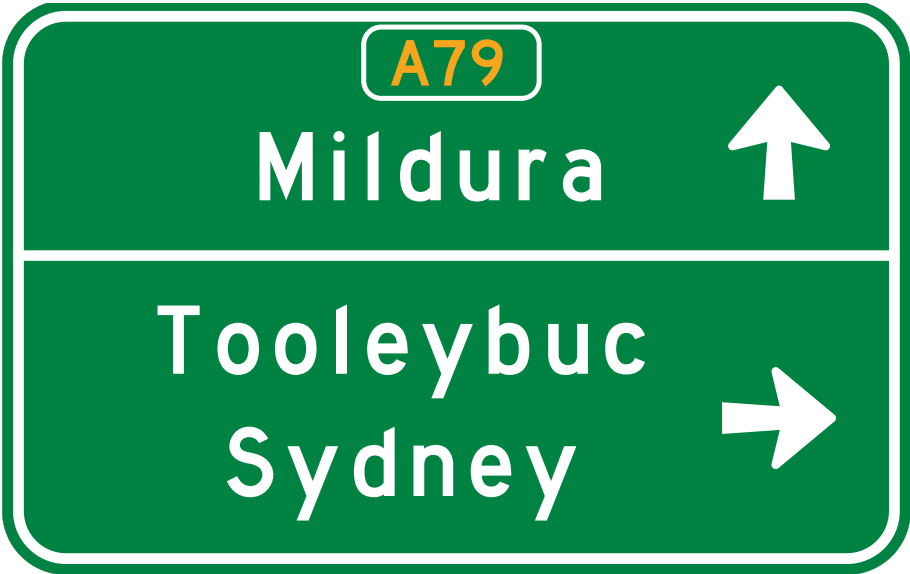
## DIRECTIONAL SIGNS

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

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



Reassurance



Advance Warning



Positional

Intersection



Intersection

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.4 WAYFINDING PRINCIPLES/GUIDELINES

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

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

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

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

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

The principles underpinning MRCC's signage system

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

SIGNAGE PLANNING

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

BEST PRACTICE IN WAYFINDING SIGNAGE DESIGN

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

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

DESIGN

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

CONTENT

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

LOCATION

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

FUNCTION

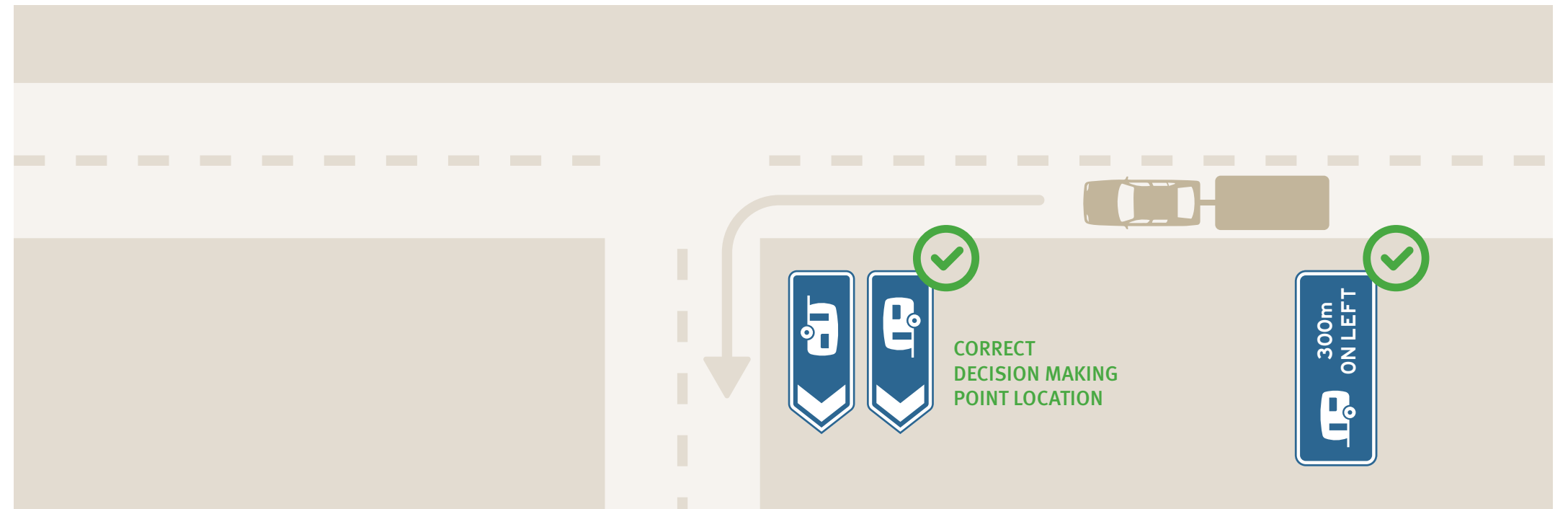
- Wayfinding systems generally consist of combinations of signs – information panels, navigation and orientation.
- Sign design and materials are durable, flexible and adaptable to accommodate changes or future requirements.
- Signage fits the environment well – striking the balance between being obvious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

## SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

# 2.5 SIGNAGE PLACEMENT

### DECISION MAKING POINTS (EXAMPLE)

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



Correct decision making point scheme



Incorrect decision making point scheme

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

# 2.6 SIGNAGE CONSOLIDATION

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

TIME DELAYS & FRUSTRATION CAUSED BY POOR WAYFINDING SIGNAGE

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



Existing sign cluster



EXAMPLE - Consolidated signage suggested for Lake Cullulleraine





## SECTION 3. MRCC SIGNAGE AUDIT

## SECTION 3. MRCC SIGNAGE AUDIT

# 3.1 MRCC GREEN DIRECTIONAL SIGNS

### GREEN DIRECTIONAL SIGNAGE

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

There were a number of signs overgrown, damaged, faded or in need of some general maintenance and cleaning. (See full signage audit document)

#### Recommendation

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





## SECTION 3. MRCC SIGNAGE AUDIT

# 3.1 MRCC BROWN DIRECTIONAL SIGNS

### BROWN DIRECTIONAL SIGNAGE

Throughout MRCC brown tourist signs are applied inconsistently and incorrectly. There seems to be some confusion in their application. In many instance we noted brown tourist attraction signs used for community services and tourist services. In other instances legitimate tourist attractions are signed with blue community signs (Refer to page 14 for Vic Roads eligibility criteria)

In many instance where tourist signs are correctly applied the signs are now faded and in need of replacement.

#### Recommendation

- Review all institutions with brown tourist signs to determine if they are lawful and meet Vic Roads guidelines eligibility criteria
- Replace damaged and faded signs.



Poorly design sign, wrong location, closest location should always be on top.



Karadoc - Remove Lindemans sign no longer has a tourist operation here



Red Cliffs - Replace, sign panel faded



Merbein South - Replace sign panel faded



Nangiloc - Replace sign panel faded



Merbein South - only one of these signs in the MRCC



Nangiloc - Replace sign panel faded



Karadoc - Remove no winery estates open to the public here



Werrimul - Lake Cullulleraine is a brown sign here and a blue sign on Sturt Hwy. Is it a tourist attraction or a community facility?



## SECTION 3. MRCC SIGNAGE AUDIT

# 3.1 MRCC BLUE DIRECTIONAL SIGNS

### BLUE SERVICES SIGNS

Throughout MRCC there are numerous blue services signs in need of replacement, refurbishment or removal. There are signs for facilities and services that no longer exist including tourist information radio stations (these are redundant) and signs for rest areas and information points that no longer exist.

In other instances directional signage for facilities and services are missing or inconsistently positioned. As an example some caravans and motels have advance warning and positional signs and others do not.

#### Recommendation

- Review all blue visitor services and locations
- Replace damaged and faded signs.



Ouyen - Town services advance warning sign. Faded and in need of replacement. Currently no information at the information bay.



Ouyen - Town services sign. Faded and in need of replacement



Lake Cullulleraine - Town services advance warning sign. cut back undergrowth



Mildura - Redundant tourist information radio signs (no longer operational)



Ouyen - Town services sign. Consolidate all signs into one sign panel



Ouyen - The only EV charge point sign sighted in MRCC



Lake Cullulleraine - Town services advance warning sign. Replace sign panel



Lake Cullulleraine - Town services advance warning sign. Replace sign panel



Ouyen - Blackburn Park Directional sign at Mallee/Calder Hwy intersection completely overgrown



SECTION 3. MRCC SIGNAGE AUDIT

3.1 MRCC INCORRECTLY SIGNED ATTRACTION & FACILITIES



Ouyen - Golf Clubs are not tourist attractions, this should be a blue sign



Ouyen - Town Centre sign should be white on blue



Messenger Mailbox Track - not open to the public should be black on white, Management vehicles only should be black on yellow



Is Woorlong Wetlands a community facility or does it qualify as a tourist attraction?



Kings Billabong, definitely a tourist attraction should be a brown fingerboard



Red Cliffs Town Centre should be a blue sign



Rio Vista, Lock 11, Mildura Station and Arts Centre should be on one brown panel, community facilities on a blue panel



Probably shouldn't have a sign at all.



Houseboat hire doesn't qualify as a tourist attraction



Mildura - Community facilities should have blue signs, not brown. This sign tries to do too much and therefore fails .Vic Roads recommends no more than four lines of text, not eleven



Mildura - Community facilities should have blue signs, not brown



Merbein common should be a blue sign



SECTION 3. MRCC SIGNAGE AUDIT

# 3.2 MRCC TOURIST DRIVES

TOURIST DRIVES

MRCC has a number of tourist drives. Three of which are signed and at least another four nominal drive itineraries that pass or conclude in Mildura.

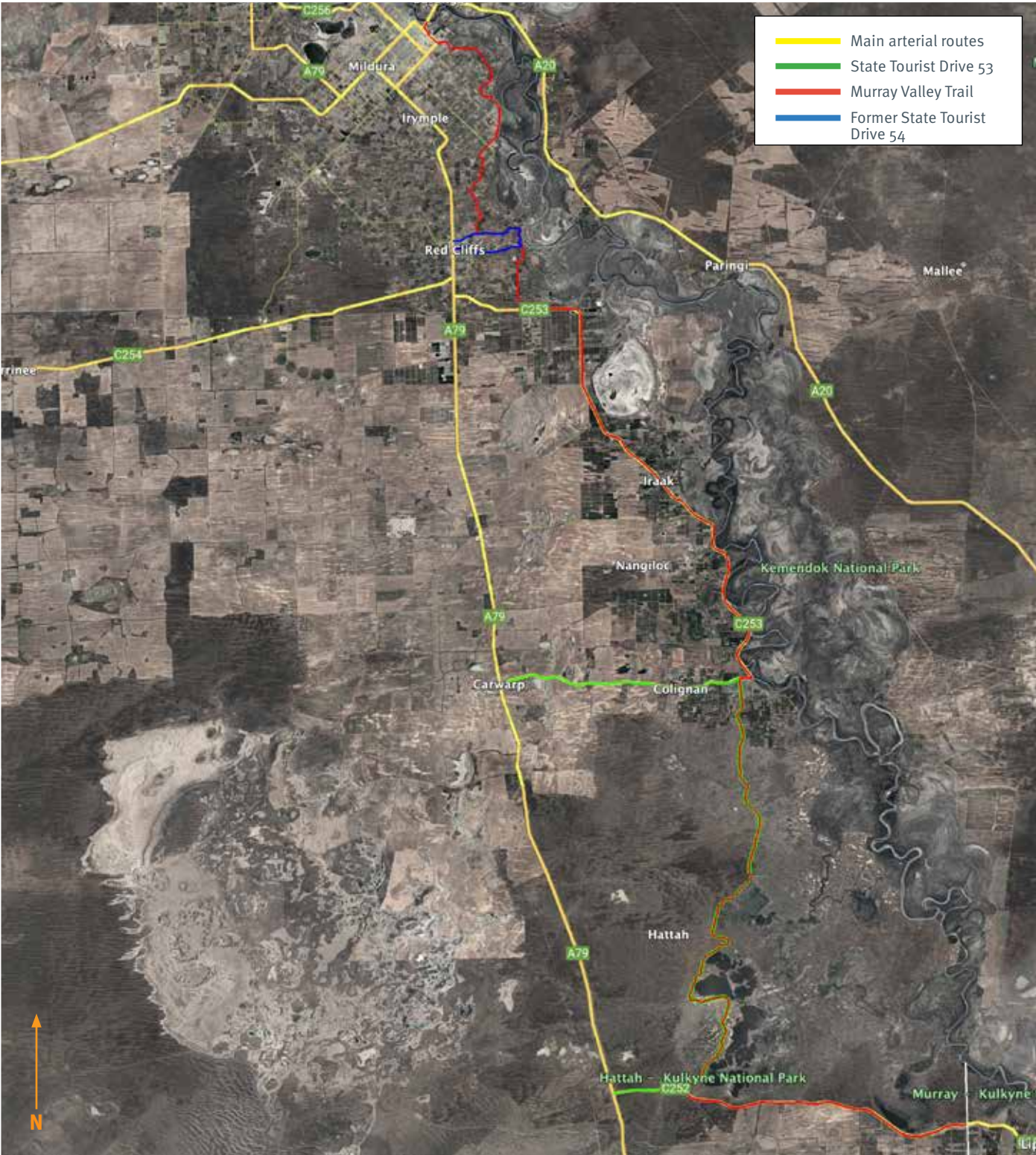
**Mallee Parks Scenic Route, State Tourist Drive 53** - This trail is a loop trail from the Calder Hwy through Hattah-Kulkyne National Park along the Mournpall Track and is dry weather access only. The trail leaves the Calder Hwy at Carwarp and rejoins the highway at Hattah (or in reverse order from the south). This tourist drive is the only route that is completely signed with a full suite of advance warning, intersection signs and trail route markers.

**Murray Valley Trail** - It appears as though this trail was set up sometime ago by the Murray Darling Association. The trail began at the mouth of the Murray at Goolwa and followed the river up through South Australia and briefly into NSW to Wentworth before crossing into Victoria. This tourist drive crosses into Victoria from NSW via the George Chaffey Bridge and immediately heads south along the river via various local roads before joining the Kulkyne Way, Boonoonar Rd. From Boonoonar Rd the trail passes through Hattah-Kulkyne National Park (same route as State Tourist Drive 53) before exiting the park and heading east on the Hattah Robinvale Rd.

Whilst numerous signage and infrastructure still exists it appears that this trail is no longer supported and the trail is now defunct as I can find no reference to it online and have received no response to my enquires from the Murray Darling Association.

**The Chaffey Trail** - The Chaffey Trail explores the early history and development of Mildura. The trail has 12 sites spread between Merbein (1), Mildura (8), Kings Billabong (2) and Red Cliffs (1). The trail has no defined route and is a mix of sites some of which make up walking trail itineraries around the Mildura CBD with the remaining sites reached by car. The trail is well interpreted and supported by a website and an active volunteer group.

**The Chaffey Walking Trails** - The two walking trails start at the Alfred Deakin Centre (location of the Visitor Information Centre) where there is a trailhead sign that gives visitors a brief overview of the Chaffey trail. Unfortunately it makes no mention of the two walk trails



TOP: Mallee Parks Scenic Route 53 - Advance warning sign. MIDDLE: Murray Valley Trail fingerboard signs. BOTTOM: Murray Valley Trail Information board at Psyche Bend Pumping Station

MRCC Tourist Drive Routes



## SECTION 3. MRCC SIGNAGE AUDIT

# 3.2 MRCC TOURIST DRIVES

that start from this location, to learn about these you need to access the website. These trails - "Deakin Ave Walk" and "East Mildura Walk" combined only have two sites that are actually listed on the Chaffey Trail website (The Mildura Club and the Grand Hotel). The other building though significant to Mildura's history are not actually part of the Chaffey Trail. Ideally each walk trail should have its own QR code link to its respective page on the Chaffey Trail website.

**The Chaffey Drive Trail** - Currently there is no designated drive trail for the Chaffey sites, just a numbered list of the sites. The trail has one trailhead sign on Twelfth St giving distance to Chateau Mildura, Kings Billabong (not part of the Chaffey Trail) and Psyche Bend pumping station. It is generally believed visitors prefer itineraries as this give them clear understanding of what can be comfortably visited within a set time period and the distance they will be travelling. As the Chaffey sites are spread between Merbein and Red Cliff a drive trail of around 70/100kms is easily achievable for most visitors and makes a comfortable full days outing. Alternatively a shorter version of just the Mildura sites would be a good option for visitors who do not have time for a full day excursion.

**The Chaffey Trail Interpretive Signage** - The interpretation of the Chaffey Trail is well written and well designed with each interpretive point having a distinctive eye catching graphic representation. This good work has unfortunately been let down by poor fabrication and installation. The interpretation is printed on vinyl affixed to ACM panels. Unfortunately no anti-graffiti/UV laminate has been applied making them susceptible to tagging and vandalism (this has already occurred at Mildura Wharf Interp point). Secondly the panels have been affixed to the pedestal with the wrong fastenings (screws and flat washers). This has resulted in the interpretive vinyl distorting when the screw and washer have screwed down on to the face of the sign. This will result in dirt and moisture getting between the vinyl and the sign panel which will shorten the life of all panels affected. These panels should have been affixed using either blind rivets or signwriters adhesive.

**Red Cliffs Tourist Drive, State Tourist Drive 54** - During our research we found a listing for this route in Vic Roads listed tourist drives. Tourist Drive 54 headed out to the river via Indi Ave and Nursery Ridge Rd then returned via Pumps Rd and Fitzroy Ave. This tourist drive was fully signed in as late as 2018 but for some reason all signage for this tourist drive has been removed.

