



Tourism signage strategy

Submitted to:



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DEFINITION OF TERMS

- **Promotional billboards** are used in tourism for destination marketing. This type of advertising is often found strategically positioned along roadsides. The object of the roadside promotional billboard is to spark or prompt a spontaneous decision during a traveller’s current trip. The signage basically helps them to ‘exit and experience’. The promotional message is used remind and reinforce, keep a destination or attraction in the mind, increasing brand awareness over time and influencing future decisions.
- **LGA Entry Statements** mark and define the entry to the LGA. Well designed, high quality boundary signs do more than define a geographic region. Entry statements can grow tourism, attract investment and even become a destination on their own right. They convey the vibrancy of the local culture and maintain a strong harmony with the surrounding environment.
- **Town entry statements** capture a sense of arrival, beautify the entry point and help to establish the identity of the city or town for tourists and local residents alike. Effective gateway signage has a positive impact on local economic development and tourism.
- **Visitor Information Boards** 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

SBO	Shire of Boddington
MRWA	Main Roads Western Australia
Hwy	Highway
NTSRG	National Tourism Signing Reference Group
DBCA	Dept of Biodiversity, Conservation & Attractions - Parks &Wildlife
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

BACKGROUND

Tourism signage consultancy Wayfound has been commissioned by the Shire of Boddington (SBO) 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 SBO.

The Shire of Boddington (SBO) is located in the Peel region of Western Australia a 120 kilometres south-east of Perth. The Shire covers an area of 1,901 square kilometres with around half State Forest. The shire has a population of 1800+ with the town of Boddington being the main town and seat of government. Mining and Agriculture are the two industries that contribute the most to the region with mining by far the largest contributor in terms of overall gross revenue.

The main town of Boddington sits centrally within the shire and is 17kms from the main access point, Albany Hwy via the Boddington-Marradong Rd. The shire has

a population of just over 1700 with the majority living within the Boddington Ranford localities. The town of Boddington sits centrally within the shire and is 17kms from the main access point, Albany Hwy via the Boddington-Marradong Rd.

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

WHY DO THIS STRATEGY?

Tourism signage is an extremely important element of any destination’s branding, marketing and visitor information strategies. Signage is critically important to presenting a consistent tourism experience and to retaining and dispersing visitors throughout the SBO. Signage also provides opportunities to raise awareness of the area’s

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

attractions and features and encourage people to stop and visit.

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

The existing tourism related signage in the SBO does not enhance the visitor experience or adequately direct visitors to the area’s many attractions. Business and tourism organisations along with business operators have requested that Council develop a strategy to address this, with some of their concerns being:

- Lack of wayfinding and tourism signage to let visitors know the attractions, services and facilities available within the SBO and it's towns and villages.
- Lack of unique and distinctive signage and imagery that showcases SBO’s tourism experiences and entices visitors to stop, explore and stay longer.

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

WHAT’S INCLUDED IN THE STRATEGY?

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

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.



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 SBO. The Strategy contains clear guidelines for developing a suite of distinctive, innovative and consistent tourism signage and supports 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 SBO and its towns and villages.
- Improve access to SBO 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 SBO as a tourism destination by encouraging consistent themes and innovative and distinctive signage across the Council.

COMMUNITY CONSULTATION

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.

STAKEHOLDER CONSULTATION

In September 2022, SBO invited people involved in tourism related businesses and other interested parties within SBO to tell us what signage, works well, what could be improved, as well as share ideas about signage and wayfinding elements for SBO. This included a workshop at the Shire Chambers on the 8th of September and an on-line questionnaire.

HOW WAS THE STRATEGY CREATED?

Developing the Strategy involved a number of stages.



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

SECTION 1. INTRODUCTION

1.3 ABOUT THE SHIRE OF BODDINGTON

ABOUT THE SHIRE

The Shire of Boddington is located a 120kms south east of Perth. It was originally incorporated as the Mooradung Road District and latter renamed Marradong Road District in 1903. With the arrival of the railway the seat of local government was moved north from Marradong to Boddington. The Shire of Boddington covers 1900square kilometres and is bordered by the shires of Murray, Wandering, Williams, Collie, Harvey and Waroona. Shire of Boddington forms part of the Peel Region and along with the Shires of Wandering and Williams makes up the Marradong Country tourism region.

Being so close to Perth and the Peel region makes the shire attractive for day trips and weekend getaways. The shire has an array of parks and reserves making it ideal for hiking, camping, picnics, birdwatching and viewing wildflowers in Spring.

MAIN ROUTES INTO THE SHIRE

The main route through the shire is the Albany Hwy which also forms much of the shire's eastern boundary. The main access road to Boddington is the Bannister-Marradong Rd from Albany Hwy. Other access roads include the Pinjarra-Williams Rd, Crossman Rd and Marradong Rd.

The Boddington-Marradong Rd and the southern section of the Pinjarra-Williams road also forms the unnamed scenic drive through the shire.

Current vehicle trip times to the SBO (Boddington) from Perth is 1.75hrs, 1.15hrs from Mandurah and 1.50hrs from Bunbury.



Major roads within in the Shire of Boddington



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 WA Main Roads and SBO in determining signage eligibility, priorities and guidelines are also explained. This information is provided because it has been used in the formulation of this Strategy and provides the decision-making process by these regulatory authorities.

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

Road signage

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

- Green Directional
- Brown Tourism
- Blue Services

Destination Signage

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

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

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.2 THE PURPOSE OF TOURISM SIGNAGE

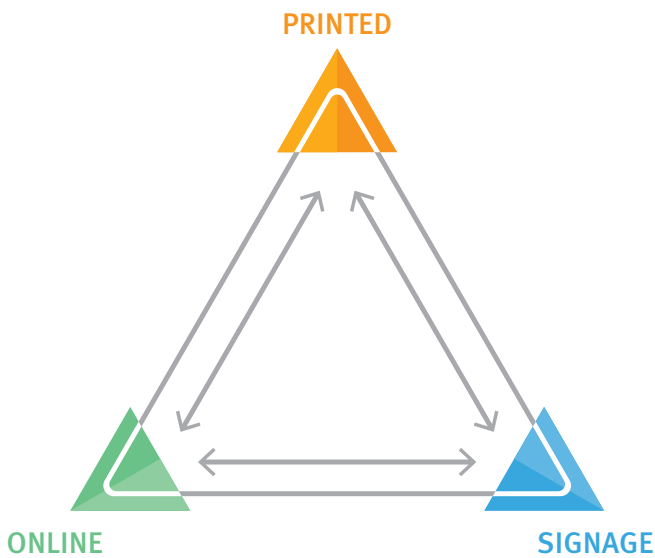
Tourist signs are an important part of creating a visitor-friendly destination and defining the community’s image.

The two main purposes of tourism signs are to:

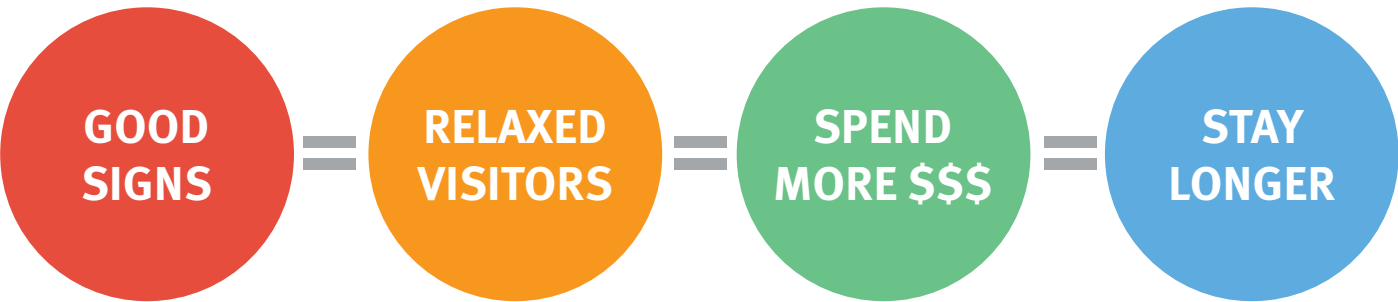
- 01 Safely and efficiently guide visitors to their destination.
- 02 Inform visitors of the range of attractions and services available at a destination.

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

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



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



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



Accredited Visitor Centre



Non-Accredited Visitor Centre

The Shire of Boddington does not have any accredited Visitor information centres but tourist information is available at the Boddington Library/visitor centre. There is also a brochure rack at the entrance to the Boddington interpretive centre located in the same building.

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.2 THE PURPOSE OF TOURISM SIGNAGE

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

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

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

The NTSRG guidelines specify that:

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



National Tourism Signing Reference Group

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

(source: NTSRG)



Typical brown tourist signs in Shire of Boddington



SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.3 SIGNAGE POLICIES & GUIDELINES

SBO SIGNAGE POLICY AND GUIDELINES.

Currently SBO 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 a SBO 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 Boddington region. Once a policy is developed it can be ratified by council. This will give Shire 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 SBO.
- Ensure a high standard of coordinated and complementary signage and associated infrastructure in future capital works programs.
- Signage that acknowledges and celebrates 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 SBO, 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

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



SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.3 SIGNAGE POLICIES & GUIDELINES

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

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

These signs are explained in detail in the MRWA Technical Library/Sign Index/Tourist . The signs are internationally recognised by most visitors, especially when standard universal symbols are used.

MRWA AND COUNCIL RESPONSIBILITIES

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

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

Council and MRWA must work together closely to ensure signage facilitates connectivity between signage. For example signage on the Albany Highway cannot be approved and installed by MRWA until Council has installed the linking signage on council controlled local roads.

IMPROVING SIGNAGE POLICIES AND PRACTICES

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

- A Shire officer assigned to manage tourism signage.
- An officer from the MRWA who has the authority to assist

- with tourism signage management and decision-making.
- A representative with expertise in tourism.

MRWA AND TOURISM WA GUIDELINES

In conjunction with MRWA Tourism WA has developed guidelines for the application and use of brown tourist signs and blue service signs in WA. The aim of these guidelines is to;

- to encourage the provision of an efficient information system, designed as a ‘family’ of co-ordinated and complementary signs throughout the State, which meet the requirements of tourism operators and the travelling public
- to encourage a uniform and consistent approach to the design, construction and erection of signs throughout the State, with a view to eventually eliminating the proliferation of different types of signs, which are becoming increasingly confusing and ineffective to motorists travelling from one area to another.
- to limit the proliferation of road signs to preserve the prime aesthetic values of the landscape and environment.
- to encourage the removal of unauthorised or unnecessary signs which:
 - cannot be read effectively
 - threaten road user safety
 - interfere with the message of legitimate signs
 - clutter the landscape
 - reduce the aesthetic and natural beauty of the State.
- to ensure that, from a road safety point of view, signs incorporate ‘glance appreciation’ qualities incorporating uniform, elementary shapes and colours, with simple and concise messages using internationally recognised symbols wherever possible.
- ‘glance appreciation’ means being able to readily interpret the information on a sign with only a momentary ‘glance’ by the driver at the prevailing road speed.
- to ensure that the fundamental purpose of signposting tourist attractions and service facilities is always maintained. It must be remembered that the main purpose of signs is to confirm the location of, and not advertise, tourist attractions and services.
- to promote the use of MRWA standards for signs in preference to individual variations and interpretations which are sometimes developed by

Local Government Authorities.

- to rationalise and simplify signage standards, to ensure that all businesses operate under the same controls or restrictions concerning tourist attraction and service facility signs.
- to ensure that signs are uniformly used as a means of confirmation for the motorist of tourist attractions and service facilities in a given area.
- to ensure that existing signs are properly maintained and continue to project a positive image of the area.
- To ensure that the value of tourist attraction and service signs are not diminished by ensuring that only those attractions and services that meet the essential criteria are signed.



Directional signs (white on green)



Tourist attraction signs (white on brown)



Services signs (white on blue)



Community facility signs (white on blue)

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.3 SIGNAGE POLICIES & GUIDELINES

LAYOUT/CONTENT

- Tourist signs identify the type of attraction (eg. Historic Site) with a symbol. Major attractions usually also note the name of the attraction.
- The signs typically contain two to three words and use of standard internationally recognised symbols.
- Symbols are generally based 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 tourist attractions
- National Parks
- Natural Features
- Wineries that provide tastings and cellar sales (includes Breweries & Distilleries)
- Historic sites and towns
- Aboriginal Heritage
- Scenic Tourist Drives
- Themed Tourist Routes

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

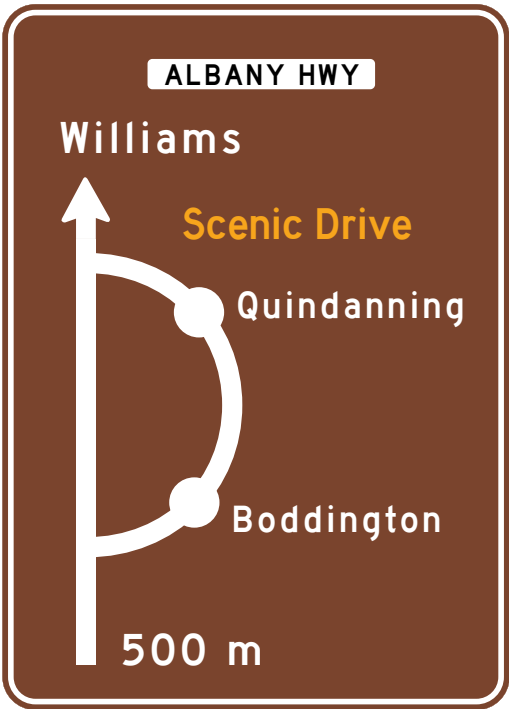
greater than 75km/h and approximately 200 meters if the approach speed is 75km/h or less.

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 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.



