



Shire of Esperance Tourism Signage Strategy



CONTENTS



Twilight Beach, Twilight Bay

SECTION 1. INTRODUCTION	4
1.1 PROJECT BACKGROUND	5
1.2 WHAT WILL THIS STRATEGY ACHIEVE?	6
SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE	7
2.1 THE PURPOSE OF TOURISM SIGNAGE	8
2.2 SIGNAGE POLICIES & GUIDELINES	10
2.3 WAYFINDING PRINCIPLES/GUIDELINES	15
2.4 SIGNAGE PLACEMENT	16
2.5 SIGNAGE CONSOLIDATION	17
SECTION 3. OBSERVATIONS & RECOMMENDATIONS	18
3.1 WHY DO A TOURISM SIGNAGE AUDIT?	19
3.2 ABOUT THE ESPERANCE REGION	20
3.3 SHIRE OF ESPERANCE DIRECTIONAL SIGNS	21
3.4 SHIRE OF ESPERANCE TOURIST DRIVES	24
3.5 SHIRE OF ESPERANCE TOURIST ATTRACTIONS	30
3.6 SHIRE OF ESPERANCE TOWN VISITOR SERVICES	39
3.7 SHIRE OF ESPERANCE ACCOMMODATION SIGNS	43
3.8 SHIRE OF ESPERANCE CARAVAN & CAMPING	44
3.9 RV DUMP POINTS	50
3.10 SHIRE OF ESPERANCE REST AREAS	51
3.11 SHIRE OF ESPERANCE PARKS & RESERVES	52
SECTION 4. THE DESTINATION SIGNAGE SYSTEM	53
4.1 DESTINATION BRANDING BACKGROUND	54
4.2 SHIRE OF ESPERANCE PROMOTIONAL BILLBOARDS	55
4.3 SHIRE OF ESPERANCE MAJOR EVENTS PROMOTION	57
4.4 SHIRE OF ESPERANCE LGA & TOWN ENTRY STATEMENTS	58
4.5 SHIRE OF ESPERANCE VISITOR INFORMATION BOARDS	59
4.6 SHIRE OF ESPERANCE VISITOR MAP DEVELOPMENT	62
4.7 SHIRE OF ESPERANCE VISITOR INFORMATION CENTRE	63
4.8 SHIRE OF ESPERANCE INTERPRETIVE SIGNAGE	64
SECTION 5. IMPLEMENTATION PLAN	65/68
SECTION 6. COMMUNITY CONSULTATION FEEDBACK	69/73

DEFINITION OF TERMS

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

LIST OF ACRONYMS

AS	Australian Standard
CBD	Central Business district
DBCA	Department of Biodiversity, Conservation & Attractions
Hwy	Highway
LGA	Local Government Area
MRWA	Main Roads WA
NTSRG	National Tourism Signing Reference Group
P&W	Parks & Wildlife
RV	Recreational Vehicle
SOE	Shire of Esperance
VIB	Visitor Information Bay
VIC	Visitor Information Centre



Banksia grandis, Coomalbidgup

SECTION 1. INTRODUCTION

SECTION 1. INTRODUCTION

1.1 PROJECT BACKGROUND



Table Island, Duke of Orleans Bay

Signage plays a critical role in delivering a cohesive tourism experience and in guiding visitors throughout the Esperance region, facilitating their retention and dispersal across various attractions

WHY DO THIS STRATEGY?

Developing a tourism signage strategy is essential for the Shire of Esperance (SOE) to maximise its potential as a key visitor destination while ensuring sustainable growth. The region’s natural beauty, outdoor recreation, and cultural attractions already draw visitors, but a strategic approach ensures tourism development aligns with community needs, economic goals, and environmental sustainability.

In 2021 Shire of Esperance commissioned the development of an [Esperance Tourism Strategy](#). This strategy (Strategic Priority 3. Infrastructure) highlighted the need to develop a comprehensive tourism signage strategy to address entry, directional and wayfinding signage across the Shire of Esperance

A well-planned tourism signage strategy helps:

- **Boost the Local Economy** – By attracting visitors, the strategy can support local businesses, create jobs, and increase spending in hospitality, retail, and tourism services.
- **Enhance Visitor Experience** – Improved signage, infrastructure, and marketing ensure visitors can easily navigate and engage with Esperance’s attractions.
- **Protect Natural & Cultural Assets** – Sustainable tourism planning helps preserve national parks, heritage sites, and local culture while managing visitor impact.
- **Strengthen Destination Branding** – A clear identity and targeted marketing will position Esperance as a desirable place to visit for Esperance's target visitors.
- **Encourage Investment & Funding** – A structured strategy can attract government and private sector investment in tourism infrastructure and initiatives.

By developing a tourism signage strategy, the Shire of Esperance can drive long-term economic benefits while maintaining the charm and character that make it a unique and desirable destination.

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 the Shire of Esperance .

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

SECTION 1. INTRODUCTION

1.2 WHAT WILL THIS STRATEGY ACHIEVE?

This Strategy will provide the framework for the Shire of Esperance to make decisions on the location and style of all future tourism and wayfinding signage in the Esperance region. The Strategy will contain clear guidelines and schematic drawings for developing a suite of distinctive and consistent wayfinding tourism signage that supports achievement of the Shire of Esperance's strategic tourism goals. It will give direction for choosing the right signage for the particular circumstance, for locating signs and for further development of signage policies and processes.

- The Strategy has a number of objectives which are to:
- 1. Improve how visitors are made aware of, and guided to, the diverse attractions and experiences across the Esperance region.
 - 2. Enhance the visitor experience and the amenity of the community.
 - 3. Enhance the image of the Esperance region as a tourism destination by encouraging consistent themes and innovate and distinctive signage across the region.
 - 4. Provide a framework for the Shire of Esperance to improve signage implementation within the city's jurisdiction.

HOW WAS THE STRATEGY CREATED?

Developing the Strategy involved a number of stages.

STAGE 01

PROJECT PLANNING & SET-UP

- 1. Confirm project timeline and deliverables.
- 2. Gather all background reports & documents.
- 3. Planning for visit to region.
- 4. Confirm area for scope of audit.
- 5. Update the project plan/timeline as needed.

STAGE 02

DESKTOP RESEARCH & ANALYSIS

- 1. Review all relevant documents including LGA signage policies and guidelines.
- 2. Review [Esperance Tourism Strategy](#)
- 3. Review the Shire of Esperance signage and branding guidelines.
- 4. Review regional attractions and facilities.
- 5. Create area maps and initial plans for the signage audit.
- 6. Set up Fulcrum signage auditing software.

STAGE 03

SITE VISIT AND SIGNAGE AUDIT

- 1. Finalise plans for site visit.
- 2. Visit the Esperance region to undertake the physical appraisal of the wayfinding, tourism and services signage,
- 3. Locate and assess existing directional signage from Shire of Esperance access points.
- 4. Map all circulation routes, key decision-making points and existing signs on Google Earth and Fulcrum.
- 5. Set up and distribute online questionnaire
- 6. Conduct Community Workshop
- 7. Identify any signage gaps and issues with the current signage (eg: poor condition, incorrect message), including location and message/information requirements.
- 8. Compile all of the information gathered into a summary report for the Shire of Esperance's project officer and council.

STAGE 04

DRAFT TOURISM SIGNAGE STRATEGY

- 1. Design draft signage strategy.
- 2. Present the draft signage strategy to the Shire of Esperance project team.
- 3. Based on feedback, the strategy will be further developed and refined.
- 4. The second draft will be presented to the Shire of Esperance project team.
- 5. Complete signage audit document with reference to each sign including a condition report, replacement signage, signage type and symbols required .

STAGE 05

WAYFINDING SIGNAGE STRATEGY & IMPLEMENTATION PLAN

- 1. Draft the final signage strategy.
- 2. Present the final signage strategy to the Shire of Esperance.
- 3. Seek input and feedback from stakeholders.
- 4. Finalise the strategy based on feedback and input from stakeholders.
- 5. Deliver final signage audit document.

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.1 THE PURPOSE OF TOURISM SIGNAGE

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

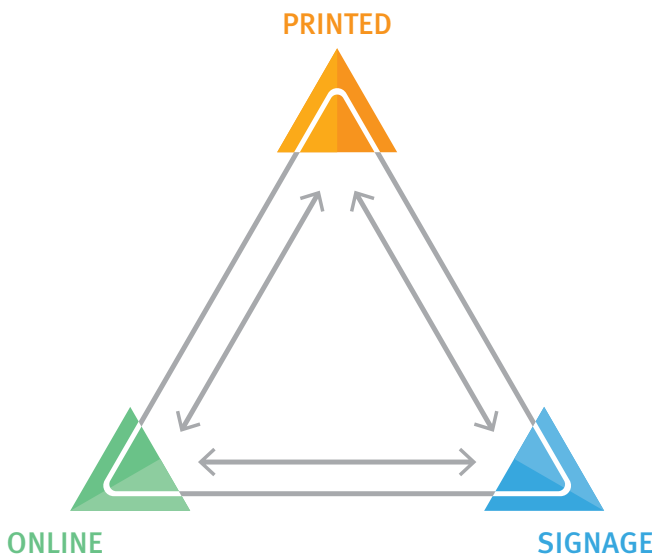
The two main purposes of tourism signs are to:

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

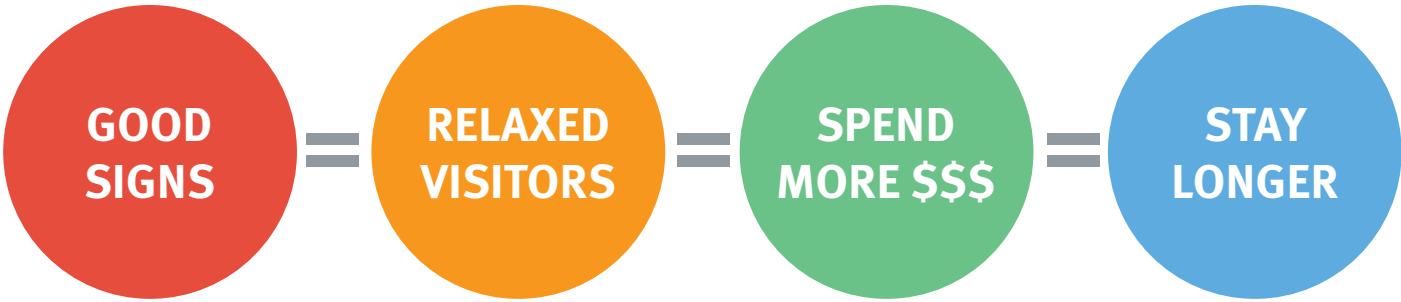
To achieve this, tourist signs have a range of functions that need to be considered in their design and planning including:

- 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.



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 and printed materials, Visitor Information Centres, word of mouth from locals or other visitors, and road signs.



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



The Shire of Esperance has one accredited visitor centre located at the corner of Dempster and Kemp St

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.1 THE PURPOSE OF TOURISM SIGNAGE

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

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

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

The NTSRG guidelines specify that:

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



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

(source: NTSRG)



Typical brown tourist signs in the Esperance region



2.2 SIGNAGE POLICIES & GUIDELINES

- 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 the Shire of Esperance.
- Ensure a high standard of coordinated and complementary signage and associated infrastructure in future capital works programs.

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



Shire of Esperance – Tourism Signage Strategy - FINAL 10

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.2 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 [Main Roads Western Australia \(MRWA\) Policy and Application Guidelines - Tourist and Service Signs \(D21#346719/ March 2021\)](#). These signs are internationally recognised by most visitors, especially when standard universal symbols are used (AS 1743-2001 Road signs - Specifications).

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 South Coast and Coolgardie-Esperance Highways. 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 brown tourist signage on the South Coast Hwy cannot be approved and installed by MRWA until Council has installed the linking signage to the attraction on council controlled local roads.

IMPROVING SIGNAGE POLICIES AND PRACTICES

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

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:
 1. cannot be read effectively.
 2. threaten road user safety.
 3. interfere with the message of legitimate signs.
 4. clutter the landscape.
 5. 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)



Tourist services signs (white on blue)



Community facility signs (white on blue)

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.2 SIGNAGE POLICIES & GUIDELINES

LAYOUT/CONTENT

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

THE HIERARCHY OF TOURISM ATTRACTION SIGNS

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

ELIGIBILITY FOR TOURIST ATTRACTION SIGNS

Types of attractions

- Commercial 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 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.

Criteria for Tourist Attraction Signing Eligibility requirements

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

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



Tommy Windich Gravesite

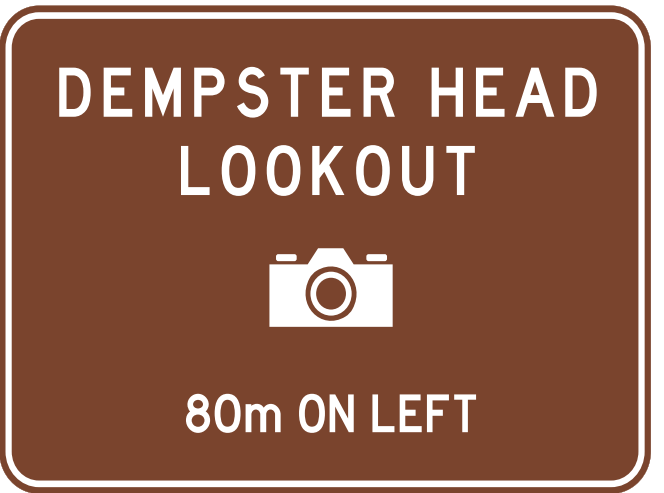
Advance warning sign



Directional sign



Trailhead sign



Advance warning sign



Trail Marker



Trail End Marker

Australian Standard tourism symbols



MRWA supplementary tourism symbols



SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.2 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
- Visitor information boards/bays
- Visitor radio services (almost defunct)
- Service stations
- Public toilets
- Rest areas
- Parking areas

Community facility signs

These signs have white lettering on a blue background and denote facilities of a non-commercial nature which are located on side streets (refer to page 11). 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



Australian Standard Services Symbols

2.2 SIGNAGE POLICIES & GUIDELINES

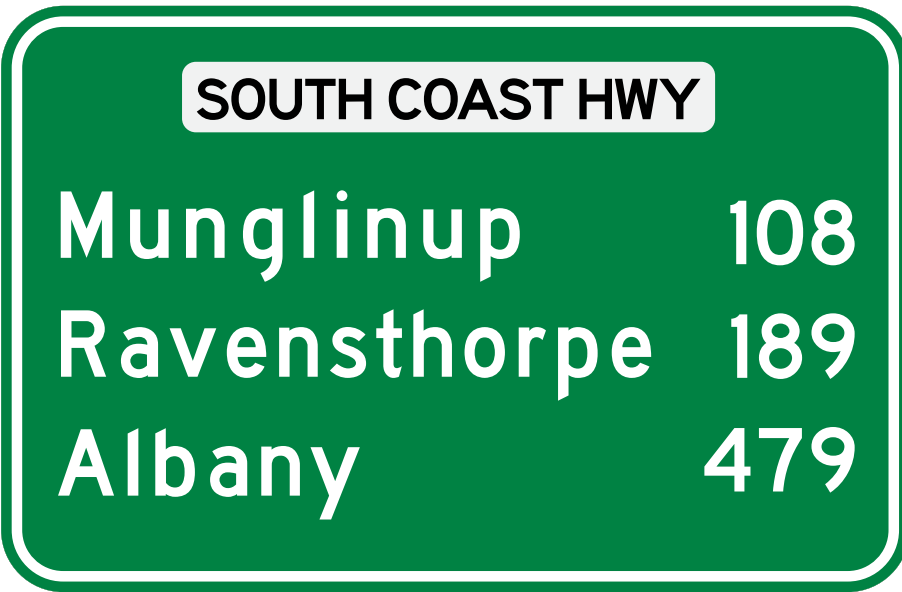
DIRECTIONAL SIGNS

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

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



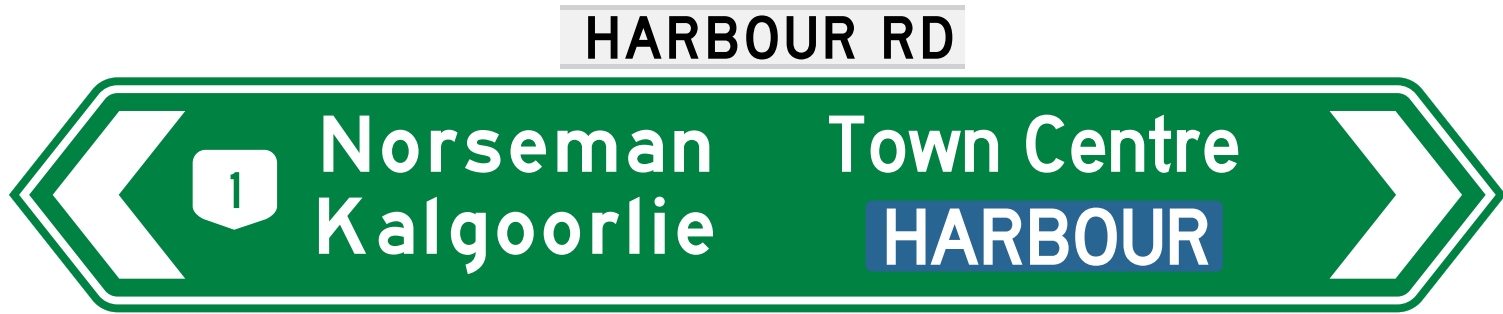
Advance Warning



Reassurance



Directional



Intersection



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

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.3 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 Esperance region's signage system

Principle	Description
Compliant	Signs must meet required Australian standards and align with available Main Roads WA 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.
Acknowledgment 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.

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.