**Other Trails** - Numerous other drive trail itineraries pass the MRCC or finish/ start in Mildura. These trails although not signed are listed on various tourism website, these include;

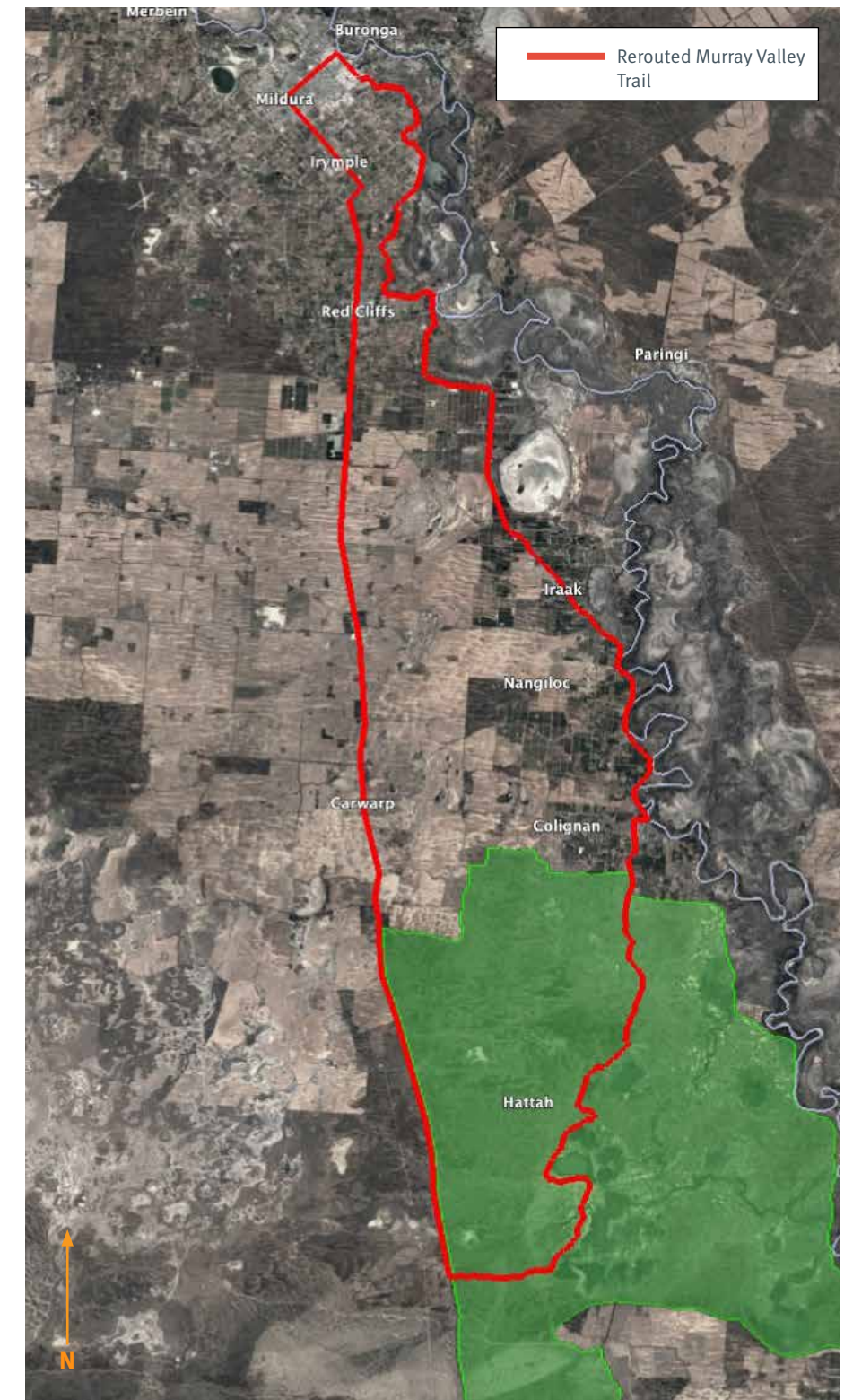
1. The Murray River Road ([visiththemurray.com.au](http://visiththemurray.com.au))
2. Murray River Drive ([travelvictoria.com.au](http://travelvictoria.com.au))
3. Murray River Get Away ([visitm Melbourne.com](http://visitm Melbourne.com))
4. Mighty Murray River Drive([visitnsw.com](http://visitnsw.com))

### Recommendations

- State Tourist Drive 53 - Some of the advance warning road signs on the Calder Hwy are in need of replacement.
- The Murray Valley Trail - if no longer supported by the Murray Darling Association there is a great opportunity to re-purpose the MRCC portion of this trail as an out and back loop trail from Mildura. This trail could follow the existing route along the river through Hattah-Kulkynie National Park and back up the Calder Hwy through Red Cliffs. Currently there is no tourist drives leaving Mildura and this would make a great day trip for visitors staying in Mildura. To re-purpose this trail would not be a lot of work. It would be a case of deciding where to put the Trailhead sign (start point) for the trail and replace the existing fingerboard signs and install trail markers along the trail route. This route would be a great way to showcase the regional produce, the river attractions south of Mildura and the Hattah-Kulkynie National Park before heading back up to Mildura through Red Cliffs.
- The Chaffey Trail - 1) Redesign, replace and reposition directional signage within Mildura taking into account decision making points and consistency in signing all trail attractions. 2) Visitors like itineraries so expand the Chaffey Trail to become a proper drive trail. The route could leave the Visitor Centre, take in the town attractions before Merbein, Red Cliffs before heading back via the riverside attractions to finish at the Grand Hotel. 3) Consider developing a drive trail app that could expand the interpretation through photo galleries and audio presentation to bring the stories to life
- Replace State Tourist Drive 54 with a proper signed route via Fitzroy Rd to Red Cliffs Lookout and Murray River Boardwalk.



Red Cliffs Tourist Drive 54 -Calder Hwy/Indi Ave intersection (Google Street View 2018)

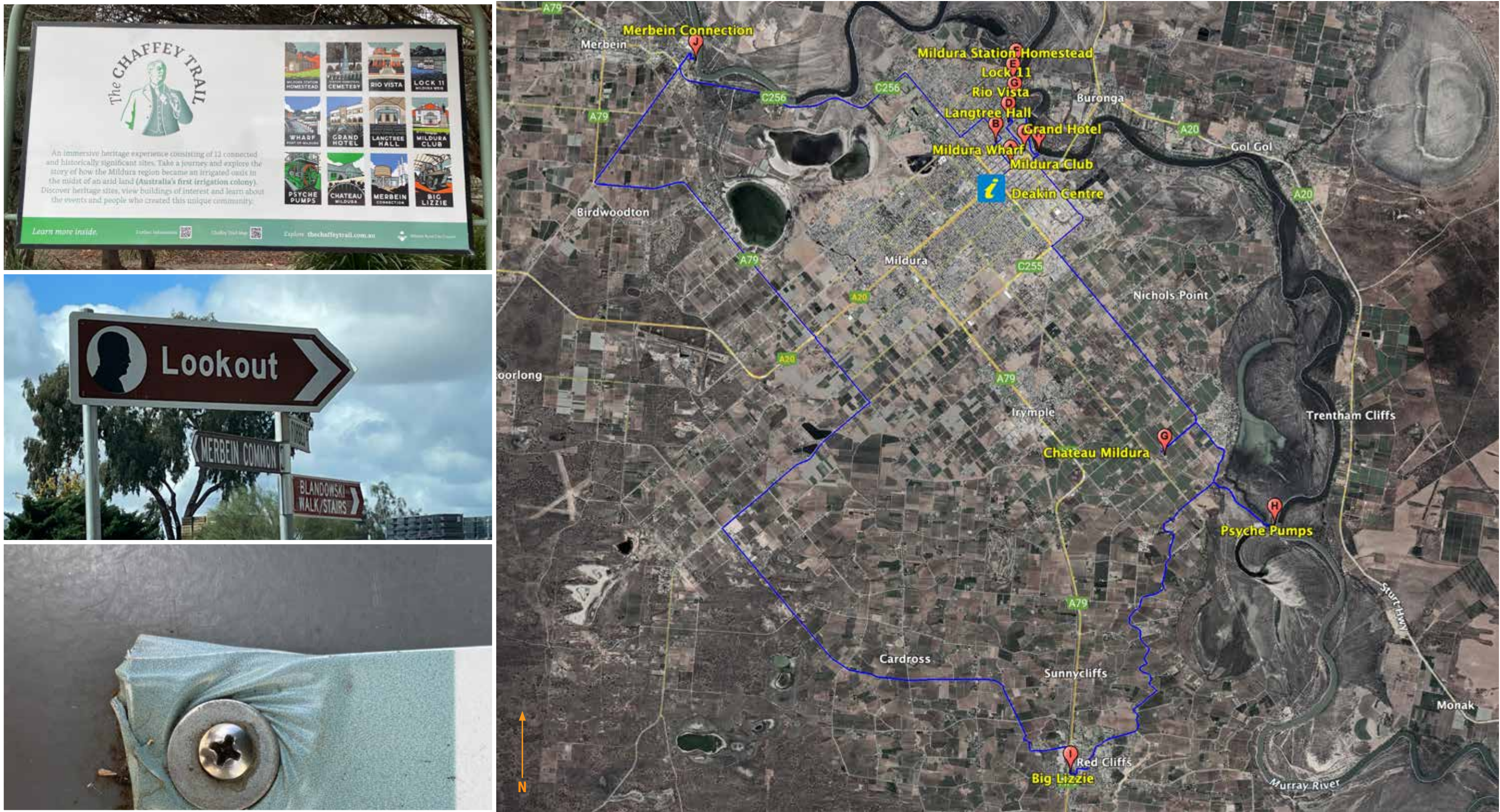


SUGGESTED: Recycled Murray Valley Trail Route



SECTION 3. MRCC SIGNAGE AUDIT

# 3.2 MRCC TOURIST DRIVES



TOP: Chaffey Trail Overview sign outside of the Deakin Centre. MIDDLE: Confused sign information at Merbein. BOTTOM: Interpretive panels damaged by poor installation.

SUGGESTED: Chaffey Drive Trail



SECTION 3. MRCC SIGNAGE AUDIT

3.3 MRCC WINE TOURISM

MILDURA WINE TOURISM

Despite the Murray-Darling appellation being Victoria's largest wine growing region there is very little in the way of wine tourism. As a wine region its very understated, this could be largely due to the fact that the Murray-Darling regions main focus is bulk wine with a very limited cellar door offering.

**Mildura Cellar Doors** - Overall directional signage to Mildura's cellar doors is from poor to non-existent. All wineries have some property signage (estate signage on their property) most of which is ineffectual or in poor condition.

Currently there are only five wineries that offer a cellar door experience with only one Capogrecco having a suite of brown directional signs from arterial roads. The other winery with a full set of directional brown tourist signs is Lindemans south of Red Cliffs which is a large bulk wine operation and does not have a cellar door. The other Mildura wine experience is Sunraysia Cellar Door in Mildura itself which offers wine tastings for over 250 regional producers. This cellar door is located within the Mildura CBD. Each winery listed as a cellar door has a website which states their opening hours.

**Wine Tourism Signing Guidelines** - In response to the growing demand of wine tourism Vic Roads released a manual in 2011, this publication "Wine Tourism Signing Guidelines" covers all aspects of wine tourism signing.

**Wine Region Gateway Signs** - The Australian Wine and Brandy Corporation developed an appellation system of 21 declared wine regions in Victoria. Mildura falls under the Murray-Darling Appellation which covers both sides of the Murray from the SA border to where it joins the Swan Hill appellation North West of Swan Hill.

The Australian Wine and Brandy Corporation has strict eligibility requirements for gateway signs but with the Murray-Darling being such a well established wine region it meets most of the eligibility criteria (see Vic Roads "Wine Tourism Signing Guidelines" 2011 for full criteria).

Where the region falls short is in two points;

- 1. "Signing is part of an integrated information

system in conjunction with quality brochure/ maps, other marketing support material and visitor information centres. Evidence of collateral such as the brochure, its sustainability and distribution plan is essential. It is essential that the brochure/map is available at participating wineries as well as all accredited visitor information centres in or near the region."

- 2. "At least four wineries which conform to the Tourist Signing Guidelines criteria for tourist attractions, are open on any given day of the week within the region."

Mildura probably qualifies on point 2 but work needs to be done to improve the marketing support material for point 1. The only printed reference sighted during our site visit is the Winery & Cellar Door listing on page 52 of the Mildura - Wentworth Visitor Guide.

There are also eligibility criteria for signing individual wineries, most of which applies to general tourist operations (refer to page 14) but with the addition of holding a vigneron's license and have a purpose built facility (cellar door)

Recommendations

- Apply for and install Wine Region Gateway Signs on principal visitor access roads (Calder & Sturt Hwy).
- Work with cellar doors to improve property signage.
- Install directional signage to all operational cellar doors from the nearest arterial road. (see examples next page).
- Develop a cellar door map, distribute to all operational cellar doors. Encourage cellar doors to produce and distribute their own cellar door brochure.
- Remove all brown tourist directional signage to Lindemans.



Capogrecco Winery - Only Mildura winery with brown directional signage, most signs old and faded, no cellar door symbol (grapes)



Cappa Stone Wines - small sign easy to miss along Calder Hwy where traffic is traveling at 100kph, no signs at 22nd St intersection.



Oak Valley Estate - Old faded signage leaves a poor impression to visitors



Varden Estate - small sign, difficult to read, easy to miss



Chateau Mildura, part of the Chaffey Trail



Remove all brown tourist signage to Lindemans Winery, No cellar door at this winery

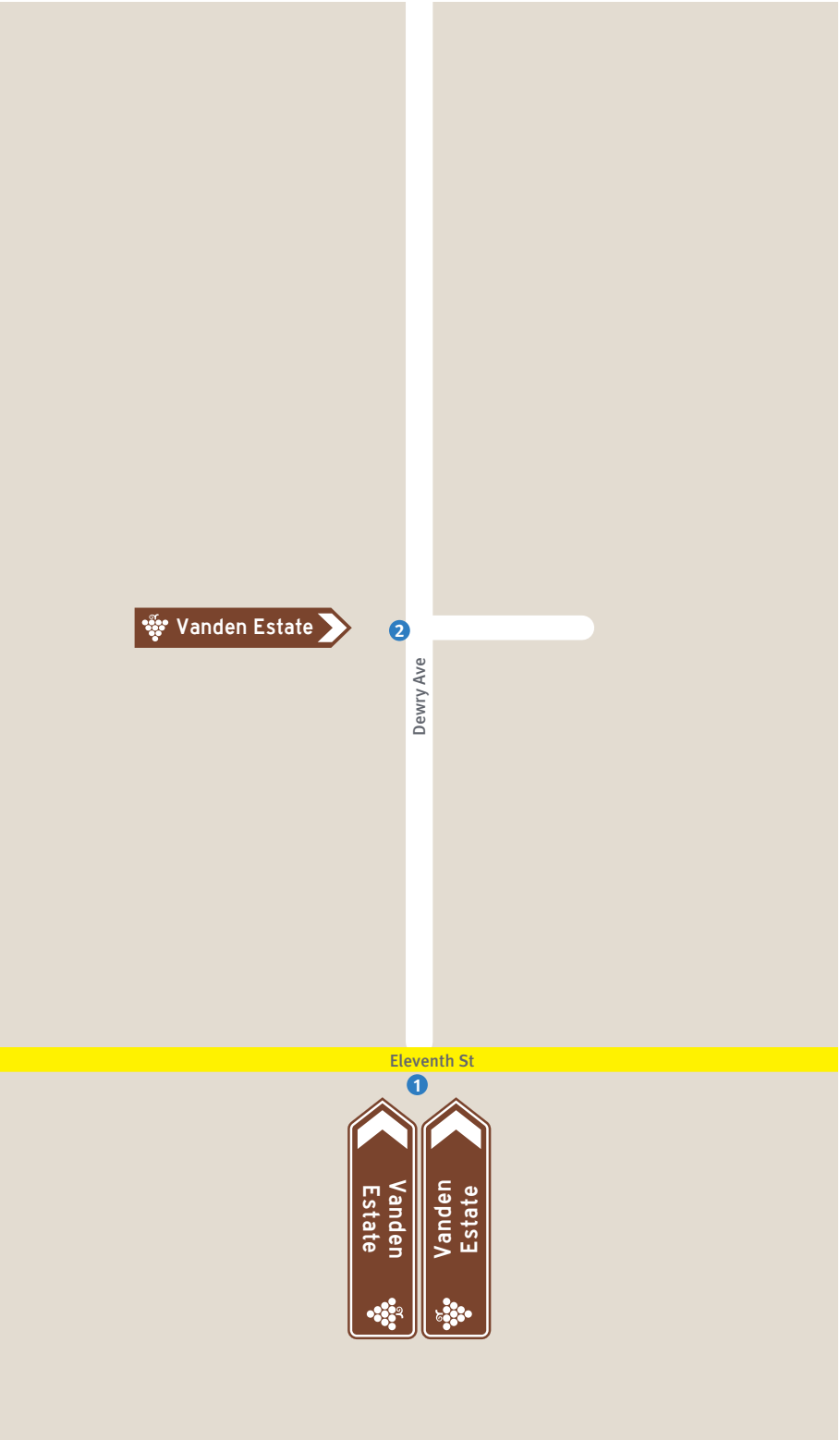
3.3 MRCC WINE TOURISM



EXAMPLE: Wine Region Gateway Sign



EXAMPLE: Signage Plan for wineries located off major arterial road (1) Advance warning signs, (2) Intersection signs, (3) Positional sign



EXAMPLE: Signage Plan for wineries located off minor arterial road (1) Intersection signs, (2) Positional sign



SECTION 3. MRCC SIGNAGE AUDIT

3.4 MILDURA ATTRACTIONS

ATTRACTIONS

Mildura has numerous tourist attractions within the city boundary but has no clear signage plan to get visitors to these attractions from Deakin Ave, the main arterial road through Mildura.

Most visitors travelling into Mildura will drive down Deakin Ave, along this route there is no directional signage to any of Mildura's attractions. This is especially apparent on the approach to the Deakin Ave/7th Street intersection. At this location there is only one small brown fingerboard sign (past the decision making point - refer Page 14) directing to the Inland Botanical Gardens 7kms away in NSW.

There is no directional signage to any of Mildura's riverside parks and services or to the attractions north of town on Chaffey/Cureton Ave. If by chance visitors do turn left the first brown directional sign they will encounter a poorly designed directional sign on the wrong side of the road (again past the decision making point)at the 7th St/ Chaffey Ave intersection. This sign tries to mix community facilities in with tourist attractions neither of which it delivers successfully. This example of poor signage layout is not just an isolated case.

**Cureton Ave Attractions** - Along Cureton Ave there are four of Mildura's visitor attractions which are also part of the Chaffey Trail. These are Rio Vista House/Arts Centre Precinct, Lock 11 & Lock Island, Mildura Station Homestead and Mildura Station Graveyard. Located at the corner at the Chaffey Ave/Cureton Junction is brown sign directing people to various community facilities. This should be a blue sign. Once on Cureton Ave there is only a pedestrian wayfinding sign for Rio Vista House, it should have a Chaffey Trail positional sign. Next attraction further along Cureton is Lock 11 this attraction has a Chaffey Trail positional sign but it is on the wrong side of the road and also tries to combine directional sign for Mildura Homestead. Again due to poor positioning and design it misses the mark. Next stop is Mildura Station Homestead as per Rio Vista there is no Chaffey Trail positional sign and the property signs are overgrown and easily missed. Last attraction along Cureton Ave is the Mildura Station Graveyard. This again has no Chaffey Trail positional sign and the current old wooden sign at this location has almost rotted away.



No brown advance warning or intersection signs at Deakin & 7Th St



The only brown directional sign at this intersection is for an attraction 7Kms away in NSW



Chaffey/Cureton Ave intersection - poorly designed sign with too much information for visitors to take in. (see replacement example)



Chaffey/Cureton Ave - Incorrectly signed and positioned community facility sign (should be a blue sign)



Cureton Ave - No Chaffey Trail positional sign for Rio vista. Pedestrian wayfinding signs are designed for pedestrian traffic, not vehicles



Poorly designed and positioned Chaffey Trail sign at Cureton Ave/Hugh King Dr intersection - sign should be adjacent to the intersection



Mildura Station Homestead - Sign hidden behind trees, no Chaffey Trail positional sign at this location



Mildura Homestead Graveyard - sign well past it's use by date. No Chaffey Trail positional sign at this location



Chaffey Bend - No directional signage from Cureton Ave to any of the trailhead nodes along this road



SECTION 3. MRCC SIGNAGE AUDIT

3.4 MILDURA ATTRACTIONS

Along this stretch of the river between the Mildura riverside parks and Chaffey Bend there is a walking & cycling track which is well utilised by locals yet there is no directional signs to the various trailhead points. Trailhead signage has been installed but unless you are a local it highly likely that you will miss the various access points from Cureton Ave.