Diagrammatic advance warning sign



Advance warning sign



Intersection sign



Reassurance sign

Main Roads WA approved tourism symbols



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:

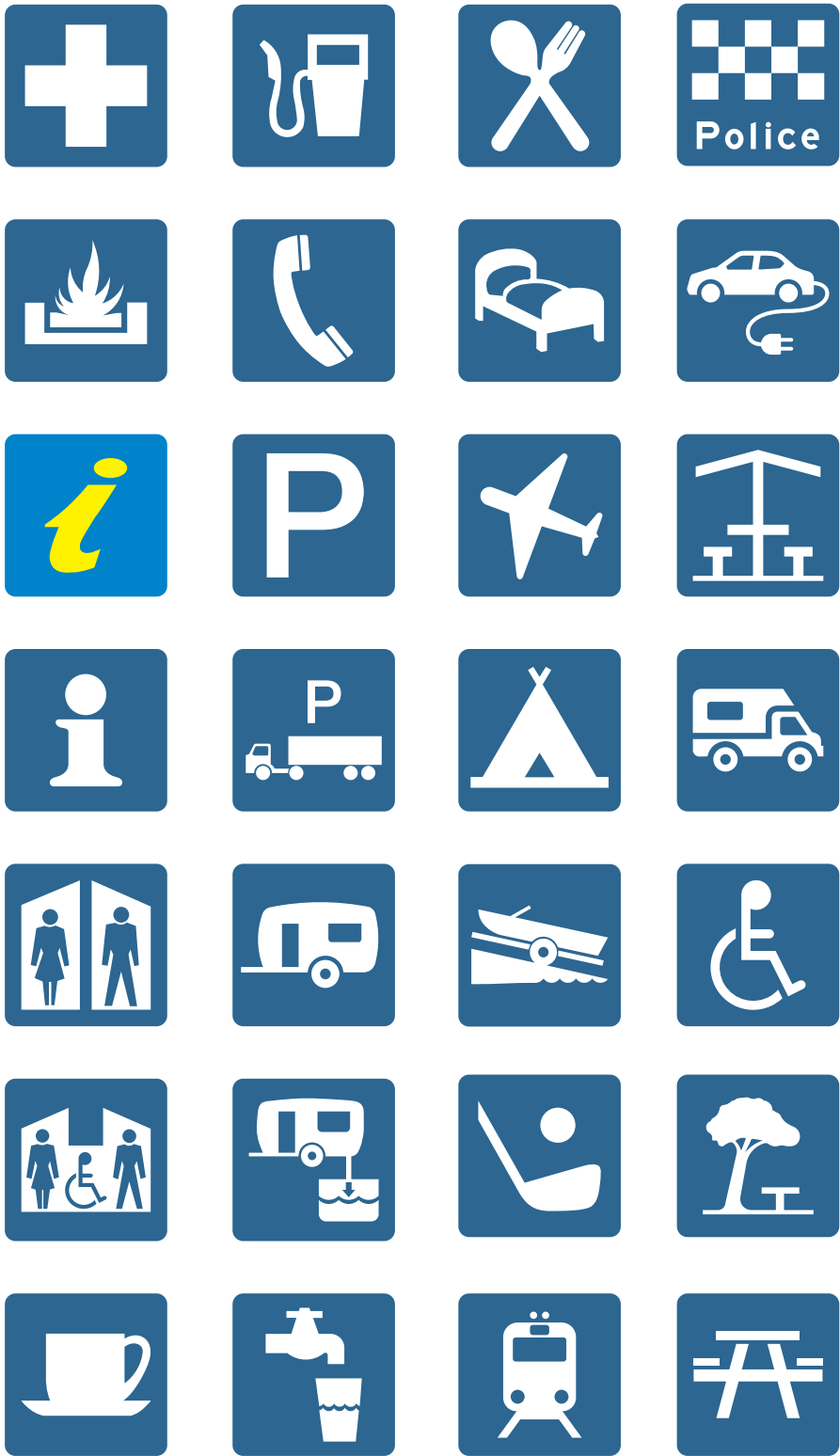
- Town halls, civic centres and municipal offices
- Municipal depots/tips
- Sporting and recreational grounds/facilities
- Hospitals
- Railway and bus stations
- Post Offices
- Tertiary education institutions
- Churches and religious institutions
- Airports
- Shopping centres



Example of Australian Standard services symbols in use



Example of a community facility sign



Australian Standard Symbols

2.3 SIGNAGE POLICIES & GUIDELINES

DIRECTIONAL SIGNS

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

In general, green signs were found to be functional and clear throughout the SBO although some signs are damaged and in need of replacement.

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



Positional



Intersection



Intersection



Reassurance



Advance Warning



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

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.4 WAYFINDING PRINCIPLES/GUIDELINES

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

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

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

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

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

The principles underpinning SBO'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.

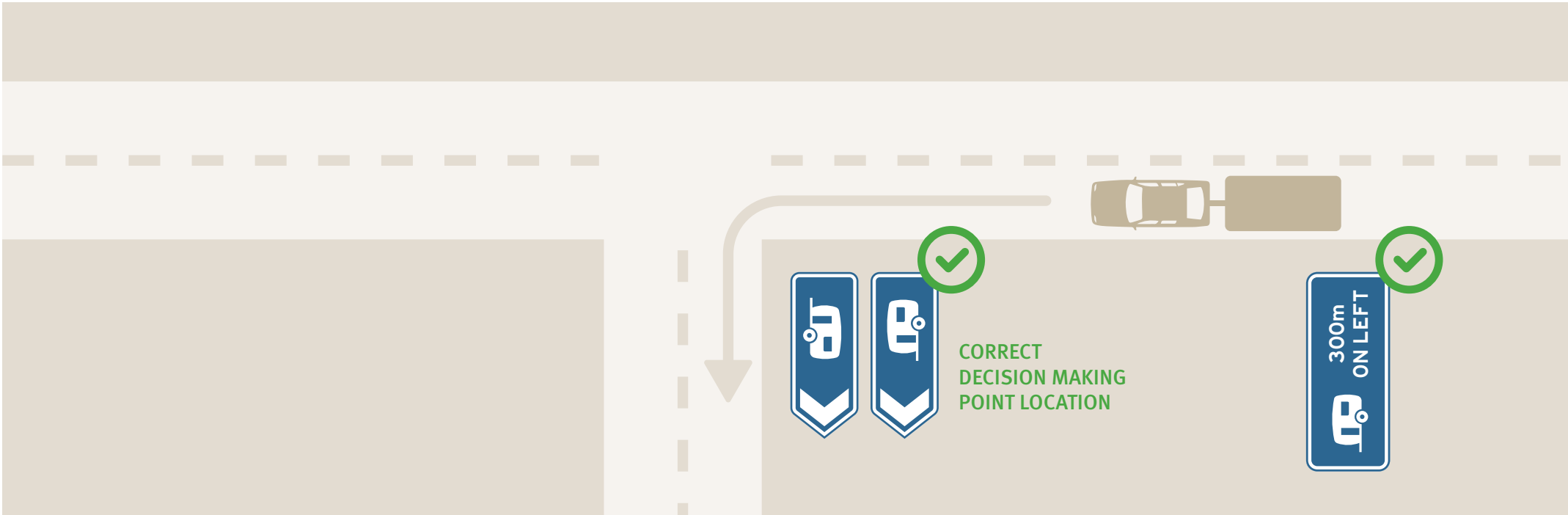
FUNCTION

- 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.

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

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.





SECTION 3 - SHIRE OF BODDINGTON SIGNAGE STRATEGY DEVELOPMENT

SECTION 3. SBO SIGNAGE AUDIT

3.1 SBO GREEN/BROWN DIRECTIONAL SIGNS

GREEN DIRECTIONAL SIGNAGE

Green directional signage throughout the SBO are generally good with advance warning, intersection and reassurance signs well positioned on the road reserve. The majority of green directional signs are fairly new with nearly all signs in very good condition with very few requiring maintenance or replacement (see signage audit document for detail on each individual sign). We also saw very little evidence of overgrown signs with nearly all signs clearly visible from the roadway.

Recommendation

- Review intersections with large sign clusters and consolidate signage structure where required.
- Conduct an annual asset review of all SBO controlled road signage.
- Replace damaged and faded signs when required.



Damaged reassurance sign - Pinjarra-Williams Rd



Overgrown reassurance sign Albany Hwy south of Crossman (MRWA responsibility)



Intersection signs Albany Hwy/Crossman intersection

BROWN DIRECTIONAL SIGNAGE

Brown tourist signs are somewhat limited in application throughout SBO. Brown tourist signs can generally be broken down into three main groups, Tourist drive trails, major tourist attractions and minor tourist attraction.

Tourist Drive - The Boddington Tourist Drive though inconsistently named is generally well signed with appropriate signage along its entire route.

Major Attractions - Hotham Park this significant attraction requires more prominent signage.

Minor Attractions - Whilst some of these are signed there are many minor attractions with either no signs or incorrectly signed.

Recommendation

- Review all tourist attractions and brown tourist signs annually.
- Replace damaged and faded signs.
- Cut back trees and scrub regularly.

ELIGIBILITY FOR TOURIST ATTRACTION SIGNS

Tourist attraction signs cover such areas as:

- Commercial tourist attractions
- National Parks
- Natural Features
- Wineries that provide tastings and cellar sales (includes Breweries & Distilleries)
- Historic sites and towns
- Aboriginal Heritage
- Scenic Tourist Drives
- Themed Tourist Routes

Reference : WA Tourism Tourist Signage Guidelines



New sign Ranford Pool sign knocked down, this sign is the only application with a dual indigenous name



Hotham Park - Boddington's major attraction deserves a more substantial sign



Boddington Scenic Drive Trailhead sign on Boddington- Marradong Rd

SECTION 3. SBO SIGNAGE AUDIT

3.2 SBO BLUE DIRECTIONAL SIGNS

BLUE SERVICES SIGNS

Blue services signs within SBO are generally in good condition and are well positioned on the roadway. Most of these signs are located on the Albany Hwy. Within Boddington town site there are numerous service sign which have text based messaging instead of using Australian standard service symbols (Refer to page 15 for Australian standard symbols). The Albany Hwy approaches to Crossman still displays 2km service advance warning signs but services no longer exist here, these signs are MRWA responsibility.

BLUE COMMUNITY 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 AS 1742.5-2017 Manual of uniform traffic control devices - Street name and community facility name signs). 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

Research shows that the brain cannot process large amounts of new information quickly and there is also growing evidence that too many signs competing for our attention can distract us and cause us to miss vital messages entirely.

Blue community facilities signs were generally found to be ad-hoc and inconsistent throughout the SBO.

Featuring different (upper/lower case) some of which were in very poor condition. Allowing a proliferation of incorrect signs leads to visual clutter and can render correct community signs ineffective as motorists will have difficulty taking in all of the information.

If a large number of fingerboards are permissible at one location then these sites would be better served with double poled structures (refer example page 19).

Changing requirements

With the advent of smart phones with their built in navigation features much of this type of signage is now redundant. The question must be asked "who benefits from this type of signage?" Most people from out of town will use phone or car based navigational aids and most locals will already know where these various facilities and services are located - so who are they for?

Some consideration should given to the elderly who still rely on traditional methods of navigation.

We noted that some private rural/agricultural businesses have blue fingerboards, is there a policy for who can have this type of signage?

Recommendations

- SBO to use Australian Standard service symbols where appropriate.
- SBO to develop clear guidelines for eligibility, application, approval and installation of blue community signs.
- SBO to develop clear guidelines for eligibility, application, approval and installation of blue fingerboard signs for private businesses.
- Shire to do an annual audit of all facility signs to determine what stays and what goes.
- The production and installation of signs should adhere to council policy and not left to the applicant to control production. This approach will lead to a more consistent approach to community fingerboard signs.



Crossman - Remove this sign, no longer services here



Albany Hwy/Marradong Rd - Bownelea Farm, is this a farm stay?



Kievi Farm Lodge - appears to be no longer in business



Southbound on Albany Hwy north of Bannister no tourist information at this location, no corresponding northbound sign



Non-tourist businesses, what is the prerequisite for signing these types of businesses?



Should be green directional signs - wrong type of sign, wrong location, poor application

SECTION 3. SBO SIGNAGE AUDIT

3.3 SBO TOURIST DRIVES

BODDINGTON SCENIC DRIVE

Boddington Scenic Drive - This scenic drive is a loop of 80+ kms through the Shire of Boddington. The drive leaves Albany Hwy along the Boddington-Marradong Rd through Boddington before joining the Pinjarra-Williams Rd south through Quindanning before rejoining the Albany Hwy in Williams. This drive offers significant attractions for visitors travelling Albany Hwy especially in spring when the Canolla is in flower. Other attractions along this route include the town of Boddington with it's many sculptures and the newly completed Hotham Park.

South of Boddington there are a number of small attractions including Dilyans Memorial, St Albans Church, Marradong Cemetery and the Ye Olde Quindanning Inne.

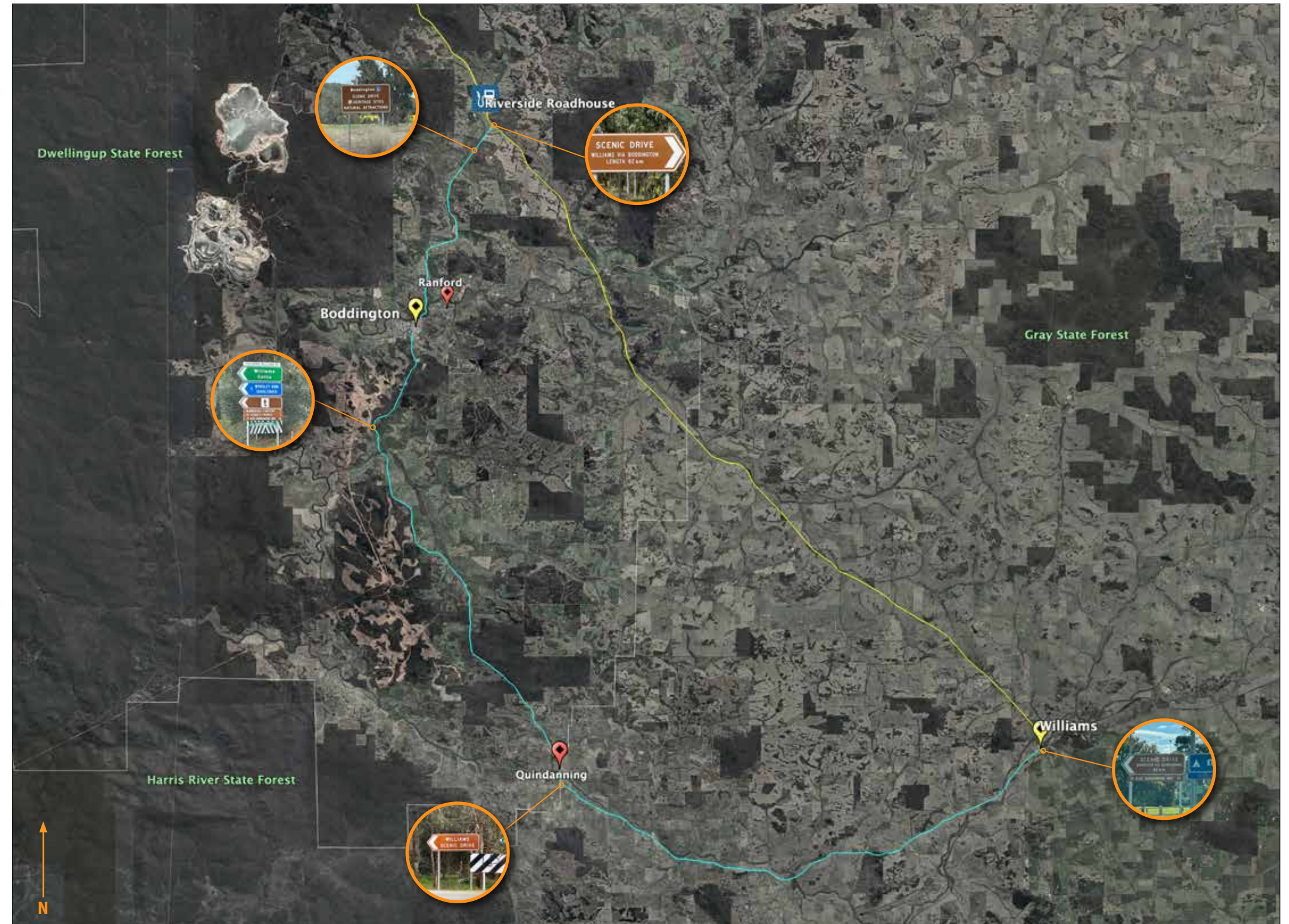
Signage for this route is inconsistently named. At the Albany Hwy/Boddington-Marradong Rd it is called "Scenic Drive Williams Via Boddington" (82km), at the trailhead sign its called the "Boddington Scenic Drive", at the Boddington-Marradong/Pinjarra-Williams Rd intersection the route has no name at all, at the Pinjarra-Williams/Harvey-Quindanning Rd Intersection it is now called the "Williams Scenic Drive" and at Williams it is called "Scenic Drive Bannister Via Boddington". On the Albany Hwy there is no advance warning signs for this scenic drive. The scenic drive is not promoted at all on state tourism or Shire of Boddington's website. There are no trail brochures or promotional material.

State Tourist Drives - Mainroads WA in 2021 issued a guidelines document (D21#346719) *Policy and Application Guidelines - Tourist and Service Signs*. The document covers all Mainroads policies and application process for tourism signage within WA.

Pages 114-116 of this document covers the purpose and essential criteria for developing a State Tourist Drive. Much of the existing scenic drive meets the criteria (see table page 25 of this strategy) for it to be reclassified as a State Tourist drive. The biggest piece missing is the lack of promotional material.