BEST PRACTICE IN WAYFINDING SIGNAGE DESIGN

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

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

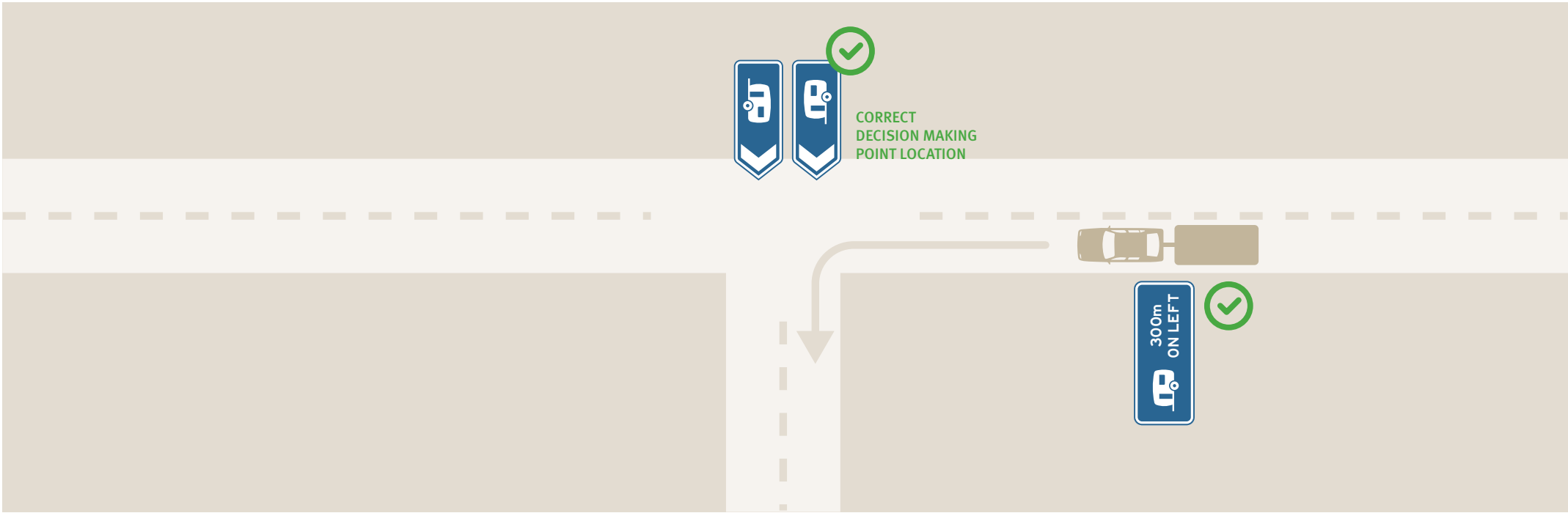
- Wayfinding systems generally consist of combinations of signs – information panels, navigation and orientation.
- Sign design and materials are durable, flexible and adaptable to accommodate changes or future requirements.
- Signage fits the environment well – striking the balance between being obvious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

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

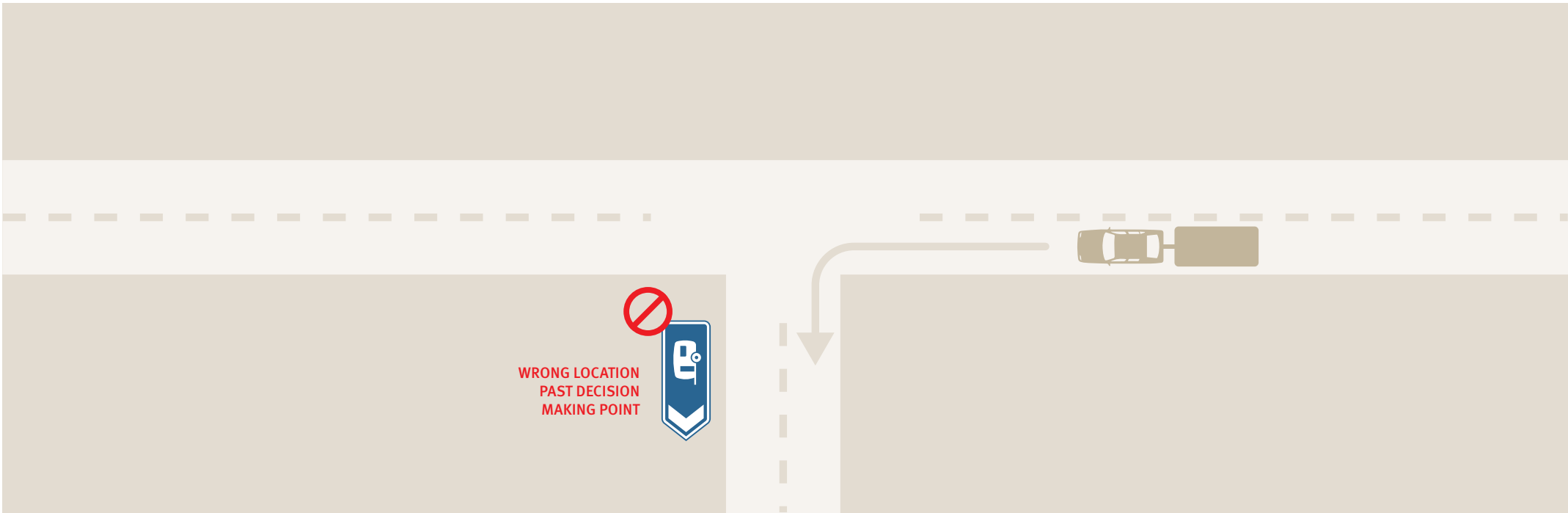
2.4 SIGNAGE PLACEMENT

DECISION MAKING POINTS (EXAMPLE)

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



Correct decision making point scheme



Incorrect decision making point scheme

SECTION 2. ABOUT WAYFINDING & TOURISM SIGNAGE

2.5 SIGNAGE CONSOLIDATION

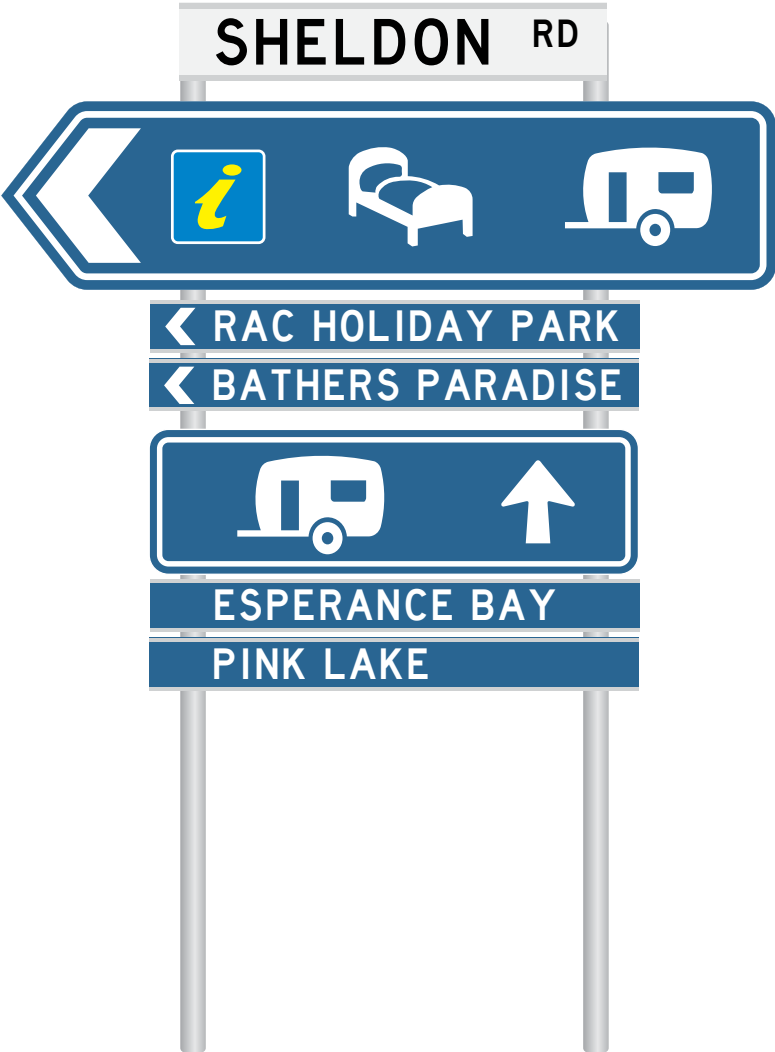
When undertaking a signage plan it is also important to see where the new signs can be consolidated with existing sign messages to create one sign. Too often sign clusters are continually added to, creating a totem pole effect. When too many signs are added, there are too many competing messages and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

TIME DELAYS & FRUSTRATION CAUSED BY POOR WAYFINDING SIGNAGE

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



Existing sign cluster, Harbour/Sheldon Rd intersection



EXAMPLE - Consolidated signage suggested for this location

SECTION 3. OBSERVATIONS & RECOMMENDATIONS

SECTION 3. SHIRE OF ESPERANCE SIGNAGE AUDIT

3.1 WHY DO A TOURISM SIGNAGE AUDIT?

Drive tourism has grown significantly since the of the COVID pandemic in 2019. With the closure of international and state borders Australians started to explore more of their own backyard. In 2025 domestic drive tourism is still growing strongly with the Caravan Industry Association of Australia reporting strong demand for RV's, caravan parks and associated services. It reported in 2022 that 89% of domestic caravan and camping trips take place in regional areas.

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

Benefits include;

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



SECTION 3. SHIRE OF ESPERANCE SIGNAGE AUDIT

3.2 ABOUT THE ESPERANCE REGION

ABOUT THE ESPERANCE REGION

The Shire of Esperance, located along Western Australia's southern coast, spans approximately 42,500 km² and centres around the town of Esperance. It features a stunning coastline with white sandy beaches, turquoise waters, and rugged landscapes, including Cape Le Grand National Park, Lucky Bay, and the Recherche Archipelago. Inland, the shire extends to productive agricultural and pastoral regions, supporting a strong farming sector focused on wheat, barley, and livestock. The local economy is diverse, driven by agriculture, tourism, fishing, and mining, with the Port of Esperance playing a vital role in exports. The region's blend of coastal beauty, remote stations, and conservation reserves highlights both its environmental and economic significance.

With a population of around 14,000 people, the town of Esperance provides essential services, infrastructure, and community facilities. It serves as a key gateway for visitors exploring WA's south coast and a vital hub for regional industry and transport.

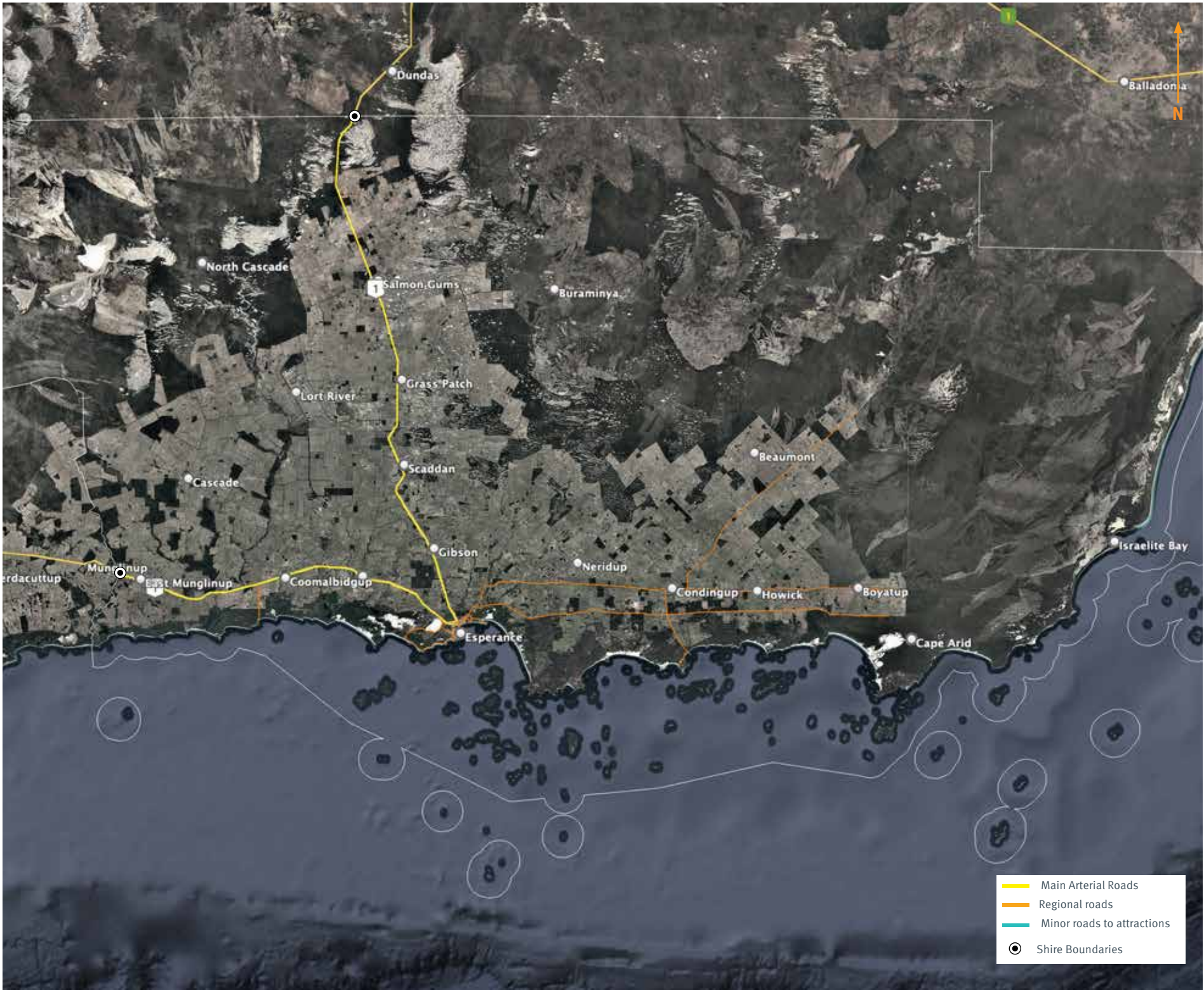
MAIN ROUTES TO THE SHIRE OF ESPERANCE

Esperance, located on the southern coast of WA is accessible via several key approach roads that connect it to regional centres and the broader state road network.

The Coolgardie-Esperance Highway (National Route 1) serves as the primary northern access route, linking Esperance to Norseman and the Goldfields region. This highway connects with the Great Eastern Highway at Coolgardie, providing a direct route to Perth via Kalgoorlie and serving as a major freight corridor between the south coast and inland mining areas.

From the west, the South Coast Highway (State Route 1) is the main approach, linking Esperance to Ravensthorpe, Jerramungup and Albany. This coastal route passes through national parks and agricultural regions and is a key part of the transport network along WA's south coast.

To the east, Fisheries Road extends towards Cape Arid National Park, Israelite Bay, and remote pastoral lands. While parts of the road are sealed, much of it remains gravel, catering to off-road travellers and those accessing remote tourism areas. Additionally, the Balladonia Track and Parmango Road provide unsealed inland routes between Esperance and the Balladonia region on the Eyre Highway, often used by adventure travellers and those seeking a shortcut from the Nullarbor to the south coast. These roads collectively form Esperance's transport network, accommodating freight, tourism, and local needs.



The Shire of Esperance and major access roads to the region

SECTION 3. SHIRE OF ESPERANCE SIGNAGE AUDIT

3.3 SHIRE OF ESPERANCE GREEN DIRECTIONAL SIGNS

GREEN DIRECTIONAL SIGNAGE

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

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

We sighted some overgrown green directional signs, all of which were on Harbour Rd and one damaged sign at the Norseman Rd/The Esplanade/Dempster St Roundabout. (See full signage audit document for details).

Recommendation

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



SECTION 3. SHIRE OF ESPERANCE SIGNAGE AUDIT

3.3 SHIRE OF ESPERANCE BROWN DIRECTIONAL SIGNS

BROWN DIRECTIONAL SIGNAGE

Brown tourist signs play a crucial role in guiding visitors to key points of interest, including historic sites, parks, and cultural attractions. Their distinctive brown colour and standardised symbols (Refer to page 12) ensure easy recognition, allowing travellers to navigate efficiently. By providing clear and consistent directions, these signs enhance the visitor experience, support local tourism, and help reduce driver distraction by delivering concise and reliable information at decision points.

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

In many instances brown tourist signs have been applied to facilities that do not meet the criteria for brown signs (Refer to criteria on page 12).

Recommendations

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



Museum signs are too low to the ground, almost invisible when approaching from the north-east.



Many advance warning and directional signs along the Great Ocean Dr are overgrown. Lookout signs should carry the AS Lookout symbol.



Mallee Memorial Park at Grass Patch has significant advance warning signs but no positional signs at the Memorial Park.



Fisheries Rd/Windabout Way intersection - Woody Lake and Walk Trail fingerboard signs are missing on The eastern approach.



Condungup Lookout - This sign should bear the AS lookout symbol.



The museum is not open enough to qualify for brown signs.



This sign is misleading, it should read "Esperance (Via Great Ocean Dr) 35".

SECTION 3. SHIRE OF ESPERANCE SIGNAGE AUDIT

3.3 SHIRE OF ESPERANCE BLUE DIRECTIONAL SIGNS

BLUE SERVICES AND COMMUNITY SIGNS

Blue tourist service signs, commonly seen along highways and major roads, offer numerous benefits to the travelling public. Their distinct blue colour and standardised symbols (Refer to page 12) make these signs easily recognisable and informative, providing clear guidance about nearby services such as accommodation, toilets, food, and fuel. This clear signage reduces uncertainty for drivers, minimising sudden lane changes or exits and contributing to smoother traffic flow and enhanced safety especially for visitors towing caravans.

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

The installation of blue service signs has been widespread throughout the town of Esperance. Most applications are as directional signage to community services, there is very little signage which would be of use to visitor e.g. there is no directional signage to public toilets within the Esperance CBD. Many of these signs have been in place for considerable time and are damaged or faded. In many instances these signage installations need to be rationalised and consolidated into one uniform structure.