**Mildura's Riverside Parks** - Mildura has a large riverside frontage where it has developed an extensive park and activity complex between Lock 11 and the George Chaffey Bridge. The park also hosts two of Mildura's Chaffey Trail historic attractions - Lock 11 and Mildura Wharf. The park complex contains all public amenities including parking, numerous toilets, picnic tables, barbecues etc. The parks also hosts cafés, an art gallery, Nowingi Place concert area and numerous youth and children's activity areas.

In our discussion with Visitor Information Centre staff they remarked that the most often asked question is "How do I get to the river?" While directions to the river parks appears fairly obvious to locals, but for visitors who are unfamiliar with Mildura, when you get to the 7th St intersection the river is obscured by trees and parkland. You cant see the river until you get to Hugh King Dr/7th St intersection, and then it is only a glimpse as you go past.

**Vehicle Wayfinding** - The parks main vehicle entrance is off 7th St via Hugh King Dr with two other minor entrances off Cureton Ave. Despite considerable funds being spent on improving the amenity of the area no consideration has been given to road signage. Apart from two old signs directing to the Chaffey Trail attractions there is no signage actually directing visitors to the riverside parks. It seems road signage has been completely overlooked.

**Pedestrian Wayfinding** - The parks have a multitude of pedestrian wayfinding stations which although architecturally interesting in design, their tall narrow structure doesn't really lend themselves to creating a map suitable for navigating the greater area. Where the wayfinding is really lacking is with connectivity to the CBD and entertainment precinct. Within the park area there is no visitor information point to give visitors who arrive in the parks by vehicle an understanding of what's on in the greater area or the attractions up the hill in the Mildura CBD. Typically a pedestrian



Eastbound - No directional signage to Mildura's riverside parks off 7th St other than an old faded Chaffey Trail sign



Westbound - No directional signage to Mildura's riverside parks off 7th St



Westbound - No directional signage to Mildura's riverside parks off Cureton Ave other than an old faded Chaffey Trail sign



Mildura Wharf - Faded in need of replacement and positioned past the decision making point



Sign poorly designed, positioned on the wrong side of the road. No mention of riverside parks and amenities



Lock 11 has a Chaffey Trail positional sign but there is no corresponding sign for Mildura Wharf



No directional signage within the park to the various attractions and amenities



Pedestrian wayfinding stations within the riverside park precinct



Main pedestrian access point to and from the Mildura CBD



SECTION 3. MRCC SIGNAGE AUDIT

3.4 MILDURA ATTRACTIONS

wayfinding map should be orientated in the direction that the person viewing the map is facing. The "You are here" pin should always be located in the centre of the map with concentric rings marking locations within 5mins and 10 mins walk from the viewers current location. Most of the current maps are taken up by the river and the NSW side of the river instead of pointing visitors back towards the Mildura CBD.

**Cycle Wayfinding** - A significant network of cycle paths and trails start and finish in Mildura's riverside parks. Along the park section of these paths are some trail markers which notify users that these are shared paths, but there is no trailhead information to let visitor know how far they can ride along the paths and riverside tracks (I think they go beyond Merbein?).

**Mildura's Other City Attractions** - Mildura's other city attractions include the Chaffey Trail attractions - The Mildura Club, Langtree Hall and the Grand Hotel. Each of these sites include an interpretive point but there are no brown fingerboard street signs directing visitors to their actual location. Both the Mildura Club and the Grand Hotel are on major arterial roads and are reasonably easy to find. Langtree Hall though has been relocated and is hidden away on residential Walnut Ave. There is no directional signage or positional signage for this attraction.

**RAAF Memorial & Museum** - Mildura played a significant part in Australia's war effort in WW2 and was home to the RAAF's 20TU flight training school for the duration of the war. Nearly every RAAF pilot flying in the Pacific theatre passed through Mildura. Located at the airport is a small museum open Friday -through Sunday. The museum is staffed by volunteers and feature memorabilia and photos of the airfield during the war years. At the airport perimeter entrance there is a large brown intersection sign but beyond that there is no further signage directing to the actual museum. Along Walnut Ave there is a memorial and a tree planted for each of the 52 pilots and aircrew who lost their lives while training at Mildura. Researching family military history is becoming increasingly popular within Australia. With so many Australian airmen passing through Mildura during WW2 there is considerable opportunity through an interpretive trail to better tell the story of the part Mildura played in the war years.



Pedestrian wayfinding linkage between the parks and the CBD are in need of much improvement



Maps overloaded with park information and NSW, but very little in what is available in the adjacent CBD (but directions to the airport).



Mildura Club - part of Chaffey Trail interpretation



Langtree Hall, easy to miss, no Chaffey Trail positional sign



Grand Hotel interpretive



Large directional signage for the RAAF Memorial & Museum at Walnut Ave/Sturt Hwy intersection but no further directions.



Etiwanda Wetlands - This significant flora and fauna reserve should be upgraded to brown tourist signs with hiking symbol





SECTION 3. MRCC SIGNAGE AUDIT

3.4 MILDURA ATTRACTIONS

**Etiwanda Wetlands** - This significant wetland situated on the edge of the Mildura Commercial district is frequented by over a 130 different species of birds as well as other flora and fauna. The wetlands features walk trails, bird hides, interpretation, toilets and sheltered rest areas. This wetlands is easily missed as there is only one tiny blue fingerboard stating "Wetlands" at the intersection of 7th St & Etiwanda Ave. Consideration should be given to upgrading this to a tourist attraction and upgrade all directional signage to brown tourist signs with the Lookout (bird hide) and hiking symbol.

**Other Attractions (NSW)** - Across the river from Mildura are three other attractions, Mildura Motor Museum, Trentham Estate Winery and the Australian Inland Botanical Gardens. Both Mildura Motor Museum and Trentham Estate are signed with advance warning and positional signage. The Australian Inland Botanical Gardens is signed from the Deakin Ave/ Seventh St intersection, across the George Chaffey Bridge all the way to the attraction.

Recommendations

Cureton Ave Chaffey Trail Attractions

- Review all signage from the 7th St/Chaffey Ave intersection. Replace all brown community signage with the correct blue community signs.
- Install Vehicle wayfinding signage for the Mildura Art Centre at Cureton/

Cherry Ave intersection.

- Install proper Chaffey Trail positional signs adjacent entrance to Rio Vista, Mildura Station Homestead and Mildura Station Graveyard.
- Replace and reposition Chaffey Trail Lock 11 positional sign adjacent to Hugh King Dr intersection
- Install directional signs to walking/cycling trailhead points e.g Chaffey Bend parking areas.

Riverside Parks

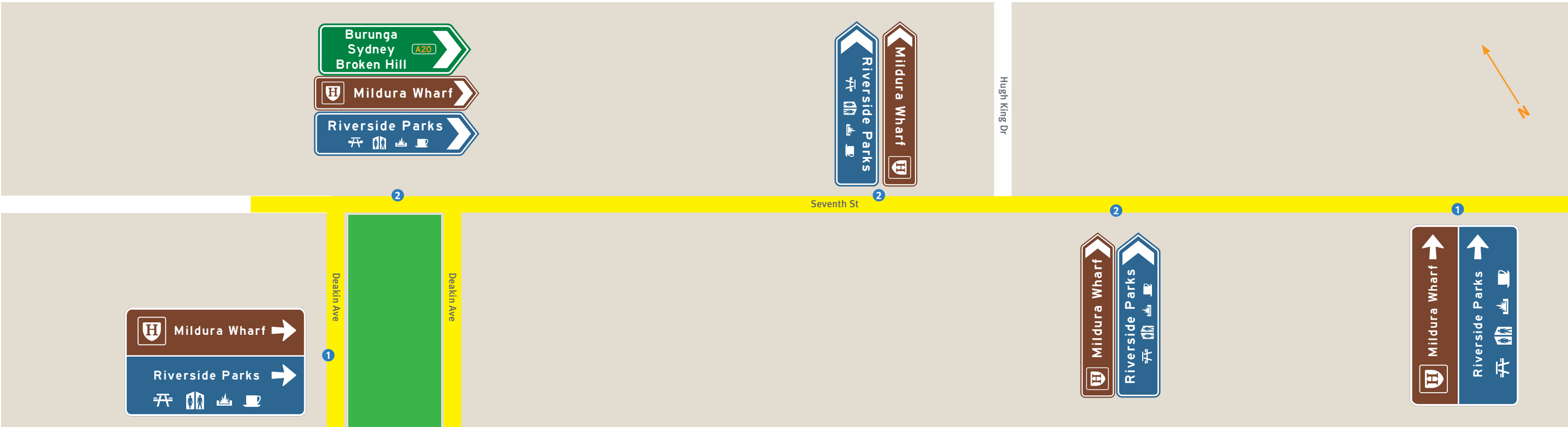
- Start all tourist directional signage from Deakin Ave. Install brown/blue tourist advance warning signs just north of the Fifteenth St/Deakin Ave Roundabout on Deakin Ave.
- Install brown/blue directional signage for the riverside parks in advance of the Deakin Ave/7th St intersection.
- Install directional signage to the riverside parks prior to the 7th St/Hugh King Dr intersection.
- Install internal vehicle wayfinding signage within the park at the main intersection after you enter via the railway underpass (eg directions to amenities and Lock 11 etc..
- Install Chaffey Trail positional sign at Mildura Wharf car park.
- Redesign park pedestrian wayfinding maps to include less of the NSW side

of the river and more of the Mildura CBD Entertainment precincts. Each map does not need to cover the entire park.

- Install Visitor information Board about CBD attractions at the intersection of the Langtree Ave stairs and the shared path (between Riverfront gallery and Rowing Club lawns).
- Install trailhead information signs for walk /cycle trails e.g distance to Lock 11, Mildura Station Homestead etc.

Other Attractions

- Install Chaffey Trail positional signs near Mildura Club, Grand Hotel and Langtree Hall.
- Install brown directional fingerboard signs to Langtree Hall.
- Improve directional signage from Walnut Ave/ Alan Mathews Dr to RAAF Museum.
- Investigate the development of an WW2 RAAF interpretive trail from the RAAF Museum around the airport grounds.
- Upgrade Etiwanda Wetlands to a tourist attraction and install a new brown signage suite from 7th St/Etiwanda Ave intersection.



SUGGESTED - Signage design for Deakin Ave Seventh St approach to riverside parks



SECTION 3. MRCC SIGNAGE AUDIT

3.5 MILDURA OTHER ATTRACTIONS

KINGS BILLABONG ATTRACTIONS

South west of Mildura are four of the MRCC's main tourist attractions. These are Kings Billabong, Psyche Bend Pumping Station, Château Mildura and Woodsies Gem Shop. At various time tourist directional signage has been installed to guide visitors to these attractions. The result is a huge mix of different sign types many positioned in the wrong location on the wrong side of the road or are in need of replacement.

**11th St to Kings Billabong & Psyche Bend Pumps** - The main route to these attractions from Mildura is 11th St. This street intersects Deakin Ave and is the most direct route to get to the south west side of Mildura. As previously mentioned brown tourist directional signs should be positioned at these major intersections. This is not the case, the first directional sign is a (1) trailhead/reassurance sign nearly 3 Kms from the Deakin Ave intersection. This Chaffey Trail sign advises the distance to Château Mildura, Kings Billabong and Psyche Bend Pumps.

From this point it is a straight run to the 11th St/Cureton Ave intersection. At the Belar Ave intersection is a tiny fingerboard sign (2) for Château Mildura which judging by all of the tyre marks of cars doing a U-turn beyond the intersection it is easy to miss. At the intersection of 11th St/ Cureton Ave is a large Chaffey Trail directional sign (3) for Kings Billabong and Psyche Bend Pumps also a smaller directional sign for Woodsies Gem Shop. Turning right on to Cureton Ave the next stop is Kings Billabong. Unfortunately there is no positional sign here and with the thick bush it's very easy to just drive pass and miss this attraction entirely. Further along Cureton is the turn off to Psyche Bend pumping station. This intersection is well signed with Chaffey Trail positional signage (4) and is the end of this route. At the Cureton Ave/Psyche Bend Rd intersection there are directional fingerboards for the Murray Valley Trail (5) but no directional signage to take visitors to attractions further south along the river such as the Red Cliffs lookout and the Murray River Boardwalk.

**Calder Hwy to Kings Billabong** - South East of Irymple are brown advance warning signs (6) for Kings Billabong via Irymple Ave. This route is well signed in advance of the intersection and joins the 11 St route at the intersection of Irymple and 11th St. At this intersection there is only faded small brown fingerboard sign (7) on the wrong side of the road. Again easy to miss. From this intersection the route is the same as the 11th St route.

**Woodsies Gem Shop** - Also from Calder Hwy south of Irymple are directional signage for Woodsies Gem Shop. Brown tourist signs (8) are positioned in advance of the Morpung Ave intersection. From here it is a straight drive to the Morpung/Cureton intersection where property signage is positioned to directed you around the corner to this attraction. Morpung Ave runs parallel to Irymple Ave leaving one to think why were these two routes not combined?



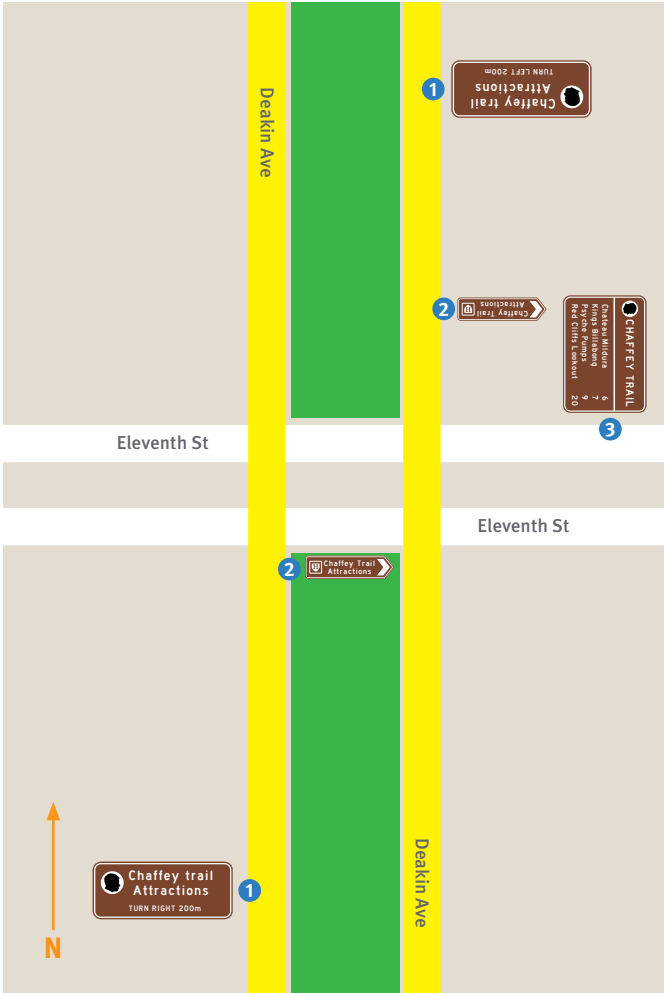


SECTION 3. MRCC SIGNAGE AUDIT

3.5 MILDURA OTHER ATTRACTIONS

Recommendations

- Install brown directional signage on Deakin Ave North and South of the 11th St intersection.
- On 11th St relocate the trailhead/reassurance sign to within 500m of the Deakin Ave/11th St intersection.
- Install a larger double sided intersection sign at the 11th St/Belar Ave intersection for Chateau Mildura.
- Install large double sided brown positional signs for Kings Billabong adjacent the car park.
- Standardise signage family used throughout MRCC.
- Combine Kings Billabong & Woodsies Gem Shop route from Calder Hwy to both use Morpung Ave.
- Install brown trailhead/reassurance signage from Psyche Bend Rd to link up with Red Cliffs attractions.



SUGGESTED - Signage plan for Deakin Ave/Eleventh St Intersection (1) Advance warning signs, (2) Intersection signs, (3) Trailhead sign



Deakin Ave/11th St intersection northbound - Brown directional signage required



Deakin Ave/11th St intersection southbound - Brown directional signage required



Trailhead/Reassurance sign - First directional signage to these attractions is located 3Kms from the start point



Belar Ave small fingerboard sign very easy to miss on the wrong side of the road



Kings Billabong - no advance warning or positional sign at this attraction



Kings Billabong - interpretive



One of the many different sign types directing visitors to Woodsies Gem Shop



Faded fingerboard at Irymple Ave/11th St intersection



There seems to be some confusion within MRCC as to what colour sign to use for tourist attractions vs community facilities.



# 3.6 RED CLIFFS ATTRACTIONS





SECTION 3. MRCC SIGNAGE AUDIT

3.6 RED CLIFFS ATTRACTIONS

RED CLIFFS ATTRACTIONS

Located south of Mildura on the Calder Hwy is the town of Red Cliffs. The town was established as a Soldier Settler community after WW1 and officially became a town in 1920.

Red Cliffs has a number of tourist attractions including Big Lizzie, Red Cliffs Lookout, Red Gum Gully/Murray River Boardwalk, Red Cliffs Historical Railway and the RSL- Red Cliffs Military Museum.

**Red Cliffs Tourist Drive 54** - In our research we uncovered a tourist drive out to Red Gum Gully, Red Cliffs Lookout, Cliffside and back to Red Cliffs via Pump Rd and Fitzroy Ave. This tourist drive was still signed as late as 2018 (Google Street View) but since then all tourist drive signage has been removed. The Red Cliffs Historical Society has a similar driving route in their current brochure (not signed)

**Big Lizzie** - This well know attraction is situated on Calder Hwy and is also part of the Chaffey Trail. The attraction is well signed with large positional signs on either side of the highway. The attraction is well interpreted.

**Red Cliffs Lookout** - This attraction is located approximately 6.0Kms east of Red Cliffs and is a popular attraction with visitors . Recently large advance warning signs have been installed north and south of the Calder Hwy/Fitzroy Ave Intersection. Unfortunately this has been let down due to not upgrading the intersection signage suite at this location. The route travels east on Fitzroy and Cocklin Ave before turning on to Pumps Rd and Woomera Ave. Small brown fingerboard signs are positioned at all intersections . At the Red Cliffs Lookout there is a large double side positional sign.

**Red Gum Gully/Murray River Boardwalk** - This attraction is located a kilometre south of the Red Cliffs Lookout. It is often overlooked as there is no directional signage from the Red Cliffs Lookout to this attraction. When you do arrive at the location there is a large directional sign "Murray River Boardwalk" facing in what appears to be the wrong direction. The reason for this is that this sign was part of Red Cliffs Tourist Drive 54 which travelled this route in an anticlockwise direction rather than the current out and back route.



Newly installed large advance warning signs for Red Cliffs Lookout on Calder Hwy north and south of Fitzroy Ave



Minuscule brown fingerboard at Calder Hwy/Fitzroy Ave intersection - larger double side intersection sign required here



Remove all brown signs directing to Lindermans, this is a large winery operation, not a tourist attraction.



Kulkynie Way/Edey Rd - Remove, No wineries open to the public



Calder Hwy/Millewa Rd intersection - Replace Steam Train sign panel



Millewa Rd - Steam Railway sign replace panel and cut back bush



Red Cliffs "Town Centre" - should be a blue sign



Red Cliffs Tourist Drive 54 directional sign (Google Streetview 2018)



Murray River Boardwalk - sign appears to face the wrong way, but actually faced the right way when Red Cliffs Tourist Drive 54 was in place.