Recommendation

- Form a steering committee of Shire, tourism and



SECTION 3. SBO SIGNAGE AUDIT

3.3 SBO TOURIST DRIVES

- business operators to work with Main Roads WA to work through the application process for the existing scenic drive to become a State Tourist Drive.
- Develop a name, brand and theme for the tourist drive.
 - Develop branded marketing material including a map and tourist drive attractions brochure.
 - Develop an on-line presence for the tourist drive starting with the Shire of Boddington website.
 - List the tourist drive on WA Tourism websites and on the Trails WA platform.
 - Expand interpretive to tell the story of regional first nations people and pioneers alike and the associated Marradong Country, regional farming and mining.

Other Tourist Drives

Albany Hwy Scenic Route - This scenic route links Boddington to the Albany Hwy via Crossman Rd. The route seems to be an unofficial local initiative as there is no reciprocal signage at the Albany Hwy end of this drive.

Captain Fawcett Commemorative 4WD Trail - this popular 4WD trail starts in Nanga Brook south of Dwellingup and finishes in the south western corner of SBO on the Harvey-Quindanning Rd (The Marradong Country Map miss identifies Lower Hotham Rd as the Capt Fawcett Trail). We could find no directional signage for this trail other than a very old trailhead overview sign in front of the Quindanning Inn. From this location there is no directional signage to the southern trailhead. Whilst this trail is well signed at the northern end with a trailhead and trail overview sign there is no reciprocal signage at the southern trailhead. On some websites it lists the Quindanning Inn as the southern trailhead.

Hotham Way Tourist Route/Drive - At the Boddington Visitor Information Bay there is an information panel titled "Hotham Way Tourist Route" Apart from an old brochure (2003) on the Shire of Pingelly website we could find no promotional material for this trail. It appears that this trail is no longer supported.

Recommendation

- Install directional signage from Quindanning to Capt Fawcett Trailhead.
- Install Trailhead signage at southern trailhead.
- Remove old Hotham Way Tourist Route signage.



Albany Hwy/Boddington-Marradong Rd intersection



Boddington-Marradong Rd Trailhead sign



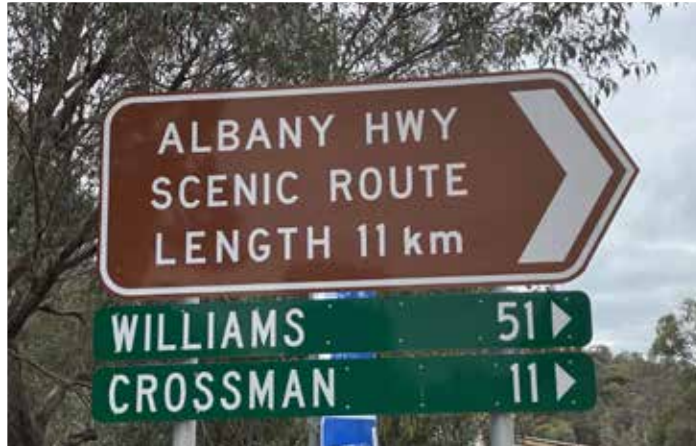
Pinjarra-Williams/Boddington-Marradong Rd intersection No mention of scenic route here



Pinjarra-Williams/Quindanning-Harvey Rd intersection Now called the "Williams Scenic Drive"



Pinjarra-Williams/Albany Hwy intersection at Williams



Another minor scenic route - Albany Hwy via Crossman Rd



Old faded Capt Fawcett Trail sign at the Quindanning Inn



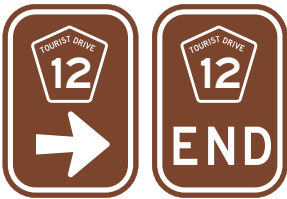
Fawcett Track signage at the Nanga Brook trailhead



Old Hotham Way Tourist Route Sign

SECTION 3. SBO SIGNAGE AUDIT

3.3 SBO TOURIST DRIVES



EXAMPLE - Tourist Drive Signage Suite - Trailhead, Advance Warning, Intersection and Trail Markers

ESSENTIAL CRITERIA		PHYSICAL ASPECTS	COSTS, OWNERSHIP AND APPLICATION
	<ul style="list-style-type: none">The tourist route should have significant tourism appeal particularly to interstate or overseas visitors.	<ul style="list-style-type: none">Be as safe as possible for road users who may be unfamiliar with the local area.	<ul style="list-style-type: none">All costs associated with the manufacture, transport, installation and maintenance of signs shall be borne by the applicant.Some local governments may install signs at a reduced cost on local government controlled roads.A letter outlining all costs associated with the signage request will be sent to the applicant and payment will be required prior to commencement of any work.Where the facility no longer operates, or is inoperative for two months or more, all signs shall be removed at the expense of the operator.All road signs remain the property of Main Roads or the relevant local government. <p>Applying for Signs</p> <ul style="list-style-type: none">Applications for a tourist route to be recognised as a State Tourist Drive should be submitted to Main Roads.All signs will be reviewed after five years to determine any change to the nature of the business and to ensure that compliance conditions are still being met.Tourist attractions, services and facilities are monitored on an ongoing basis to ensure that minimum standards are consistently maintained throughout Western Australia and that they continue to meet the essential criteria for road signage purposes.
	<ul style="list-style-type: none">The route should offer the traveller an array of significant scenic or natural landscape features over the greater part of the route which would generally be of greater interest than the general topography or sights seen on a regular through route.	<ul style="list-style-type: none">Only include maintained roads, preferably sealed, and avoid any hazardous alignments or grades, or single lane roads which may not be suitable for the volume of tourist traffic that may be attracted to the route.	
	<ul style="list-style-type: none">Tourist information on the general area, including brochures, maps and guides should be available from tourist centres and other outlets along the route. The route will also need to be marked on maps in roadside information bays wherever they exist.	<ul style="list-style-type: none">Not follow main arterial roads such as major Local Council roads in built up areas, and National or State Highways except for short distances (generally not exceeding 5 km) as necessary to maintain continuity of the State Tourist Drive.	
	<ul style="list-style-type: none">The theme and name of the route should reflect its unique characteristics and not be in conflict with its natural or physical surroundings. Routes with generic names like “Marine Tourist Drive”, “Heritage Tourist Drive” or “Wildflower Tourist Drive” will not be endorsed as it is not unique to a specific location within the State.	<ul style="list-style-type: none">Preferably avoid intersections or sections of road which may at times be relatively congested with heavy haulage or other non-tourist traffic.	
	<ul style="list-style-type: none">State Tourist Drives should not rely on attractions which are strictly seasonal or are not a permanent feature of the route, like wild flowers.	<ul style="list-style-type: none">Be capable of leading road users back to the main through route from which they deviated with adequate signage to assist them with continuing their journey.	
	<p>Visitor Services and Facilities</p> <ul style="list-style-type: none">Whilst tourist comfort is important, the availability of standard visitor services and facilities such as accommodation, fuel supplies or visitor information may not always be appropriate, particularly in remote areas of the State.		<p>REVIEW</p> <ul style="list-style-type: none">Where a tourist attraction, service or facility is found to no longer meet the essential criteria, the operator or manager of the tourist attraction, service or facility will be advised accordingly to restore their eligibility. If their eligibility is not rectified within three months, all signs will be removed.When tourist attraction, service and facility signs become due for replacement or are required to be relocated, the tourist attraction, service or facility should be re-assessed to ensure that it still meets the essential criteria for road signage.
	<p>Community Involvement</p> <ul style="list-style-type: none">The concept of a proposed State Tourist Drive must be endorsed by the Local Council, Regional Tourism Organisation, local Tourist Centre, local community and businesses. The Local Council should ensure the standard of roads leading to attractions off the Tourist Drive are of a sufficient standard so as not to diminish a travellers’ impression of an area and to cater for any potential increase in the volume of traffic resulting from promotion of the tourist route.The Local Council, Regional Tourism Organisation and the business community should be committed to contributing, either financially or in-kind, to the promotion and development of the proposed tourist route.		

SECTION 3. SBO SIGNAGE AUDIT

3.4 SBO TOURIST ATTRACTIONS

SBO ATTRACTIONS

SBO has a wide range of attractions throughout the shire. These range from natural attractions such as the Hotham River to the Bushland reserves dotted throughout the shire. There is also settler heritage sites and modern attractions such as Hotham Park and the abundant sculptures dotted throughout Boddington.

Hotham Park - This large park and recreation area opened in 2020 and is situated on the bank of the Hotham River. The park has a huge range of nature play activities for children as well as a skate park and pump track. The park has all of the usual amenities you would expect such as a cafe, barbecues and picnic tables. Being situated only 1.5hrs from Perth makes this park a destination for families in its own right.

Directional signage for this major attraction consists of one brown fingerboard sign at the Bannister Rd/ Wuraming Ave intersection. Destination marketing is almost non-existent and this major attraction does not even feature on the SBO website other than an unnamed aerial image on the home page carousel. We also noticed the over abundance of oversized park regulatory signs, we counted 13 of them throughout the park. These signs detract from the parks natural amenity and are a complete overkill. These signs should only be located at the park entry points as per legal requirements. Also the installation of floodlights makes these signs out dated.

Recommendation

- Improve signage at Bannister Rd/Wuraming Ave intersection (see example page 19).
- Rationalise park regulatory signage.
- List Hotham Park as an attraction on the SBO website.

Ranford Pool - Ranford Pool is Boddington's main natural swimming location on the Hotham River. The pool is situated 4Kms north east of Boddington in the village of Ranford. The pool is signed from the Crossman/River Rd intersection with a large brown double side positional sign. It is also the only attraction with dual indigenous naming. Unfortunately this sign has been damaged and will require new



Hotham Park access at Wuraming Ave - larger more prominent sign required for this major attraction



Hotham Park amenity is spoilt by the over abundance of giant regulatory signs. All signs are now out of date with the installation of floodlights



Darminning/Ranford Pool positional sign and main regulatory sign



Overabundance of regulatory signage at Darminning/Ranford Pool



Old faded interpretive sign at Darminning/Ranford Pool



Morts Rd access to Tullis Bridge closed due to bauxite mining



Directional signage required for Ashcroft Rd intersections



Tullis Bridge



Tullis Walk Trail trailhead sign

SECTION 3. SBO SIGNAGE AUDIT

3.4 SBO TOURIST ATTRACTIONS

pole, the sign panels appear to be undamaged. Ranford Pool is also the main trailhead for the Hotham River Walk Trail. This walk trail should also be signed at this location with a brown panel sign with the hiking symbol. At the Ranford Pool parking area there is a covered picnic area, a restoration project sign and the main regulatory sign (no camping, no fires). Beyond this point is an over-abundance of randomly placed regulatory signs (no camping, no fires). There is already a main regulatory sign at the car park entrance which should be sufficient. These random signs are completely unnecessary and detract from the natural environment and should be removed. At this site there is also a large sign interpreting the freshwater fish of the Hotham River. This sign is well past its use by date and in need of replacement.

Recommendation

- When reinstalling the Ranford Pool sign an additional brown fingerboard panel should be incorporated with "Ranford Pool Walk Trail and the white on brown hiking symbol.
- Rationalise regulatory signage. Install one sign with all regulatory and warning symbols at the car park entrance. Remove all random regulatory signs.
- Expand Ranford Pool interpretation.

Hotham River Walk trail - Also at Ranford Pool is the trailhead for the Hotham River Walk Trail. This trail is an easy walk west along the southern bank of the Hotham River before returning to Ranford Pool via the old railway reserve. The trail has a trailhead sign which is old, faded and in need of replacement.

Recommendation

- Replace Hotham River Walk Trail Trailhead sign.
- Install trail markers at all key decision making points.
- List Hotham River Walk as an activity on the SBO website

Boddington/Tullis Bridge Rail trail - This trail starts near the rodeo grounds on Hakea Rd. The trail follows the railway reserve to Tullis Bridge and is approximately 8.5kms long. This trail is easy to follow once your on it, the problem is finding the trailhead. We spent the good part of an hour trying to locate it.



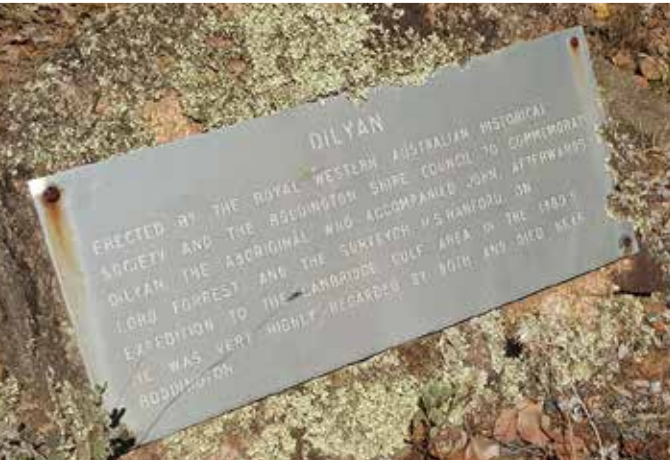
Boddington/Tullis Bridge Rail Trail - No directional signage from Bannister Rd or Pollard St



Boddington/Tullis Bridge Rail Trail Trail Markers at the Palmer Rd Crossing



Dilyans Grave - Brown fingerboard on Boddington-Marradong Rd and blue fingerboard at parking area.



Dilyans Grave - Could be improved with better interpretation.



Brown fingerboards opposite St Albans Church driveway entrance



Failed interpretation at St Albans Church



Plaques at St Albans Church



St Albans Church and Pioneer Family Sculpture

SECTION 3. SBO SIGNAGE AUDIT

3.4 SBO TOURIST ATTRACTIONS

There is no directional signage to the trailhead from Bannister or Hakea Rds. At the trailhead there is no trailhead sign or interpretation. Along the trail itself there is no trail markers. Trail marker inform walkers how far they have walked and how far they have to go. This trail would also benefit from interpretation.

NOTE - We did find a brochure with a basic map later at the visitor information brochure rack.

Recommendation

- Install directional signage from Bannister Rd/Pollard Rd intersection and Pollard/Hakea Rd intersection to the trailhead.
- Install a trailhead sign at the Hakea Rd and Tullis Bridge trailheads.
- Install trail distance markers along the trail.
- List Boddington Tullis Rail Trail as an activity on the SBO website

Tullis Walk trail - At Tullis bridge there is short 2km walk trail alongside the Hotham River and through the surrounding bushland. Road access to Tullis Bridge used to be via Farmers Ave, Robins Rd and Morts Rd. Due to Bauxite mining activities Morts Rd is now closed and to access Tullis Bridge visitor need to head west on the Pinjarra-Williams Rd before turning right on Ashcroft Rd before rejoining Morts Rd on the western side of the bauxite mining operation. Currently there is no directional signage for this alternative route. At Tullis Bridge there are basic facilities and a trailhead sign for the Tullis Walk Trail.

Recommendation

- Install directional signage at the Pinjarra-Williams/ Ashcroft Rd intersection and the Ashcroft/Morts Rd intersection to the Tullis Bridge site.
- Install a standardised trailhead sign at the Tullis Walk Trail trailhead.
- List Tullis Walk Trail as an activity on the SBO website

Dilyan's Grave - Quency Dilyan was a noted tracker who accompanied John Forrest and HS Ranford on expeditions through the Kimberleys. Though not his actual grave, it is believed that Dilyan is buried

in the general vicinity of where he was murdered by a member of a feuding tribe. The grave site was restored in 2003. This grave site is located approximately 300m south of the Boddington Cemetery on the Boddington-Marradong Rd. Currently there is a brown fingerboard sign on Boddington-Marradong Rd pointing in the general direction of the grave site access trail. At this location there is a blue fingerboard sign(?)pointing in the direction of Dilyans grave/memorial site.