Recommendation

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



Great Ocean Trail signs should be brown with the AS symbol for hiking.



Many of the town services signs on the Coolgardie-Esperance Hwy were overgrown and in need of maintenance.



Northbound Salmon Gums visitor rest area sign overgrown and in need of maintenance Refer to page 51).



This sign should be an advance warning sign, not a directional sign.



Too much information, condensed typeface too hard to read.



Total confusion - too much information.



Quagi Beach - This attraction should have a large brown directional sign with the AS symbols for caravan/camping and picnic shelters.



All blue services signs at Condingup are in need of replacement.

SECTION 3. SHIRE OF ESPERANCE SIGNAGE AUDIT

3.4 SHIRE OF ESPERANCE TOURIST DRIVES

THE BENEFITS OF TOURIST DRIVES

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

- Tourist drives attract travellers to specific regions, towns, and attractions along the route. As visitors explore these areas, they are more likely to spend money on accommodations, dining, shopping, and various activities. This spending boosts the local economy and supports businesses, creating jobs and income for residents.
- Signed tourist drives often lead travellers through lesser-known or off-the-beaten-path locations. As a result, visitors may extend their stay to explore these hidden gems, leading to additional nights of accommodation bookings and increased revenue for local lodging establishments.
- Tourism drives can stimulate the growth of new businesses or services that cater specifically to tourists. This might include unique shops, roadside attractions, guided tours, and specialty accommodations, contributing to economic diversification within the community.
- Tourist drives often lead travellers to areas where they can purchase locally produced goods and products, such as crafts, souvenirs, and agricultural products. This supports local artisans and producers, encouraging them to continue creating and selling their wares.
- Tourist drives highlight cultural and historical sites that might otherwise go unnoticed. As visitors stop to explore these sites, they contribute to entrance fees, guided tours, and donations, which help preserve and maintain these important landmarks.
- The influx of visitors due to signed tourist drives can lead to increased demand for a wide range

of services, including fuel, rest stops, parking facilities, and convenience stores. This generates revenue for local service providers.

- Tourist drives provide an opportunity for destination marketing. Local governments and tourism organisations can promote the drives through various channels, attracting a broader audience and encouraging more visitors to explore the area.
- The growth in tourism-related activities, such as hospitality, retail, and entertainment, can lead to the creation of new job opportunities within the community. This helps reduce unemployment rates and enhances the local workforce.
- Successful tourist drives can lead to increased demand for real estate and accommodations in the region. This can positively impact property values and potentially attract property investors.
- Signed tourist drives often encourage collaboration and cooperation among different towns and communities along the route. This can lead to coordinated efforts for regional development, infrastructure improvements, and beautification projects that benefit both residents and visitors.

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

Main Roads WA (MRWA)online publication [Policy and Application Guidelines - Tourist and Service Signs](#) (page 44) states " *The value to the community of the State's road network can be enhanced by tourist route signing which encourages road users to experience various natural and established tourist attractions and features along the way, as an alternative to simply travelling the route for the sole purpose of getting from one place to another*".

ESPERANCE TOURIST DRIVES

Within the Shire of Esperance there are two signed tourist drives, these are the Great Ocean Dr and the Historic Schools Trail.

Tourist Drive 358 – Great Ocean Drive is one of the Shire of Esperance’s most significant tourist attractions, drawing numerous visitors due to its easy accessibility from Esperance township.

Traditional tourist drives have a clearly defined start and end point, marked with trail signage to guide and reassure travellers along the route. However, the Great Ocean Drive currently lacks this essential signage. Observations indicate that the route has two potential start points: the eastern entry at the intersection of Twilight Beach Rd and Doust St (Rotary Lookout access road) and the western entry at the intersection of Eleven Mile Beach Rd and Pink Lake Dr. Both locations should feature a trailhead sign displaying the tourist drive number, the total route length and the distance to the major stopping points e.g. Twilight Beach, Observatory Point and Pink Lake. For visitors travelling in the opposite direction a trail end sign should be positioned at the two suggested end points, and the entire drive should be regularly signed with trail markers.

Directional signage - There are currently 12 directional signs guiding visitors to the two recommended trailheads: the eastern trailhead is accessed via Norseman Road and The Esplanade, while the western trailhead is reached from South Coast Highway via Collier Road, Pink Lake Drive, and Eleven Mile Beach Road. However, two additional directional signs appear redundant—one on Pink Lake Road just before the Harbour Drive intersection, and another just prior to the Harbour Drive/Pink Lake Road junction. The first is ineffective, as it comes after the western trailhead, and the second would be better placed at the Harbour Road/Smith Street intersection, though its overall necessity is debatable. It is recommended both be removed to reduce confusion.



EXAMPLE - Trailhead sign for the Golden Pipeline Heritage Trail at Mundaring Weir.



EXAMPLE - Trail markers for State Tourist Drive 207.



EXAMPLE - Reassurance sign for Cape Le Grand and Cape Arid National Parks.

SECTION 3. SHIRE OF ESPERANCE SIGNAGE AUDIT

3.4 SHIRE OF ESPERANCE TOURIST DRIVES

Trailheads - Each trailhead should include a small information bay featuring an overview map of the Great Ocean Drive, highlighting amenities such as toilets, picnic areas, and lookouts using standard AS symbols. A brief description of the drive and imagery of key highlights should also be included. Currently, a map panel exists in a lay by just west of the Doust Street intersection, but it is partially obscured by undergrowth and lacks any advance or positional signage to alert visitors to its presence. This trail map is outdated as it features the two now removed windfarms.

Attraction Signage - Along the Great Ocean Drive, signage to various attractions has been installed inconsistently, with little apparent planning. All stopping points along the route should be recognised as tourist attractions and signed accordingly. Currently, there is a mix of brown and blue signs, with many sites incorrectly marked as community assets. To ensure clarity and consistency, all attraction signage should use brown tourist signs, incorporating blue service symbols e.g. toilets where necessary.

Advance Warning Signs - The Great Ocean Drive features winding roads, blind corners, and hill crests, making advance warning signs essential for a safe and enjoyable experience. Many key turn-offs lack these signs, causing visitors to overshoot their destination and perform unsafe U-turns, which also damages road shoulders. Proper advance warning signs should be installed at appropriate distances before each attraction.

Reassurance Signs - Tourist drives with multiple the attractions benefit from reassurance signs, placed just past the trailhead. These signs should list the main attractions in order of proximity, with the closest at the top, ensuring visitors know what to expect along the route.

Australian Standard Symbols - Where possible, universally recognised symbols should replace text to improve clarity, especially for international visitors. Symbols provide immediate recognition and enhance the overall effectiveness of the signage system (refer to pages 12 and 13).



Advance warning signs should be positioned at least 200m prior to the turn-off for vehicles traveling 70kph.



Great Ocean Drive Visitor Information board partially hidden, no advance or positional signage for this location.



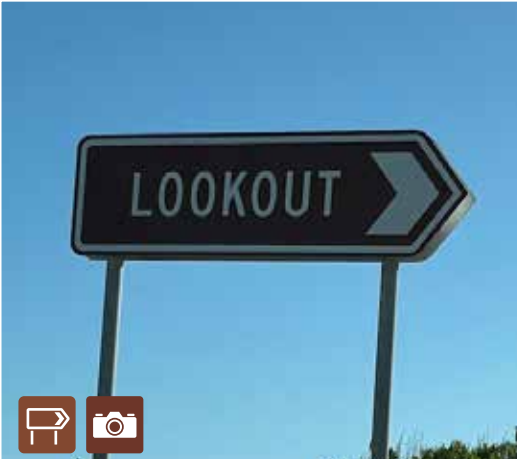
Great Ocean Trail should be signed with brown tourist signs and carry the AS symbol for hiking trails.



Great Ocean Trail - No trailhead information, regulatory sign in need of repair.



What is the criteria that determines that a significant tourist attraction such as Twilight Beach is signed with a blue services sign as against Observatory Point which is signed as a tourist attraction?



Text Lookout sign v AS lookout symbol.



Eleven Mile Beach no advance warning signs for this attraction resulting in visitors overshooting the turn-off and requiring a u-turn damaging the shoulder of the road and a potential road accident.



3.4 SHIRE OF ESPERANCE TOURIST DRIVES

SECTION 3. SHIRE OF ESPERANCE SIGNAGE AUDIT

3.4 SHIRE OF ESPERANCE TOURIST DRIVES

- proximity (closest at top of list).
- Australian Standard Symbols - Adopt across all signage.
 - Lookout Interpretation - Install panoramic tables (toposcopes) at key lookouts. Use plinth-mounted, weather-resistant materials.
 - Interpretation - Develop interpretive panels covering local flora and fauna, geological features and Indigenous and European history.

Summary & Next Steps - Improve consistency, clarity, and safety across all signage. Strengthen visitor experience and sense of place. Begin a staged implementation across drive.

Historic Schools Trail - The Historic Mallee School Trail (full name) is a heritage route that traces the locations of former school sites in the Esperance region, offering insight into the area's early rural education system. This trail is featured on the [Esperance Historical Society website](#) and spans approximately 160 km, beginning just north of Scadden and ending south of the Bromus Dam camp site.

Trail Signage & Navigation - The trailhead is marked with a sign on the Coolgardie-Esperance Hwy, but there is no equivalent signage at the northern terminus for visitors travelling south towards Esperance. Throughout the route, brown fingerboard signs labelled "Historic School Site" direct visitors off the highway toward the locations of former schools. However, these signs do not indicate the distance to the sites, which can range from just off the highway to more than 30 km away, creating uncertainty for travellers. Adding distances to the signage would improve navigation and visitor experience.

Historical Interpretation - The Historic Mallee School Trail has been established for some time, as evidenced by bicentennial plaques at each site. However, the interpretation provided is minimal, usually consisting of basic details such as the school's years of operation, the name of the teacher(s), and a list of attending students. Enhancing the interpretive content with historical photos, personal stories, and educational panels would significantly improve the visitor experience and deepen the appreciation of the region's history.



Historic Schools Trail Trailhead sign just north of Scadden.



Directional signage to Kumarl School site - This attraction is 15kms off the highway.



Other school sites are just off the highway.



Interpretation at the school sites is minimal.



This trail has been in place for a long time as each site has a bicentennial commemorative plaque.



Typical school site interpretation and plaque.



West Scadden school site 20kms off the highway.

To better engage travellers and preserve these important historical sites, improvements to signage, interpretive materials, and overall trail infrastructure should be considered.

Recommendations

- Historic Schools Trail - Resign existing brown fingerboard signs to include distance to attraction.
- Historic Schools Trail - Improve interpretation at school sites.

Themed Trail Development - The development of themed drive trails within the Shire of Esperance presents a strategic opportunity to enhance tourism, stimulate the local economy, and celebrate the region's unique natural and cultural assets. Themed drive trails offer curated experiences that guide visitors through narratives highlighting the area's history, culture, and environment. By providing interpretive information, these trails transform ordinary journeys into immersive explorations, encouraging tourists to engage more deeply with the region. By investing in themed drive trails, the Shire of Esperance can create enriching experiences

for visitors while fostering economic growth and community development.

Recommendations

- Explore the development of themed drive throughout the Shire of Esperance. These could include agriculture, indigenous culture, early white settlement and flora and fauna,

3.4 SHIRE OF ESPERANCE TOURIST DRIVES



SECTION 3. SHIRE OF ESPERANCE SIGNAGE AUDIT

3.4 SHIRE OF ESPERANCE TOURIST DRIVES



SECTION 3. SHIRE OF ESPERANCE SIGNAGE AUDIT

3.5 SHIRE OF ESPERANCE TOURIST ATTRACTIONS

ESPERANCE TOURIST ATTRACTIONS

The Shire of Esperance offers a diverse tourism experience centred around its natural beauty. Key attractions include stunning beaches, the scenic Great Ocean Drive, and Cape Le Grand National Park with its granite peaks and coastal trails.

Visitors can enjoy outdoor activities such as hiking, fishing, and surfing, along with wildlife encounters at nature reserves. Overall, Esperance combines nature, culture, and adventure in a relaxed coastal setting.

Pink Lake is located approximately 3 km west of Esperance. Despite its current lack of colour, Pink Lake remains recognised as an important bird area supporting species such as the hooded plover and banded stilt. Although this attraction is nominally part of the Great Ocean Drive it is still considered as one of Esperance's key attractions.

Signage - This attraction has a lookout area with some interpretation on the south western side of the lake. The lookout has brown advance warning sides either side of the lookout and for some odd reason has a blue directional sign opposite the lookout signed "Pink lake", this sign should be brown.

Esperance Tanker Jetty precinct has been a focal point of Esperance life since it was originally constructed in 1935. Since that time the jetty finally closed in 2015, rebuilt and reopened as a tourist precinct in 2021. The precinct now contains cafés, toilets and showers. The site is well interpreted and the jetty is still popular for recreational fishing. Interpretation extends out to the shelters at the jetty head. Here one of the aboriginal interpretive panels is missing and the structures are in need of deep cleaning.

Signage - Apart from interpretation there is no directional signage to this attraction. This attraction should have a double sided directional sign prior to the car park entrance on The Esplanade.

Esperance Museum & Historic Village showcases the region’s history, including maritime artefacts and the world’s largest collection of Skylab debris. Next door, the Historic Village features relocated historic buildings now housing shops, galleries, cafés and hosts a popular Sunday market.

SHIRE OF ESPERANCE TOURIST ATTRACTIONS					
NAME OF ATTRACTION	TYPE OF ATTRACTION	LOCATION WITHIN SOE		ATTRACTION TYPE/FACILITIES	COMMENTS
Pink Lake	Natural Feature	Esperance		t camera	Open Daily
Esperance Tanker Jetty	Tourist Attraction	Esperance		t coffee people	Open Daily
Esperance Museum & Historic Village	Tourist Attraction	Esperance		\$	Tues to Fri: 10 am-2 pm, First Sat each month: 10 am – 2 pm
Cannery Arts Centre	Gallery	Esperance		t camera	Open Daily
Tommy Windich Grave	Heritage Site	Esperance		tree	Open Daily
The Baarndi Trail	Tourist Attraction	Esperance		people	Open Daily
Great Ocean Trail	Tourist Attraction	Esperance		people	Open Daily
Peak Charles National Park	Natural Feature	Coolgardie-Esperance Hwy		t people people picnic shelter fire tent	Open Daily
Mallee Memorial Park	Heritage Site	Grass Patch		t	Open Daily
Pioneer Park	Heritage Site	Scadden		people picnic shelter	Open Daily (more a rest area than a Heritage Site)
Helm Arboretum	Tourist Attraction	Coolgardie-Esperance Hwy		t	Temporarily closed
Esperance Animal Park & Café	Tourist Attraction	Coolgardie-Esperance Hwy		\$ knife coffee people	Thurs to Fri: 9 am – 2 pm/3 pm,Sat to Sun: 8 am – 3 pm/4 pm
Munglinup Beach	Natural Feature	South Coast Hwy		t people picnic shelter fire tent	Open Daily
Stokes Inlet National Park	Natural Feature	South Coast Hwy		\$ t people people picnic shelter fire tent	Open Daily
Quagi Beach	Natural Feature	South Coast Hwy		t people picnic shelter fire tent	Open Daily
Lake Monjingup Reserve	Natural Feature	South Coast Hwy		t people people picnic shelter	Open Daily
Woody Lake Nature Reserve	Natural Feature	East of Esperance		t people people picnic shelter	Open Daily
Lucky Bay Brewery	Tourist Attraction	East of Esperance		t	Open Daily
Esperance Stonehenge	Tourist Attraction	East of Esperance		t	Open Daily
Cape Le Grand National Park	Natural Feature	East of Esperance		\$ t people people picnic shelter fire tent	Open Daily
Condingup Vineyard	Tourist Attraction	East of Esperance		grapes	Wed to Mon: 12 pm - 4 pm
Condingup Lookout	Natural Feature	East of Esperance		camera	Open Daily
Duke of Orleans Bay & Wharton Beach	Natural Feature	East of Esperance		t people picnic shelter fire car	Open Daily
Alexander Bay	Natural Feature	East of Esperance		t people	Open Daily
Cape Arid National Park	Natural Feature	East of Esperance		\$ t people people picnic shelter fire tent	Open Daily (Closes without notice due to wet weather)
				RECOGNISED TOURIST ATTRACTIONS	

SECTION 3. SHIRE OF ESPERANCE SIGNAGE AUDIT

3.5 SHIRE OF ESPERANCE TOURIST ATTRACTIONS

Signage - Museum precinct signage is a bit of an ad hoc mix of different sign types and different names. At the Dempster/Kemp St intersection it is named "Museum Park Period Village" at the James St/The Esplanade intersection the precinct is called "Museum Park" and in two other locations it is signed as "Shire of Esperance Museum & Historic Village". On Dempster St there is a strangely placed blue and yellow sign "Museum Entry" half hidden underneath a large Morton Bay Fig near the bus station. This type of sign would be better placed closer to the Dempster/James St roundabout. The museum also features a brown fingerboard sign at the James St/The Esplanade intersection. This museum doesn't qualify for brown tourist signs as it not open often enough. To qualify the museum needs to be open both weekend days and public holidays. Refer to MRWA's([Policy and Application Guidelines – Tourist and Service Signs](#) (pages 102-104)).

The Cannery Arts Centre is located on the Esperance foreshore and is open 7 days a week. The Arts Centre is housed in a heritage building originally constructed as a fish cannery in 1949. The Arts Centre offers visual art exhibitions, music events and creative workshops. It also hosts artist residencies and is home to the Esperance Pottery Club. In 2025/26 the Arts Centre plans to open an Arts & Crafts shop selling locally made arts & crafts to visitors and locals. On the hill behind the Arts Centre is a Shire owned lookout. This lookout should be better promoted to attract visitors to the precinct.