## SECTION 3. MRCC SIGNAGE AUDIT

# 3.6 RED CLIFFS ATTRACTIONS

**Red Cliffs Historical Railway** - This attraction is located across the railway line at the start of the Millewa Rd. Operated by volunteers it's open to visitors one Sunday a month. Currently there is faded brown positional signage at the Calder Hwy/Millewa Rd intersection and an overgrown property sign in need of replacement.

**RSL-Red Cliffs Military Museum** - This small museum is part of the Red Cliffs RSL and is only open the first Sunday of each month. There is no directional signage to this attraction.

**Red Cliffs Lions Visitor Information Bay** - This visitor information bay is the most up-to-date within the MRCC. The information panels look to have been recently replaced and provide a good mix of Red Cliffs town history, a well designed map and a list of local attractions to visit. Unfortunately it is let down by the fact that the whole visitor information bay is largely blocked from view by trees. It's unlikely any visitor will see it until they have already driven past it.

### Recommendations

- Install large brown double sided intersection sign at Calder Hwy/Fitzroy Ave intersection.
- Remove all redundant winery signage on Kulkyne Way.
- Replace "Steam Train" intersection sign at Calder Hwy/Millewa Rd intersection.
- Replace "Town Centre" sign with the correct blue sign with blue service icons e.g. cafe, meals, toilets etc.
- Cut back trees at Lions Club visitor information bay.
- Provide directional linkage signage between Red Cliffs Lookout and Red Gum Gully/Murray River Boardwalk .
- Convert Murray River Boardwalk sign to double sided.



Red Cliffs Lions Club information Bay hidden on the back fence behind the trees



Red Cliffs Lions Club information Bay - Well designed but unfortunately hard to find



Big Lizzie, well signed from both directions on Calder Hwy (No Chaffey Trail icon).



Again small fingerboard signs used to direct visitors to the Red Cliffs Lookout at Fitzroy Ave



Again, small fingerboard sign used at Pumps Rd and Woomera Ave



Large easy to find positional sign at Red Cliffs Lookout, unfortunately no further signage to direct visitors to Red Gum Gully and Murray River Boardwalk



SECTION 3. MRCC SIGNAGE AUDIT

3.6 MERBEIN ATTRACTIONS

MERBEIN ATTRACTIONS

Merbein is situated 12 Kms north west of Mildura. It is the most northern town in Victoria. Like Mildura and Red Cliffs, Merbein was set up as an irrigated settlement in the early 1900's.

Merbein has three tourist attractions all within close proximity of each other, these include the Merbein Lookout, Blandowski Walk/Stairs and Merbein Common.

**Merbein Lookout** - At this location is one of the Chaffey Trail interpretive points "Merbein Connection" which interprets the story of the nearby Mildura Winery. Directional signage to this site is better than some of the other sites on the Chaffey Trail. Though some thought should have been given to incorporating recognised Australian brown tourist symbols on these signs e.g. the Lookout and Hiking symbol. Here there is a positional sign at the Ranfurly Way/River Ave intersection followed by brown fingerboard signs on the opposite side of the intersection. From the intersection it is a straight drive down to the River Ave Forbes Dr intersection. Here the signage has been positioned past the decision point with competing signs pointing in opposite directions. This signage structure should have been positioned further back on River Ave prior to the intersection. At the turn-off to the Lookout on International Dr is a mix of brown signs and old Merbein Rotary Club signs, most of which are looking a bit old and tired. Again there is a mix of signs present at the actual lookout. These include old Rotary Club signs, mixed interpretation, plaques a stone cairn and MRCC park signs. Many of these signs could be combined into a uniform set of interpretive panels. There is also a Parks Victoria map giving an overview of the site and the other attraction and facilities at Merbein Common.

**Blandowski Walk/Stairs** - The newly refurbished walk trail takes visitors from the cliff top to the river floodplain of Merbein Common. As with the other attractions at this site there is directional signage from Ranfurly Way.

**Merbein Common** - This common is a popular free camping spot. It has walking trails, picnic spots with barbecues and a boat ramp. While fairly well known to locals and on camping websites like Wikicamps there



Historical marker, Ranfurly Way- no longer there. Looks like its been removed since the irrigation channel was piped and filled in.



Some interpretive signage at Chaffey Park but does not appear to be connected to the "Historical Marker " signage.



Signage rationalisation required at Ranfurly Way/River Ave intersection



Signage rationalisation required at River Ave/Forbes Dr intersection. No use of Australian standard symbols



Old Rotary sign should be replaced by a plaque/interpretive sign at the lookout and Blandowski signs should be rationalised into one sign



Old oversize Rotary sign should be replaced by an interpretive panel



No signage or walking/hiking symbols on any of the brown directional signage leading to this point



Graffitied signage at Blandowski walk trail trailhead



Entrance sign to Merbein Common - no mention of any of the amenity and facilities available here



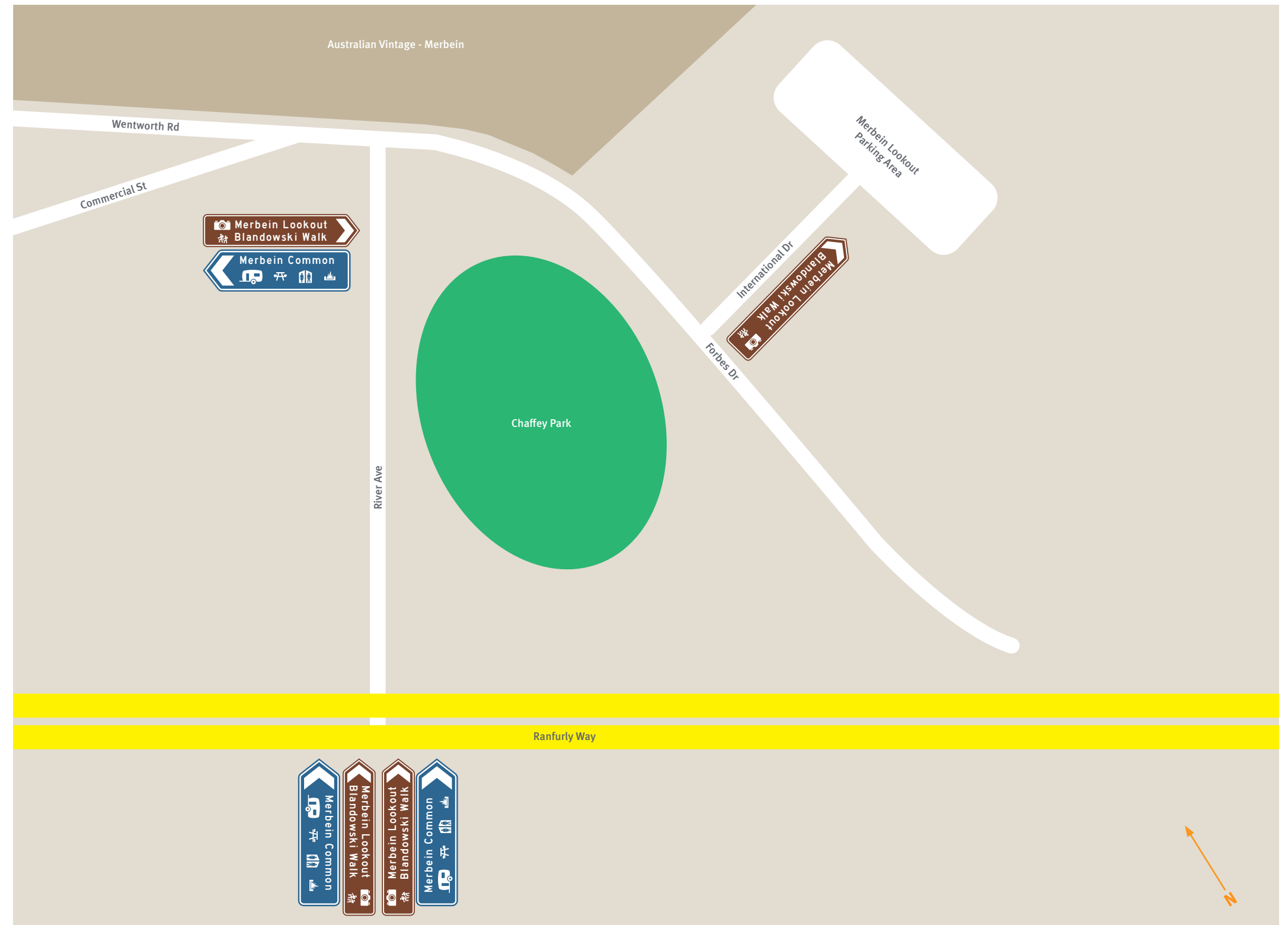
## SECTION 3. MRCC SIGNAGE AUDIT

# 3.6 MERBEIN ATTRACTIONS

is no indication of the facilities and amenities that exist here for casual visitors on any of the existing signage. The only directional signage are brown fingerboard signs simply stating "Merbein Common". yet again, there is inconsistency in selecting the correct signage type. At the bottom of the hill is an entry statement sign "Welcome to Merbein Common" Winery Entrance. This sign appears to be a local council park sign and probably pre-dates the LGA amalgamations. Again there is no indication of the facilities available here.

### Recommendations

- Design and install a new signage suite for direction to Merbein attractions (see example this page)
- Remove Historical Marker signage on Ranfurly Way (both directions)
- Consolidate and rationalise interpretive and Rotary Club signage at Merbein Lookout
- Replace Merbein Common entry statement
- Clean vandalised signage at Merbein Lookout



EXAMPLE: Suggested signage plan for Merbein Lookout



SECTION 3. MRCC SIGNAGE AUDIT

3.6 MRCC OTHER ATTRACTIONS

MRCC NATIONAL PARKS

Outside of the main population areas of Mildura, Red Cliffs and Merbein the landscape is vastly different with a mix of Mallee Scrub and broad acre farming.

Tracts of land deemed unsuitable for farming are now national parks and wilderness areas. These include Hattah Kulkyne National Park, Murray Sunset National Park, Wyperfeld National Park and Big Desert Wilderness Park.

**Hattah Kulkyne National Park** - The Hattah-Kulkyne National Park is situated off the Calder Highway, between Ouyen and Mildura. It is 35km north of Ouyen and 74km south of Mildura. Murray-Kulkyne Park adjoins Hattah-Kulkyne National Park in the south-east. This park is probably the most easily accessible with most tracks accessible by 2WD vehicles. The park is administered by Parks Victoria and is well signposted from the Calder Hwy. It is the only National Park in MRCC with a Visitor Centre. The park is also accessed as part of the Mallee Parks Scenic Route Tourist Dr 53.

**Murray Sunset National Park** - Murray-Sunset National Park is between Ouyen and Mildura and the South Australian border. Access to the park is via the Calder Highway, and from South Australia via the Sturt and Mallee Highways. Access for 2WD vehicles is limited to the main entry points with the rest of the park being accessible by 4WD only. The main tourist attraction in the park are the Pink Lakes situated north of the Mallee Hwy between Boinka and Underbool. Whilst the park has park entry signage at most access points the Pink Lakes access road is the only attraction with a suite of brown advance warning and intersection signs. Isolated sections of Murray Sunset NP are located along the southern bank of the Murray River between Merbein and the South Australian border, these sections are know as Lindsay Island, Mulcra Island and Wallpola Island. Access to these sections is from either the Sturt Hwy or the Old Mail Rd.

**Wyperfeld National Park & Big Desert Wilderness Park** - Although both accessible from the Mallee Hwy we could find no directional signage to these parks. The main access points to these parks appear to be from the LGA's south of the park.



Mallee Hwy - Murray-Sunset NP (Pink Lakes advance warning)



Mallee Hwy - Murray-Sunset NP (Pink Lakes intersection sign)



Murray-Sunset NP (Pink Lakes park entrance information bay)



Mallee Hwy - Murray-Sunset NP (Pink Lakes park entrance information bay)



Millewa Rd - Murray-Sunset NP northern entrance track



Sturt Hwy - Murray-Sunset NP entrance to Shearers Quarters camping area.



Kulkyne-Robinvale Rd - Hattah-Kulkyne NP southern entrance



Calder Hwy - Hattah-Kulkyne NP southern boundary



Hattah-Kulkyne NP is the only Mallee NP with a visitor centre



SECTION 3. MRCC SIGNAGE AUDIT

3.6 MRCC OTHER ATTRACTIONS

MALLEE HWY ATTRACTIONS

The Mallee Hwy traverses east-west across the southern districts of MRCC for 173 Kms. The highway enters from South Australia in the west and exits through Swan Hill Rural City Council in the east. Along the highway are an assortment of small towns spread between Murrayville in the West to Ouyen in the east. of these Oyen on the Calder Hwy crossroads is the largest.

**Murrayville** - Murrayville is the second largest town along MRCC's stretch of the Mallee Hwy after Ouyen. The town is also the northern terminus of the Mallee Track which crosses the Big Desert Wilderness Park from Nhill. The town has a comfortable rest area across from the hotel which is also the trailhead for their Pine Hills walking trail. Murrayville also has a largely intact 1920's commercial street scape which would benefit from interpretation. One of the most popular yet unofficial attractions in Murrayville is the tank graveyard on the eastern edge of town. Here the remains of several WW2 era tanks are parked. The war surplus tanks were brought to the Mallee after WW2 and converted to bulldozers for scrub clearing. Again with permission from the owner they would benefit with the inclusion of some interpretation.

**Cowangie** - Hometown of Australian motor racing legend Larry Perkins. While there isn't much left at Cowangie the locals have interpreted what there is of the towns former commercial street with interpretation in front of the remaining buildings.

**Kow Plains Homestead** - South East of Cowangie is Kow Plains Homestead. This attraction is well signed from the highway with brown advance warning and intersection signs (unfortunately with out the brown "Historic Place" icon). Directional fingerboards guide visitors to the homestead just south of Cowangie. The extensive homestead site has been well preserved and interpreted with well written content on quality produced photo anodic aluminium panels. Depending on their orientation to the sun, some of these panels are reaching the end of their lifespan and will be in need of replacement within the next few years’.

**Underbool** - Underbool is the next town east of Cowangie. The town has a well appointed rest area with bays for overnight camping. Along the main



Murrayville - Gateway to Outback Victoria



Murrayville Trails and the Rainbow Bee Eater



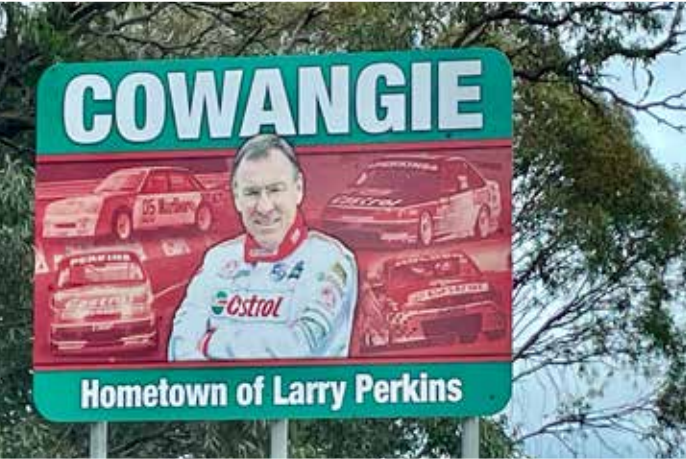
Murrayville - Mallee Track directions lost amongst the community facilities. This track should have its own sign



Murrayville - Largely intact commercial street scape



Murrayville - Tank graveyard on the eastern edge of town



Cowangie - Town Entry Statement



Cowangie - Main Street old bakery, only the oven remains



Cowangie - Bush Nursing cottage



Cowangie - Bush Nursing cottage



SECTION 3. MRCC SIGNAGE AUDIT

3.6 MRCC OTHER ATTRACTIONS

street interpretive signage has been installed marking where the original businesses were located. Unfortunately apart from noting what business was located at a particular site and who owned there is no actual interpretation. Underbool is also a minor jump off point for Wyperfeld National Park but there is no directional signage for the park.

**Walpeup** - A popular stopping point with a well appointed caravan park otherwise the town has no recognised tourist attractions.

Recommendations

- Murrayville - Separate Mallee Track directional sign from community service signs.
- Murrayville - Investigate interpretive signage for the Murrayville commercial precinct and the tank graveyard.
- Underbool - Investigate improvement to the town interpretive signage.



Kow Plains Homestead - advance warning signs on Mallee Hwy (no historic "H"symbol)



Kow Plains Homestead - directional fingerboards to Kow Plains and amenities



Kow Plains Homestead - Entry statement



Kow Plains Homestead - Interpretation, some in need of replacement



Underbool Rest Area interpretive



Underbool Proper interpretation brings these stories to life, this doesn't



Underbool Rest Area interpretive



Murrayville - Malleefowl interpretive panel in need of replacement



Danyo - Danyo Avenue of Honour commemorative plaque



SECTION 3. MRCC SIGNAGE AUDIT

3.6 MRCC OTHER ATTRACTIONS

MILLEWA RD ATTRACTIONS

The Millewa region is a dry land farming district of MRCC. The region lies west of Red Cliffs and bound by the Murray river and Sturt Hwy in the north and Murray-Sunset National Park in the south. The area has a two villages Werrimull being the largest and the other being Meringur. At Meringur is the Millewa Pioneer Park set up by locals in 1986. The park showcases how the early pioneers who settled her in the 1920's lived. The park is run and administered by local volunteers.

The Millewa Rd is also used as a short cut for travellers heading from the Sturt Hwy to the Calder Hwy wishing to save time and cut out going through Mildura.

Whilst getting out to the Pioneer Park is a fairly straightforward drive it is still a fair investment in time. There needs to be investigation in finding additional attractions and activities for visitor to do on there way to and from Meringur. For example the beautiful Our Lady of Lourdes Catholic Church in Werrimull should be a stopping point. Interpretation of the railway and how it helped in the development of the region. Develop a silo art trail from six remaining redundant grain silo's along the Millewa Rd.

Recommendations

- Consistently name the attraction "Millewa Pioneer Park" across all signage.
- Replace Millewa Pioneer Park at Calder Hwy/Millewa Rd intersection (near Historic Steam Railway).
- Develop additional attractions and activities to encourage visitors to visit Millewa region. Give people enough to do to make a days outing.
- Install brown directional signage and interpretive signage for Our Lady of Lourdes church Werrimull.
- Develop interpretive stops along the route to and from Meringur.
- Investigate the feasibility of developing the redundant grain silos into a silo art trail.



Meringur - Millewa Pioneer Park - 160 Kms round trip



Red Cliffs - Millewa Rd overgrown "Millewa Pioneer Park" directional sign



Meringur - "Meringur Pioneer Park"



Meringur - "Millewa Historic Centre"



Lake Cullulleraine - "Meringur Pioneer Centre"



Meringur - Millewa Pioneer Park pioneer display



Meringur - Again the misunderstanding between what qualifies for brown signs, and what qualifies for blue signs



Bambill - old grain receival weighbridge



Werrimull - Our Lady of Lourdes Catholic Church, no directional signage to this beautiful building



Werrimull - Lake Cullulleraine has brown tourist signs on the Millewa Rd and blue services signs on Sturt Hwy



## SECTION 3. MRCC SIGNAGE AUDIT

# 3.6 MRCC OTHER ATTRACTIONS

### STURT HWY ATTRACTIONS

The Sturt Hwy traverses east-west across the northern end of MRCC for 118Kms from the South Australian Border, through Mildura and into NSW. North of the highway is the Murray River and the Old Mail Rd, south of the highway is the Millewa region. The area between the South Australian border and Millewa South is sparsely populated irrigated farm land, broad acre farming and old pastoral runs along the river.