Recommendation

- Install larger double sided brown positional sign with indigenous attraction symbol on Boddington-Marradong RD.
- Replace blue fingerboard sign with a brown fingerboard.
- Expand interpretation at grave site (currently there is only a small plaque with very little information about Quency Dilyan).
- List Dilyans Grave as an attraction on the SBO website

St Albans Church and Marradong Cemetery - Marradong was originally the main settlement area for the Hotham Valley before the arrival of the railway and the founding of Boddington. St Alban's Church was constructed in 1894 and is the oldest building in the shire. The associated Marradong cemetery contains the graves of local white settlers. In front of the church is a large steel sculpture representing the early Marradong pioneers.

The site is signed from the Pinjarra-Williams/ Boddington-Marradong Rd intersection with brown fingerboard signs and with similar signs located adjacent the church driveway entrance.

Recommendation

- Replace interpretive signage in front of the church.
- Expand interpretation at grave yard.
- List St Albans as an attraction on the SBO website

Ye Olde Quindanning Inne - Situated at the very bottom of SBO is the village of Quindanning. The village lies partly within SBO and the neighbouring



Quindanning Inn and sometime Capt Fawcett 4WD Track trailhead



St Boniface Church, Quindanning



Bannister River Police Graves access and plaque



Albany Hwy Pioneers Gravesite access and plaque



SECTION 3. SBO SIGNAGE AUDIT

3.5 SBO PARKS & RESERVES

Shire of Williams. The Ye Olde Quindanning Inne is a popular stopping place with visitors travelling through the region. On some websites the Inne is also listed as the southern trailhead for the Capt Fawcett 4WD Track. The Quindanning Inne is well signed both from the Pinjarra-Williams/Boddington-Marradong Rd intersection and from the Albany Hwy/Pinjarra-Williams Rd intersection.

Recommendation

- Determine if the Inne is the southern Trailhead for the Capt Fawcett Track, if it is sign accordingly.
- List Ye Olde Quindanning Inne as an attraction on the SBO website.

SBO PARKS & RESERVES

Spread throughout SBO there are a number of parks and reserves. SBO has an active community support group Friends of the Reserves Boddington (Inc) who do re vegetation and conservation work at these reserves. The parks & reserves are generally represented by a routed timber plank sign and some form of reserve overview map/trailhead sign. We noticed that some parks and reserves have this signage suite, where others have some of the signs or none at all. As an example Red Hill Reserve has a new reserve over view sign at the reserve entrance but does not have a plank sign as used at other reserves. Red Hill Reserve is also the only reserve which has a brochure. At Crossman Reserve West signage is in poor condition and in need of replacement.

Reserves such as Mooradung are off the main roads and require directional signage to these locations.

Recommendations

- Consistently sign all parks and reserves with the same style of signs.
- Remove old redundant signage, replace all faded and damaged signage.
- Install directional signs from arterial roads to the more remote reserves.



Crossman Reserve, Albany Hwy , old overview map sign in need of replacement



Reserve Name sign on Crossman Rd



Old worn out signage at Crossman Reserve, Crossman Rd



Crossman Reserve, Crossman Rd, old overview map sign in need of replacement



New reserve overview sign at Red Hill Reserve - No reserve name sign here

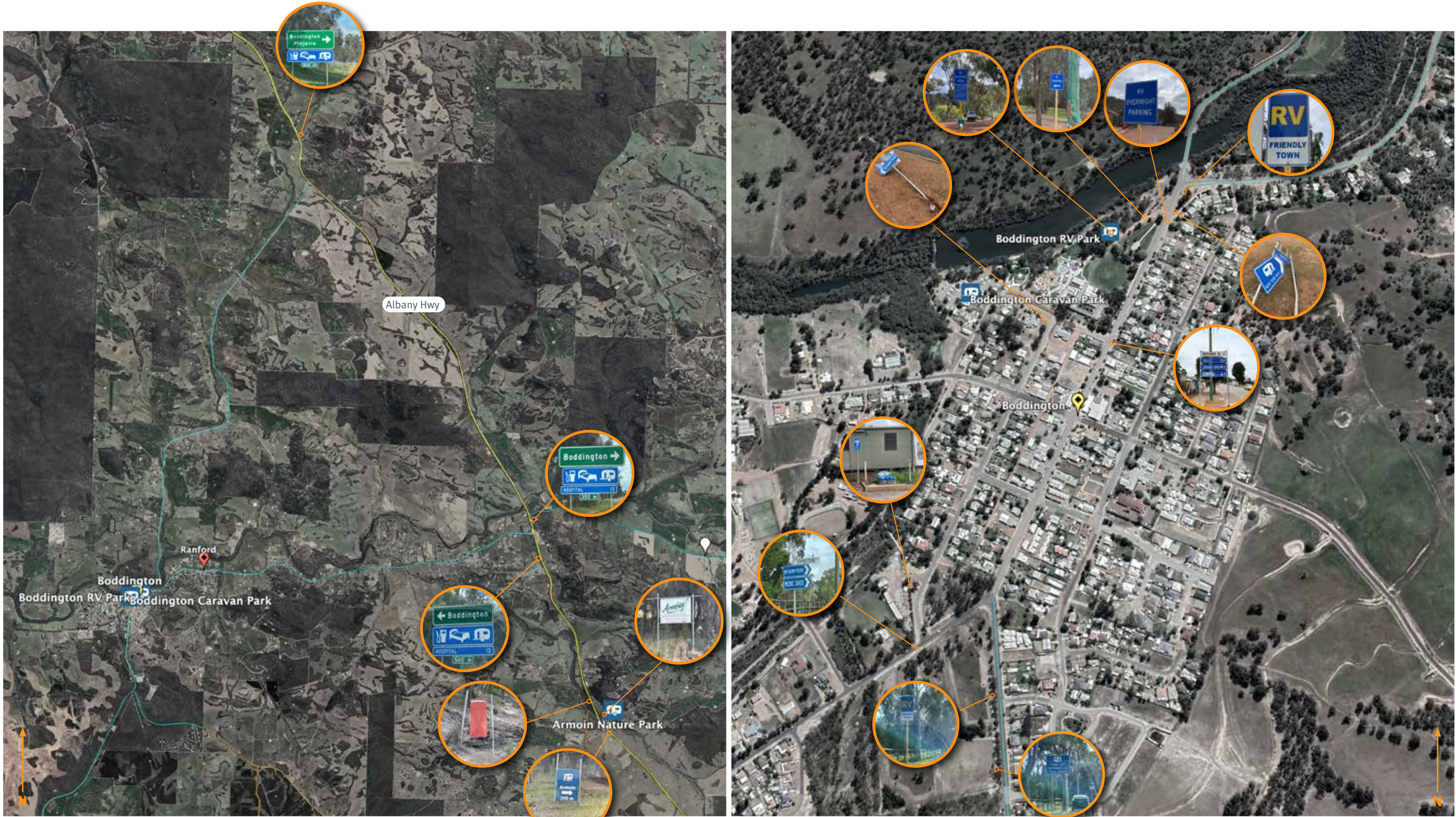


Reserve name sign at Mooradung Nature Reserve - No overview sign



Central Park routed plank sign

3.6 SBO CARAVAN/CAMPING SIGNS



SECTION 3. SBO SIGNAGE AUDIT

3.6 SBO CARAVAN/CAMPING SIGNS

SBO CARAVAN/CAMPING SIGNS

In the Shire of Boddington there are two established caravan parks and a short term (48hr) self contained RV park. The two caravan parks are Boddington Caravan Park (operated by SBO) and the privately owned Armoir Nature Park located off the Albany Hwy at Crossman. Boddington is recognised as an RV Friendly town since 2013. The town also has an overflow camping area used predominantly for the Boddington Rodeo weekend.

During our visit many of the blue service signs were destroyed in a road rage incident making it hard to give a fair assessment of the true state of signage once in Boddington township.

Boddington services were signed on the Albany Hwy with blue services advance warning signs displaying the Australian Services symbols (fuel, accommodation and caravan park) for Boddington services positioned prior to the Albany Hwy/Boddington-Marradong Rd and Albany Hwy/Crossman Rd intersection. We noticed that the Albany Hwy/ Boddington-Marradong Rd intersection only had a blue services advance warning for southbound traffic, there was no corresponding sign for northbound traffic.

Boddington Caravan Park -Advance warning signs for this caravan park are positioned on Bannister Rd (300m westbound, 740m eastbound). Directional signage from the Bannister Rd/Wuraming intersection is poor with signs being positioned in three separate locations at the intersection. The caravan park is located at the cul-de-sac end of Wuraming Ave between the river and the newly completed Hotham Park. The caravan park offers an array of caravan and camping options from sites with en-suite, powered and un-powered sites.

Boddington also has a dedicated overnight camping area for self contained RV's. This camping area is

SBO Caravan & Camping Parks	Private	Council
Boddington Caravan Park		•
Boddington RV Camping (Self Contained)		•
Armoir Nature Park	•	



Directions to Boddington Caravan/Camping at Albany Hwy/Boddington-Marradong Rd intersection



Directions to Boddington Caravan/Camping at Albany Hwy/Crossman Rd intersection



Boddington RV Friendly Town Status



What was the westbound Boddington Caravan Park advance warning sign. This is the wrong sign type, chevron signs are for intersections.



Poorly positioned directional sign for the self contained RV camping - no reciprocal sign for westbound visitors



RV Overnight parking sign obscured behind carved poles



RV Overnight parking for self contained RV's 48hrs Maximum- Sign should use Aus standard symbols



RV Dump Point directional sign at Johnstone St - this should have the Aus standard symbol. The dump point should be signed from Bannister Rd. Mens Shed being primarily a facilities used by locals doesn't require a such a prominent sign. Either a fingerboard or no sign at all will suffice.



RV Dump Point at Johnstone St . Larger signage with Australian standard symbol required

SECTION 3. SBO SIGNAGE AUDIT

3.6 SBO CARAVAN/CAMPING SIGNS

located between the river and the Boddington Memorial. Directional signage to this camping area is very poor with only two small signs with the message "RV Overnight Parking" but no directional arrows pointing to where this area actually is. The first sign with a directional arrow is positioned halfway to the camping area obscure by a large decorated wooden pole.

Armoir Nature Based Park - Situated on Albany Hwy south of Crossman is Armoir Nature Based Park. This privately own business operates as a combined camp ground and function centre. Signage for this park is poor with only home made advance warning signs and a property sign at the park entrance with traffic on this section of highway travelling at 110kph it is very easy to miss the park entrance especially for visitors towing caravans.

Car/Caravan Parking - Currently there are no designated car/caravan parking bay within the Boddington township.

RV Dump Point - Boddington has an RV Dump Point located outside it's recycling centre on Johnston St. Currently there is no signage from Bannister Rd which is the main access point. The signs that do exist use text instead of the Australian standard symbol for these services.

Recommendations

- To install northbound blue services advance warning sign south of the Albany Hwy/Boddington-Marradong Rd intersection
- To develop a full signage plan for Boddington Caravan Park and Boddington self contained RV camping.
- To design and install advance warning signs and positional signs for Armoir Nature Based Park on Albany Hwy (see diagram this page) This is a cost usually borne by the business owner.
- To investigate the development of dedicated car/caravan parking within Boddington township.
- To improve directional signage to Boddington's RV Dump Point.



Australian Standard Symbols - Camping, Caravan, RV Dump Point, RV Self contained camping, Car/ caravan parking



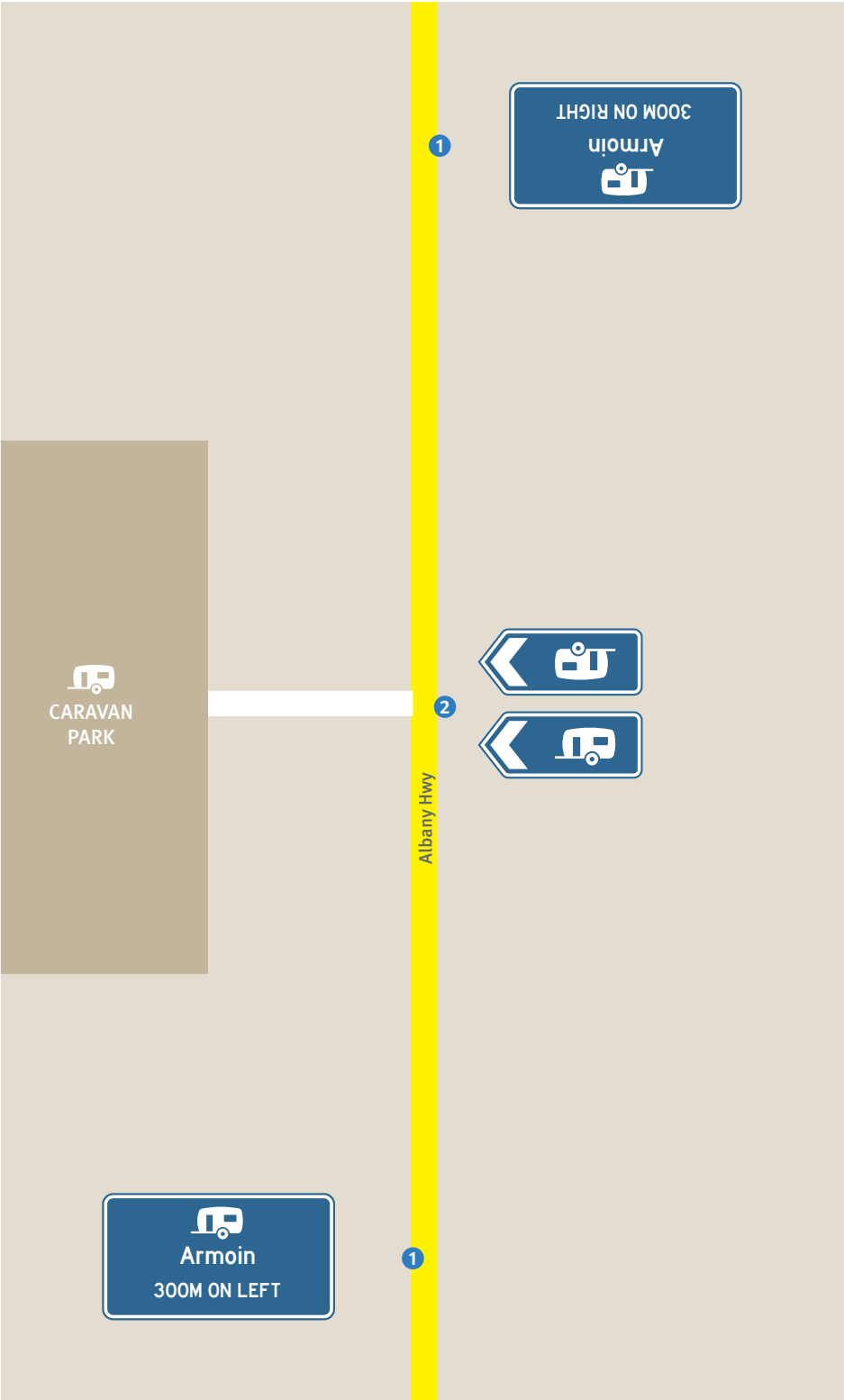
Armoir Nature Based Park property sign



Armoir - North bound advance warning sign



Armoir - South bound advance warning sign



SUGGESTED - Signage plan for Armoir Nature Based Park (1) Advance warning signs, (2) Positional signs

SECTION 3. BRC SIGNAGE AUDIT

3.7 SBO ACCOMMODATION SIGNS

ACCOMMODATION SIGNS

There are various types of accommodation options throughout the SBO, It's been noticed throughout the audit the complete lack of signage for these type of 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.

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 540pt. 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 500pt. 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. "Panorama Holiday B&B" the name can be abbreviated to just "Panorama" and the B&B symbol.