Signage - The Arts Centre is currently signed with blue community facilities signs locate 100m either side of the Arts Centre location. As the Arts Centre is open 7 days per week and meets the criteria for a tourist attraction/Art Gallery, Refer to MRWA's [Policy and Application Guidelines – Tourist and Service Signs](#) (page 104). These advance warning signs should be replaced with brown advance warning signs incorporating the Tourist "t" and the lookout symbol. A double sided directional sign should be installed opposite the Arts Centre entrance. Other considerations should be a double sided blade sign adjacent Baarndi Trail and a large blade property sign in front of the arts centre.



Advance warning signs for lookouts should carry the AS symbol for lookouts.



This should be a brown directional sign.



Interpretive signage at this location needs to be cleaned.



The Jetty Precinct car park should have a double sided brown directional sign with appropriate symbols.



Missing indigenous interpretive panel at Tanker Jetty shelter.



Shelters at the Tanker Jetty are in need of cleaning.



Museum Entry sign should be removed from its current location and replaced by a double sided blue directional sign at the Dempster/James St intersection.



Multiple different name for the museum precinct.



Esperance Museum does not qualify for brown signs.

SECTION 3. SHIRE OF ESPERANCE SIGNAGE AUDIT

3.5 SHIRE OF ESPERANCE TOURIST ATTRACTIONS

Tommy Windich Grave - Tommy Windich (c.1840–1876) was a respected Aboriginal tracker and explorer. He died of pneumonia while guiding the overland telegraph line near Esperance and was buried at the foot of Dempster Head. His grave, commissioned by John Forrest, was later lost to overgrowth and port development. In 2016, it was rediscovered during roadworks and a new memorial was unveiled in 2017 to honour his legacy.

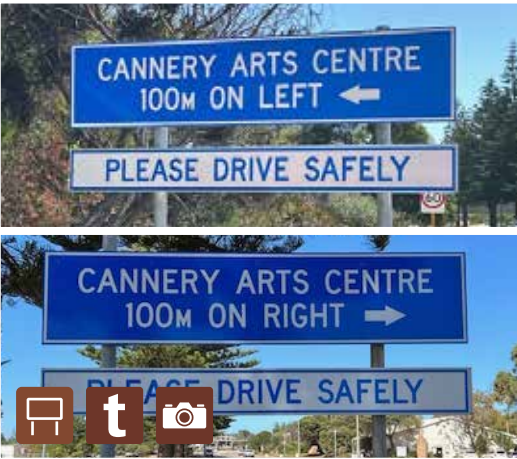
Signage – Directions to the site are clear and well executed, with consistent directional signage starting at the Twilight Beach Rd/Smith St intersection and continuing effectively all the way to the parking lay by near the grave site.

The Baarndi Trail is a culturally significant walking and cycling trail that celebrates the heritage of the Wudjari people, the traditional custodians of the area. Baarndi was suggested by the circle of elders due the the reference to bream and the proximity to Bandy Creek. The trail was developed in collaboration with local Aboriginal Elders and artists offering visitors and locals a rich and meaningful cultural experience.

Signage – Stretching along the Esperance waterfront from the port to Bandy Creek, the trail is accessible and easy to follow but basic wayfinding and trail markers should be incorporated to give visitors a better understanding of how far the trail goes, how far it is to the key destinations and where they are on the trail.

Rotary Lookout provides stunning panoramic views over the town, coastline, and surrounding islands of the Recherche Archipelago. Just a short walk or drive from the town centre, it's a popular photography spot, with a well-maintained path, seating, and interpretive signage.

Signage - However, while the site is signposted, there are a few wayfinding issues. Advance warning signs are placed too close to the Doust Street turn-off - ideally, these should be at least 100 metres prior. Additionally, none of the directional signs use the standard AS symbol for lookouts, and there's inconsistency in naming—the signs refer to it as Dempsters Head Lookout, which may confuse visitors searching for Rotary Lookout.

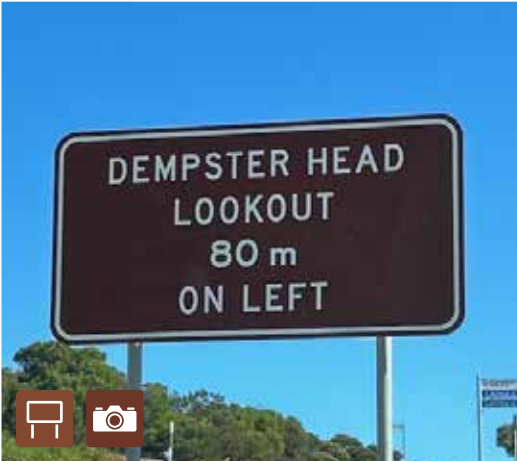


The arts centre meets criteria for brown tourist signs and visitors need to be made aware of the lookout at this site. Replace existing signage with brown advance warning and directional signage.

Visitors need to be made more aware of the lookout above the art centre and therefore drive more casual traffic to the Arts Centre.



Direction signage to Tommy Windich's grave is a good example of a well designed signage plan.



Multiple names for this attraction "Dempster Head Lookout", Dempster Head AND Lookout and "Rotary Lookout".

Taananedit - a good example of the use of dual naming

SECTION 3. SHIRE OF ESPERANCE SIGNAGE AUDIT

3.5 SHIRE OF ESPERANCE TOURIST ATTRACTIONS

The **Great Ocean Trail** is a dedicated walking trail that stretches from the Twilight Beach car park to Pink Lake, offering a quieter, more immersive coastal experience compared to the nearby drive. The trail weaves through native bushland, granite outcrops, and dunes, with occasional glimpses of the ocean. It's well-suited to bushwalkers looking to explore Esperance’s natural landscapes on foot.

Signage - The trail is signed at both ends but for some reason it has been signed with blue signs rather than the typical brown signs used for this type of activity. Again the AS symbol for hiking/walk trails has not been used.



Great Ocean Trail is a tourist attraction.



Twilight Beach Road Trailhead in need of maintenance.



COOLGARDIE - ESPERANCE HWY
TOURIST ATTRACTIONS

Peak Charles is the central feature of Peak Charles National Park a standalone national park located in the north-west of the Shire. The park is located 44/52kms off the highway and isolated within the Great Western Woodlands. The park is known for its dramatic granite peak, bushwalking opportunities, and remote, rugged landscapes.

Signage - There are two signed access roads to Peak Charles from the Coolgardie-Esperance Hwy. These access points are signed with brown directional signs none of which carry the AS symbols for the activities and services available (hiking, camping and picnic shelters) all of which are available at this NP.



Peak Charles National Park signage needs to better promote the fact that this is a National Park and the facilities available.

The **Mallee Memorial Park** in Grass Patch is a tribute to the region's farming heritage and pioneering spirit. It honours those who developed the Mallee region and features a memorial to WWII Victoria Cross recipient Tom Starceвич, along with interpretive signage, commemorative plaques, landscaped gardens, and seating.

Signage - While the park has large advance warning signs with the tourist “T” symbol 500m in either direction, it lacks positional signage, making it difficult to locate - especially when road trains park in the nearby truck bay. Enhancing recognition of Tom



Mallee Memorial Park is well signed with advance warning but does not have directional signs at the actual park lay-by. This is easily missed especially for southbound traffic when road trains are parked in truck bay north of the park.



Tom Starceвич VC Memorial. This memorial park would benefit from professionally written and designed content.

SECTION 3. SHIRE OF ESPERANCE SIGNAGE AUDIT

3.5 SHIRE OF ESPERANCE TOURIST ATTRACTIONS

Starcevich's wartime service could make this a key visitor attraction. Additionally, the site has no public toilets, which may deter travellers from stopping.

Pioneer Park in Scadden is a small community park honouring the region's early settlers. It features commemorative plaques, basic landscaping, seating and public toilets and serves primarily as a rest area for travellers rather than a minor tourist attraction. With historical input, the park could be enhanced to better showcase the story of Scadden's pioneers, making it a more engaging and informative stop.

Signage - This attraction is only signed with a brown directional sign facing north bound traffic, southbound traffic only faces a green directional sign which is well past the turning point for the Scadden school on Kendall Rd. This attraction would be better signed as a rest stop with blue services signs with the AS symbols for rest area, toilets and picnic shelters (refer to page 51) for correct signage layout.

Helm Arboretum located north of Esperance, is a peaceful natural reserve showcasing a diverse collection of native and exotic tree species. Established for conservation and research and observe different flora suited to the region's climate. Walking trails wind through the site. Unfortunately this attraction is currently closed following a large bushfire which burnt out a significant part of this reserve.

Signage - This reserve has large advance warning signs and directional signs to this attraction. If the attraction is to remain closed for any length of time then the signage should be covered or removed till the arboretum is reopened to the public.

Esperance Animal Park & Café is a family-friendly attraction where visitors can interact with farm and native animals like kangaroos, alpacas, and ponies. It features animal feeding, a playground, picnic areas, and a café.

Signage - The park is well signed with blue advance warning signs (though the wrong sign type) and blue directional signs at the entrance. Currently, its limited opening hours disqualifies it for brown tourist signs. This could be easily rectified by opening one additional day



Pioneer Park in Scadden would be better signed as a rest area as the park has full facilities and very little in the way of historical interpretation.



This attraction is currently closed, if it going to be closed for any length of time the directional should be covered or removed.

Esperance Animal Park and Café incorrectly signed - uses directional signs instead of the rectangular advance warning signs for advance warning locations on the busy Coolgardie-Esperance Hwy.



South Coast Hwy/Fuss Rd signage is in the wrong order. Brown tourist signs always take precedence over blue services signs.

Fuss/Springdale Rd intersection, no more brown directional signage at this important decision making point.

Springdale/Munglinup Rd intersection should have brown directional signs.

No further directional sign to the Shire owned campground beyond this point.

SECTION 3. SHIRE OF ESPERANCE SIGNAGE AUDIT

3.5 SHIRE OF ESPERANCE TOURIST ATTRACTIONS

per week to meet the requirements for tourism signage.

SOUTH COAST HWY TOURIST ATTRACTIONS

Munglinup Beach is a coastal destination west of Esperance, known for its pristine white sand, turquoise waters, and sheltered lagoon. There are two campgrounds at this location one of which is Shire owned and the other is the privately owned Munglinup Beach Caravan Park.

Signage – Munglinup Beach is signposted from the South Coast Highway, but the signage is incorrectly ordered. Brown tourist signs should always take precedence over blue service signs. At the South Coast Hwy/Fuss Rd intersection, this order is reversed. The two tourist attractions listed are Oldfield Estuary (26 km) and Munglinup Reef (28 km).

Beyond this point, there is no further signage to these attractions, only signage to the privately owned caravan park. This limits visitor awareness and access to these natural features. Improved and correctly ordered signage would enhance the visitor experience and promote these lesser-known attractions.

Stokes Inlet National Park is a scenic, peaceful spot west of Esperance, offering fishing, kayaking, bushwalking, and birdwatching. The park features a well-equipped campground, day-use areas and scenic lookouts.

Signage – Stokes Inlet NP is signed from the South Coast Hwy with brown directional signs placed 300m either side of Stokes Inlet Rd. However, signage at this intersection is inadequate—especially for westbound traffic, where the turn-off occurs at the end of a dual-lane overtaking section on a bend, creating a potential safety issue. Given the 110 kph speed limit, additional advance warning signs should be placed at 1km and 500m from the turn-off, along with a double-sided directional sign at the South Coast Hwy/Stokes Inlet Rd junction to improve visibility and safety.

Quagi Beach is a quiet coastal spot west of



Advance warning for Stokes National Park are in need of improvement, especially for west bound motorists as the turn-off to Stokes NP is at the end of an overtaking lane and on bend in the highway.



Directional signs for Stoke National Park.



South Coast Hwy/Farrells Rd intersection currently is poorly signed. This intersection should have a double sided brown directional with sign with AS symbols for camping, picnic shelters and toilets.



Directional signage for Lake Monjingup should carry the appropriate AS symbols



Lake Monjingup Trailhead sign.



Fisheries Rd/Windabout Way intersection - Too much information, this intersection should have a double sided brown directional sign "Woody Lake Reserve" and the appropriate AS symbols. B&B sign should be below.



Woody Lake Reserve -Kepwari Walk Trail entry statement, regulatory and interpretive.



SECTION 3. SHIRE OF ESPERANCE SIGNAGE AUDIT

3.5 SHIRE OF ESPERANCE TOURIST ATTRACTIONS

Esperance, ideal for swimming, fishing, and relaxing. The nearby Shire campground offers basic amenities including toilets, picnic tables, and fire pits and is just a short walk from the beach.

Signage - Signage to this attraction is poor with only a blue fingerboard signed "Quagi Beach" at the South Coast Hwy/Farrells Rd intersection. The current sign does not even give the distance to this attraction or is there any mention of the facilities available. This attraction should have a double sided brown directional sign "Quagi Beach 12kms" and the blue service symbols for camping and picnic shelters.

NOTE - Farrells Rd also provides access to the eastern side of Stokes Inlet NP and the historic Moir Homestead none of which are signed at the cross road 6.5kms in from the highway.

Lake Monjingup Reserve is located about 10 km north west of Esperance featuring walking trails and a boardwalk. Facilities include picnic tables, toilets and an Environmental Centre.

Signage - Signage to this attraction consists of a double sided brown directional sign and a green fingerboard signed "Lake Monjingup 1.1km", again there is no mention of the activities and services available at this attraction.

EAST OF ESPERANCE ATTRACTIONS

Woody Lake Nature Reserve/Kepwari Walk Trail is located 7 km northeast of Esperance. It features interconnected wetlands, including Woody Lake, Windabout Lake and Lake Wheatfield. Visitors can explore the Kepwari Wetland Trail, offering birdwatching and boardwalks, or enjoy canoeing on the Esperance Lakes Canoe Trail.

Signage - Directional signage begins At the Fisheries Rd/Windabout Way intersection. At this location is a sign structure consisting of 4 fingerboards signs. As usual the stack is incorrect with a fingerboard for a B&B at the top of the sign structure when it should be at the bottom. The three brown tourist attraction



Lucky Bay Brewery should be signed with a double sided directional sign carrying the Tourist "t" symbol



Esperance Stonehenge sign panel should be placed below the National Park sign. Sign should carry the MRWA tourist "t" symbol.



Cape Le Grand NP is well signed all the way from Coolgardie-Esperance Hwy.



Condingup Vineyard is open the required amount of days but is currently not open enough hours (6hrs per/day) to qualify for brown tourist signs.

Condingup Lookout should be signed with the AS symbol for lookouts.

SECTION 3. SHIRE OF ESPERANCE SIGNAGE AUDIT

3.5 SHIRE OF ESPERANCE TOURIST ATTRACTIONS

fingerboards consist of "Windabout Lake", "Woody Lake" and "Walk Trail" This is too much information for motorists to take in. Two of the westbound panels are missing from the sign structure. This attraction would be much better if it was simply signed "Woody Lake Nature Reserve" with the AS symbol for hiking and the WA tourist "t".

Lucky Bay Brewery - This popular attraction is situated just out of Esperance on Bandy Creek Rd and is open 7 days per week meeting the requirements for this type of tourist attraction.

Signage - Signage is minimal with a brown direction sign at the Fisheries/Bandy Creek Rd intersection. This sign is simply signed "Brewery" with the name "Lucky Bay" added as an afterthought. Again this attraction hasn't been signed correctly and should be signed "Lucky Bay Brewery" and carry the MRWA tourist attraction "t" symbol as per Main Roads WA's "[Policy and Application Guidelines – Tourist and Service Signs](#)" (page 117). At the property this attraction is amply signed with their own property signs.

Esperance Stonehenge is located approximately 18 km east of Esperance, it is a full-scale replica of the original Stonehenge in England. The attraction is situated on private property and operates as a tourist destination.

Signage – This attraction is well-signed, with directional signage beginning as far west as the Fisheries Road/Goldfields Road intersection, continuing at the Fisheries Road/Merivale Road intersection, and including both advance warning and entry signs at the property entrance. All signage should feature the WA Tourism "t" symbol to indicate it is a recognised visitor attraction.

Cape Le Grand National Park is one of the Shire of Esperance's premier attractions and is located 40 kms south east of Esperance off the Merivale Rd.

Signage - Being the major attraction it is, it is signed from the Coolgardie-Esperance Hwy just north of the Fisheries/Harbour and Norseman Rd roundabout and Norseman Rd prior to the Norseman/Goldfields



Green direction sign should show the distance to Duke of Orleans Bay and the services available below.



Orleans Bay/Merivale Rd Intersection - This intersection should have a green intersection sign.



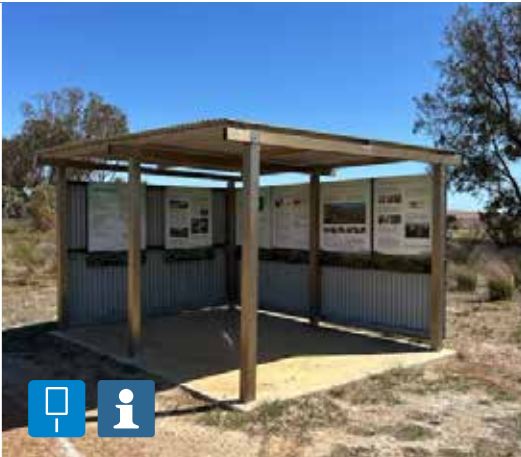
Brown tourist sign should always take precedence over blue service signs.



Orleans Bay - Install a proper directional sign with the appropriate AS symbols.



Cape Arid NP - Thomas River attractions signed from Fisheries Rd



Cape Arid NP entry points - install tourist information signs prior to the entry points.



Rd intersection. Further signage is located along Fisheries Rd including a reassurance sign just east of town with directional signs at both the Fisheries/Merivale Rd intersection and at the Merivale/Lucky Bay Rd intersection.