The only settlement between the South Australian border and Merbein South is the small settlement of Lake Cullulleraine. This small settlement hosts two caravan parks and the Johansen Memorial Reserve. The reserve is signed as a recreation area. Overall signage at the reserve is in need of a complete overhaul to replace worn and remove redundant signage (see example page 20).

At other points along the Sturt Hwy are small brown fingerboard signs directing visitors to camping spots and attractions within Murray-Sunset NP.

### Recommendations

- Rationalise signage at Johansen Memorial Reserve.
- Replace signage for Wallpolla Island.



Lake Cullulleraine locality sign



Johansen Memorial Reserve Entry statement



Oversize plank sign



Lake Cullulleraine wayfinding overview (no "you are here" marker)



Lake Cullulleraine Interpretive



Wallpolla Island old faded intersection sign with "State Forest " painted out



The Old Mail Rd



Directional fingerboard signs at Lock 9



Historic Lock 9 pumping station



SECTION 3. MRCC SIGNAGE AUDIT

3.7 MRCC CARAVAN & CAMPING

MRCC CARAVAN & CAMPING

MRCC is developing an RV, Caravan & Camping Strategy (Currently in draft form), in this document one of the issues it addresses is the need for developing a tourism based signage strategy.

MRCC has numerous caravan and camping options throughout the LGA. There are 28 caravan and holiday park within the MRCC region (19 in MRCC, 9 across the river in NSW) and 27 National Park camp grounds within the LGA. When towing a caravan especially in built up areas motorists need as much advanced warning as possible to direct them to the desired destination which may be a caravan park, a dump point or just a suitable place to park while they explore the town or do some shopping. Always remember *"Good signage = Relaxed visitors, who stay longer and spend more money"*. Generally caravan park signage within MRCC could best be described as fairly good though it seems to be inconsistently applied. Some caravan parks are well signed with advance warning and positional signs while other caravan parks have none.

When approaching a caravan park on a main arterial route there should be a blue advance warning sign (with Caravan/camping symbols) announcing "Name of Caravan Park" - 300m" etc (see example this page). followed by a positional sign adjacent to the caravan park entrance.

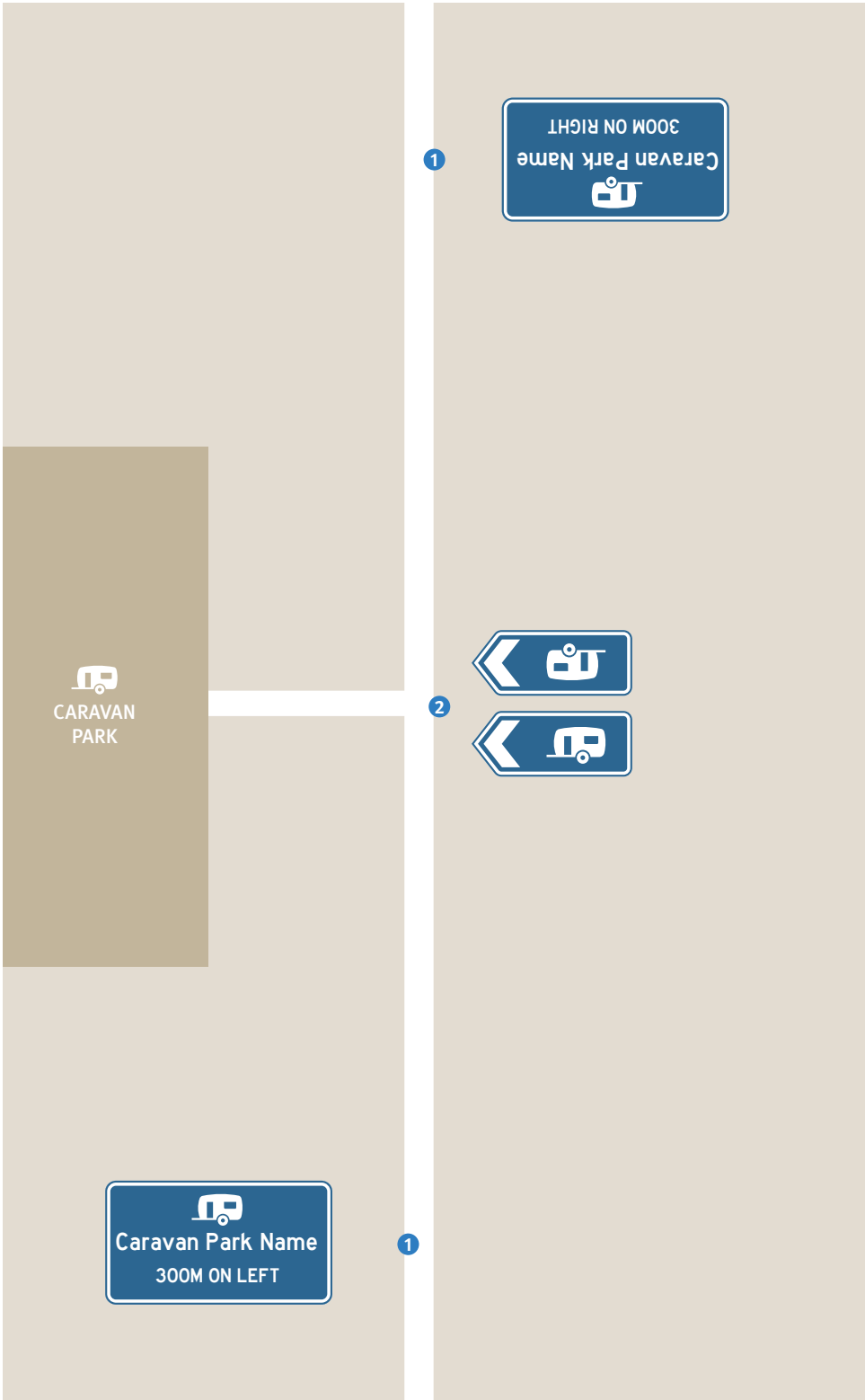
To keep the amount of text used on a sign to a minimum, symbols should be used instead of words, where practicable. For example, the caravan park symbol should always be used instead of the words "caravan park" and the tent symbol instead of "Camping Ground".

**Mildura** - Mildura has one of the largest concentrations of caravan parks we have ever seen with 10 caravan parks in and around the city plus 1 in Irymple. As there are so many caravan parks within Mildura it's impractical to install an advance warning sign system for directions to all caravan parks within the city boundary. Mildura's caravan parks are generally spread out around the edges of the city with a concentration of four parks along Fifteenth St/Calder Hwy and two more on Sturt Hwy near the airport.

As an example the caravan parks on Fifteenth St/Calder Hwy are signed with advance warning sign but don't have positional signs adjacent the caravan park entrance. The positional sign is important as some caravan park entrances are well off the roadway or obscured by trees, other buildings and business signs. On Sturt Hwy there are two caravan parks near the airport, Sunraysia and Sun Siesta. These parks are both on a busy stretch of Sturt Hwy yet neither have any advance warning or positional signage. On Calder Hwy prior to the Calder Hwy/Cowra Ave intersection directional signs for the Palms Caravan Park have been installed but there is no directional signage for the nearby Rivers End Caravan Park which is less than 500m away from Palms Caravan Park on Cureton East Ave. At the intersection of 7th St East and Benetook Ave there are advance warning signs for Sun City & Palms Caravan Parks, Sun City is now under new management and is now called Rivers End Holiday Park.



Calder Hwy caravan parks are well signed but there is no signage for Sturt Hwy caravan parks



EXAMPLE - (1) Advance warning signs, (2) Positional signs adjacent park entrance



### 3.7 MRCC CARAVAN & CAMPING

**RV Friendly Towns** - Currently only Ouyen is signed as an RV Friendly. As mentioned in the draft RV, Caravan & Camping Strategy Mildura meets all of the essential requirements and lacks only one of the desirable requirements to qualify for RV Friendly Town status. With such a large caravan and camping industry within Mildura it would make good sense for Mildura to have RV Friendly Town status.





## SECTION 3. MRCC SIGNAGE AUDIT

# 3.7 MRCC CARAVAN & CAMPING

**Car & Caravan parking** - much as with caravan parks the same principles should apply to direct motorists to the appropriate place to park a car and caravan with plenty of advance warning, directional signs positioned prior to the decision making points with clear and distinct parking bays for car and caravan combinations (see examples next page).

Currently within MRCC only Ouyen has dedicated car/caravan parking at its Community Park on Oke St (this site is also the only public EV charging point in MRCC). The site is well laid out with pull through parking bays. There is some issue with the location of the signage at the entrance but otherwise it is well appointed. Mildura meanwhile only has designated car/caravan parking at Deakin Centre. To access this parking requires visitors to transit through the full length of what is a busy sports and swimming complex car park. Once there, there's only four bays, each of diminishing size. While the Deakin Centre parking is good for visitors wishing to access the Visitor Information Centre the nearest shopping/supermarket (IGA) nearly a kilometre away. Again as per the draft RV, Caravan & Camping Strategy we recommend that the Nowingi Place car park be redeveloped to include Car/Caravan parking. This site is both close to the river amenities and the Mildura CBD.

### Recommendations

- Standardise directional signage for all caravan parks. Each park to have a suite of advance warning and positional signs (see example page 46).
- Install full suite of signs for Sturt Hwy caravan parks.
- Rationalise and replace old signage at Ouyen Caravan Park.
- Install full suite of signs for Nangiloc Caravan Park at Carwarp and at caravan park location on Kulkynie Way.
- Apply for RV Friendly Town status for Mildura.



Ouyen - Only signposted RV friendly town within MRCC



Ouyen - multitude of signs at caravan park entrance



Ouyen - Non standard RV dump point northbound on Calder Hwy, no corresponding southbound sign. Australian standard dump point symbol



Walpeup - clean uncomplicated sign at park entrance on Mallee Hwy



Ouyen Community Park with car/caravan parking and EV charging



Renamed - Now called Mildura Riverside Holiday Park



Unofficial Car/Caravan Parking at the Nowingi Place car park



Deakin Centre Car/Caravan parking with diminishing parking bays



Small non-standard RV Dump Point sign at entrance to MRCC depot car park off Benetook Ave.



SECTION 3. MRCC SIGNAGE AUDIT

3.8 MRCC ACCOMMODATION SIGNS

ACCOMMODATION SIGNS

There are various types of accommodation options throughout the MRCC, some of these are well established and have been in operation for many years, whilst some are fairly new. It's been noticed throughout the audit the complete lack of consistency in signing these businesses.

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

Generally, the name of the service is not permitted on signs if there are multiple services signed at one location. Otherwise, the name used on the sign should be restricted to the minimum number of words to distinguish the accommodation or service – generally no more than 3 words plus any relevant symbol.

Recommendation

- MRCC to develop a policy for correctly signing this type of business.
- Audit all businesses of this type to ensure they fit within the VIC Roads guidelines and sign accordingly.
- Remove redundant signs. Replace all incorrect signs.



Ouyen - Faded accommodation signage



Woorlong Holiday Flats signed correctly - but may no longer be in business, can't find any online presence for Woorlong Holiday Flats



Red Cliffs Accommodation sign hidden in the trees



Kulkynie Way accommodation sign "Holiday Flats" may no longer be in business



Lock 9 Lodge - should be a blue fingerboard



Mildura - B&B accommodation fingerboard (Bed symbol should be at the pole end of the sign panel)



Mildura - Calder Hwy/15th St



Mildura - Some motels have signs, some don't? (Bed symbol should be at the pole end of the sign panel)



Red Cliffs - Motel advance warning sign



SECTION 3. MRCC SIGNAGE AUDIT

3.8 MRCC ACCOMMODATION SIGNS

ACCOMMODATION SIGN APPLICATION

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

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

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

Blue service fingerboards -these should be in Australian Standard Blue with white text in Highway Gothic at 50opt. Where possible Australian Standard symbols should be used (refer to page 17 for correct symbols). If an accommodation business has a long name e.g. "Sunraysia Holiday B&B" the name can be abbreviated to just "Sunraysia" and the B&B symbol.



Tourist accommodation signing can utilise the following symbol types:

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





## SECTION 3. MRCC SIGNAGE AUDIT

# 3.9 RED CLIFFS SERVICES

### RED CLIFFS SERVICES

Red Cliffs is situated 15Kms south east of Mildura and straddles the Calder Hwy. Red Cliffs has a well developed CBD with the full range of services. Accommodation options include a motel and a caravan park.

Apart from directional signage to the motel and caravan park blue services sign are non existent. On both the northbound and southbound approaches there are none of the usual blue services advance warning signs. Somehow these signs haven't been installed or were removed some time ago. Apart from the Red Cliffs Lions Club rest area all of Red Cliffs services lie east of Calder Hwy within the CBD. This includes toilets, shops and cafés. At the Calder Hwy/Indi Ave intersection there is no blue services signs directing visitors into the Red Cliffs CBD

#### Recommendations

- Install blue services advance warnings signs north and south of Red Cliffs on Calder Hwy.
- Install blue town services sign at Calder Hwy Indi Ave intersection.
- Install large double sided intersection sign for Red Cliffs Lookout at Calder Hwy/Fitzroy Ave intersection.
- Develop old railway station parking lot as a designated car/caravan parking area.



Red Cliffs - Town Entry Statements



Red Cliffs - Overgrown reassurance sign on Calder Hwy



Red Cliffs - Lion Club Rest Area





### 3.9 RED CLIFFS SERVICES SIGNAGE PLAN

The map displays the Mildura region with the following details:

- Major Roads:** Jacaranda St/Calder Hwy (yellow line), Heytesbury Ave, Fitzroy Ave, and Nardoo St.
- Landmarks and Points of Interest:**
  - Red Cliffs Lookout:** Marked with a brown sign showing a camera icon and "TURN RIGHT 500m".
  - Big Lizzie:** Marked with a brown sign showing a lighthouse icon.
  - Town Centre:** Marked with a blue sign showing a building icon.
  - Mildura:** Indicated by a red arrow pointing left.
- Navigation and Orientation:**
  - A north arrow points towards the top right.
  - Blue directional signs indicate routes to the Town Centre and Big Lizzie.
  - A blue sign for "Red Cliffs 5km AHEAD" is visible on the left side of the map.



### 3.9 OUYEN SERVICES

Ouyen is situated in the south eastern corner of MRCC. The town sits on the crossroads of the Calder and Mallee highways and is the largest town in the southern section of MRCC. The commercial heart of Ouyen is on the western side of the railway and is centred on Oke St. The town has a range of shops including a very popular bakery/cafe and a modern supermarket. Accommodation options include the hotel, two motels, a caravan park and few B&B/serviced apartment options.

While Ouyen isn't known for its tourist attractions it has an active progress association - Ouyen Inc. Through the efforts of this group numerous services of benefit to both locals and visitors have been incorporated into the town. These include the towns Community Park and the upgrade of facilities at Ouyen Lake. The Community Park is situated on Ouyen's commercial strip. The park has a full suite of amenities including parking for buses and car/caravans, toilets and an EV charging station. Next door to this park is the towns historic Roxy Theatre. Recently the town has undertaken the redevelopment of Ouyen Lake. The lake situated on the north west side of town has been fully landscaped with lawn planted around the entire lake. New facilities have been installed including toilets, picnic shelters and barbecues. Currently the lake only has entry statements installed at the Scott St entrance with directional signage from town yet to be installed. There is some conjecture to what the route to the lake will be but generally everyone was in favour of bringing in visitors via Oke St rather than the more direct route of Scott St as this will benefit the Ouyen retail businesses. The new Ouyen Lake could be signed as either a tourist attraction (brown sign) or as a community facility (blue sign).

At the junction of Mallee and Calder Hwy is the Blackburn Park Rest Area. This rest area is a popular stopping place for travellers. The facilities here include toilets, picnic tables and tourist information. The Visitor information bay is well presented but is completely devoid of any relevant tourist information. The only information presented is an old faded map "Mallee Tracks" and some information on a community solar project. This visitor information has a lot of passing traffic which makes this a good location to





## SECTION 3. MRCC SIGNAGE AUDIT

# 3.9 OUYEN SERVICES

promote to visitors the attractions in the area and Ouyen's services and amenities.

Signage around Ouyen is in generally fairly poor condition with lots of signs faded and in places overgrown. These signs are covered in more detail in the signage audit.

### Recommendations

- Develop a new town signage plan from the Mallee/Calder Hwy intersection all the way to Ouyen Lake (see example next page).
- At Ouyen Lake plan and install the relevant regulatory signs. Try to cover all signage requirements in one go so all signage can be consolidated in one place.
- Replace Ouyen Blue Services advance warning signs.
- Refurbish and install new visitor information panels at the Blackburn Park Visitor Information Bay.
- Cut back trees and undergrowth around affected signs



Ouyen - Tidy Town Winner, how long ago?



Overgrown signage at Mallee/Calder Hwy intersection



Blackburn Park is a popular rest area



Old faded non conventional sign at Mallee/Calder Hwy intersection



Not sure why a local community club needs such a large sign



Blue services advance warning sign faded and in need of replacement



Welcome to Ouyen - Town entry statement in need of replacement



Ouyen Community Park -Bus & Car/Caravan Parking, Toilets and EV Charging



Ouyen Lake entrance



# 3.9 OUYEN SERVICES SIGNAGE PLAN



SUGGESTED - services signage plan for Ouyen





## SECTION 4. THE DESTINATION SIGNAGE SYSTEM



SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.0 BACKGROUND

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

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

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

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

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

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



Examples of existing tourism signage in MRCC



SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.1 PROMOTIONAL BILLBOARDS

At present, the MRCC has three promotional billboards, two of these are trailer mounted - one at Hattah and one at Gol Gol. There is also a third fixed billboard located at the Sturt Hwy Airport intersection. All of these billboards are looking tired and faded and don't seem to have much in common with MRCC current tourist branding other than the name and the tag line.

There was a positive response to developing promotional billboards, however the design needs to align with the region's branding.

The community does not want an excessive number of signs and supports careful selection of locations, especially if large billboard type signs are used. Vic Roads does not approve of these types of signs in the road reserve.

Four large standard size promotional billboards throughout the Shire are suggested.

Principles & Guidelines

Placement of these billboards should be based on the following criteria;

- 1. **Purpose** - These billboards would be used only for the purpose of promoting MRCC and its tourism experiences. They should not be used to promote specific businesses or towns.
- 2. **Location** - Billboards should be placed where they don't deter from the enjoyment of the natural environment, they should be placed where they do not project above the horizon and ideally where the ground or the tree line is rising above the top of the billboard. The billboards should be positioned a safe distance from the roadway. These billboards can only be used on private or MRCC owned land.
- 3. **Line of Sight** - Look for locations that have a clear line of sight from approximately 250 meters. This is the maximum distance that the casual observer will notice your billboard when travelling at the standard highway speed limit of 110kmh.
- 4. **Messaging** - Keep it very simple. The best way for MRCC to promote a destination is through large professionally shot images of the destination with simple messages which aligns with Mildura's tourist branding "experience better". It is important that the billboard does not distract drivers.