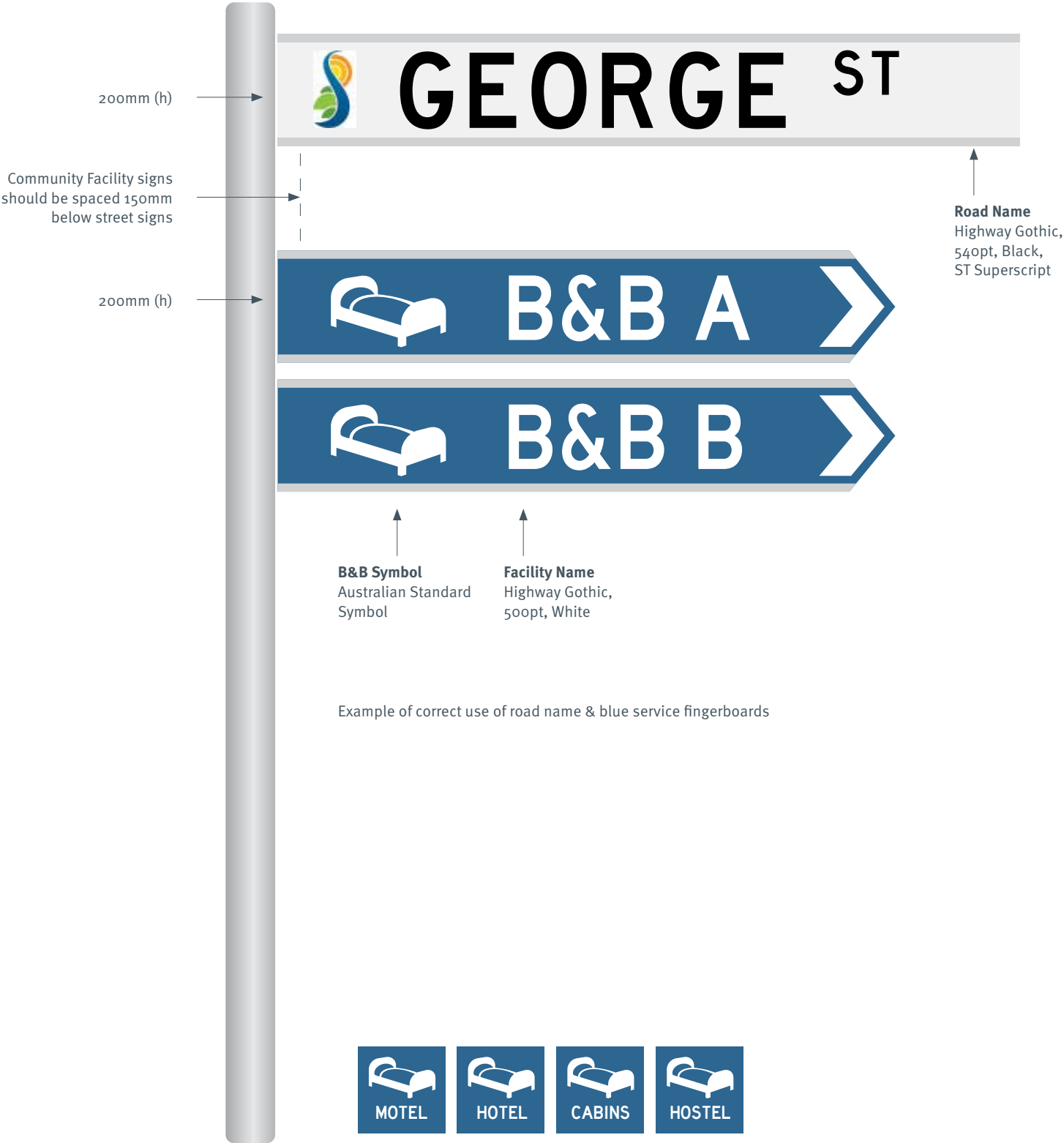
Signage should only be positioned from the nearest regional road intersection.

Recommendation

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



Farmstay Accommodation fingerboard signs



SECTION 3. SBO SIGNAGE AUDIT

3.8 BODDINGTON TOWN SERVICES SIGNAGE

TOWN SERVICES AND ACCESS SIGNAGE

Town services and access signage in Boddington could best be described as ad-hoc. Like a lot of towns signs have been added to as various attractions and services implemented throughout Boddington township. Each time a new service is added another sign is added to the growing clutter of signs. Arriving in Boddington on the Boddington-Marradong Rd from Albany Hwy the first impression is the overall clutter of signs at the Bannister/Crossman Rd intersection. These include event promotions, a huge Fire Restriction sign, A sign branded "Choose Respect" and an "RV Friendly Town" sign why have these signs have been cluttered so closely together when they could be spread out from before visitors cross the bridge into town, this way would give visitors time to take in the various messages. At the apex of the intersection is a large blue services sign acting as an intersection sign. apart from being the wrong colour (it should be green) the sign is trying to give too much information, it should only give directions to the closest destination e.g. Albany Hwy, Dwellingup The other towns should be listed on a reassurance town as you leave town. Throughout Boddington there are numerous where the message has been written out in text form rather than use Australian standard symbols such as caravan park, RV Dump Point, Police Station, Golf Club and Hospital. At some intersections signage with the same or similar message has been installed at different points on the same intersection.

Overall nearly all blue services signs should be removed and a new signage system installed (see suggested signage plan on 35 & 36.

Recommendations

- Remove all existing town service signage and install new signage system.
- Remove all redundant signage.



Australian Standard Symbols - RV Dump Point, Police, Hospital/Medical, Golf Course



Everything about this sign is wrong - wrong colour, wrong type, too much information



No directional signage from main intersection (Bannister Rd/Farmer Ave).



Poor sign placement almost 4m from the ground, too high for most people to even notice



The overwhelming sense of clutter with so many signs competing for our attention



Wuraming Ave Intersection cluttered with signs. The same message could be achieved with just the Australian standard symbols



Too much information



Wuraming Ave Intersection opposite corner cluttered with signs.

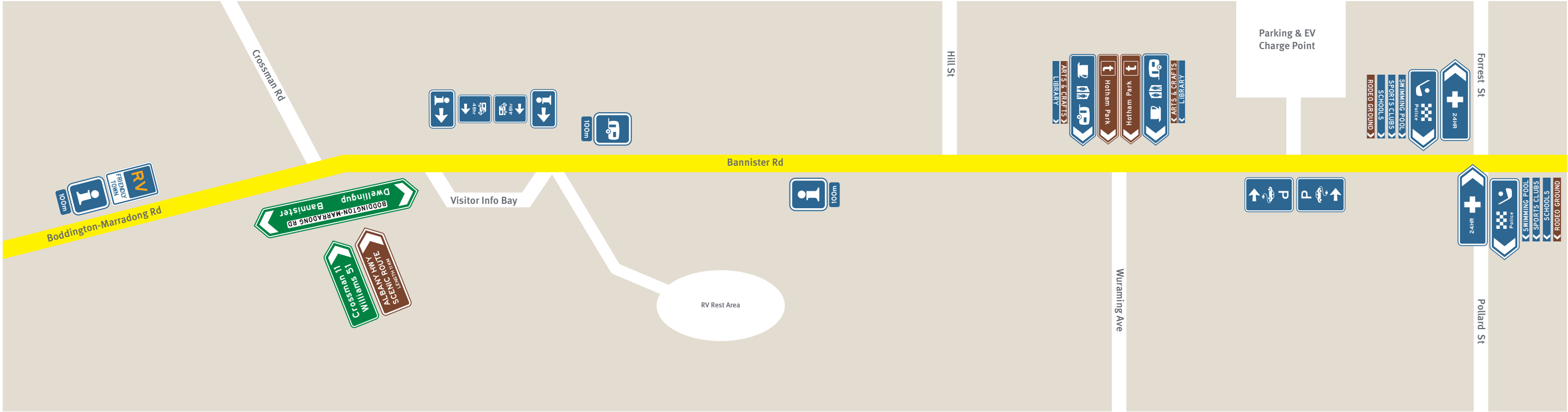


Too much information, too small

3.8 BODDINGTON TOWN SERVICES SIGNAGE



Existing Boddington town signage (north end)



SUGGESTED - Boddington town signage plan (north end)

SECTION 3. SBO SIGNAGE AUDIT

3.8 BODDINGTON TOWN SERVICES SIGNAGE



Existing Boddington town signage (south end)



SUGGESTED - Boddington town signage plan (south end)



SECTION 4 - THE DESTINATION SIGNAGE SYSTEM

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.1 BACKGROUND

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

This section provides background information on the destination signs and how they can be used to promote the SBO’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 SBO.

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

- 1. **Promotional Billboards** – these can be used for promoting and providing directional information for the area and specific attractions. They are aimed at encouraging visitors to stop and stay longer.
- 2. **Shire Entry Statements** – these are also referred to as gateway signs. They create a sense of arrival to a region, Shire 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 Shire council brand.
- 4. **Visitor Information Boards (VIBs)** – provide information that helps with wayfinding and orientation (e.g. contain maps of the area), attractions and features, visitor information services, and services, facilities and amenities available in the area.
- 5. **Temporary/Event** – these signs are used to highlight events and activities but are not permanent signs.
- 6. **Interpretive Panels** – these signs provide information about attractions, historic sites, lookouts, etc. and can be arranged single signs or groups of signs.



Examples of existing tourism signage in SBO

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.2 PROMOTIONAL BILLBOARDS

PROMOTIONAL BILLBOARDS

Currently there is very little that could be described as a promotional billboard in SBO. On the main route through the shire there is a new "Welcome to Marradong Country" billboard (southbound) north of Bannister, just south of the Riverside Roadhouse is another small billboard (southbound) which was last used to promote the launch of Marradong Country. Lastly at the Albany Hwy/Boddington-Marradong Rd intersection is the large Boddington entry statement. During the community consultation there was a positive response to developing promotional billboards. The community does not want an excessive number of signs and supports careful selection of locations, especially if large billboard type signs are used. Main Roads WA does not approve of these types of signs in the road reserve on Albany Hwy and locations will need to be negotiated with private landowners.

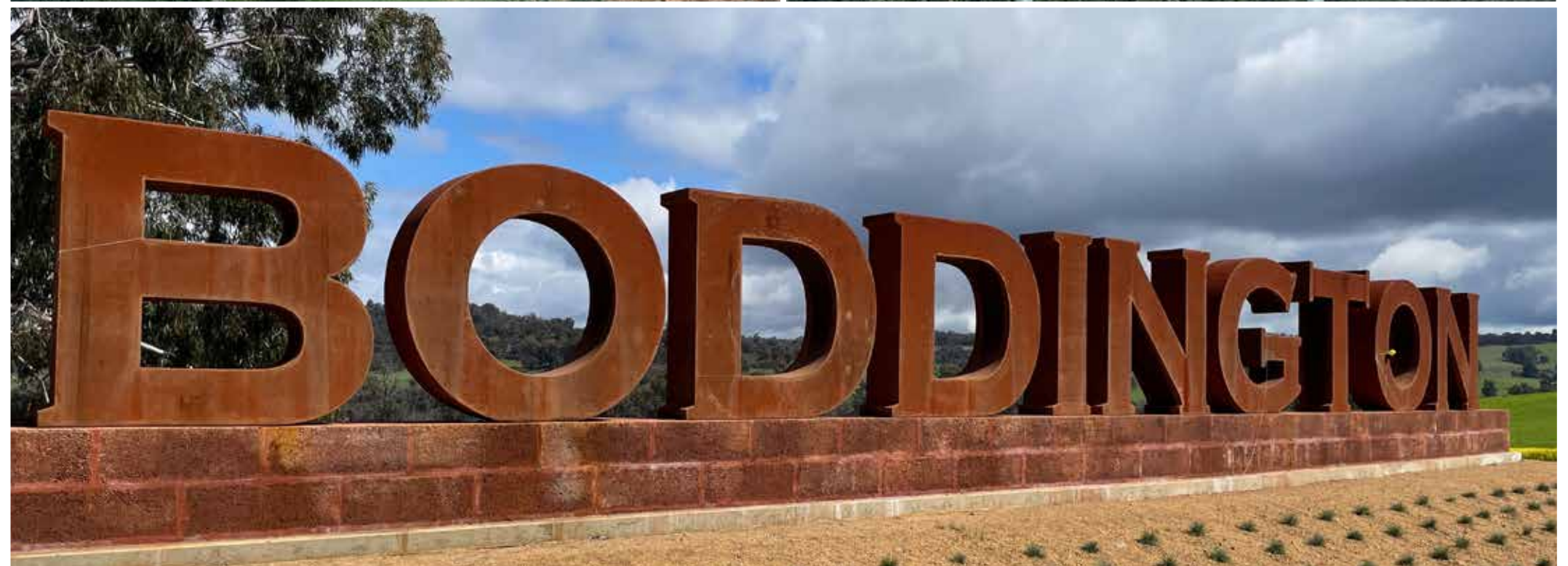
Marradong Country Entry Statements - "Welcome to Marradong country" entry statement are positioned north of Bannister and south of Williams. Although there is some concern about the Marradong brands recognition, having large signs like these in the road reserve are rarely given and should be seen as an asset and development of the Marradong Country brand be expanded to develop better brand recognition.

Marradong Country billboard - Located just south of Riverside Roadhouse is a small billboard that was used as part of the launch of the Marradong Country initiative. This billboard now is so faded it is barely legible. This billboard is in an ideal location positioned 1.5kms north of the Albany Hwy/Boddington-Marradong Rd intersection. The actual billboard is small and ideally should be replaced with a larger Australian standard billboard structure (see examples page 42). As this is an existing structure it can probably be replaced without consulting MRWA.

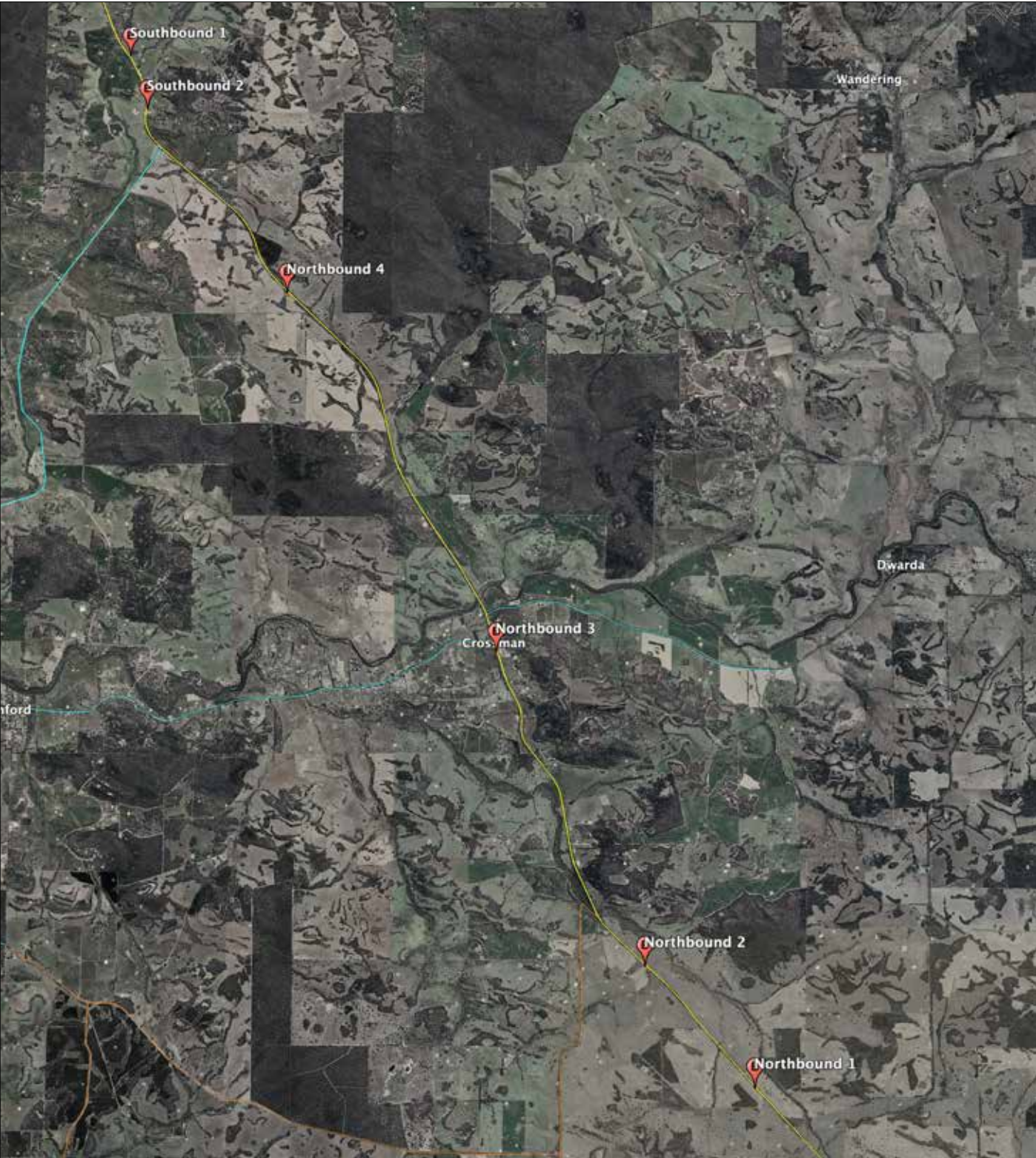
Boddington LGA Entry Statement - While not a promotional billboard this entry statement at the Albany Hwy/Boddington-Marradong Rd intersection is impossible to miss. Currently lighting is being planned for the site which will greatly enhance the structure.