Condingup Vineyard is located on Orleans Bay Road, just south of the Fisheries/Orleans Bay Road intersection. The cellar door operates six days a week from 12pm to 4pm. While it meets the minimum number of days to partially qualify for brown tourist signage, it does not meet the required daily opening hours. According to Main Roads WA's "[Policy and Application Guidelines – Tourist and Service Signs](#)" (page 117), cellar doors must be open from 10am to

4pm (6hrs/per day) to qualify.

Signage - Currently the only signage for this attraction are some possibly illegal home made signs on the road reserve and an entry statement at the property entrance.

Condingup Lookout is located just east of Condingup village and accessed via Lookout Rd off Fisheries Rd. It offers 360° views of the surrounding countryside. The site would benefit from a small viewing platform and basic interpretation to enhance the visitor experience.

Signage - Currently signed with a small brown fingerboard at the Fisheries Rd/Lookout Rd intersection, simply marked "Lookout". The standard

AS symbol for lookouts has been omitted and should be included for consistency and improved recognition.

Duke of Orleans Bay and Wharton Beach are located east of Esperance and 20+ kms south of Condingup. Wharton Beach is particularly popular for swimming, surfing, and has 4WD access, offering an often uncrowded coastal experience. Duke of Orleans Bay nearby offers camping and accommodation facilities.

Signage – Duke of Orleans Bay is signposted from the Fisheries/Orleans Bay Rd intersection at Condingup with a green directional sign, however, it unusually omits the distance to the destination (over 20 km). There is also a lack of blue service signage to inform

SECTION 3. SHIRE OF ESPERANCE SIGNAGE AUDIT

3.5 SHIRE OF ESPERANCE TOURIST ATTRACTIONS

visitors of the amenities available at the bay, which include camping, boat ramps, toilets, meals, and fuel. At the Orleans Bay/Wharton Rd intersection, signage includes a blue directional sign for the Duke of Orleans Bay Caravan Park services and a brown directional sign for Wharton Beach. However, these have been installed incorrectly, with the blue service sign taking precedence over the brown tourist sign, contrary to standard hierarchy guidelines for tourism signage.

Alexander Bay is a remote coastal location approximately 100 km east of Esperance, accessible by 4WD. The Shire of Esperance operates a basic campground with 12 bays and pit toilets. Visitors must be self-sufficient and take all rubbish with them.

Signage - This attraction is accessed from Fisheries Rd via Alexander Rd. There is no directional signage to this attraction. As accessibility is limited to 4WD vehicles this attraction should only carry a blue fingerboard sign with the name and distance.

Cape Arid National Park is situated 114 kms east of Esperance at the end of Fisheries Rd. The park can be accessed here by 4WD to Israelite Bay or the more accessible Thomas River access point suitable for 2WD vehicle.

Signage - As with Cape Le Grand National Park, Cape Arid is well signed all the way from Esperance with the last directional sign being for the Thomas River section of the park at the Fisheries/Tagon Rd intersection.

RECOMMENDATIONS

Esperance Attractions

- Pink Lakes - Replace blue directional sign with a brown directional sign incorporating the AS Symbol for lookouts.
- Esperance Tanker Jetty - Install a large double sided brown directional sign at the entrance to the car park off The Esplanade. This sign should incorporate the AS symbols for caf  s, accessible toilets and picnic shelters.
- Esperance Tanker Jetty - Replace missing aboriginal interpretive panel at the jetty head shelter.
- Esperance Tanker Jetty - Deep clean and remove graffiti at jetty head shelters.
- Esperance Museum Precinct - Remove existing blue and yellow Museum Entry sign. Replace with a double sided blue directional sign at the Dempster/James St intersection.
- Esperance Museum Precinct - Consistently name this precinct.
- Esperance Museum Precinct - Replace brown fingerboard at the Esplanade/James St intersection with a blue fingerboard sign, install a second blue fingerboard sign at the entrance footpath on James st.
- Cannery Arts Centre - Replace existing blue advance warning sign panels with brown sign panels, these panels should incorporate the AS symbols for Tourist "t" and Lookout.
- Cannery Arts Centre - Opposite Cannery entrance install a double sided brown directional sign incorporating the AS symbols for Tourist "t" and Lookout.
- Dempster/Rotary Lookout - Consistently name this attraction and incorporate the AS symbol for Lookouts.
- Great Ocean Trail - Replace the existing blue directional signs with the correct brown directional signs bearing the AS symbol for Hiking/Walk Trails.

Coolgardie - Esperance Hwy Attractions

- Peak Charles National Park - Incorporate a second blue signboard below the existing brown sign panels on Coolgardie - Esperance Hwy, this panel should incorporate the AS symbols for hiking/walk trails, camping and picnic shelters.

- Mallee Memorial Park - Install a double sided brown directional at the park entrance. This sign should incorporate the AS symbol Tourist "t".
- Scadden Pioneer Park - Remove brown directional sign and replace with the full suite of blue advance warning and directional signs. These signs should incorporate the AS symbols for rest area, toilets and picnic shelters.
- Helm Arboretum - determine how long this attraction will be closed for and remove/cover the directional signs if required.
- Esperance Animal Park & Cafe - Replace the current advance warning signs with the correct rectangular sign panel.

South Coast Hwy Attractions

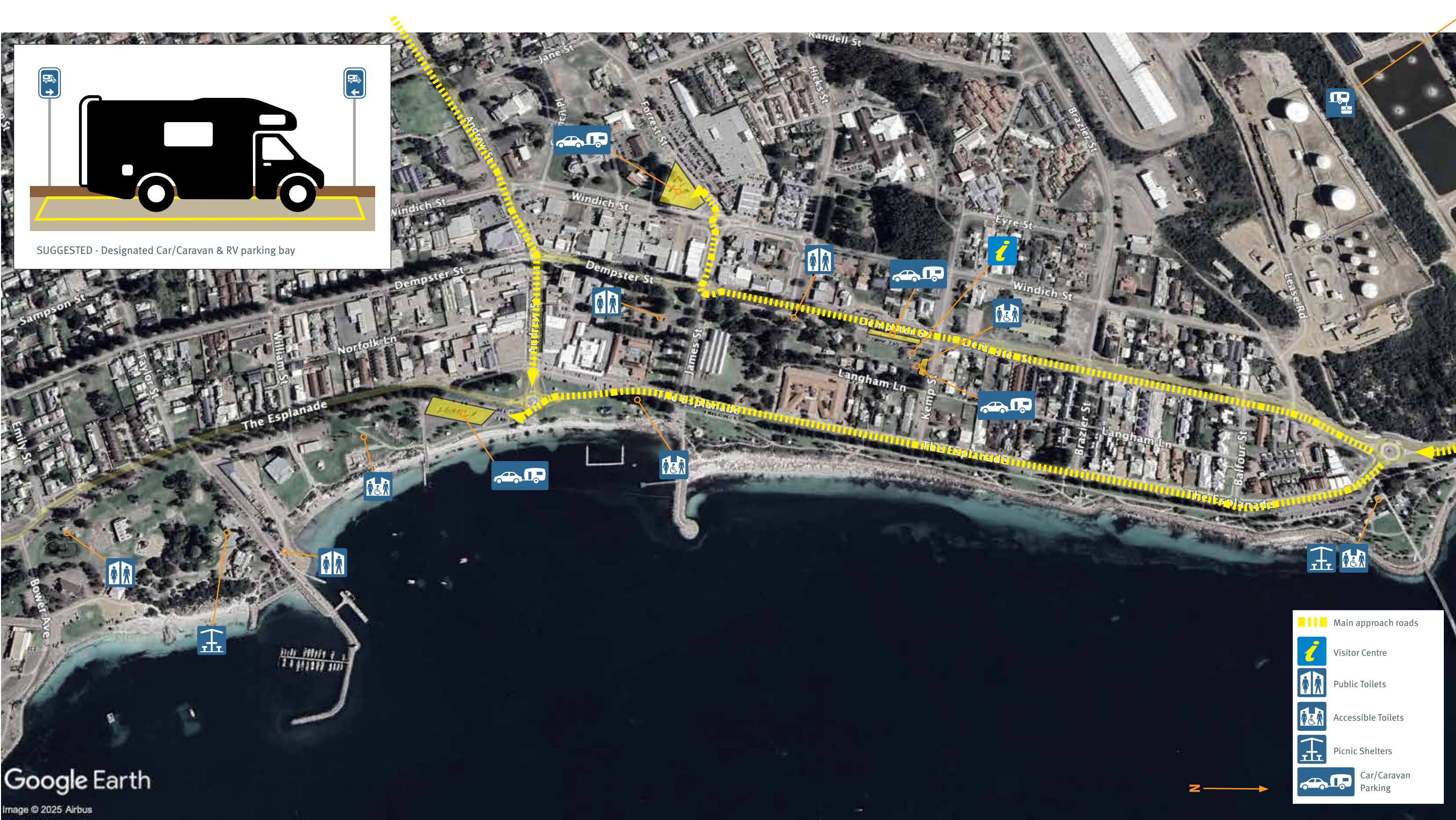
- Munglinup Beach - South Coast Hwy/Fuss Rd intersection. Reverse sign stack at this location with brown sign panels on top. Install similar brown/blue sign stacks at Fuss/Springdale Rd, at Springdale/ Munglinup Rd intersections.
- Stokes National Park - Work with MRWA to improve directional signage for Stokes NP. Additional advance warning signage is required, especially for west bound traffic.
- Quagi Beach - Install new double sided brown directional sign at the South Coast Hwy/Fuss Rd intersection. This sign should incorporate the AS symbols for camping, picnic shelters and toilets.
- Lake Monjingup Reserve - Currently signed with a double sided brown directional sign, ideally this sign should incorporate the AS symbols Tourist "t" and the hiking/walk trails.

East of Esperance Attractions

- Woody Lake Reserve/Kepwari Walk Trail - Replace existing sign panels at the Fisheries Rd/Windabout Way intersection. The new sign structure should be a double side brown directional sign with "Woody Lake Reserve" with the symbols for hiking/walk trails and picnic shelters.
- Lucky Bay Brewery - Brown directional sign at the Fisheries/Bandy Creek Rd intersection should be signed as "Lucky Bay Brewery" and incorporate the AS symbol Tourist "t".

- Esperance Stonehenge - sign panel at the Fisheries /Goldfields Rd intersection should be reordered with the Stonehenge panel positioned below the main Cape Le Grand, Cape Arid sign panel.
- Condingup Vineyard - With a slight increase in hours this vineyard could qualify for brown tourist signs and the AS symbol for Cellar Doors.
- Condingup Lookout - This sign should incorporate the AS symbol for lookouts.
- Duke of Orleans Bay - Green directional sign should incorporate the distance (Condungup - Duke of Orleans Bay). Orleans Bay/Merivale Rd intersection replace with the correct green intersection sign.
- Duke of Orleans Bay - Install blue directional signs at the Orleans Bay boat ramp. This sign should incorporate the AS symbol for toilets, picnic shelters and parking.
- Cape Arid - Install blue positional signs with the AS symbol tourist information at each visitor information bay.

3.6 SHIRE OF ESPERANCE TOWN VISITOR SERVICES



Recognised tourist services within the town of Esperance.

SECTION 3. SHIRE OF ESPERANCE SIGNAGE AUDIT

3.6 SHIRE OF ESPERANCE TOWN VISITOR SERVICES

ESPERANCE TOWN VISITOR SERVICES

When towing a caravan, especially within urban areas, motorists benefit greatly from advanced warning signage to guide them to their intended destinations, whether it's a caravan park, a dump point, or suitable parking for exploring the town or shopping. The general guideline dictates that if traffic is moving at speeds over 80 km/h, advance warning signs should be situated 300 meters from the turning point; when speeds are under 80 km/h, this distance reduces to 200 meters (refer to page 16). A fundamental principle to remember is that "Good signage equals relaxed visitors, leading to longer stays and increased spending".

MRWA's publication " [Policy and Application Guidelines – Tourist and Service Signs](#)" page 52 states " Public and privately-operated traveller facilities such as roadside rest areas, public toilets, emergency phones, roadhouses, motels and the like, enhance the motoring experience by offering amenities and services that provide comfort for travellers and cater for the essential needs of drivers".

Principles & Guidelines

- **Route planning** - Before any signage is put in the ground a route plan should be developed for each sign. In Esperance's case there are multiple routes to most of the attractions but there is no signage plan for visitor services.
- **Information** - In many instances signs are duplicated with the same information repeated only a short distance along the same route.
- **Australian Standard road signs (AS 1742)** - consists of two standard sign shapes - Rectangular signs used for advance warning and reassurance signs. Chevron signs are used for intersection, positional and directional signs (refer to page 13). In many instances this standard has not been followed with rectangular signs being used where the Australian Standard calls for chevron style signs.

- **Readability** - The general rule of thumb is that the average motorist can absorb 4 lines of text on highway signs which are designed to be read in about 6 to 8 seconds, which is roughly how long a driver has to read the sign before they pass it. Some of Esperance's in-town road signs contain too many different messages.
- **Decision making point** - In many instances signs are positioned past the decision making point (refer to page 16). Knowing where the decision making point is particularly important for visitors towing caravans. Signs should be positioned well in advance of where visitors are expected to turn.
- **Australian Standard symbols (AS 1744)** - wherever possible AS symbols should be used instead of text.

Esperance - Within the town of Esperance apart from directional signage to the various caravan parks and accommodation options there is a complete lack of blue tourist services signs. Visitors towing caravans are given no directions where they can park , yet there are three designated car/caravan parking areas within the CBD - Visitor Centre, Foreshore and across the road from the shopping centre between Windich and Forrest St. There are no directional signage to the designated rest area facilities at the VIC, no directional signage to public toilets of which there is 6 and only one public RV dump point. Work needs to be done to improve the smooth flow of visitor traffic into the Esperance CBD starting as far back as east of the Norseman Rd roundabout.

Salmon Gums - is situated at the northern entry point into the Shire of Esperance on the Coolgardie-Esperance Hwy. The towns tourism services include a well appointed rest area and a community run caravan park. The rest area features advance warning signs either side of town but signage at the facility is partially hidden by trees - especially for northbound motorists. The signage for this facility lacks consistency and for south bound motorists is on the wrong side of the road.



Too much information for visitors to take in at this location. Caravan Park names should be abbreviate "apartments" remove the word "Esperance".



Confusing mix of messages.



The only car/caravan parking signs in Esperance - at the location between the shopping Centre on Forest St and Windich St.



Along Dempster St and The Esplanade there is 6 public toilets only the ones across James St from the museum are signed.



South Coast Hwy/Harbour Rd Intersection - too small, too much information.



Harbour/Norseman Rd roundabout, massive sign for one business

SECTION 3. SHIRE OF ESPERANCE SIGNAGE AUDIT

3.6 SHIRE OF ESPERANCE TOWN VISITOR SERVICES

The caravan park has a double sided directional sign at the Coolgardie-Esperance Hwy intersection from this point signage gets a bit sketchy as you proceed down Moore St. At the Moore/Rogers St intersection is a much modified directional sign attempting to direct car/caravans across the railway line towards the caravan park. This location should have a proper directional sign to direct visitors over the railway line. Once the railway line is crossed there is a three way intersection. Here a reassurance sign needs to be installed to direct visitors along Salmon Gums East Rd to the caravan park entrance.

Grass Patch - At the Coolgardie-Esperance Hwy/Shepard St intersection replace the existing sign stack with a new double sided blue services sign this sign should carry the AS symbols for caravan park and public toilets. Opposite the Grass Patch Hall at the end of Shepard St install a blue fingerboard sign directing visitors to the toilets.

Condingup - Condingup has blue services directional at the town entry points on Fisheries and Orleans Bay Rd. These signs are faded and in need of replacement. The existing signs carry the AS symbols for Public Telephone, Fuel, Meals and Cafe. The replacement signs should omit the public telephone symbol and replace this with the public toilet symbol. Directional signs to the public toilets at the Condingup Sports Ground need to be installed at the Parish/Sutcliffe St and the Sutcliffe/Sports Ground entrance.

Recommendation

- Esperance - Develop a whole of CBD signage plan.
- Salmon Gums - Consolidate all blue signage to the Salmon Gums Caravan Park and use Australian Standard Symbols.
- Salmon Gums - Reorganise rest area positional signage (Refer to signage plan on page oo)
- Grass Patch - Install new directional signage at the Coolgardie-Esperance Hwy/Shepard St intersection.
- Condingup - Replace all blue services directional signage on Fisheries and Orleans Bay Rd.
- Condingup - Install new directional signs to the public toilets at the sports ground.



Norseman Rd - Advance warning sign to direct car/caravan parking options.



The Esplanade - Directional parking to Esplanade car/caravan parking.



Dempster St - Directional sign to Windich/Forrest St car/caravan parking.



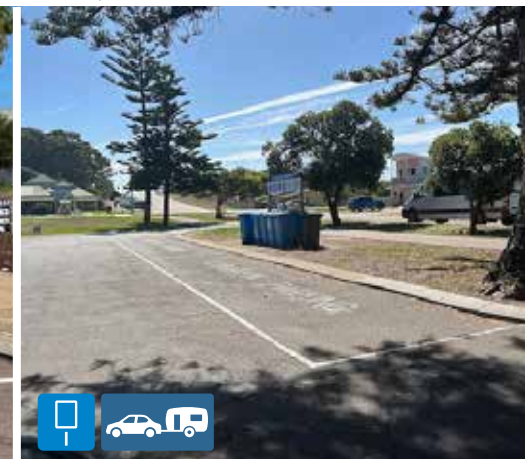
James St - Directional sign to Windich/Forrest St car/caravan parking.