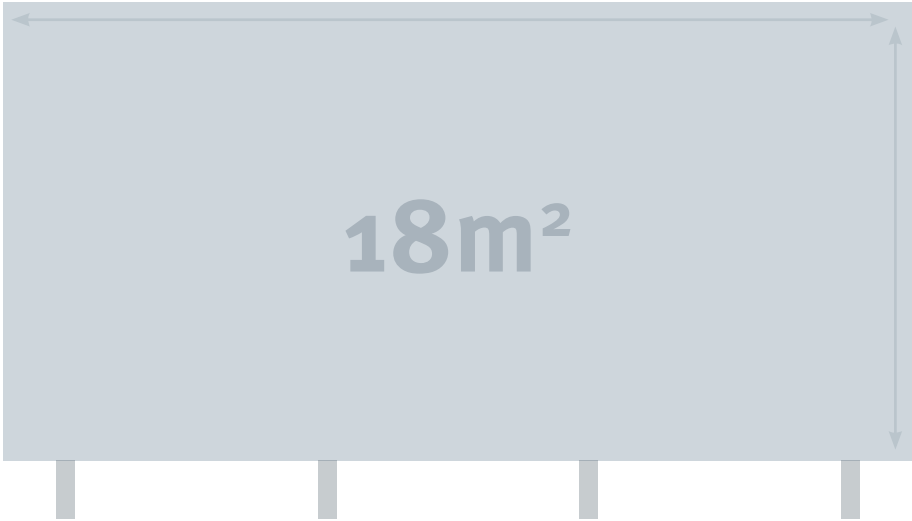
- 5. **Materials/Size** - Promotional billboards should follow standard Australian sizes, this will allow the MRCC to access a large pool of outdoor advertising contractors to service and maintain these billboards. The billboards should be fitted with aluminium tracking to allow them to be changed out regularly with new images or event related images e.g. Mildura & Wentworth Country Music Festival.
- 6. The smallest size billboard that can be used to fulfil the purpose and site should always be chosen to minimise impacts to vegetation, scenic landscapes and amenity.

Recommendation

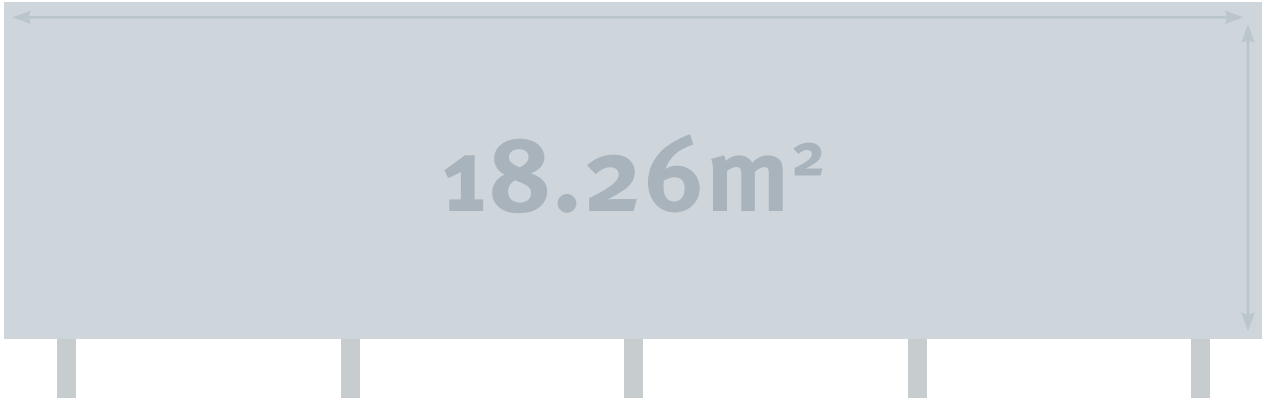
Council investigate potential locations to install up to four promotional billboards along the Calder and Sturt Hwy to promote MRCC. This would:

- Align with MRCC's Tourism Branding.
- Align with the principles in this Strategy.
- Include consideration of locations south of Red Cliffs and Abbotsford Bridge on Calder Hwy, west of Merbein South and north of George Chaffey Bridge on Sturt Hwy.
- These will require development consent, and may have permissibility issues, depending on where they are located.

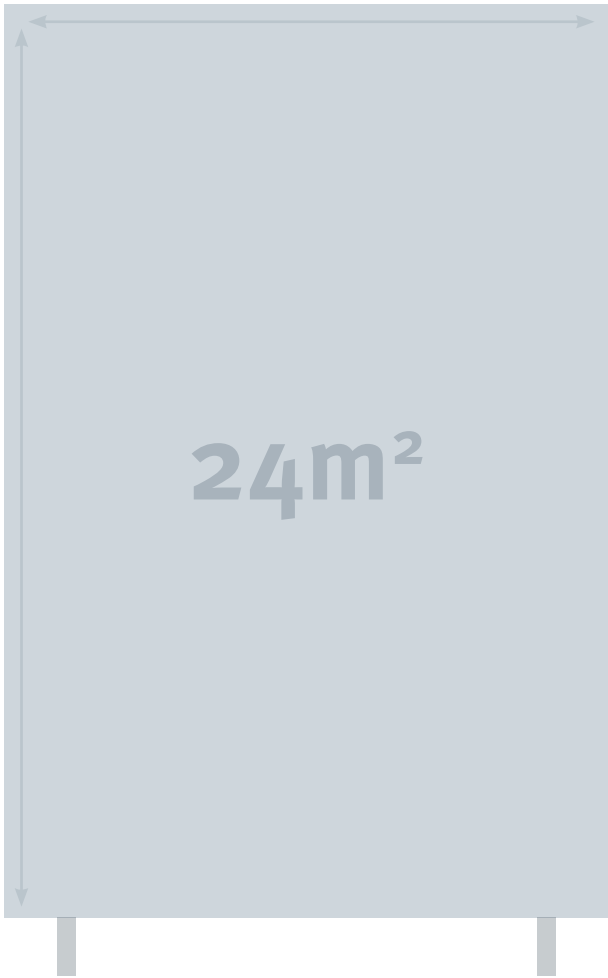
Super 6's  
6m x 3m



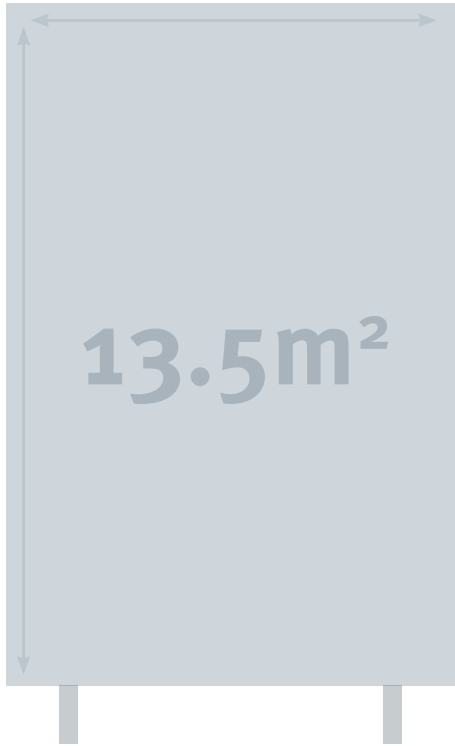
Super 8's  
8.3m x 2.2m



Portrait 2  
4m x 6m



Portrait 1  
3m x 4.5m



Australian Standard Billboard sizes.



SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.1 PROMOTIONAL BILLBOARDS



Hattah - Mobile billboard on Calder Hwy



Gol Gol - Mobile billboard on Sturt Hwy



Airport Access Rd/Sturt Hwy intersection - Fixed airport management promotional billboard



Mildura - 9th St Mural



## SECTION 4. THE DESTINATION SIGNAGE SYSTEM

# 4.2 MRCC BOUNDARY ENTRY STATEMENTS

### MRCC BOUNDARY ENTRY STATEMENTS

MRCC has boundary entry statements in place at all the LGA boundaries entry points on the Sturt, Calder, Mallee and Sunraysia Highways and on the Hattah-Robinvale Rd. Each location is signed with a large panel sign and looked to have been installed at the same time as the many locality signs positioned within the MRCC

These boundary entry statements look as though they have been in place for some time and in most cases are well past their use by date. Many of the signs were damaged or were de-laminating.

When compared with the entry statements of the surrounding LGA's MRCC entry statements could best be described as underwhelming. There is no sense of arrival at the MRCC's boundaries and a complete lack of any creativity in their design. In most cases the logo (diamond shape) has faded and is barely recognisable and the blue/grey body of the sign gets lost against the background mallee scrub. When crossing at the George Chaffey Bridge on an overcast day we completely missed there was an entry statement positioned on the southern side of the bridge, it wasn't until we went back and checked the video footage that we noticed that there was a sign there. Similarly at the Abbotsford Bridge.

During our research we looked at the surrounding LGA's and in most cases they have recently replaced their boundary signage or were in the process of doing so. Swan Hill's entry statements were particularly a stand out in design and construction.

#### Recommendation

- Design and develop new LGA entry statement that better reflect MRCC branding.





## SECTION 4. THE DESTINATION SIGNAGE SYSTEM

# 4.3 MRCC TOWN ENTRY STATEMENTS

### MRCC TOWN ENTRY STATEMENTS

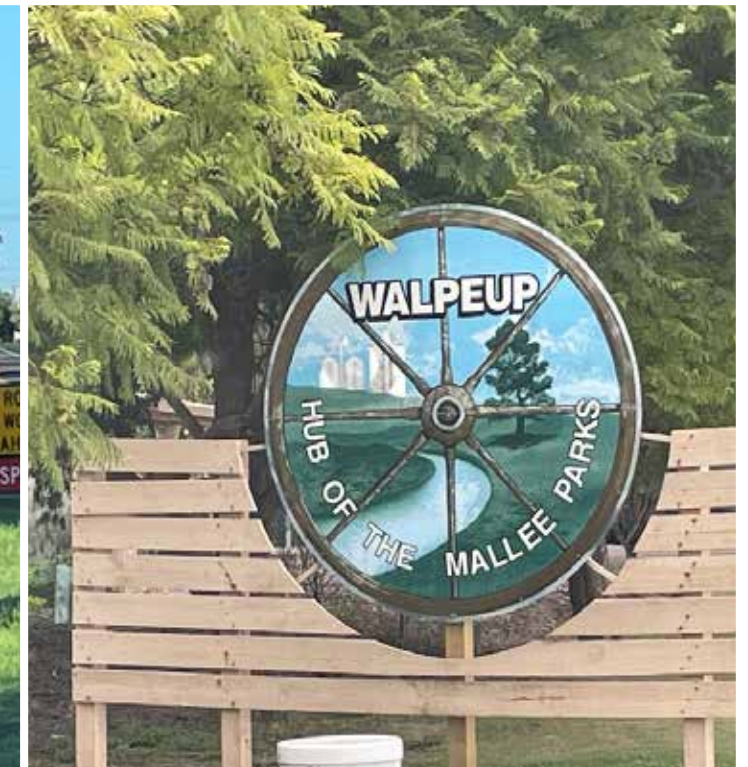
Town entry statements across the MRCC vary greatly from town-to-town. They range from corten steel constructions to assorted metal and wooden panel signs. Generally these signs have been commissioned and built by and for each individual community. This results in variety of designs that have no cohesion as a group or any representative branding that they are part of MRCC. Many of these signs are now looking old and tired and in need of replacement.

Most surprising was that Mildura the largest population centre in the MRCC has no town entry statements at all other than a couple of the small grey locality signs that MRCC is festooned with. There is a complete lack of any sense of arrival especially arriving from the south on Calder Hwy or from the west on the Sturt Hwy.

Both Merbein and Red Cliffs have developed large corten/powder coated town entry statements which have been professionally designed and fabricate. These signs are probably the only ones worth keeping.

#### Principals and guidelines

1. **Community** - Community buy-in must be sought at the start of the process. It cannot be underestimated the importance of getting the community engaged and involved in the project. This will help achieve a successful outcome.
2. **Design** - Create a memorable design that visitors will recognise and establish the connection between the entry statements and the broader MWRC experience. Local materials should be sourced whenever possible.
3. **Size and scale** - A suite of entry statements of complementary designs and sizes that suit different locations and a hierarchy for the MRCC towns and villages would be ideal. They should be of an appropriate scale for the size of the location and be able to be seen from a reasonable distance (about 200 meters) by people traveling in vehicles.
4. **Visibility** - Lighting and power supply e.g. mains power or solar should be carefully considered for night time viewing.



MRCC Town Entry Statements



## SECTION 4. THE DESTINATION SIGNAGE SYSTEM

# 4.3 MRCC TOWN ENTRY STATEMENTS

5. **Site location** - Locations should be chosen so the entry statement can be clearly viewed but is not a distraction or safety hazard for motorists. Entry signs should not interfere with other road safety and regulatory signs and be placed in locations to convey a positive image of the location.
6. **Construction** - High quality construction and use of materials that are durable, high quality and replaceable.

### Recommendation

- In 2020 MRCC commissioned design studio Challis Design to develop town entrance signage guidelines to aid the development of town entry statements for all of the towns and villages within MRCC. The concepts Challis developed were adaptable to give each town/village its own identity yet still form part of an overarching MRCC brand.
- The design styling developed by Challis Design also complemented the entry statements already installed by Merbein and Red Cliffs. It seems as though this project never got beyond the concept development stage. Our recommendation is to continue with the work developed by Challis to roll out branded town entry statements across the MRCC.



MRCC Town Entry Statement development (Challis Design)

MRCC Town Entry Statements

Mildura's Town Entry Statement



SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.4 MILDURA DESTINATION BRANDING AND EVENT PROMOTION

MILDURA DESTINATION BRANDING AND EVENT PROMOTION

Mildura has a well developed tourist brand, a supporting positioning statement "experience better", a comprehensive website - visitmildura.com.au, active social media and tourist brochures. All of this helps getting people to come to Mildura but the visitor experience is left a little flat when they eventually arrive.

Whichever way you drive into Mildura there is a complete lack of any sense of arrival. This applies to all four highway entrances as well as from the airport. There is not one entry statement, promotional billboard or piece of destination branding anywhere to be seen as you enter the city. It's almost as if the citizens of Mildura are not that interested in the perception that this can leave visitors with. During our site visit we spoke with two recent residents who have relocated of Mildura. They remarked that "the residents know where everything is and what's going on but really aren't that interested in showing any one else".

Besides destination branding event promotion is sadly lacking. While events are well promoted online on the What's On Mildura website - eventsmildura.com.au there is very little to inform the casual drive through visitor about any current or up coming events.

There are not too many cities the size of Mildura that have not been bypassed by an outer ring road. This makes Mildura feel as though it is the cross-roads of Australia with a constant stream of traffic flowing through the city day and night from all directions. The majority of this traffic flows through the city via Deakin Ave. Being a planned city on a grid layout Mildura has large wide avenues and streets that provide ample space for Mildura to promote its brand and the attractions on offer in both Mildura and the MRCC region.

On each of the city's approaches there should be large entry statements installed that promote the colourful Mildura brand and positioning statement. These entry statements could also incorporate large digital displays that can be used to promote city events and attractions. The large roundabout at the 15th St/Deakin Ave or where the current flag poles are

located at the head of Deakin Ave is an idea location for a large destination branding project. This large roundabout is the junction for the Calder and Sturt Hwy and has ample room to do something really creative that could really enhance the Mildura brand.

Other prominent locations include the round about Sturt Hwy/7th St/San Mateo Ave.

Flag systems are a great way to promote events and attractions Clusters of flags positioned down Deakin Ave would provide wonderful visual cues when promoting an event or for annual celebrations like Christmas and Australia Day etc. Modern flag system come with internal halyard systems where one person can change out a set of flags in an hour. Other innovations include Rota-Head systems where the flag remains erect even in the lightest breeze.

When crossing the George Chaffey Bridge into NSW on the NSW side of the border flags are prominently displayed from the light poles, unfortunately there are no corresponding flags on the MRCC side. Eventually we did find the one Mildura branded piece of destination branding - the mural on 9th St.

Recommendation

- Install large prominent entry statements at all four highway entry points into Mildura.
- Develop and install a large creative branded installation at the 15th St/Deakin Ave roundabout.
- Install flag clusters on the northern end of Deakin Ave, 7th St and San Mateo Ave roundabout.
- Install flag structures on the Victorian side of the George Chaffey Bridge.



EXAMPLES: Recently installed large digital display entry statement Forrest Hwy, City of Bunbury, City of Dandenong Christmas Rota-Head Flags



SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.5 MRCC VISITOR INFORMATION BAYS

MRCC VISITOR INFORMATION BAYS

MRCC has a number of visitor information bays (VIB's) spread throughout the LGA. Like the town entry statements none of the VIB's are branded as of being part of MRCC. Each VIB has been installed independently by the local community.

Generally lock-up noticeboards with acrylic windows are a poor choice for outdoor application. The acrylic tends to turn opaque and dirt, dust and dead insects tend to build up within the noticeboard void. These noticeboards usually have some locking mechanism which often goes missing which make it hard to clean and maintain. The best material for VIB panels is printed Hi UV resistant vinyl with an anti graffiti laminate (as per Red Cliffs VIB). Generally this material will last for three to five years depending on orientation to the sun and by which time they should be updated and replaced.

Below I've detailed each Visitor Information Bay from best to worse.

These include the following locations;

- 1. Red Cliffs (Lions Club Red Cliffs Rest Area)
- 2. Murrayville (Murrayville Rest Area)
- 3. Undebool (Underbool Rest Area)
- 4. Ouyen (Blackburn Park Rest Area)
- 5. Lake Cullulleraine (Johansen Memorial Reserve)

**Red Cliffs Visitor Information Bay**- The Red Cliff VIB is best within the MRCC. The information panels look to have been recently replaced and the information provided is well written and properly designed. Each panel is printed on Hi UV resistant vinyl and affixed to ACM composite sheeting. The centre panel has a map of the town centre and a larger near area map which most importantly has a "You Are Here" pin for visitors to orientate themselves where exactly they are. The only problem with this VIB is its location in the very back of the park hidden behind a stand of trees. (see Red Cliff section page 38)

**Murrayville Visitor Information Bay** - This VIB seems to have been developed/supplied by the Victorian Government as it bears state government stickers on all three panels. The information primarily deals with accessing the Murray-Sunset NP and the Big Desert Wilderness Area. There is very little about the



Red Cliffs Visitor Information Bay, well designed and presented



Red Cliffs Visitor Information Bay - Well researched and written



Red Cliffs Visitor Information Bay - Well designed map



Murrayville Visitor Information Bay - Good layout



Lake Cullulleraine - Good quality structure



Lake Cullulleraine - Old fade information behind opaque acrylic



Ouyen Visitor Information Bay - Good location and structure poorly presented information



Ouyen Visitor Information Bay - Old faded Mallee Tracks map



Underbool - completely home made



SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.5 MRCC VISITOR INFORMATION BAYS

general attractions and services in Murrayville and the surrounding area. When tourist information is put behind acrylic noticeboard panels as this one has the acrylic will gradually turn opaque making it difficult to read.