Recommendation

- Replace billboard at southern end of Riverside Roadhouse.
- SBO to investigate potential locations to install promotional billboards along Albany Hwy to promote SBO tourism.



4.2 POTENTIAL PROMOTIONAL BILLBOARD LOCATIONS



Potential promotional billboard locations

BILLBOARD LOCATIONS

Finding suitable locations for promotional billboards on Albany Hwy are dictated by a number of restrictions as follows;

- Wide road reserve - As Albany Hwy is major Western Australian Hwy Main Roads have imposed a very wide road reserve for potential changes and highway improvements, this means that any promotional billboard will be located some distance from the roadway. This will result in the requirement for large billboards.
- Vegetation - nearly 90% of the Albany Highway road reserve is lined with trees and native scrub thus limiting the number of potential locations. This especially the case at the northern end of Albany Hwy
- Private property - Main Roads WA does not approve of these types of signs in the road reserve therefore locations will need to be negotiated with private landowners.

Potential Billboard Locations on Albany Hwy			
Billboard No.	Location	Clear viewing distance	Description
Southbound 1	2.0kms north of Boddington-Marradong Rd intersection	250m @ 110kph	Good location with long viewing distance. Location is raised above the road bed.
Southbound 2	900m north of Boddington-Marradong Rd intersection	150m @ 110kph	Good location less than 1km from the intersection at exit of a sweeping bend.
Northbound 1	10.0kms south of Crossman Rd intersection	250m @ 110kph	Good location with long viewing distance. This is probably the best northbound location and is situated just inside the Shire boundary.
Northbound 2	7.0kms south of Crossman Rd intersection	170m @ 110kph	Some obstruction from trees
Northbound 3	200m south of Crossman Rd intersection	150m @ 110kph	Located within the Crossman visitor Information Bay. Site only has limited potential.
Northbound 4	4.0kms north of Boddington-Marradong Rd intersection	240m @ 110kph	Located on a downhill stretch of the highway some limitations with this location. This is the only northbound location between Crossman Rd and Boddington-Marradong Rd.

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.2 POTENTIAL PROMOTIONAL BILLBOARD LOCATIONS



Southbound location 1 - Good location elevated above the roadway with 250m viewing



Southbound location 2 - Another good location less than 1km from the Boddington-Marradong Rd intersection



Northbound location 1 - Good location elevated above the roadway just inside SBO southern boundary



Northbound location 2 - limited viewing, some obstruction from trees



Northbound location 3 - Only zoom from Crossman Rd intersection. Only worth doing if VIB is refurbished



Northbound location 4 - The only location northbound south of Boddington-Marradong Rd intersection



SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.2 PROMOTIONAL BILLBOARDS

Principles & Guidelines

Placement of billboards should be based on the following criteria;

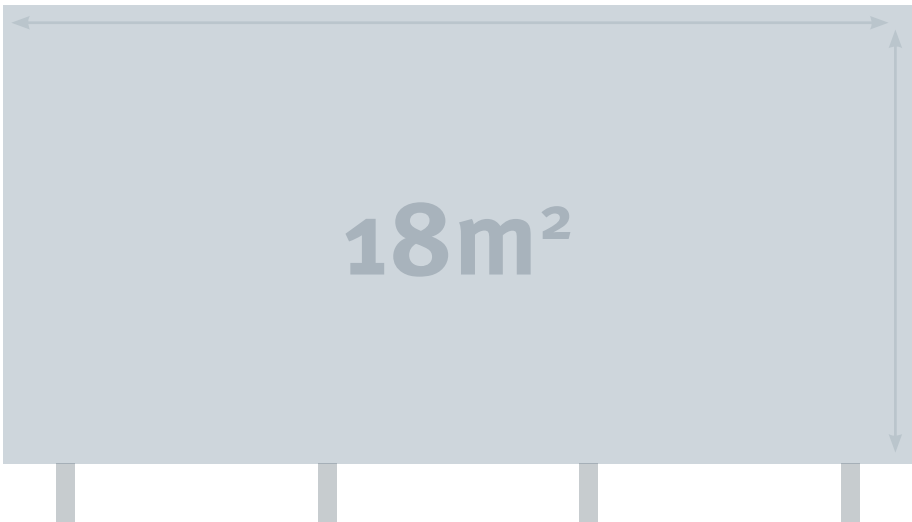
- 1. **Purpose** - These billboards would be used only for the purpose of promoting SBO and its tourism experiences. They should not be used to promote specific businesses or towns.
- 2. **Location** - Billboards should be placed where they don't deter from the enjoyment of the natural environment, they 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 SBO owned property
- 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 SBO to promote a destination is through large professionally shot images of the destination with simple messages or directions such as "Hotham Park

- Adventure Playground 12kms". It is important that the billboard does not distract drivers.
- 5. **Materials/Size** - Promotional billboards should follow standard Australian sizes, this will allow the SBO 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.

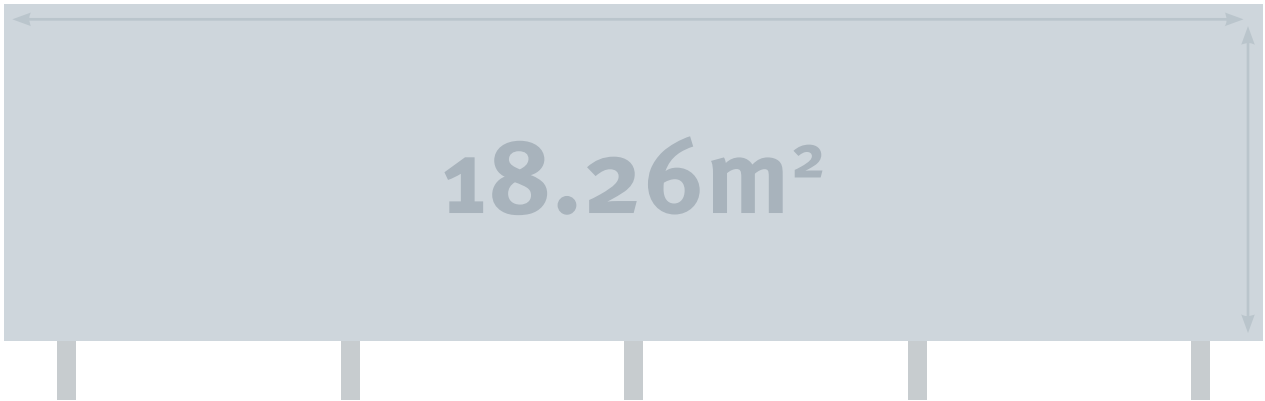


EXAMPLE - Super 8 Promotional Billboard

Super 6's
6m x 3m



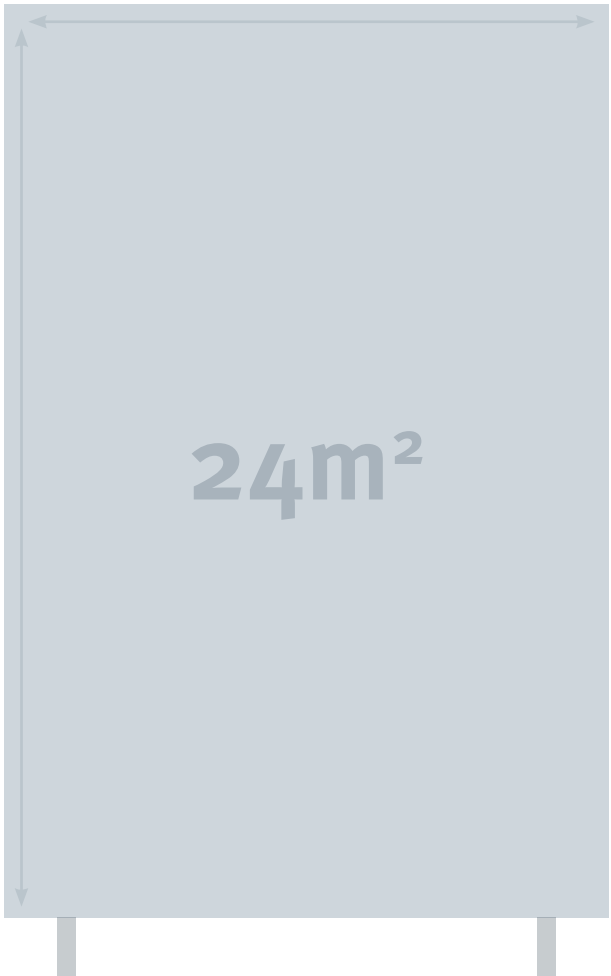
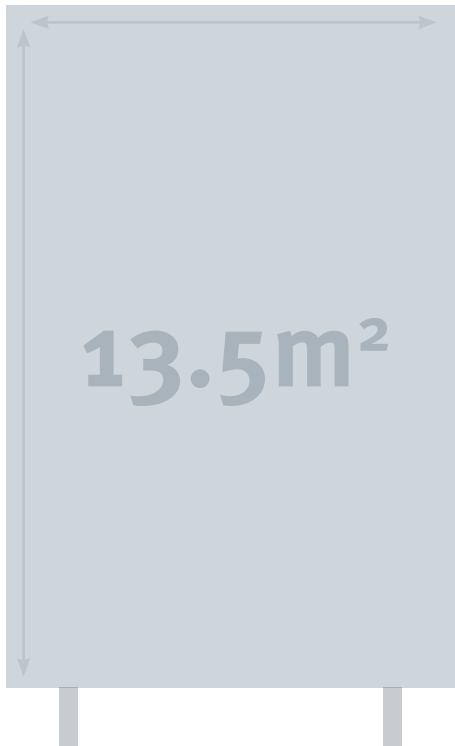
Australian Standard Billboard sizes.



Super 8's
8.3m x 2.2m

Portrait 2
4m x 6m

Portrait 1
3m x 4.5m



SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.3 SBO LGA BOUNDARY ENTRY SIGNS

SBO SHIRE BOUNDARY ENTRY SIGNS

The Shire of Boddington has more boundary entry signs than we have ever encountered anywhere in Australia. These signs include the SBO boundary signs, Tourism WA Welcome to Peel Region signs, Peel Development Commission Entry Blade signs, Peel Wine Region signs and Welcome to Marradong Country. As well as these various boundary signs there is also the large Boddington Entry Statement at the Albany Hwy/Boddington-Marradong Rd Intersection.

SBO entry signs - These signs were all commissioned as part of the Marradong Country branding developed by the now defunded Hotham Williams Economic Development Alliance. These signs are located at the north and south shire entry points on Albany Hwy, Crossman Dwarda Rd, Quindanning-Darkan Rd and the southern entry point of the Pinjarra-Williams Rd. Not sure why but there is no sign at the western boundary on the Pinjarra-Williams Rd? Generally these signs are in fairly good condition though they all require cleaning.

Tourism WA "Welcome Peel Region" sign - We only sighted one of these signs just north of Quindanning on the Pinjarra-Williams Rd. We believe these signs are now redundant having been replaced by PDC Entry blade signs. This sign should probably be removed.

Welcome to the Peel Region blade signs - These signs are located at all shire entry points except at Crossman-Dwarda Rd and Quindanning-Darkan Rd minor entry points. The blade sign north of Quindanning has de-laminated and should be replaced. All other signs require cleaning.

Peel Wine Region - This sign is located on Albany Hwy just south of the intersection with South Crossman Rd. The Peel wine region consists of only six active wineries spread out between Byford, Wandering and Mandurah. These sign have only been installed in the last 18 months.

Welcome to Marradong Country - As already noted these signs are located at SBO's northern boundary and at the Shire of Williams southern boundary.

Recommendation

- Clean all Shire entry signs.
- Replace Quindanning Peel blade sign.
- Remove old Tourism WA "Welcome Peel Region" sign.



SBO shire entry signs, these were upgraded as part of the Marradong Country project with both Williams and the Shire of Wandering receiving similar signs



Pinjarra-Williams Rd - Old Tourism WA Peel Region sign



Multiple blade signs - Welcome to the Peel Region followed by Welcome to the Shire of Boddington, Albany Hwy



Damaged blade sign north of Quindanning



Other entry statements - Peel Wine Region and Marradong Country

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.4 SBO TOWN ENTRY STATEMENTS



Boddington Black Cockatoo Entry Statement western side of Boddington. No corresponding entry statements at the northern or eastern town entry points



Old Ranford entry sign



Old WA Super town sign on western side of Boddington, this sign should be removed

SBO TOWN ENTRY STATEMENTS

SBO town entry statements can be best described as mixed. There's no consistency of style or application. Boddington has a large entry statement on the western side of the town on Boddington-Marradong Rd featuring a flight of Black Cockatoos but there is no corresponding entry statements on the northern approach (Boddington-Marradong Rd) or the eastern approach (Crossman Rd). There is also an old WA SuperTown entry statement on the western approach. This sign is redundant and should be removed.

The only other town entry statements in SBO is at the village of Ranford. These old black on yellow metal sign resemble roadway caution signs and are well past their use by date.

Principals and guidelines

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

Recommendation

- Develop entry statements for north side (Boddington-Maradong Rd) and east side (Crossman Rd) approaches to Boddington.
- Remove old SuperTown entry statement west side approach to Boddington.
- Develop and install entry statements for Ranford and Quindanning.

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.5 SBO VISITOR INFORMATION BAYS

SBO VISITOR INFORMATION BAYS

SBO has three visitor information bays (VIB's) in the following location and one potential VIB;

1. Albany Hwy (south of Crossman Rd intersection).
2. Albany Hwy (north of Crossman Rd intersection).
3. Albany Hwy (new Crossman Rest Area).
4. Bannister Rd (Northern end of Boddington).

Visitor Information Bay signage overview

SBO has three existing visitor information bays with two located on Albany Hwy and one on the northern end of Bannister Rd in Boddington.

Albany Hwy 1 (northbound south of Crossman Rd intersection) - The southern most information bay on Albany Hwy is roughly 200m south of the Albany Hwy/ Crossman Rd intersection. The information bay has ample parking, a picnic table and a tourist information shelter. Unfortunately any tourist information that was once here has been removed and only the framework remains. The location is signed north and south with advance warning and positional signs. The northbound advance warning sign still displays the information "i" symbol although information is no longer displayed.