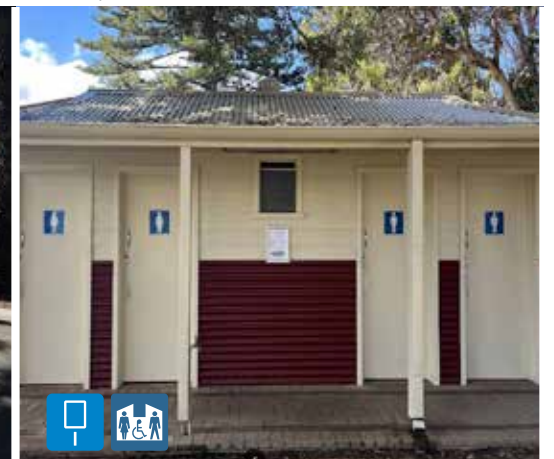
Dempster/Kemp St intersection - install directional signage for Kemp St visitor services.



Dempster St - install car/caravan positional signage either end of this parking area.



Kemp St - install car/caravan positional signage either end of this parking area.



Kemp St - install double sided public toilets positional signage on Kemp St adjacent toilets.



Dempster St - install double sided public toilets positional signage adjacent toilets.



The Esplanade - install double sided public toilets positional signage adjacent toilets.



The Esplanade - install double sided public toilets positional signage adjacent toilets.



The Jetty Precinct - install double sided public toilets positional signage adjacent toilets.

SECTION 3. SHIRE OF ESPERANCE SIGNAGE AUDIT

3.6 SHIRE OF ESPERANCE TOWN VISITOR SERVICES



These two signs at the Coolgardie-Esperance Hwy/Moore St intersection in Salmon Gums should be consolidated into one sign structure.

Salmon Gums - well appointed rest area with advance warning and a mix of directional signs. Directional signs should be consolidated, trees cut back and the signs positioned on the correct side of the road.



Install caravan park reassurance sign on Moore St prior to Rogers St intersection.

Remove these two redundant signs.

Salmon Gums East Rd - Affix these sign to proper sign structures.

Grass Patch - Replace existing sign stack with a double sided directional sign with AS symbols for caravan park and public toilets.



Gibson - Replace existing fingerboard sign with a double sided positional sign with AS symbols for public toilets.

Replace all Condingup blue services directional signage. Replace AS symbol for public phone with public toilets.

Install double sided directional sign at Parish/Sutcliffe St intersection

Install double sided directional sign at Sutcliffe St/Sports Ground entrance

3.7 SHIRE OF ESPERANCE ACCOMMODATION SIGNS



A mixed bag of B&B signage, only the bottom sign meets the correct requirements.

ACCOMMODATION SIGNS

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

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

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

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

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

Blue service fingerboards -these should be in Australian Standard Blue with white text in Highway Gothic at 50opt. Where possible Australian Standard symbols should be used (refer to page 12 for correct symbols). If an accommodation business has a long name e.g. "Panorama Holiday B&B" the name can be abbreviated to just "Panorama" and the B&B symbol.

Tourist accommodation signing can utilise the below symbol types:

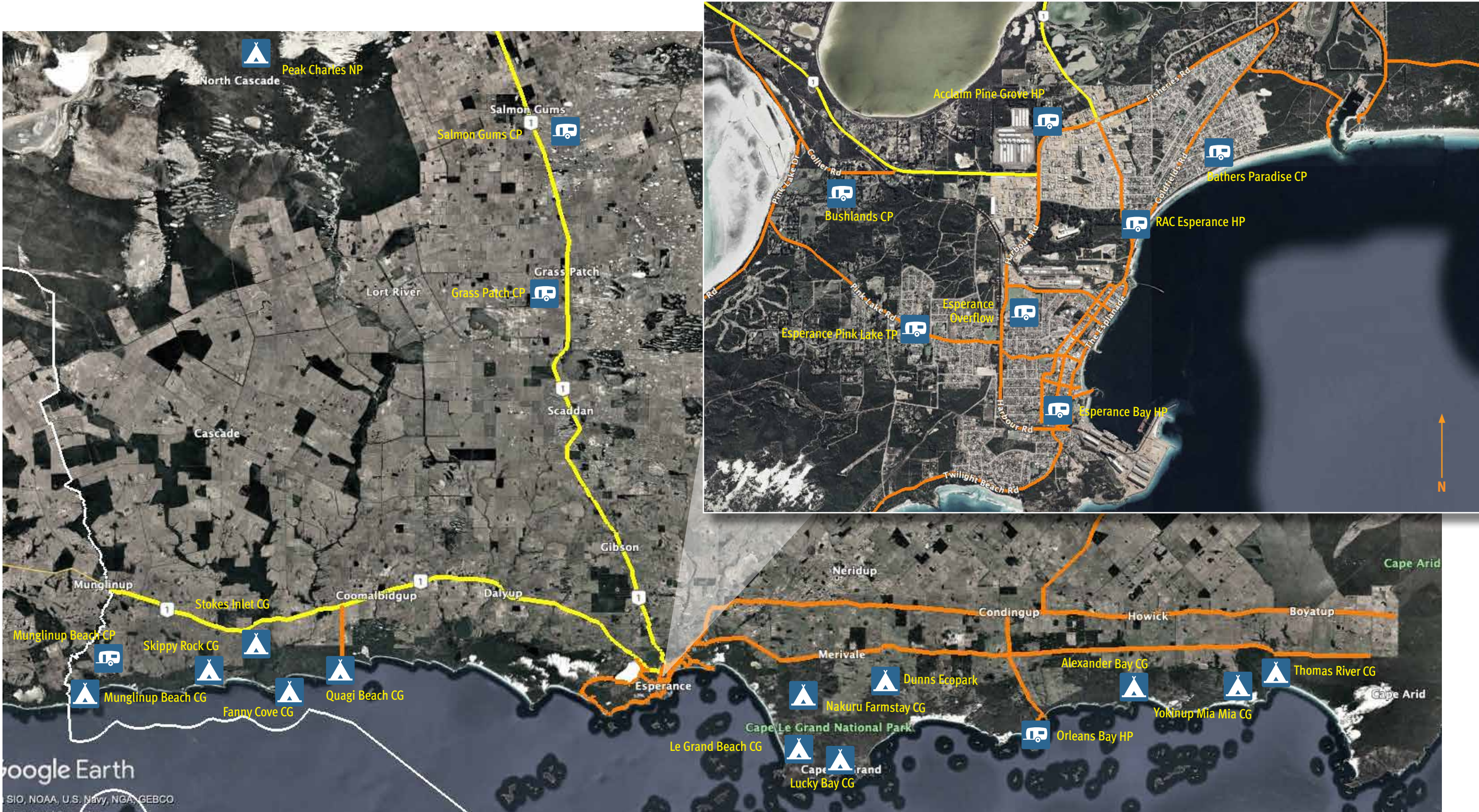


Signage should only be positioned from the nearest regional road intersection.

Recommendations

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

3.8 SHIRE OF ESPERANCE CARAVAN & CAMPING



Shire of Esperance Caravan and Camping

3.8 SHIRE OF ESPERANCE CARAVAN & CAMPING

THE ECONOMIC BENEFITS OF CARAVAN & CAMPING TO REGIONAL AUSTRALIA

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

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

- Local governments benefit from caravan and camping parks through various revenue streams, including property rates, licensing fees, and tourism-related levies. These funds can be reinvested into community development projects.
- Caravan and camping sites often foster a sense of community among travellers and locals alike. Campers often engage in activities and events that promote interaction and cooperation with the local community, creating a more vibrant and welcoming atmosphere.
- By providing an alternative source of income to agricultural activities, the caravan and camping economy can contribute to the diversification of rural economies. This can help rural areas become less vulnerable to economic downturns in specific industries.

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

MAKE CARAVAN & CAMPING EASY

Caravan Parks - When approaching a town on the main arterial routes there should be a blue advance warning sign (with Caravan/camping symbols) announcing "Caravan Park Name - distance" etc. followed by directional signs just prior to each decision making point until the destination is reached (see examples page 15/45). This approach helps to take the stress out of visitors navigating to their destination through unfamiliar streets.

Online booking system - An online booking system offers local government caravan and camping parks improved efficiency, reduced administrative workload, and 24/7 accessibility for visitors. It

enhances the visitor experience by allowing real-time availability checks, secure payments, and instant confirmation, while also providing the council with accurate data for planning and reporting.

Work will need to be done to educate visitors of the new system and it would probably have to be rolled out gradually. This would include updated signage, online promotion, information at other regional visitor information centres, email newsletters (to visitor who have previously stayed at shire owned campgrounds), flyers distributed to businesses frequented by visitors.

SHIRE OF ESPERANCE CARAVAN & CAMPING

Shire of Esperance has a multitude of caravan and camping options spread across the entire LGA including 10 privately owned, 8 national park campgrounds, 3 shire owned and 2 community owned. Other non-recognised beach and bush camping options exist but are not included in this strategy. Directional signage to the out-of-town camp grounds and caravan parks is mixed with some well signed and some not at all.

COOLGARDIE-ESPERANCE HWY

Peak Charles NP is located in the north west corner of the Shire of Esperance. This National Park offers basic camping facilities including pit toilets, picnic shelters and fire pits. Currently there is no blue services signs for these facilities at the two approach roads from the Coolgardie-Esperance Hwy.

Grass Patch Caravan Park - This small community owned caravan park is located just off the Coolgardie-Esperance Hwy. This park is currently signed with a blue fingerboard sign at the Coolgardie-Esperance Hwy/Shepard St intersection.

Salmon Gums Community Caravan Park - This caravan park is owned and operated by the Salmon Gums Community. Directions to this park are signed with a mix of directional signage from the Coolgardie-Esperance Hwy via Moore St.

Shire of Esperance Caravan & Camping	Private	Council	Nat Pk	Other
Coolgardie-Esperance Hwy				
Peak Charles NP			•	
Grass Patch CP				•
Salmon Gums CP				•
South Coast Hwy				
Fanny Cove CG (Stokes NP - 4WD access)			•	
Munglinup Beach CG		•		
Munglinup Beach CP	•			
Quagi Beach CG		•		
Skippy Rock CG (Stokes NP - 4WD access)			•	
Stokes Inlet CG (Stokes NP)			•	
East of Esperance				
Alexander Bay CG - (4WD access)		•		
Duke of Orleans Bay CP	•			
Dunns Ecopark	•			
Le Grand Beach CG (Cape Le Grand NP)			•	
Lucky Bay CG (Cape Le Grand NP)			•	
Nakuru Farmstay CG	•			
Poison Creek CG (Cape Arid NP 4WD access)			•	
Thomas River CG (Cape Arid NP)			•	
Yokinup Mia Mia CG (Cape Arid NP)			•	
Esperance Caravan Parks				
Acclaim Pine Grove HP	•			
Bathers Paradise CP	•			
Bushlands CP	•			
Esperance Bay HP	•			
Esperance Pink Lake TP	•			
RAC Esperance HP	•			
Esperance Overflow CG		•		



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

SECTION 3. SHIRE OF ESPERANCE SIGNAGE AUDIT

3.8 SHIRE OF ESPERANCE CARAVAN & CAMPING

SOUTH COAST HWY

Fanny Cove Campground (4WD Access only)- This campground is part of Stokes NP and is situated on the eastern side of Stokes Inlet. This campground is reached via Farrells Rd, this is the same access road as Quagi Beach. There is no directional signage to this campground.

Munglinup Beach Campground is owned and operated by the Shire of Esperance. Directional signage to this campground is (we think) shared with the privately owned Munglinup Beach Caravan Park which is situated on the edge of Munglinup Reserve.

Munglinup Beach Caravan Park is a privately owned caravan park situated on the edge of Munglinup Reserve. This caravan park is signed from South Coast Hwy at the Fuss Rd intersection, Fuss/Springdale Rd intersection and at the Springdale/Munglinup Beach Rd intersection. Much of the signage judging by its placement looks to have been put in by the caravan park operator.

Quagi Beach Campground is another Shire of Esperance campground located on the coast west of Esperance. This campground is reached via Farrells Rd from the South Coast Hwy. Signage at this intersection is poor and consists of a small blur fingerboard signed "Quagi Beach" there is no mention that camping or the facilities available here.

Skippy Rocks Campground (4WD Access only)- This is another camping option on the western side of Stokes NP. This campground is reached from Torradup Rd off Springvale Rd. The campground has basic facilities including some picnic shelters and pit toilets. There is no directional signage to this campground.

Stokes Inlet (Benwenerup Campground)- This is the main campground within Stokes NP and features a camp kitchen, picnic tables and pit toilets. The park is well signed from South Coast Hwy.

EAST OF ESPERANCE

Alexander Bay Campground (4WD Access only) - This remote camp site is owned by the Shire of Esperance and

and is situated between Duke of Orleans Bay and Cape Arid NP. The campground is reached from Fisheries Rd via Alexander Rd (17kms) the last 5kms is 4WD only. This intersection is not signed.

Duke of Orleans Bay Caravan Park - This privately owned caravan park is located on Duke of Orleans Bay 17kms south of Condingup. The park has a private advertising sign at the Fisheries/Orleans Bay Rd intersection (on the road reserve) followed up by blue directional signage at the Orleans Bay/Wharton Beach Rd intersection and at the turn-off to the caravan park.

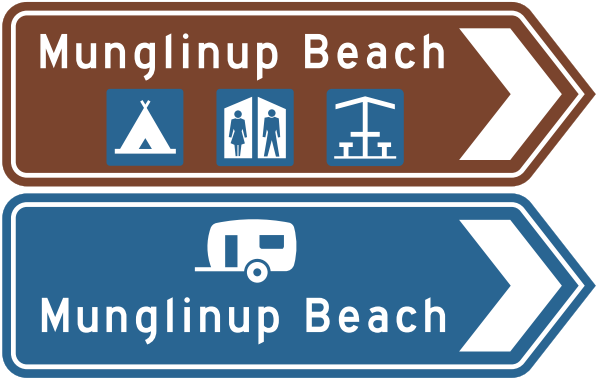
Dunns Ecopark - This small privately owned campground is situated off Merivale Rd. This campground is signed with a blue fingerboard sign at the Merivale/Dunn Rock Rd followed up by a property sign at the property entrance off Dunn Rock Rd.

Le Grand Beach/Lucky Bay - Both of these campgrounds lie within Cape Le Grand NP and are administered by DBCA - Parks & Wildlife. Both camping options are well signed from within the National Park.

Nakuru Farmstay Campground is a privately owned campground suitable only for self contained caravan/camping with no toilet facilities available on-site. Currently this campground is signed with a blue fingerboard sign at the Merivale/Stockyard Rd intersection. The current sign reads "Nakura B&B 5.4km" from our research this is the same location but no longer operating as a B&B.

Poison Creek Campground (4WD Access only) is the western most campground accessible by 4WD within Cape Arid NP. This park has an advance warning sign 10kms from the Fisheries/Baring Rd intersection. Facilities include a camp kitchen and pit toilets. Signage is very basic.

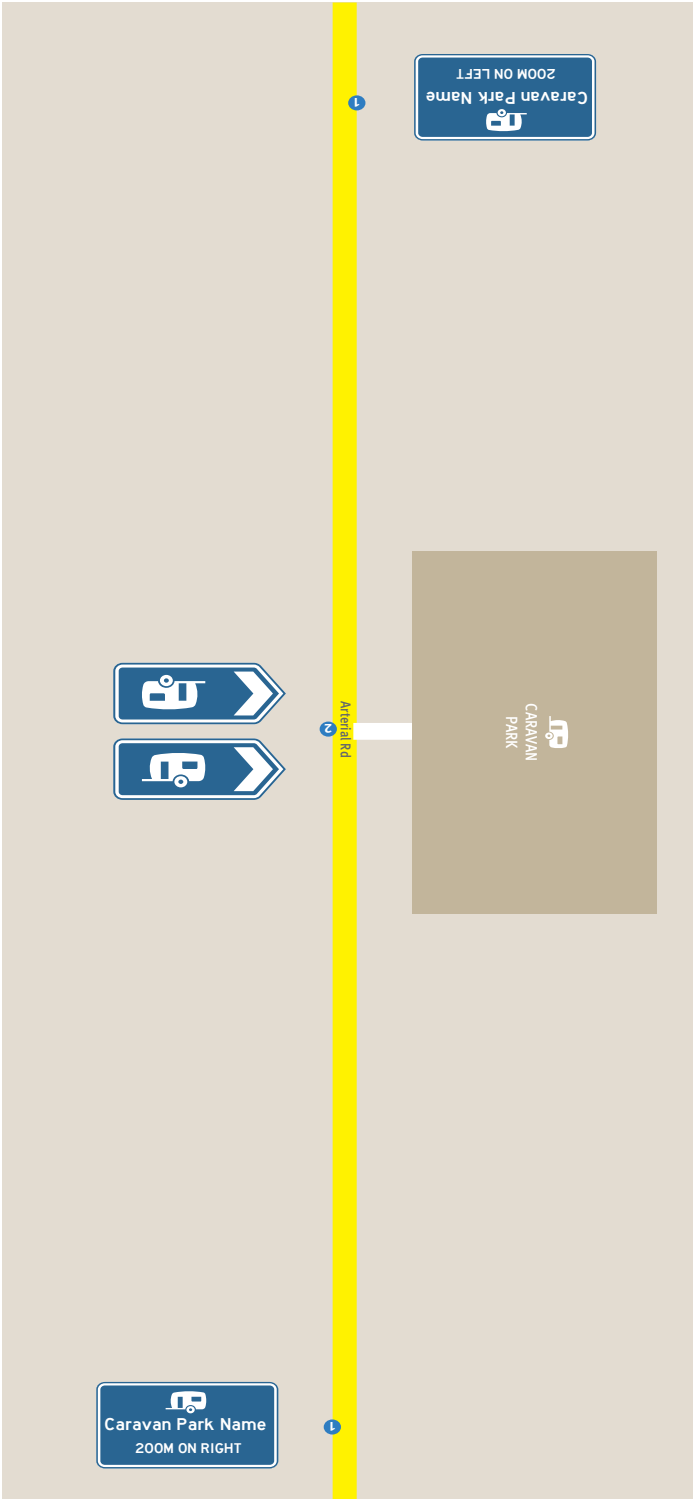
Thomas River & Yokinup Mi Mai Campgrounds are 2WD accessible campgrounds within Cape Arid NP. Both campgrounds are accessed off the same Merivale/Yokinup access road. These campgrounds are well signed from the Fisheries/Tagon Rd intersection.