**Underbool Visitor Information Bay** - Completely home made by local community members. Good effort but the content is fading and should be replaced by a professionally designed and produced VIB panel.

**Ouyen Visitor Information Bay** - As previously mentioned in the Ouyen section the actual VIB is well sited at Blackburn Park Rest Area. The structure is sound and in good condition unfortunately anything that could be considered tourist information is either faded or non existent. Like the Murrayville VIB the acrylic panels are becoming opaque making it hard to read.

**Lake Cullulleraine Visitor Information Bay** - This one is the worst, old dirty acrylic noticeboard panels completely devoid of anything that could be described as tourist information.

Apart from the five locations mentioned towns such as Mildura and Merbein have no visitor information bays at all. Hattah and Cowangie both display the white "i" visitor information symbol on their blue services boards but we could not find evidence of VIB's at either of these localities.

Recommendation

- Develop a standard three tier suite of visitor information boards (see next page) that can installed in each town/village within the MRCC.
- Develop locations for large Tier 1 visitor information bays at MRCC entry points e.g. Ouyen, Lake Cullulleraine, south of Abbotsford Bridge, Murrayville, Mildura River Parks etc.
- Develop standardised content across all MRCC VIB panels that incorporate the Mildura tourist brand. Retain control of all artwork so panels can be quickly update when damaged or due for replacement.



Example 1 - Main MRCC entry points (e.g.Ouyen, Lake Cullulleraine, Abbotsford Bridge, Murrayville etc.) Visitor Information Boards 6.0m X 1.5m

Principals and guidelines

Visitor Information Boards should contain the following information:

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

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

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

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

- What can I see & do? (local history & attractions, activities & events, walk & drive trails),
- What services & facilities are available? (services & amenities, accommodation options, key contacts)
- How do I find what I’m looking for? (area and regional maps).

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

**Advertising** – If MRCC VIB's are to include advertising, guidelines should be established and all artwork approved before an advertising panel is approved for production and installation. All advertising should be for

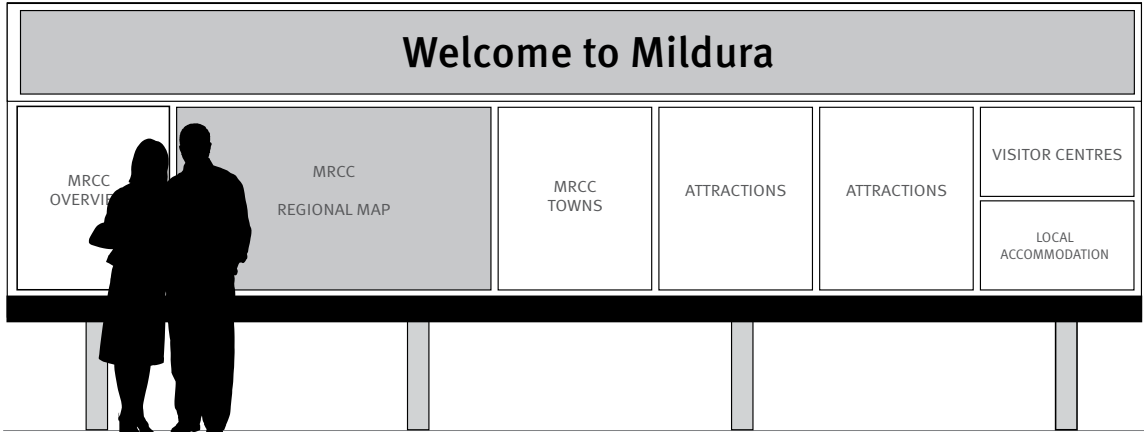
a set period of time and renewable every twelve months.

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

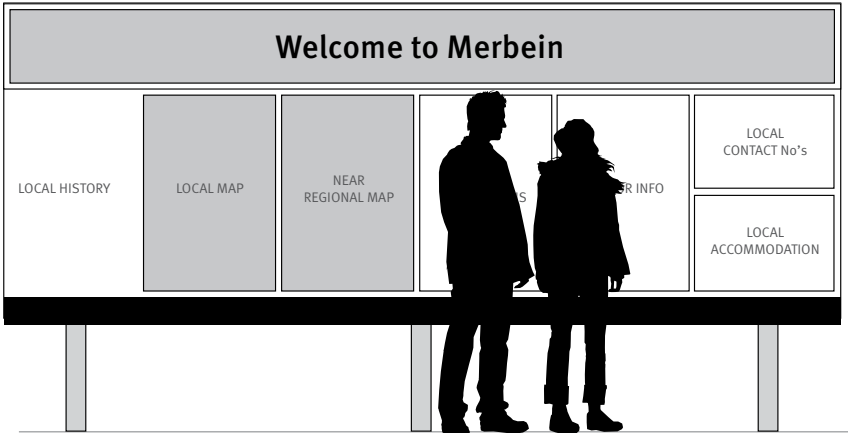


SECTION 4. THE DESTINATION SIGNAGE SYSTEM

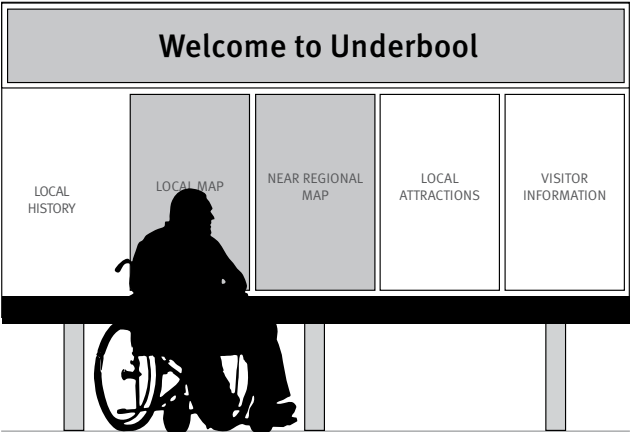
4.5 MRCC VISITOR INFORMATION BAYS



Example 2 - Large Town Visitor Information Boards 6.0m X 1.5m



Example 3 - Medium Town Visitor Information Boards 4.0m X 1.5m



Example 4 - Small Town Visitor Information Boards 3.0m X 1.5m

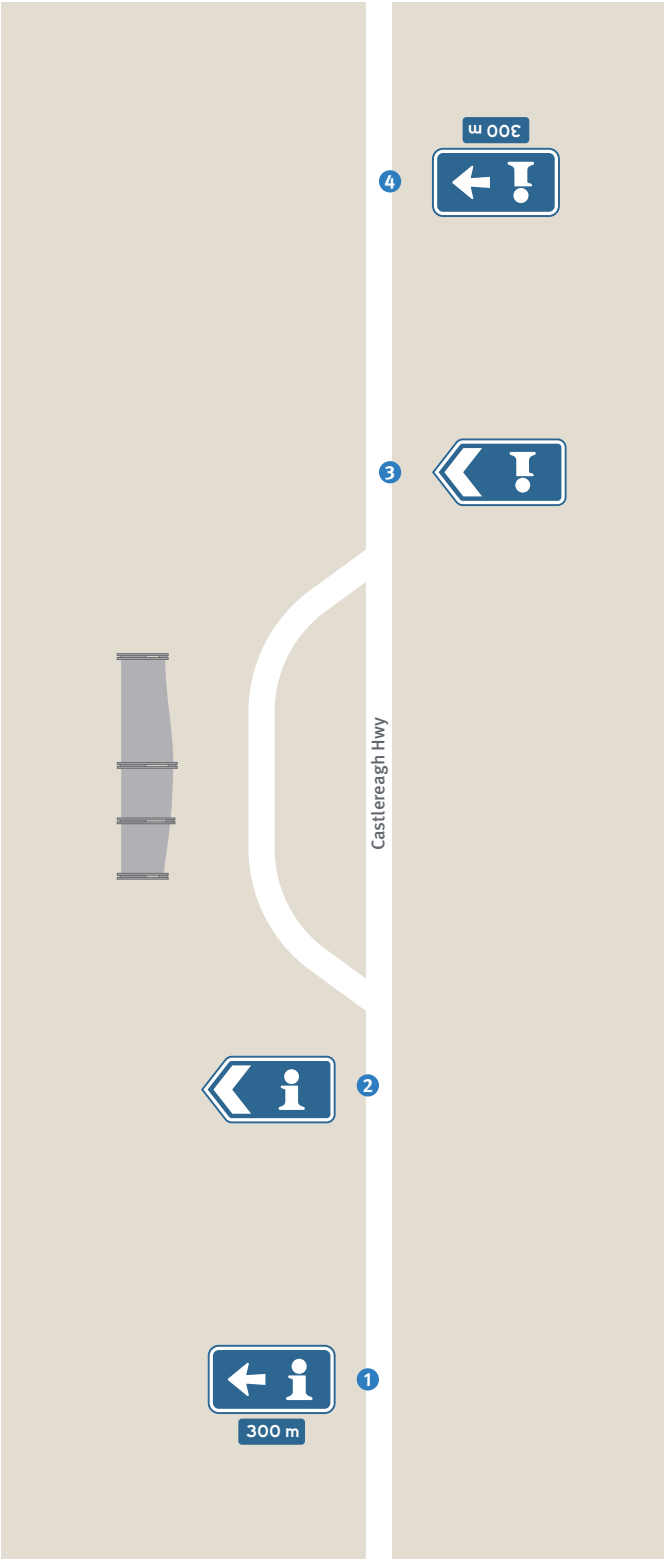
Note: These are examples only of a suite of Visitor Information Boards and the types of information they should contain. They should be designed to be congruent with the MRCC Tourism Brand.

Visitor Information Bay road signage

Throughout the MRCC there is no consistent signing of visitor information bays. Some are partially signed, some are signed for only one direction and some are not signed at all.

Recommendation

Standardise all visitor information bay road signage as per example right.



Example – Correct signage for directions to roadside Visitor Information Bays



SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.6 MILDURA VISITOR INFORMATION CENTRE

MILDURA VISITOR CENTRE

Visitor Information Centres (VIC) are an important mechanism for providing visitors with a wide range of information about the attractions, services, facilities and things to do. Many visitors use VIC's as their first port of call when they arrive in a new place. Signing these well so visitors can locate them easily is essential. To assist with navigation, these direction signs need to be consistent, accurate and reliable.

The safest and most suitable routes should be considered for visitors to find their way to a VIC.

VIC wayfinding signs should be placed prior to decision making points, starting at the town boundary and continue to where the VIC is located.

Throughout MRCC the Mildura VIC is well signed, we found signage directing to the Mildura VIC as far away as South Australian border on the Sturt Hwy over 110 kms away. Most of the signage is good however some of it could use some cleaning. On arrival in Mildura at Mildura Airport

we drove directly to the VIC unassisted. Signage design is a bit variable but generally amongst some of the better examples we have seen.

Recommendation

- No recommendations - Mildura is currently refurbishing their VIC. The centre is located in a large airy space within the Deakin Centre and will be enhanced by the improvements.



Handy reference - National Tourism Signing Reference Group publication - "Road Signing Accredited Visitor Information Centres"



Mildura Visitor Information Centre - signed from the South Australian border



Inbound on Sturt Hwy approaching Merbein South



6Kms to Mildura, only 5 to the Visitor Information Centre



Merbein



Mildura - 11th St/Deakin Ave intersection



Mildura - 7th St/Deakin Ave intersection



SECTION 4. THE DESTINATION SIGNAGE SYSTEM

# 4.7 MRCC VISITOR MAPS

MILDURA VISITOR MAPS

A good quality, accurate visitor information map contributes to a higher level of visitor enjoyment and gives a positive impression of the place. The maps should be designed in a way that they can be adapted for the tourism brand, message and priorities. They should be provided in formats to be used for specific purposes and online, in print and on signs (visitor information boards, kiosks and pedestrian wayfinding). Visitor maps are an essential tool for raising awareness of what's on offer and helping visitors find specific attractions/experiences – e.g. drive trails, historic sites & activities. They should be consistently used, The same style of map should be available online, on signs and in print form so users understand where to find information.

The printed visitor maps that are currently available for MRCC are hard to read, they don't use Australian Standard symbols (see pages 15 & 16 of this strategy) and are poorly laid out. The maps have far too much road detail for what the average visitor will require and they are printed on the wrong paper stock - gloss paper is poor to write on.

Principals and Guidelines

**Ensure the map has the right content for its purpose –** Is it to show people how to get around your region and the services and attractions on offer? Is it for a tourist drive trail, a walk trail or for an activity like mountain bike riding or bushwalking? Each of these will have different requirements.

**Design the map so it is easy to use –** If you are designing a map to be used by bush walkers it must fit easily into a pocket and not be difficult to fold. If your map is primarily for elderly users, legibility factors such as type size, colours used etc. must be considered.

**Use the right format –** Consider how the maps will be distributed? Will users pick up one from a visitor centre? If so, do they need to fit in a standard size brochure rack? Or how much space will it take up on the counter? Or will users download it from your website and print it out?

Maps on Visitor Information Boards

- Always include a 'you are here' indicator.
- Show the larger area (e.g; the LGA) for orientation along with local areas or specific sections but be

- certain the scale is the right size to be legible.
- Give indications of distances to destinations – driving time, walking distance etc.
  - Include arrows, clear text and Australian standard symbols for services, facilities and attractions.
  - Visitor Information Board maps should be at eye level.

Recommendation

- Replace current VIC maps with A3 map pads where VIC Staff can quickly tear off a map and write in directions or point out attracts of specific interest to visitors. One side should concentrate on the Mildura CBD and the riverside parks and the reverse should be an all of LGA overview map.



Current MRCC tourist maps - too much wasted space, poor orientation, wrong paper stock

Example of visitor mapping system applied to Visitor Information Board and Visitor Information Centre map pads



SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.8 MRCC INTERPRETIVE SIGNAGE

MRCC INTERPRETIVE SIGNAGE

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

Like most LGA's interpretative signage is very mixed and has been installed in a project by project basis which results in a very mixed range of styles and designs. All of the projects sighted in MRCC appear to have been led by various committees and interest groups, we sighted no interpretive projects that appear to have been commissioned by MRCC or carried the MRCC logo. Indigenous interpretation is fairly minimal with some representation at the riverside parks and the main pedestrian access point on 7th St .

Principals and Guidelines

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

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

the type of experience at the site. For example, drive trails will have different needs, options and opportunities to say, a historic site. Consider using local materials such as stone or timber whenever possible and cost effective.

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

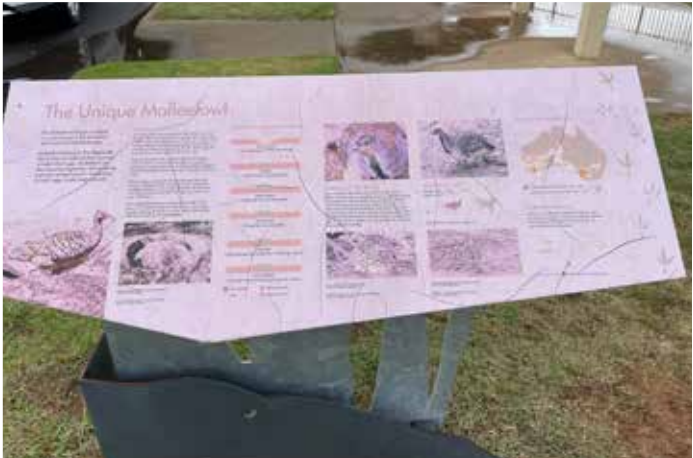
Recommendation

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

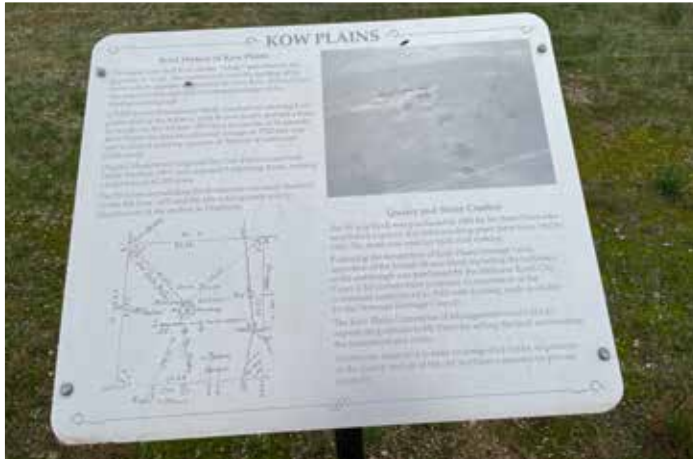
- Encouraging creative alternatives to interpretive signage that do not involve panels of information.
- Criteria for when interpretive signage would be supported e.g. significant story and interesting to a wide audience.
- Text must be professionally written.
- Must be professionally designed.
- Specifications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



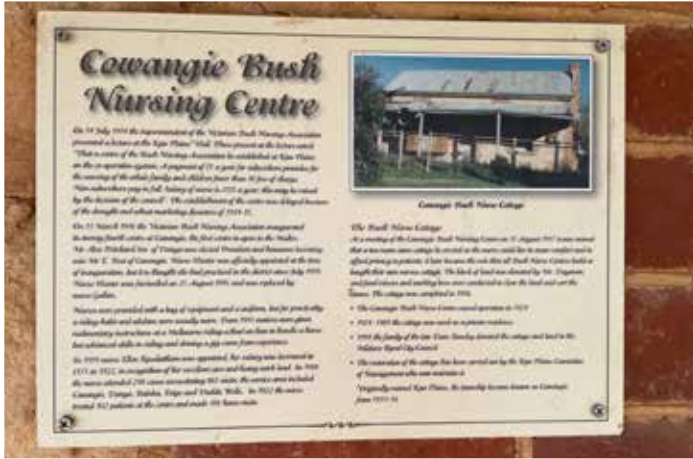
Ouyen - Illustrations would help to demonstrate how Malley grows



Ouyen - Malleefowl interpretive, good quality interpretation, well written and illustrated. Panel in need of replacement



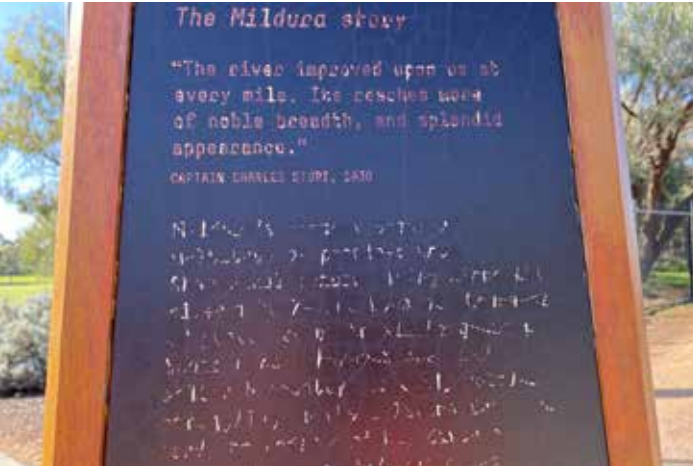
Cowangie - Kow Plains interpretation on photo anodic panels. Panels will need to be replaced in the next few years



Cowangie interpretation



Chaffey Trail Interpretation - well designed and written interpretation let down by poor quality fabrication and installation



Mildura - Riverside parks interp panels failing. Panel in need of replacement, who has the artwork?