Albany Hwy 2 (northbound north of Crossman Rd intersection) - The information bay sits within what was the Crossman Roadhouse. Currently the site is being used as a site office for the nearby bridge construction project. The VIB structure at this site looks to be the same vintage as Albany Hwy 1. All signage for this facility has been removed.

Albany Hwy 3 (southbound south of Crossman Dwarda Rd intersection) - This is a newly completed large rest area. The site has ample parking, picnic tables and rubbish bins (but no toilet facilities). Currently this site is only signed with the parking "P" sign, it should be signed as a Rest Area. This site is an ideal location to install a large scale Marradong Country visitor information bay that could be used to promote and build the Marradong Country brand and the three LGA's involved.



Boddington Visitor Information Bay on Bannister Rd



Old visitor information bay at former Crossman Roadhouse site



Albany Hwy Crossman Visitor information south of Albany Hwy/Crossman Rd intersection. Northbound advance warning sign still has the information "i" symbol.



The new Crossman Rest Area

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.5 SOC VISITOR INFORMATION BAYS

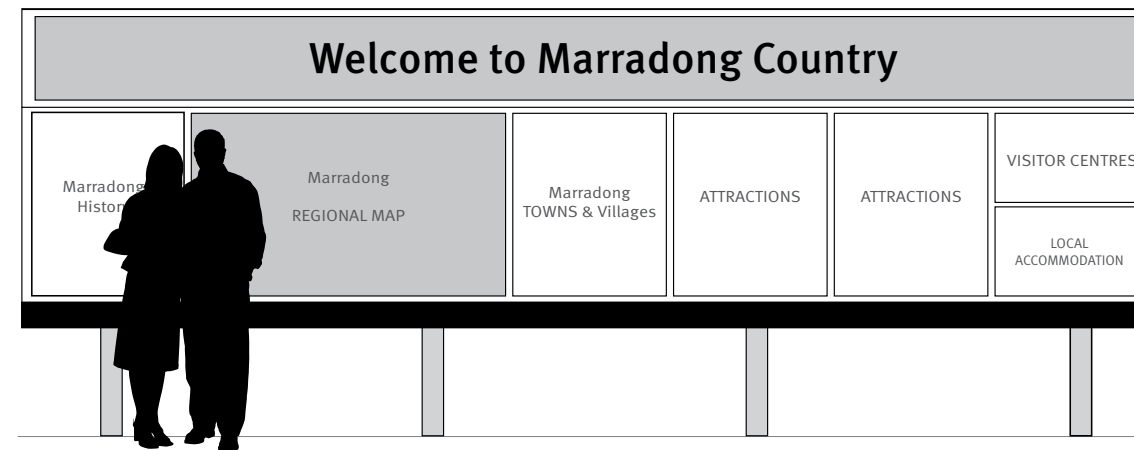
Boddington Visitor Information Bay

This is the only visitor information bay in the SBO which actually has visitor information. This location should also promote the Visitor Information Available at the Hotham Park Visitor Information Centre.

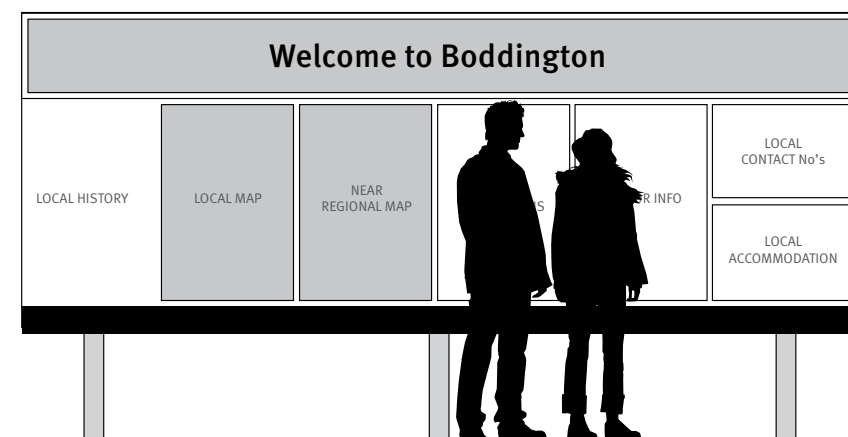
1. Location - This VIB is well situated at the northern Boddington-Marradong Rd entrance into Boddington. Whilst the structure is in good condition there is no advance warning or positional signs for this facility (see signage plan example this page).
2. Content - The content is generally well laid out but has become dated as this information panel predates the development of Hotham Park. It is time for the information panel to be replaced
3. Mapping - As with the rest of the content the map is well designed, it has a large "You Are Here" marker for orientation. The map has become outdated and some information is missing such as the availability of the RV Dump Point on Johnstone St. The map also uses non-Australian standard services symbols
4. Structure - The structure is well maintained with all information presented at the correct height (between head and high level)

Recommendation

- Develop a standardised set of visitor information panels that can be applied in a tiered system as per the examples this page.
- Install Advance warning and positional signs for all VIB locations
- Redevelop the Albany Hwy 1 VIB location. This is the only northbound location and is south of both Crossman and Boddington-Marradong Rd.
- Remove the Albany Hwy 2 VIB structure. This structure could be relocated to Quindanning.
- Develop a large regional Marradong Country Visitor Information Bay for the new (Albany Hwy 3) south bound rest area.
- Replace the Boddington Visitor Information Bay panels.
- Install a tier 3 VIB structure at Quindanning.

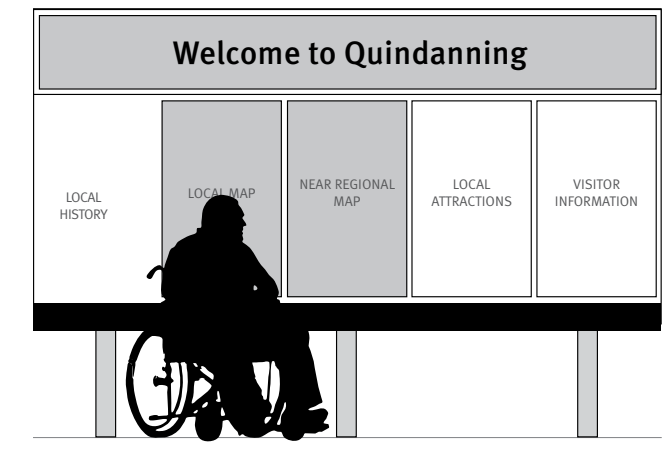


Example 1 - Main entry points (e.g. Crossman Rest Area) Visitor Information Boards 6.0m X 1.5m

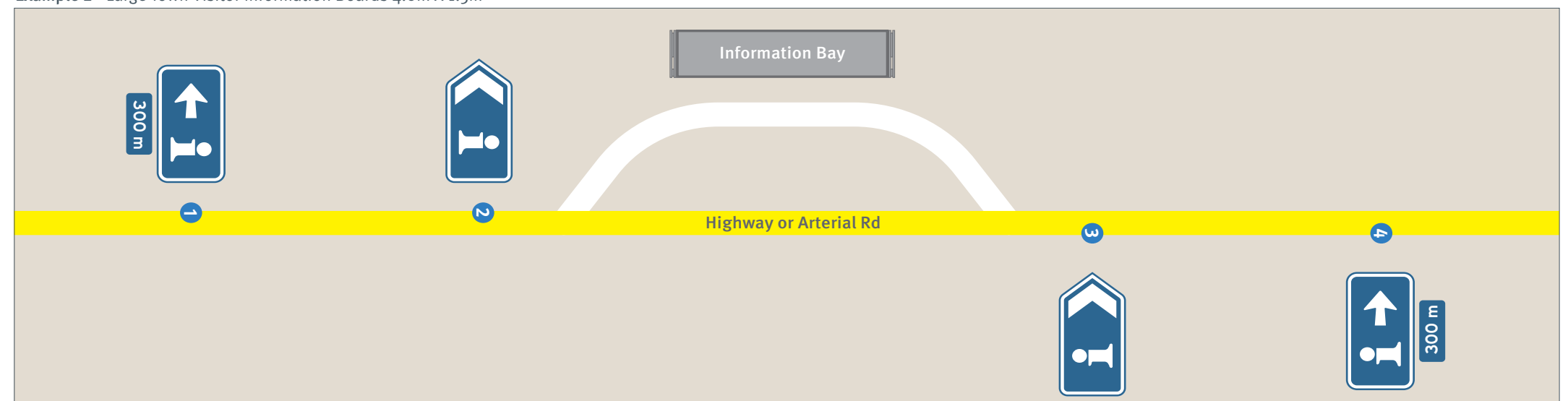


Example 2 - Large Town Visitor Information Boards 4.0m X 1.5m

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 SBO Tourism Brand.



Example 3 - Small Town Visitor Information Boards 3.0m X 1.5m



Example – Correct signage for directions to roadside Visitor Information Bays

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.5 SBO VISITOR INFORMATION BAYS

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 SBO.

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

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 SBO.

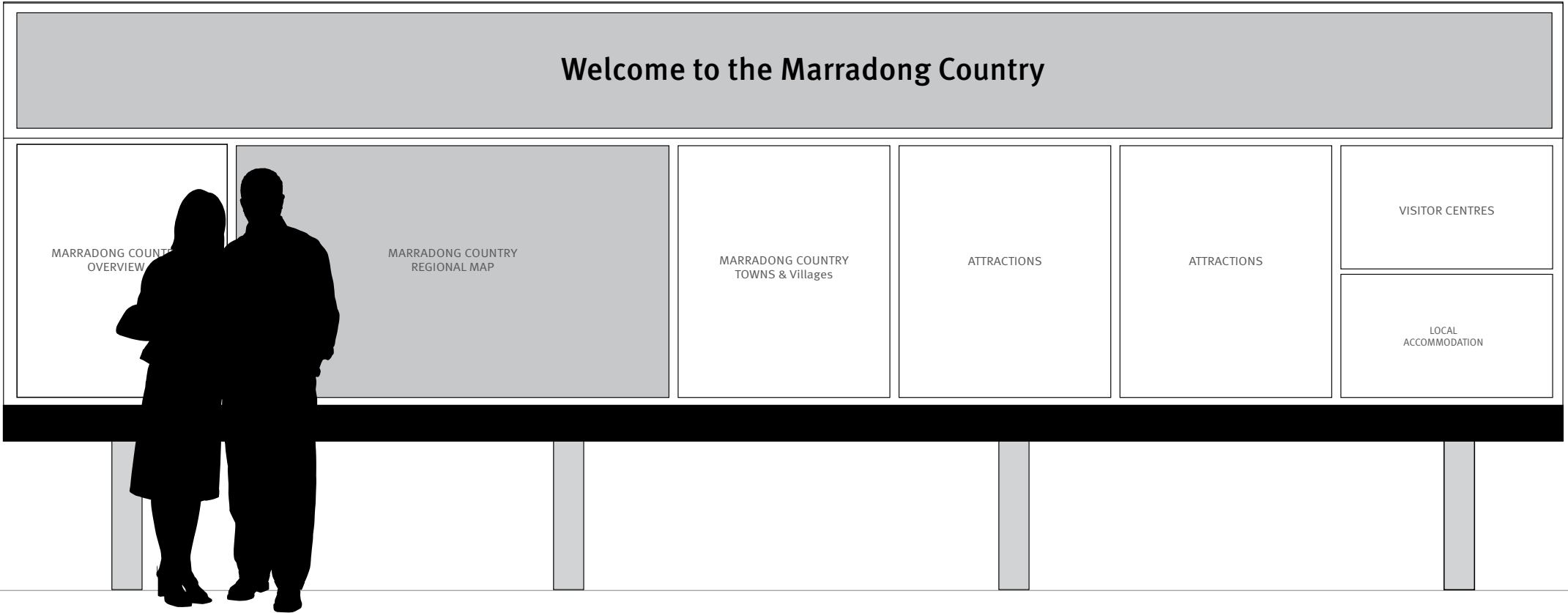
Content – The key requirements for a Visitor Information Board can be broken down into three basic categories:

- 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 SBO 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 Boards.



Gateway Visitor Information (e.g.at new Crossman Rest Area) 6.0m X 1.5m

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.6 SBO VISITOR INFORMATION CENTRE

SBO VISITOR INFORMATION CENTRE

SBO has a small unaccredited visitor centre at Hotham Park. The centre is located in the same building as the café and the library but unless you know where to look it is to miss.

Directions to this centre is signed from Albany Hwy with the visitor information white "i" symbol present on the Boddington Scenic Drive brown trailhead sign on Boddington-Marradong Rd. From this location there is no further signage until visitors reach the Bannister Rd/Wuraming Ave intersection where there is a double sided white "i" symbol. This location also has white on blue text signs advising of directions to the library and cafe. One must assume that SBO expects visitors know that the visitor Information centre is located in the same building as there is no further signage directing visitors from this location.

At the Wuraming Ave/Johnston St intersection adjacent the library, cafe and information centre there is positional signs directing visitors to the Library and cafe but no signage for the visitor information centre.

Recommendation

- Advise of Visitor Centre existence at Boddington visitor information Bay.
- Install new signage at Bannister Rd/Wuraming Ave intersection (refer to signage example page 19 and signage plan page 36).
- Install new positional signs adjacent to Hotham Park main entrance (Wuraming Ave/Johnstone St intersection).



SUGGESTED - Signage structure for Wuraming Ave/Johnstone Ave intersection



Scenic drive sign white "i" symbol advises of visitor information available at Boddington



White "i" symbol at Bannister Rd/Wuraming Ave intersection



No white "i" symbol at Wuraming Ave/Johnstone St intersection opposite Centre main entrance



No white "i" symbol here ...



... or here



Visitor information rack needs refilling

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.7 BODDINGTON MAJOR EVENT PROMOTIONS

BODDINGTON MAJOR EVENT PROMOTIONS
STREET BANNERS

Boddington has banners positioned along its main thoroughfare Bannister St. In total there are seven banner attached to light poles. These are used to promote major community events in Boddington and surrounds.

Whilst the banner poles are attractive they require manpower and equipment to change them every time there is an event on. This requires a ute, a towed cherry picker (hired) and at least two people to do the change out.

Another issue is that the banners get damaged in windy conditions, resulting in a limited lifespan for something that should be lasting for multiple years.

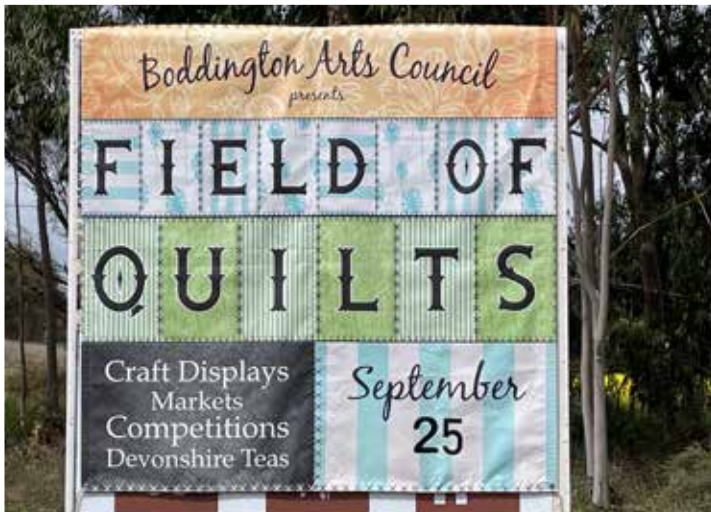
Boddington major event promotion banners are also displayed on Albany Hwy. These are located at the Boddington-Marradong Rd and Crossman Rd intersections. These temporary event banners are displayed covering over Boddington services signs.