SUGGESTED - Consolidated signage suggested for South Coast Hwy/ Fuss Rd intersection



SUGGESTED - Consolidated signage suggested for South Coast Hwy/ Farrells Rd intersection



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

SECTION 3. SHIRE OF ESPERANCE SIGNAGE AUDIT

3.8 SHIRE OF ESPERANCE CARAVAN & CAMPING

Recommendation

- Develop as part of a signage masterplan routing and correct signage type and positioning for caravan parks in and around Esperance.
- Peak Charles NP - incorporate blue facility sign panels below the existing sign brown sign panels on the Coolgardie-Esperance Hwy (refer to tourist attraction recommendations page 38).
- Grass Patch Caravan Park - Install a new double sided directional sign at the Coolgardie-Esperance Hwy/Shepard St intersection (refer to town visitor services recommendations page 38).
- Salmon Gums Community Caravan Park - Develop and implement a new signage plan for the Salmon Gums Caravan Park (refer to town visitor services recommendations page 38).
- Alexander Bay Campground - Install directional fingerboard sign at the Fisheries/Alexander Rd intersection.
- Duke of Orleans Bay Caravan Park - Install a blue directional services sign for this caravan park at Fisheries/Orleans Bay Rd intersection.
- Fanny Cove Campground - This campground should be signed from Farrells Rd.
- Munglinup Beach campground/caravan park - Develop a new signage plan and install new signage from South Coast Hwy (refer to tourist attraction recommendations page 38).
- Nakuru Farmstay Campground - Replace current sign with a double sided blue directional sign with the as symbol for camping and self contained RV.
- Quagi Beach Campground - Improve signage at the South Coast Hwy/Farrells Rd intersection (refer to tourist attraction recommendations page 38).
- Investigate options for on-line booking of Shire owned camping sites. This change will need to be supported by signage and digital engagement.



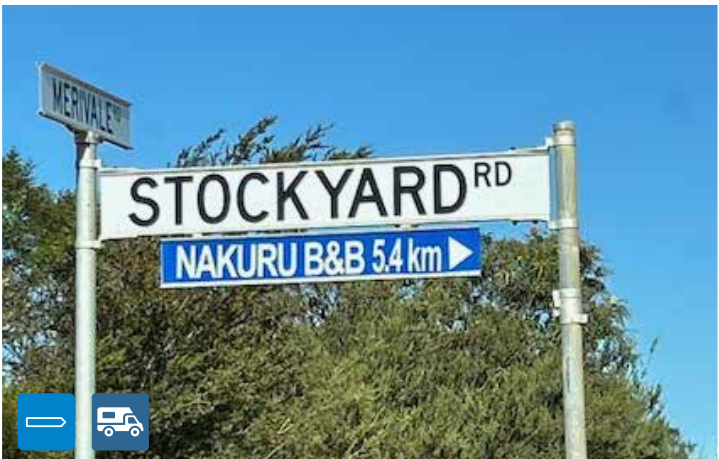
This sign should be replaced with a blue advance warning sign and the AS symbol for camping.



This sign should be replaced with a blue directional sign and the AS symbol for camping.



This intersection should a double sided blue directional signed "Alexander Bay" and the AS symbol for camping.



Nakuru B&B should be resigned as Nakuru Campground and the AS symbol for self contained camping.



Orleans Bay Caravan Park - Possible illegal, sign located in the road reserve (with others).



Grass Patch Park and Stay - Replace sign panel.



This sign should be replaced with a blue directional sign and the AS symbol for camping.

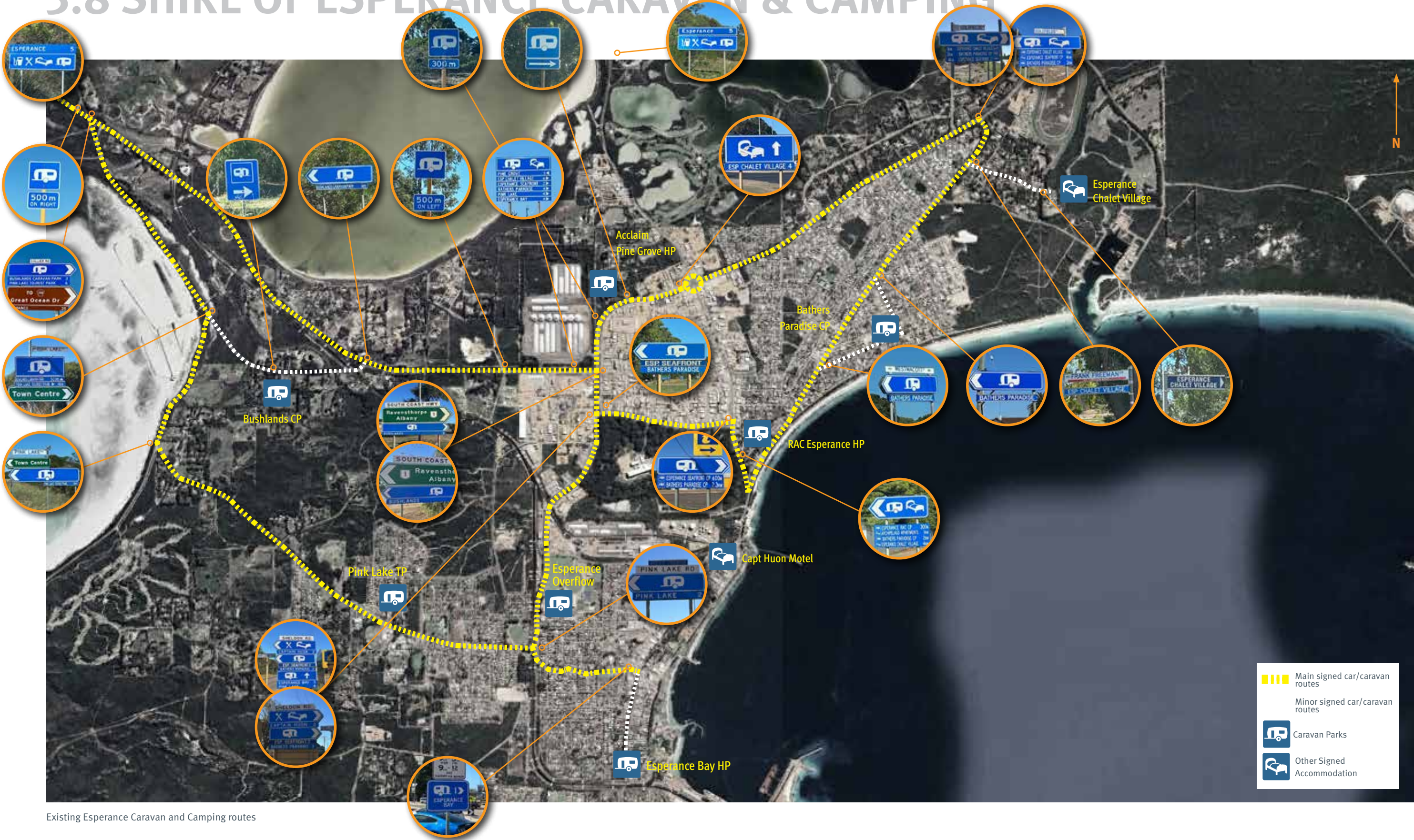


Kennedy's Beach - Replace sign panel.



Salmon Gums Community Caravan Park - Possible illegal, sign located in the road reserve.

3.8 SHIRE OF ESPERANCE CARAVAN & CAMPING



SECTION 3. SHIRE OF ESPERANCE SIGNAGE AUDIT

3.8 SHIRE OF ESPERANCE CARAVAN & CAMPING

ESPERANCE CARAVAN & CAMPING

When planning access routes into towns for cars, caravans, and RVs, it is essential to engage these visitors as early as possible with clear advance warning signs. These signs provide travellers with ample time to process information and make the necessary directional changes to reach their destination (refer to page 15). However, in many cases, advance warning signs attempt to convey too much information, making them difficult for motorists to absorb quickly.

Esperance township has six caravan parks and an overflow campground at the showgrounds. While directional signage to these facilities is generally present, it lacks consistency and coherence. There is no clearly defined caravan-friendly route into town. For example, while there are signed routes from South Coast Hwy and Fisheries Rd, there is no caravan signage from the Coolgardie–Esperance Hwy—the most likely arrival route for visitors from the eastern states. On this route, the first caravan park signage only appears north of the Norseman/Goldfields Rd intersection. Additionally, some signage directs travellers to smaller accommodation providers like motels and apartments, which typically don’t warrant such signage. This raises the question—what is the criteria for installing directional signs for accommodation providers?

During consultation in Esperance, it was strongly emphasised that tourist traffic should be diverted away from the eastern end of South Coast Highway—particularly the final five kilometres where the highway terminates at its intersection with Harbour Road. This stretch of road experiences significant heavy vehicle traffic and traverses a primarily industrial zone, making it unsuitable and potentially unsafe for high volumes of visitor traffic.

However, the effectiveness of this strategy is undermined by issues within the existing signage system. Key concerns include:

- **Inconsistent Abbreviations:** Several tourism and accommodation signs feature inconsistent or incorrect abbreviations, reducing clarity and

professionalism. For example, “Bushlands Caravan Park” could be simplified to just “Bushlands”, and “Pink Lake Tourist Park” abbreviated appropriately to “Pink Lake”. Long or awkward titles compromise quick recognition by passing drivers.

- **Outdated and Incorrect Signage:** Despite the site being purchased and re-branded by RAC in 2019, multiple signs throughout Esperance still refer to the former Esperance Seafront Caravan Park. These should be updated to reflect the new name: RAC Esperance Holiday Park.
- **Misuse of Symbols:** At the Fisheries Road/ Goldfields Road intersection, signage for Esperance Chalet Village incorrectly displays the caravan park symbol, which is misleading. Similarly, signage for the now-defunct Esperance Seafront Village Caravan Park displays the Australian Standard (AS) symbol for a B&B, when a caravan symbol would be more appropriate—or the sign should be removed entirely if the name is no longer in use.
- **Lack of Signage for Key Facilities:** There is currently no directional signage on Harbour Road guiding visitors to the Esperance Overflow Campground, located at the Showgrounds. Given its importance during peak travel periods, signage from major access roads should be implemented to guide visitors appropriately.

These inconsistencies and omissions not only affect navigation but also diminish the overall visitor experience. A rationalisation strategy is recommended to ensure accuracy, consistency, and compliance with relevant tourism and road signage standards.

Recommendation

- Develop a comprehensive signage plan to consolidate all blue service signs, enhancing visitor access to the Town of Esperance. This will require the development of a master signage plan for the whole town



Advance warning and directional signage from South Coast Hwy to Collier Rd



Remove Sheldon Rd and Harbour Rd as a designated caravan route. This is the only sign structure that lists Captain Huon Motel.



Esperance Seafront Caravan Park was rebranded as RAC Esperance Holiday Park in 2019.



ESP Chalet Village is not a caravan park, Esperance Seafront is now RAC Esperance Holiday Park and is classified as a caravan park.



There is no directional signage to the Esperance Overflow Campground

SECTION 3. SHIRE OF ESPERANCE SIGNAGE AUDIT

3.9 RV DUMP POINTS

RV DUMP POINTS

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

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

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

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

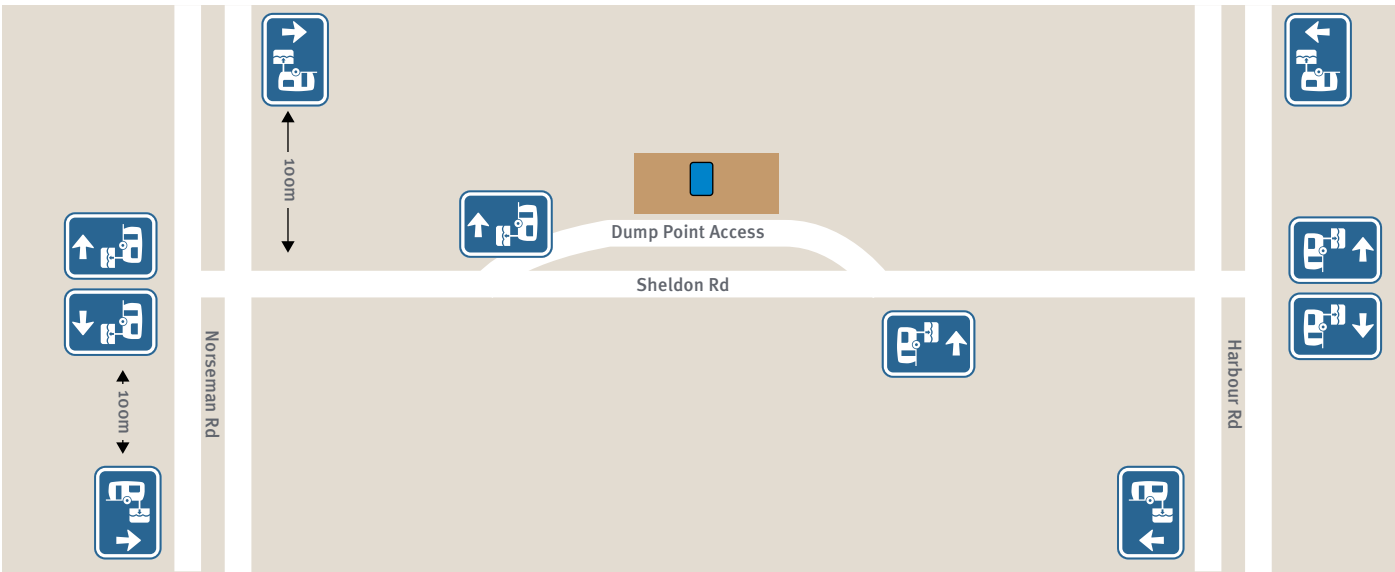
In conclusion, RV dump points play a crucial role in promoting regional tourism in Australia. They offer a convenient and responsible waste disposal solution for RV travellers, encourage longer stays, support local businesses, and contribute to the region's reputation as a welcoming and sustainable destination.

Recommendations

- Investigate the installation of a second dump point at the Sheldon Rd dump site.
- Reorganise signage plan for the Norseman/ Sheldon Rd intersection.
- Investigate the installation on a RV dump point at Condingup and Salmon Gums.



Existing directional signage for the Sheldon Rd RV Dump Point



Suggested signage plan for the Sheldon Rd RV Dump Point

SECTION 3. SHIRE OF ESPERANCE SIGNAGE AUDIT

3.10 SHIRE OF ESPERANCE REST AREAS

SHIRE OF ESPERANCE REST AREAS

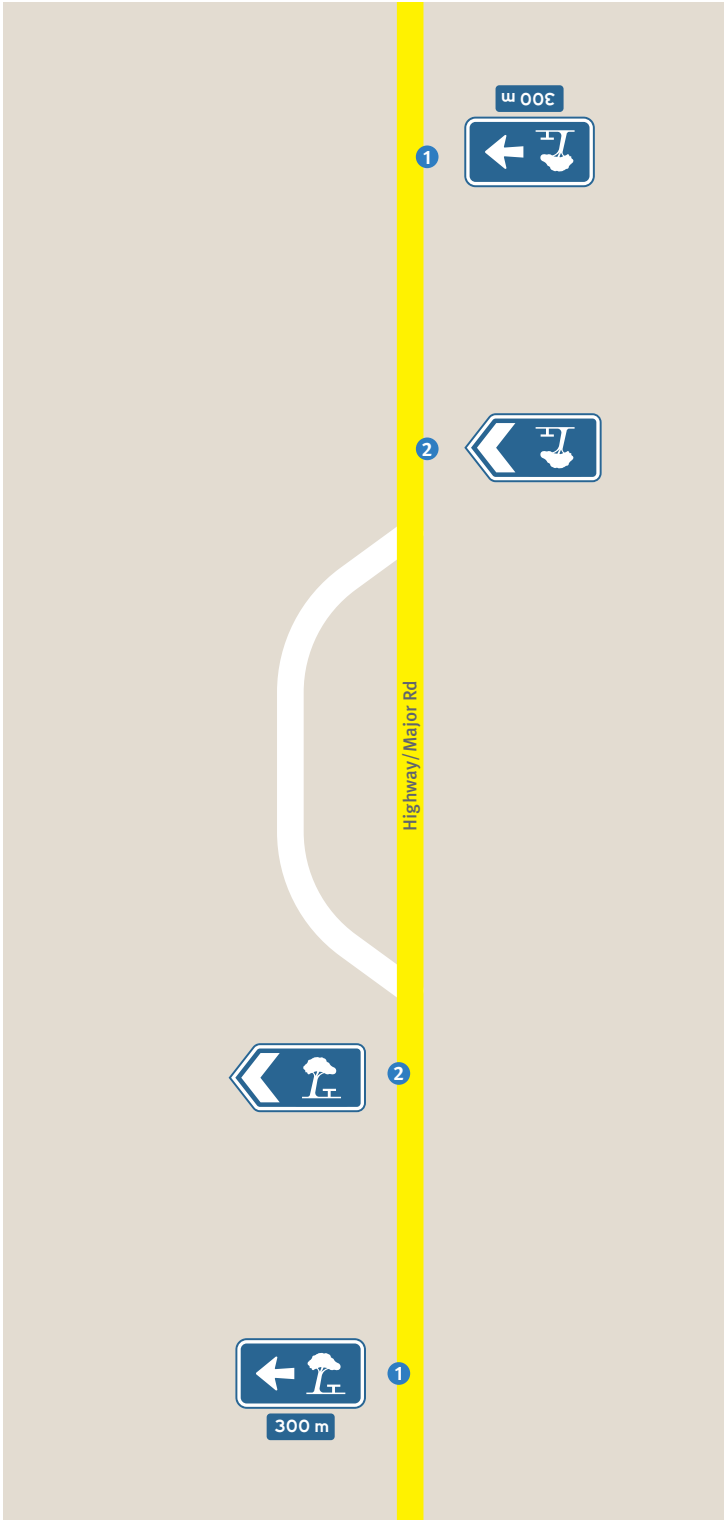
Well-maintained rest areas provide a comfortable and convenient place for tourists and visitors to take a break from their journeys. This is especially important for long-distance travellers who need to rest, stretch their legs, use the toilet, or have a quick meal. Rest areas often serve as gateways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

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

The Shire of Esperance offers a variety of rest areas, managed by both Main Roads WA (MRWA) and the Shire itself, along with local community groups. Facilities at these sites range widely—from basic roadside stops with minimal amenities to fully serviced areas featuring flush toilets, showers, and picnic shelters.