## SECTION 5 IMPLEMENTATION OF THE STRATEGY



## SECTION 5. IMPLEMENTATION OF THE STRATEGY

Actions to be rolled out progressively and subject to funding and resources. MRCC to seek funding opportunities to implement the Strategy where budgets do not allow.

Some of the actions and recommendations require significant commitment of resources and will require time to plan and consult with various stakeholders and wider community. Where quick wins are possible

to make substantial improvement and address issues raised in the community consultations, MRCC should look to implement in near future to bring to progress the strategy. Quick wins are identified in the implementation table.

Recommendation	Action	Lead Department	Supporting Department	KPI's	Priority	Quick Win	Indicative Costs	2023/24	2024/25	2025/26	2026/27	2027/28
Review Council's signage policies and practices	<ul style="list-style-type: none"> <li>MRCC to develop council signage policy, signage guidelines and an application process</li> <li>MRCC to review all council signage to bring into alignment with strategy</li> </ul>	EPEO	EAPC	<ul style="list-style-type: none"> <li>Council signage policy developed</li> <li>Signage guidelines in existence</li> <li>Signage application process formalised</li> </ul>	High	No						
Audits of tourist, services and community signs	<ul style="list-style-type: none"> <li>Conduct regular audits of tourist, services and community signs against Council's signage policy</li> <li>Remove non-compliant signage</li> </ul>	WES	Asset Services	<ul style="list-style-type: none"> <li>Audits delivered on time</li> <li>Tourism signage asset register updated</li> <li>Non-compliant signage removed</li> </ul>	High	No						
Develop communications strategy for tourism signage	<ul style="list-style-type: none"> <li>Develop strategy to communicate with business and operators to clarify purpose of signage</li> <li>Circulate Council signage policy, guidelines and application process to businesses and operators</li> </ul>	MarComms	EPEO	<ul style="list-style-type: none"> <li>Communications strategy developed</li> <li>Signage, guidelines and application process distributed</li> <li>Signage, guidelines and applications process housed on Council's website</li> </ul>	High	No						
Develop relationships with Department of Transport and Regional Roads Victoria	<ul style="list-style-type: none"> <li>Assess how to streamline signage application and installation process</li> </ul>	EPEO WES	DOT	<ul style="list-style-type: none"> <li>Streamlined process identified for both application and installation</li> </ul>	High	Yes						
Establish project control group to manage tourism signage	<ul style="list-style-type: none"> <li>Establish formal structure or committee to manage all aspects of tourism signage within MRCC</li> </ul>	EPEO	WES	<ul style="list-style-type: none"> <li>Project control group established</li> </ul>	High	Yes						
Conduct tourism product audit	<ul style="list-style-type: none"> <li>Identify key attractions eligible for brown tourist attraction sign</li> <li>Identify locations eligible for blue services and facilities signs to help visitor wayfinding to key attractions, trails, picnics &amp;</li> </ul>	MRD	VIC WES	<ul style="list-style-type: none"> <li>Eligible attractions and locations identified</li> <li>Suite of signs for eligible sites assessed and compliant</li> </ul>	High	No						



## SECTION 5. IMPLEMENTATION OF THE STRATEGY

Recommendation	Action	Lead Department	Supporting Department	KPI's	Priority	Quick Win	Indicative Costs	2023/24	2024/25	2025/26	2026/27	2027/28
	rest areas, playgrounds, sporting facilities and public toilets <ul style="list-style-type: none"> <li>Ensure eligible attractions, services and facilities have right suite of signs (advanced warning, intersection, and position signs), the right symbols and distances where compliant with signage guidelines</li> </ul>											
Drive trails	<ul style="list-style-type: none"> <li>Replace faded and damaged Tourist Dr 53 signs on Calder Hwy</li> </ul>	WES	DOT Asset Services	<ul style="list-style-type: none"> <li>All actions assessed</li> <li>Those viable carried forward and implemented</li> <li>Added to asset management register</li> </ul>	High	Yes	\$10,000					
	<ul style="list-style-type: none"> <li>Review Murray Valley Trail – investigate feasibility of MRCC rerouting trail to become an out and back loop from Mildura</li> </ul>	VIC	MRD		Medium	No	\$20,000					
	<ul style="list-style-type: none"> <li>Investigate feasibility to develop Chaffey Trail attractions into proper drive trail</li> </ul>	CTRG	VIC		Medium	No	\$50,000					
	<ul style="list-style-type: none"> <li>Install large intersection signs for Red Cliffs lookout at Calder Hwy/Fitzroy Ave intersection (example pg15)</li> </ul>	WES	Asset Services		High	Yes	\$10,000					
Wine Tourism Signs	<ul style="list-style-type: none"> <li>Apply for and install Wine Region gateway signs on principal access visitor roads (Calder &amp; Sturt Hwy)</li> </ul>	MRD	DOT WES	<ul style="list-style-type: none"> <li>All actions assessed</li> <li>Those viable carried forward and implemented</li> <li>Added to asset management register</li> </ul>	High	Yes	\$10,000					
	<ul style="list-style-type: none"> <li>Work with cellar doors to improve property signage</li> </ul>	VIC	EPEO		Medium	No	N/A					
	<ul style="list-style-type: none"> <li>Consistently sign all wineries on state and regional roads as per Vic Roads signing guidelines</li> <li>Provide link to current document on web</li> </ul>	VIC	DOT		Medium	No	\$25,000					
	<ul style="list-style-type: none"> <li>Develop a cellar door map, distribute to all operational cellar doors + VIC</li> </ul>	MRD	VIC		High	Yes	\$5,000					
	<ul style="list-style-type: none"> <li>Remove all signs associated with closed wineries or who no longer have a cellar door e.g., Lindemans</li> </ul>	WES	DOT		High	Yes	N/A					



## SECTION 5. IMPLEMENTATION OF THE STRATEGY

Recommendation	Action	Lead Department	Supporting Department	KPI's	Priority	Quick Win	Indicative Costs	2023/24	2024/25	2025/26	2026/27	2027/28
Mildura Attractions	<ul style="list-style-type: none"> <li>Cureton Ave Chaffey Trail – review signage from 7<sup>th</sup> St/Chaffey Ave intersection out to Chaffey Bend. Replace brown community signage with correct blue community signs. Install proper Chaffey Trail positions signs adjacent Rio Vista entrance, Mildura Station Homestead and Mildura Station Graveyard and Lock 9 as per strategy recommendations (pg31-32)</li> </ul>	CTRG	Asset Services	<ul style="list-style-type: none"> <li>All actions assessed</li> <li>Those viable carried forward and implemented</li> <li>Added to asset management register</li> </ul>	High	Yes	\$30,000					
	<ul style="list-style-type: none"> <li>Riverside Parks – install directional signage as per diagram on pg34</li> </ul>	WES	Asset Services		High	Yes	\$50,000					
	<ul style="list-style-type: none"> <li>Redesign and install new pedestrian wayfinding maps on existing Riverside Parks pedestrian wayfinding</li> </ul>	MRD	VIC		Medium	No	\$20,000					
	<ul style="list-style-type: none"> <li>Install pedestrian style visitor information bay in Riverside Parks adjacent to stairs/walkway to Langtree Ave</li> </ul>	WES	MRD		High	Yes	\$40,000					
	<ul style="list-style-type: none"> <li>Install Cycle/walking trailhead signs at shared path main access points</li> </ul>	WES	Asset Services		Medium	No	\$10,000					
	<ul style="list-style-type: none"> <li>Chaffey Trail – install positional signs for Chaffey Trail Mildura CBD attractions (pedestrian type sign)</li> </ul>	WES	CTRG		Medium	No	\$10,000					
	<ul style="list-style-type: none"> <li>Improve directional signage to RAAF Museum from Walnut Ave</li> </ul>	WES	VIC		Medium	No	\$10,000					
	<ul style="list-style-type: none"> <li>Upgrade Etiwanda Wetlands to tourist attraction. Install new brown signage suite from 7<sup>th</sup> St/Etiwanda Ave intersection</li> </ul>	VIC	WES		Medium	No	\$10,000					



## SECTION 5. IMPLEMENTATION OF THE STRATEGY

Recommendation	Action	Lead Department	Supporting Department	KPI's	Priority	Quick Win	Indicative Costs	2023/24	2024/25	2025/26	2026/27	2027/28
Other Attractions	<ul style="list-style-type: none"> <li>Install brown directional signage on Deakin Ave North and South of 11<sup>th</sup> St intersection</li> <li>On 11<sup>th</sup> St relocate trailhead/reassurance sign to within 500m of Deakin Ave/11<sup>th</sup> St intersection</li> <li>Install larger double sided intersection sign at 11<sup>th</sup> St/Belar Ave intersection for Chateau Mildura</li> <li>Install large double sided brown positional signs for Kings Billabong adjacent car park</li> <li>Combining Kings Billabong &amp; Woodsies Gem Shop route from Calder Hwy to both use Morpung Ave</li> <li>Install brown trailhead/reassurance signage from Psyche Bend Rd to link up with Red Cliffs attractions</li> </ul>	WES	DOT	<ul style="list-style-type: none"> <li>All actions assessed</li> <li>Those viable carried forward and implemented</li> <li>Added to asset management register</li> </ul>	High	Yes	\$50,000					
Red Cliffs Attractions	<ul style="list-style-type: none"> <li>Replace "Steam Train" intersection sign at Calder Hwy/Millewa Rd intersection</li> <li>Cut back trees at Lions Club visitor information bay</li> <li>Provide directional linkage signage between Red Cliffs Lookout and Red Gum Gully/Murray River Boardwalk</li> <li>Convert Murray River Boardwalk sign to double sided</li> </ul>	WES	Parks & Gardens	<ul style="list-style-type: none"> <li>All actions assessed</li> <li>Those viable carried forward and implemented</li> <li>Added to asset management register</li> </ul>	High	Yes	\$20,000					
Merbein Attractions	<ul style="list-style-type: none"> <li>Install a new signage suite for direction to Merbein attractions (see example pg 41)</li> <li>Remove Historical Marker signage on Ranfurly Way (both directions)</li> <li>Consolidate and rationalise interpretive and Rotary Club signage at Merbein Lookout</li> <li>Replace Merbein Common entry statement</li> <li>Clean vandalised signage at Merbein lookout</li> </ul>	WES	Asset Services VIC	<ul style="list-style-type: none"> <li>All actions assessed</li> <li>Those viable carried forward and implemented</li> <li>Added to asset management register</li> </ul>	High	Yes	\$32,000					



## SECTION 5. IMPLEMENTATION OF THE STRATEGY

Recommendation	Action	Lead Department	Supporting Department	KPI's	Priority	Quick Win	Indicative Costs	2023/24	2024/25	2025/26	2026/27	2027/28
MRCC Other Attractions	<ul style="list-style-type: none"> <li>Murrayville – Separate Mallee Track directional sign from community service signs</li> <li>Murrayville – Investigate interpretive signage for Murrayville commercial precinct and tank graveyard</li> <li>Unberbool – Investigate improvement to town interpretive signage</li> </ul>	WES	Asset Services	<ul style="list-style-type: none"> <li>All actions assessed</li> <li>Those viable carried forward and implemented</li> <li>Added to asset management register</li> </ul>	Medium	No	\$35,000					
MRCC Other Attractions (Millewa Road)	<ul style="list-style-type: none"> <li>Consistently name attraction “Millewa Pioneer Park” across all signage</li> <li>Replace Millewa Pioneer Park sign at Calder Hwy/Millewa Rd intersection (near Historic Steam Railway)</li> <li>Install brown directional signage and interpretive signage for Our Lady of Lourdes church Werrimull</li> <li>Develop interpretive stops along the route to and from Meringur</li> </ul>	WES	Asset Services	<ul style="list-style-type: none"> <li>All actions assessed</li> <li>Those viable carried forward and implemented</li> <li>Added to asset management register</li> </ul>	Low	No	\$15,000					
MRCC Other Attractions (Sturt Hwy)	<ul style="list-style-type: none"> <li>Rationalise signage at Johansen Memorial Reserve</li> <li>Replace signage for Wallpolla Island</li> </ul>	WES	Asset Services	<ul style="list-style-type: none"> <li>All actions assessed</li> <li>Those viable carried forward and implemented</li> <li>Added to asset management register</li> </ul>	High	Yes	\$50,000					



## SECTION 5. IMPLEMENTATION OF THE STRATEGY

Recommendation	Action	Lead Department	Supporting Department	KPI's	Priority	Quick Win	Indicative Costs	2023/24	2024/25	2025/26	2026/27	2027/28
MRCC Caravan & Camping	<ul style="list-style-type: none"> <li>Standardise directional signage for all caravan parks. Each park to have suite of advance warning and positional signs (see example pg46)</li> </ul>	EPEO	WES	<ul style="list-style-type: none"> <li>Directional signage for caravan parks reviewed</li> <li>Where required, additional signage installed/removed to ensure consistency at each park</li> </ul>	High	Yes	\$30,000					
	<ul style="list-style-type: none"> <li>Install signage appropriate with RV Friendly Town Status for Mildura (once achieved)</li> </ul>			<ul style="list-style-type: none"> <li>Review signage requirement in line with RV Friendly Town Status</li> <li>Once achieved, install at appropriate locations</li> </ul>	High	Yes	\$5,000					
MRCC Accommodation Signs	<ul style="list-style-type: none"> <li>MRCC to develop policy for correctly signing this type of business</li> <li>Audit of all businesses of this type to ensure fit within VIC Roads guidelines and signs accordingly</li> <li>Remove redundant signs. Replace all incorrect signs</li> </ul>	EPEO	WES VIC	<ul style="list-style-type: none"> <li>Policy for accommodation signage developed</li> <li>Audit of accommodation business signage delivered</li> <li>Remove and replacement of redundant/incorrect signs</li> <li>Added to asset management register</li> </ul>	Medium	No	N/A					
Red Cliffs Services	<ul style="list-style-type: none"> <li>Install blue services advance warning signs north and south of Red Cliffs on Calder Hwy</li> <li>Install blue town services sign at Calder Hwy Indi Ave intersection</li> </ul>	WES	DOT	<ul style="list-style-type: none"> <li>Blue service signs installed</li> <li>Added to asset management register</li> </ul>	High	Yes	\$15,000					
Ouyen Services	<ul style="list-style-type: none"> <li>Develop town signage plan from Mallee/Calder Hwy intersection all way to Ouyen Lake (see example pg56)</li> <li>Install relevant regulatory signs at Ouyen Lake, consolidated so all signage in one place</li> <li>Replace Ouyen Blue Services advance warning signs</li> </ul>	Community Futures	DOT WES	<ul style="list-style-type: none"> <li>All actions assessed</li> <li>Those viable carried forward and implemented</li> <li>Added to asset management register</li> </ul>	High	Yes	\$60,000					



## SECTION 5. IMPLEMENTATION OF THE STRATEGY

Recommendation	Action	Lead Department	Supporting Department	KPI's	Priority	Quick Win	Indicative Costs	2023/24	2024/25	2025/26	2026/27	2027/28
Promotional Billboards	<ul style="list-style-type: none"> <li>Investigate potential locations to install up to four large promotional billboards along Calder &amp; Sturt Hwys</li> </ul>	MRD	DOT	<ul style="list-style-type: none"> <li>Viability/need assessed</li> <li>Potential sites identified</li> <li>Promotional strategy developed</li> <li>Relevant promotional signage installed</li> <li>Added to asset management register</li> </ul>	Medium	No	\$300,000					
MRCC Boundary Entry Statements	<ul style="list-style-type: none"> <li>Design and develop new LGA entry statement that better reflect MRCC branding</li> <li>Install new boundary entry statements once developed</li> </ul>	Community Futures	DOT VIC MRD	<ul style="list-style-type: none"> <li>Entry statements developed</li> <li>New signage installed</li> <li>Added to asset management register</li> </ul>	High	Yes	\$100,000					
MRCC Town Entry Statements	<ul style="list-style-type: none"> <li>Roll-out Town Entry Statements based on work already developed by Challis Design</li> </ul>	Community Futures	DOT VIC MRD	<ul style="list-style-type: none"> <li>Towns and specific locations identified</li> <li>Consult with various town community groups to design new Town Entry Statement</li> <li>Challis Design to create individual designs</li> <li>Town Entry Statements installed</li> </ul>	Medium	No	\$250,000					
Mildura Destination Branding & Event Promotion	<ul style="list-style-type: none"> <li>Install large prominent entry statements at all four highway entry points into Mildura</li> </ul>	MRD	DOT	<ul style="list-style-type: none"> <li>Viability/need assessed</li> <li>Those viable carried forward and implemented</li> <li>Added to asset management register</li> </ul>	Medium	No	\$300,000					
	<ul style="list-style-type: none"> <li>Review opportunity to develop and install large creative branded installation at the 15<sup>th</sup> St/Deakin Ave roundabout</li> </ul>	MRD	DOT		Low	No	N/A					
	<ul style="list-style-type: none"> <li>Continue opportunity to install flagtrax system at prominent locations</li> </ul>	Events & Projects	VIC		High	Yes	\$250,000					
	<ul style="list-style-type: none"> <li>Review opportunity to install flag clusters on Victorian side of George Chaffey bridge</li> </ul>	Events & Projects	VIC		High	Yes	N/A					
MRCC Visitor Information Bays	<ul style="list-style-type: none"> <li>Develop standard three tier suite of visitor information boards, installed in each town/village</li> <li>Develop locations for large Tier 1 visitor information bays at</li> </ul>	MRD	DOT VIC	<ul style="list-style-type: none"> <li>Relevant assessments made for need and locations of visitor information bays</li> </ul>	Medium	No	\$400,000					



SECTION 5. IMPLEMENTATION OF THE STRATEGY

Recommendation	Action	Lead Department	Supporting Department	KPI's	Priority	Quick Win	Indicative Costs	2023/24	2024/25	2025/26	2026/27	2027/28
	<div>MRCC entry points – e.g. Ouyen, Lake Cullulleraine, south of Abbotsford Bridge, Murrayville, etc</div> <ul style="list-style-type: none"><li>Develop standardised content across all MRCC VIB panels that incorporate Mildura tourist brand</li><li>Standardise all visitor information bay road signage (example pg 67)</li></ul>			<ul style="list-style-type: none"><li>Concepts designed for visitor information bay panels</li><li>Visitor information bay panels installed</li><li>Added to asset management register</li></ul>								
Mildura Visitor Maps	<ul style="list-style-type: none"><li>Replace current VIC maps with A3 map pads</li></ul>	VIC	MRD	<ul style="list-style-type: none"><li>VIC maps replaced</li></ul>	High	Yes	\$5,000					
Interpretive signage	<ul style="list-style-type: none"><li>Develop standardised suite of interpretive signage for attractions throughout LGA</li></ul>	Community Futures	EPEO	<ul style="list-style-type: none"><li>Community guidelines developed for consistency and project management purposes</li><li>Signage developed in tandem with various community groups</li><li>Installation and asset management process developed</li><li>Where relevant, added to asset management register</li></ul>	Low	No	\$10,000					

CTRG	Chaffey Trail Reference Group
DOT	Department of Transport
EAPC	Events & Projects Coordinator
EPEO	Economic Projects & Events Officer
MRD	Mildura Regional Development
VIC	Visitor Information Centre
WES	Works & Engineering Services



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