Recommendations

- A. Leave the Boddington banner poles as is because the cost to change over the banners is justified because of the size of the events that use the banner poles; OR
 - B. Investigate some alternative products that would have great visual effect but be less labour intensive when it comes to change out. The two systems we would recommend are the internal halyard flag pole and the internal halyard rota-arm flag pole. These flag systems have a number of advantages;
1. Easy to change out - one person can do a set of flags quickly by themselves without the requirement of any special equipment.
 2. The modern design of these pole enhance the visual effectiveness of event being promoted.
 3. The internal halyard system prevents theft. Each flag pole has an anti-tamper key that allows access to the internal halyard system.
 4. Because flags always hang into the wind they are less likely to be flogged out in strong winds.
 5. Much bigger banner flags can be flown for greater effect.



Field of Quilts banner displayed over Boddington Rodeo promotion



Field of Quilts banner displayed over Boddington services & attractions at Albany Hwy/Boddington-Marradong Rd



Field of Quilts banner displayed over Boddington services & attractions at Albany Hwy/Crossman Rd Visitor Information Bay

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.7 BODDINGTON MAJOR EVENT PROMOTIONS

6. The rota-head system works the same way as the traditional banner flag but with the rota-arm it always keeping the flag flying erect even when the wind isn't blowing. Here is a link to a video - <https://www.youtube.com/watch?v=aOhVlCeZVxo>
7. Whilst we recommend these systems SBO will need to do a cost benefit analysis to decide whether it is better to stick with what SBO already has or will the council be better off with one of these new systems. Flags generally work best when grouped in clusters.
- OR:
- C. The third system recommended is the 'Bannerconda'. The Bannerconda is a street-pole banner raise-and-display system which enables banner change-over by one person at ground level. There is no need to use an elevated work platform. The aluminium conduit is fixed to the exterior of a pole (e.g. street light pole), wall or pylon, and carries within it the concealed halyard, and weights. The Bannerconda can be metal-strapped to a smooth pole, Tek screwed to timber, Dyna-bolted to masonry, and powder coated to match a streetscape colour scheme. Here is a link to the Bannerconda website: <https://bannerconda.com/>

ADDITIONAL BANNER/FLAG LOCATIONS

- Extend banners full length of Bannister Rd.
- Hotham River Bridge.
- Wuraming Ave adjacent Hotham Park.



Free standing flag poles with internal halyard system



Rota-arm flag poles with internal halyard system



Bannerconda system - can be fitted to existing pole structures

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.8 BODDINGTON COMMUNITY EVENT PROMOTIONS

BODDINGTON COMMUNITY EVENT PROMOTIONS

As part of this strategy we have also looked at better ways for community groups to advertise their events and yet work within the framework to be developed by SBO. Currently There are no recognised temporary banner signage locations with SBO.

Recommendations

Our recommendation is to develop a series of community event signage locations around Boddington and the shire. These should be clearly branded as property of SBO with the SBO logo clearly displayed and contact details for booking a banner site.

These signs may also require development consent, and may have permissibility issues particularly if in heritage conservation areas.

Principals and guidelines

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

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



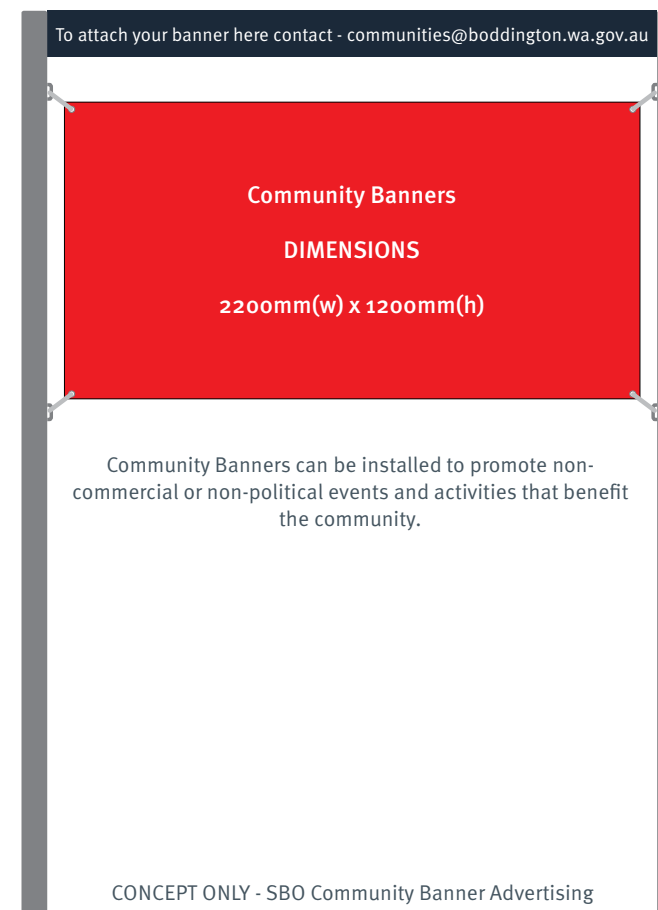
EXAMPLE - City of Cockburn - Community sign at the suburb of Hammond Park. Community banners attach underneath.



Boddington northern approach on Bannister/Crossman Rd intersection



Boddington western approach on Boddington-Marradong Rd



CONCEPT ONLY - SBO Community Banner Advertising



Quindanning northern approach on Pinjarra-Williams Rd



Quindanning southern approach on Pinjarra-Williams Rd



Remove ineffectual sign (past decision making point) and replace with a community event banner structure



Ranford eastern approach on Crossman Rd

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.9 SBO INTERPRETIVE SIGNAGE

SBO 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.

All of SBO's external interpretation is old and in need of replacement. Unusually all of the interpretive panels were produced on marine ply rather than sheet metal or ACM (Aluminium Composite Material). The panels pre-date SBO's rebrand. SBO has many interesting stories to tell and as well as replacing all old signage the interpretation should be expanded.

SBO also has an interpretive centre at Hotham Park. This professionally curated centre tells the story of Boddingtons development. Unfortunately both times we visited the lights and audio visual material was all turned off giving one the impression that the centre wasn't open.

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 SBO 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.

Recommendations

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

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



Boddington Hotham Park Interpretive Centre - all turned off



Boddington Hotham Park Interpretive Centre - Interpretive panel



Old marine ply interpretive signs



Hotham Way Tourist Route interper - this route is no longer supported



St Alban Church interpretive sign



Marine ply is a poor choice of material for this type of signage.



SECTION 5 - IMPLEMENTING THE STRATEGY

SECTION 5. IMPLEMENTING THE STRATEGY

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

Some of the actions and recommendations require a significant commitment of resources, will require time to

plan and consult with the community. But, there are some actions that could result in substantial improvements and address the issues raised in the community consultations that the SBO could implement in the near future to begin to progress this Strategy. Quick wins are identified in the implementation table.

Actions/Recommendations		Priority	Indicative timeframe to start	Indicative costs	Quick Win	
Section 2						
2.3	Recommendation 1	Signage policy, signage guidelines: <ul style="list-style-type: none">SBO to develop a Shire signage policy, signage guidelines and an application process.SBO to review all Shire signage to bring them into alignment with this strategy.Conduct regular audits of tourist, services and community signs against the Shire’s signage Policy (to be developed) and progressively remove signage that is not compliant.	High	Immediate	N/A	No
Section 3						
3.1	Recommendation 2	Green Directional Signage <ul style="list-style-type: none">Review intersections with large sign clusters and consolidate signage structure where required.Conduct an annual asset review of all SBO controlled road signage.Replace damaged and faded signs when required.	High	Ongoing	\$2,000 pa	No
3.1	Recommendation 3	Brown tourist signs <ul style="list-style-type: none">Review all brown tourist signs annually, Replace damaged and faded signs, Cut back trees and scrub regularly.	High	Ongoing	As above	No
3.2	Recommendation 4	Blue services signs <ul style="list-style-type: none">SBO to develop clear guidelines for eligibility, application, approval and installation of blue services and community signs.SBO to develop clear guidelines for eligibility, application, approval and installation of blue fingerboard signs for private businesses.Shire to do an annual audit of all facility signs to determine what stays and what goes.The production and installation of signs should adhere to Shire policy and not left to the applicant to control production.	High	Ongoing	N/A	No

SECTION 5. IMPLEMENTING THE STRATEGY

Actions/Recommendations		Priority	Indicative timeframe to start	Indicative costs	Quick Win
3.3 Recommendation 5	Tourist Drives				
	<ul style="list-style-type: none">Boddington Scenic Drive - Form a steering committee of Council, tourism and business operators to work with Main Roads WA to work through the application process for the existing scenic drive to become a State Tourist Drive.Boddington Scenic Drive - Develop a name, brand and theme for the tourist drive.Boddington Scenic Drive - Develop branded marketing material including a map and tourist drive attractions brochure.Boddington Scenic Drive - Develop an on-line presence for the tourist drive starting with the Shire of Boddington website.Boddington Scenic Drive - List the tourist drive on WA Tourism websites and on the Trails WA platform.Boddington Scenic Drive - Expand interpretive to tell the story of regional first nations people and pioneers alike and the associated Marradong Country, regional farming and mining.	Medium	24 Months	\$50,000	No
	<ul style="list-style-type: none">Capt Fawcett 4WD Trail - Install directional signage from Quindanning to Capt Fawcett Trailhead.Capt Fawcett 4WD Trail - Install Trailhead signage at southern trailhead.	High	12 Months	\$10,000	Yes
	<ul style="list-style-type: none">Hotham Way Tourist Route - No longer supported, remove all signage associated with this trail.	High	Immediate	N/A	Yes
3.4 Recommendation 6	SBO Tourist attractions				
	<ul style="list-style-type: none">Hotham Park - Improve signage at Bannister Rd/Wuraming Ave intersection (see example page 19 and signage scheme on page 35).Hotham Park - Rationalise park regulatory signage.Hotham Park - List Hotham Park properly as an attraction on the SBO website.	High	Immediate	\$10,000	Yes
	<ul style="list-style-type: none">Ranford Pool - Install an additional brown fingerboard panel should be incorporated with "Ranford Pool Walk Trail and the white on brown hiking symbol.Ranford Pool - Rationalise regulatory signage. Install one sign with all regulatory and warning symbols at the car park entrance.Ranford Pool - Expand Ranford Pool interpretation.	High	12 Months	\$6,000	Yes
	<ul style="list-style-type: none">Hotham River Walk Trail - Replace Hotham River Walk Trail Trailhead sign. Install trail markers at all key decision making points.	High	12 Months	\$5,000	Yes
	<ul style="list-style-type: none">Boddington/Tullis Bridge Rail trail - Install fingerboard directional signage from Bannister Rd/Pollard Rd intersection and Pollard/Hakea Rd intersection to the trailhead.Boddington/Tullis Bridge Rail trail - Install a trailhead sign at the Hakea Rd and Tullis Bridge trailheads.Boddington/Tullis Bridge Rail trail - Install trail distance markers along the trail.	Medium	24 Months	\$15,000	No
	<ul style="list-style-type: none">Tullis Walk trail - Install directional signage at the Pinjarra-Williams/Ashcroft Rd intersection and the Ashcroft/Morts Rd intersection to the Tullis Bridge site.Tullis Walk trail - Install a standardised trailhead sign at the Tullis Walk Trail trailhead.	High	12 Months	\$5,000	Yes
	<ul style="list-style-type: none">Dilyan's Grave - Install larger double sided brown positional sign with indigenous attraction symbol on Boddington- Marradong Rd.Dilyan's Grave - Expand interpretation at grave site.	Medium	24 Months	\$15,000	No
	<ul style="list-style-type: none">St Albans Church and Marradong Cemetery - Replace existing directional signage, interpretive signage in front of the church, expand interpretation at grave yard.	Medium	24 Months	\$15,000	No

SECTION 5. IMPLEMENTING THE STRATEGY

		Actions/Recommendations	Priority	Indicative timeframe to start	Indicative costs	Quick Win
3.5	Recommendation 7	SBO Parks & Reserves <ul style="list-style-type: none">Consistently sign all parks and reserves with the same style of signs.Remove old redundant signage, replace all faded and damaged signage.Install directional signs from arterial roads to the more remote reserves.	Medium	24 months	\$20,000	No
3.6	Recommendation 8	SBO Caravan/camping signs <ul style="list-style-type: none">To install northbound blue services advance warning sign south of the Albany Hwy/Boddington-Marradong Rd intersection.Install full signage plan for Boddington Caravan Park and Boddington self contained RV camping (part of 3.8 Recommendation 10).Install advance warning signs and positional signs for Armoine Nature Based Park on Albany Hwy (at owners expense).Install new directional signage to Boddington's RV Dump Point.	Medium	24 months	\$12,000	No
3.7	Recommendation 9	SBO Accomodation signs <ul style="list-style-type: none">SBO to develop a policy for correctly signing this type of business.Audit all businesses of this type to ensure they fit within the MRWA Roads guidelines and sign accordingly. Remove redundant signs.	High	Immediate	N/A	No
3.8	Recommendation 10	Boddington town services signage: <ul style="list-style-type: none">Remove all existing town service signage and install new signage system. Remove all redundant signage.	High	12 months	\$40,000	Yes
Section 4						
4.2	Recommendation 11	Promotional billboards: <ul style="list-style-type: none">Replace billboard at southern end of Riverside Roadhouse.SBO to investigate potential locations to install promotional billboards along Albany Hwy to promote SBO tourism (x 2 units).	Medium	24 months	\$80,000	No
4.3	Recommendation 12	SBO LGA Boundary Entry Statements: <ul style="list-style-type: none">Clean all Shire entry signs.Replace Quindanning Peel blade sign.Remove old Tourism WA "Welcome Peel Region" sign.	High	Immediate	\$10,000	Yes
4.4	Recommendation 13	SBO Town Entry Statements: <ul style="list-style-type: none">Develop entry statements for north side (Boddington-Maradong Rd) and east side (Crossman Rd) approaches to Boddington.Remove old SuperTown entry statement west side approach to Boddington.Develop and install entry statements for Ranford and Quindanning.	Low	36 months	\$100,000	No

SECTION 5. IMPLEMENTING THE STRATEGY

Actions/Recommendations		Priority	Indicative timeframe to start	Indicative costs	Quick Win
4.5 Recommendation 14	SOC Visitor information bays: <ul style="list-style-type: none">Develop a standardised set of visitor information panels that can be applied in a tiered system.Install Advance warning and positional signs for all VIB locationsRedevelop the Albany Hwy 1 VIB location. (northbound, south of Crossman Rd).Remove the Albany Hwy 2 VIB structure. This structure could be relocated to Quindanning.Replace the Boddington Visitor Information Bay panels.Install a tier 3 VIB structure at Quindanning.	High	12 months	\$100,000	No
	<ul style="list-style-type: none">Develop a large regional Marradong Country Visitor Information Bay for the new (Albany Hwy 3) southbound rest area.	Medium	24 months	\$70,000	No
4.6 Recommendation 15	SOC Visitor Information Centre: <ul style="list-style-type: none">Advise of Visitor Centre existence at Boddington visitor information Bay.Install new signage at Bannister Rd/Wuraming Ave intersection (refer to signage example page 19 and signage plan page 36) (part of 3.8 Recommendation 10).Install new positional signs adjacent to Hotham Park main entrance (Wuraming Ave/Johnstone St intersection).	High	12 months	\$5,000	Yes
4.7 Recommendation 16	Boddington Major Event Promotion: <ul style="list-style-type: none">Install major event promotion flag pole system on Bannister Rd.	Medium	24 months	\$100,000	No
4.8 Recommendation 17	Boddington Community Event Promotion <ul style="list-style-type: none">Install Community Banner frames.	Low	36 months	\$10,000	Yes
4.9 Recommendation 18	SBO Interpretive Signage: <ul style="list-style-type: none">Replace all existing interpretive signage throughout SBO.Develop indigenous interpretive signage.	High	12 months	\$30,000	Yes

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