Recommendation

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



SUGGESTED - Typical basic signage plan for a rest area (1. Advance warning sign, 2. Directional signs). If the rest area has facilities such as toilets etc. These AS symbol should be incorporated in the signage plan.



Salmon Gums Rest Area - This rest area has well placed advance warning signs but poorly placed directional signs at the rest area.



Grass Patch Rest Area - This rest area has picnic tables and potable water.



Scaddan Rest Area - This rest area has toilets and picnic tables and is better suited to be signed as Pioneer Park rest area than as a historic site.



Kumarl Rest Area on the Coolgardie- Esperance Hwy is administered by MRWA. Facilities are minimal.



South Coast Hwy (Near Bates Rd North) - This fully sealed rest area has a picnic shelter and table but is only signed as a truck rest area.



South Coast Hwy (near Neds Corner Rd) - This rest area is well signed with advance warning and directional signs but does not inform motorists of the other facilities available including toilets and a picnic shelter.

SECTION 3. SHIRE OF ESPERANCE SIGNAGE AUDIT

3.11 SHIRE OF ESPERANCE PARKS & RESERVES

SHIRE OF ESPERANCE PARKS & RESERVES

Parks and reserves are essential to visitors, offering accessible spaces for relaxation, recreation, and education. They showcase the shire's unique landscapes, wildlife, and heritage, enhancing well-being and providing memorable experiences. We want visitors to leave with a sense that our parks and reserves are well-managed and welcoming.

Across the Shire of Esperance, numerous parks and reserves — particularly around Esperance itself — are signed with timber entry statements. However, these signs vary widely in style, typeface, age, and condition, with many requiring maintenance. We noted new signage recently installed on the Baarndi Trail; if this represents the new standard, it should be formalised in a signage style guide and progressively rolled out across all parks and reserves. Sign designs should also include provision for an additional plank to attach or remove prohibitive and warning icons as needed (similar to the City of Fremantle example below), avoiding the clutter of separate warning signs.

Recommendations

- Develop an annual maintenance plan for all parks and reserve signage.
- Include a second panel for attaching prohibitive and warning symbols.
- Standardise all regulatory signage, consolidate where required. Replace faded and damaged signs.



EXAMPLE - City of Fremantle park/reserve entry sign with allowance for prohibitive and warning icons

EXAMPLE - Shire of Esperance park/reserve entry signs and regulatory signage.

SECTION 4 - THE DESTINATION SIGNAGE SYSTEM

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.1 DESTINATION BRANDING 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 Shire of Esperance'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 Esperance.

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

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

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



Examples of existing destination signage in the Shire of Esperance

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.2 SHIRE OF ESPERANCE PROMOTIONAL BILLBOARDS

PROMOTIONAL BILLBOARDS

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

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

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

SHIRE OF ESPERANCE PROMOTIONAL BILLBOARDS

The Shire of Esperance has a noticeable lack of tourism promotional billboards, both on key approach routes and within the town itself. These billboards play a vital role in the tourism mix by highlighting major attractions, events, and visitor experiences. Strategically placed signage can capture the attention of passing travellers, encourage longer stays, and promote lesser-known destinations or seasonal highlights. Without them, valuable opportunities to engage and inform potential visitors are missed.

Recommendation -

- Explore the installation of vinyl track billboards at the suggested locations.



SUGGESTED - Billboard Concept for Eyre Hwy, 1km east of Norseman



SUGGESTED - Coolgardie-Esperance Hwy, South Coast Hwy/Collier Rd intersection

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.2 SHIRE OF ESPERANCE PROMOTIONAL BILLBOARDS

Principles & Guidelines

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

- 1. Purpose - These billboards would be used only for the purpose of promoting the Shire of Esperance and its tourism experiences. They should not be used to promote specific businesses.
- 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, Shire of Esperance owned land or in agreement with MRWA. See [MRWA Policy and AsSOEsment Guidelines for Static Advertising Signs](#).
- 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 the Shire of Esperance to promote a destination/ attraction is through large professionally shot images with simple messages which aligns with Shire of Esperance 's tourist branding. It is important that the billboard does not distract drivers.
- 5. Materials/Size - Promotional billboards should follow standard Australian sizes, this will allow the Shire to access a 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.
- 6. The smallest size billboard that can be used to fulfil the purpose and site should always be chosen to minimise impacts to vegetation, scenic landscapes and amenity.

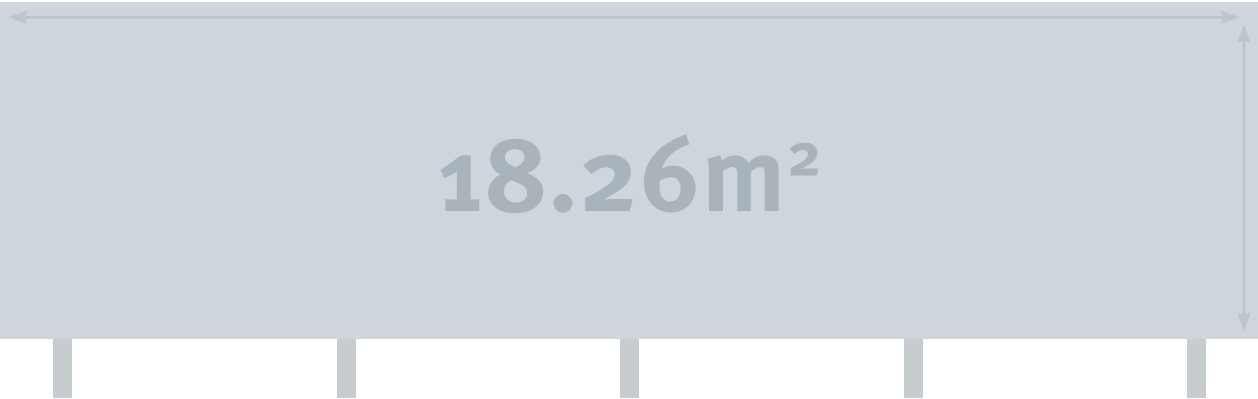


EXAMPLE - City of Mandurah Super 8 billboard on the Forest Hwy.



EXAMPLE - Gateway digital billboard on the Forest Hwy, Bunbury

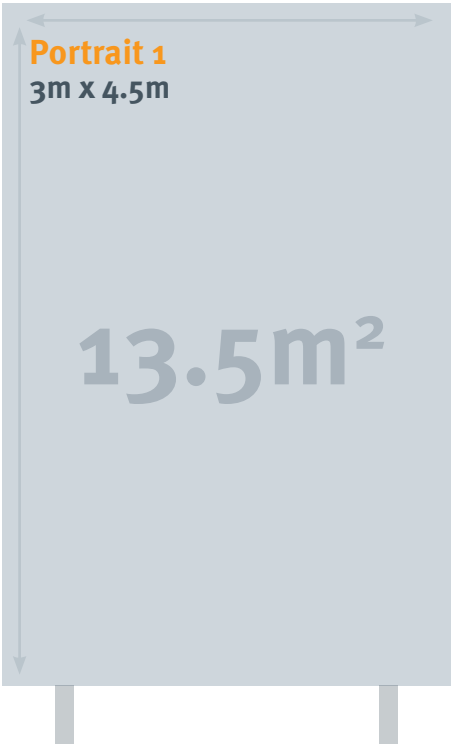
Super 8's
8.3m x 2.2m



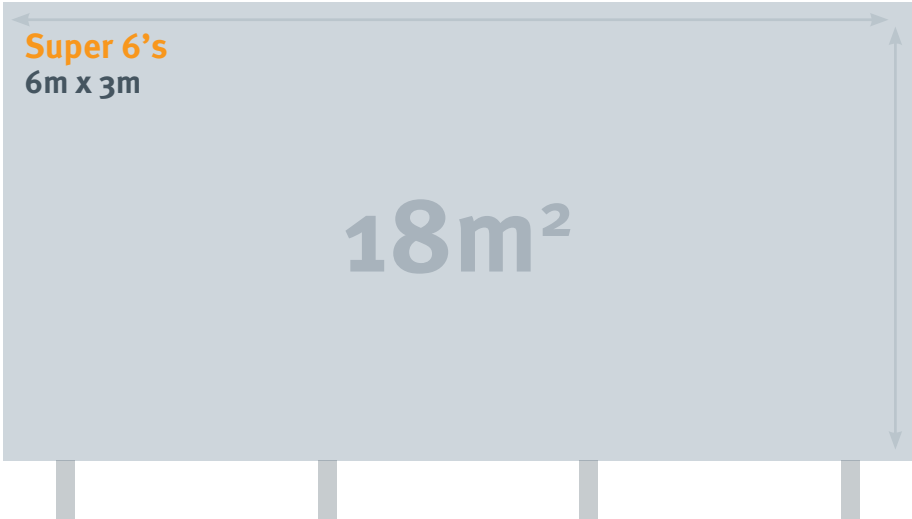
Portrait 2
4m x 6m



Portrait 1
3m x 4.5m



Super 6's
6m x 3m



Australian Standard Billboard sizes.

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.3 SHIRE OF ESPERANCE MAJOR EVENT PROMOTIONS

SHIRE OF ESPERANCE MAJOR EVENT PROMOTIONS STREET BANNERS

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

Shire of Esperance has installed Flagtrax banner flags along Dempster St which are used to promote and celebrate community events such as Christmas, ANZAC Day etc.

Other options to consider are stand alone flag poles which are particularly effective when flags are grouped in clusters

SUGGESTED BANNER/FLAG LOCATIONS

- Main Esperance roundabout (Coolgardie-Esperance Hwy/Harbour Rd/Fisheries Rd).
- CBD entry roundabout (Norseman Rd/The Esplanade/Dempster St)

Recommendations

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



Esperance Flagtrax type flag system installed on Dempster St light poles



EXAMPLE - Fremantle ANZAC Day promotional banner flags



SUGGESTION -Roundabouts make great locations for flag clusters



SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.4 SHIRE OF ESPERANCE LGA & TOWN ENTRY STATEMENTS

SHIRE OF ESPERANCE BOUNDARY ENTRY SIGNS

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

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

Principals and guidelines

The development of Local Government Area (LGA) boundary signs should follow key principles and guidelines to ensure consistency, visibility, and effectiveness. These include:

- 1. **Clear and Legible Design** – Signs should use simple, bold fonts and high-contrast colours to ensure readability at various speeds. Reflective materials enhance visibility, especially at night.
- 2. **Consistent Branding** – The signage should align with the LGA’s branding, incorporating logos, colours, and design elements that reflect the local identity.
- 3. **Strategic Placement** – Boundary signs should be positioned at key entry points on major roads, highways, and access routes where they are clearly visible to approaching motorists.
- 4. **Standardised Sizing and Materials** – Signs should be made from durable, weather-resistant materials and conform to state or national road authority standards regarding size and positioning.
- 5. **Informational and Welcoming** – Signs should include the LGA name and, where appropriate, a tagline or key message to reinforce local identity. Some may also highlight sister-city relationships, local attractions, or historical significance. Consider the inclusion of duel naming.
- 6. **Compliance with Regulations** – Signs must meet relevant road authority and traffic management guidelines, including setback distances, height, and road safety requirements.
- 7. **Minimal Clutter** – Avoid excessive text or unnecessary visual elements to maintain a clean and effective design that conveys the message quickly.
- 8. **Maintenance and Longevity** – Regular inspections should be conducted to ensure signs remain in good condition, free of graffiti, and not obstructed by vegetation or damage.

By adhering to these principles, LGA boundary signs effectively serve as welcoming landmarks, reinforcing a strong sense of place and identity while ensuring clarity and safety for road users.

Shire of Esperance boundary entry signs - During our signage audit we located shire boundary entry signs on the Coolgardie Esperance Hwy, South Coast Hwy and on Springdale Rd. These signs are generally in reasonable condition though the Shire logo is failing on the Coolgardie Esperance Hwy sign.

Recommendation

- Replace the Shire logo on all signs
- Work with local aboriginal groups to develop duel-naming protocols for boundary entry signs

ESPERANCE TOWN ENTRY STATEMENTS

A town entry statement serves as a welcoming landmark that enhances a community’s identity and sense of place. It helps establish branding by showcasing the town’s character, heritage, or key attractions, creating a strong first impression. Additionally, it can boost tourism and the local economy by encouraging visitors to stop, explore, and support local businesses. Beyond practical benefits, they foster community pride by reinforcing local identity and instilling a sense of belonging among residents.

Principals and guidelines

- 9. **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.
- 10. **Design** - Create a memorable design that visitors will recognise and establish the connection between the entry statements and the broader Esperance experience. Local materials should be sourced whenever possible.
- 11. **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.
- 12. **Visibility** - Lighting and power supply e.g. mains power or solar should be carefully considered for night time viewing.
- 13. **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.
- 14. **Construction** - High quality construction and use of materials that are durable, high quality and replaceable.

Recommendation

- Work with local communities in Salmon Gums, Scaddan and Condingup to develop town entry statements.
- Work with local aboriginal groups to develop duel-naming protocols for town entry signs



Shire of Esperance and Esperance Town Entry signs - reliable but not very creative. South Coast Hwy Town Entry Sign is becoming overgrown



Grass Patch town entry statements - best reflects the community spirit



Gibson town entry statements - probably needs updating



SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.5 SHIRE OF ESPERANCE VISITOR INFORMATION BOARDS

SHIRE OF ESPERANCE VISITOR INFORMATION BOARDS

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

Currency of Information - Visitor information boards typically provide two types of content: attractions and tourism services. While natural and heritage attractions rarely change, service details (like accommodation, tours, and dining) quickly become outdated. To manage this, we recommend shifting tourism service details to digital platforms—accessed via QR codes or website links—integrated within the Shire's tourism website. This allows for easy and timely updates. Physical panels should still be refreshed every five years.

Strategic Placement - Not all visitors go to a Visitor Information Centre, but many stop at rest areas. These locations are ideal for installing information boards, giving travellers a chance to discover local attractions they might otherwise miss. Despite the shift to digital, well-placed and regularly maintained information boards continue to play a valuable role in enhancing the visitor experience in the Esperance region.

The Shire of Esperance has only two principal visitor information bays, both located on the main highway approaches into Esperance. While these sites are well positioned to engage visitors upon arrival, several significant issues reduce their effectiveness. The current directional signage leading to both locations uses the incorrect symbol—a yellow “i” intended only for accredited Visitor Information Centres. In accordance with Australian Standards, these bays should instead be marked with the white lower case “i” on a blue background to correctly identify them as visitor information bays.

The condition of both bays is poor and suggests a lack of recent investment or maintenance. The primary information panels appear to have been designed prior to the widespread use of GPS and mobile internet. They contain no website URL's, email addresses, or QR codes to help visitors access further information. Instead, the layout resembles that of a printed UBD street directory, featuring four maps—none of which include a “You are here” marker to assist with visitor orientation. In addition, the panels lack any visual appeal, with no imagery of Esperance’s world-class natural attractions such as Lucky Bay, Cape Le Grand, or Twilight Beach. This absence of visual content is a missed opportunity to inspire and inform.



Coolgardie-Esperance Hwy - Primary Visitor Information Bay, too much information most of which is of very little value to visitors.



Coolgardie-Esperance Hwy - The Visitor Information Bay on the Coolgardie–Esperance Hwy currently features outdated advertising panels that offer minimal value to travellers.



South Coast Hwy - None of the maps featured at this information board contain a “You are here” pin



South Coast Hwy - Poorly produced ancillary sign promoting the Esperance Visitor Centre, vinyl has failed and there is a large hole in the bottom left-hand corner

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.5 SHIRE OF ESPERANCE VISITOR INFORMATION BOARDS

Each information bay also features a secondary panel dedicated to advertising, mainly showcasing accommodation providers and a few private tourism experiences. Many of these advertisements are out of date and in visibly poor condition. Notably, signage remains in place for the Esperance Seafront Caravan Park, despite its rebranding by the RAC in 2019. Rather than cluttering the bays with outdated or low-value advertisements, this space would be far better used to highlight the Shire’s wide range of visitor experiences, scenic routes, and interpretive content. If advertising is to be retained, it should follow consistent design standards, be reviewed regularly, and align with a broader strategy for tourism promotion.

Additionally, both bays feature a poorly made sign promoting the Esperance Visitor Information Centre. The sign on the South Coast Highway is particularly degraded, with significant vinyl failure and a large hole in the bottom left corner, possibly caused by vandalism. This further detracts from the professional appearance and credibility of the information provided.

Both bays also function as basic rest stops, each equipped with a single picnic table located behind the main panel. However, the general ambience of these sites is uninviting, with minimal landscaping and poor maintenance. The South Coast Highway site is especially unattractive, situated directly opposite a woodchip stockpile, which severely impacts the visual impression of the area. As key gateways into Esperance, these information bays currently give visitors the impression that tourism is not a local priority, and that the town lacks interest in welcoming and orienting new arrivals.

Besides these two principle Visitor Information Bays, the Shire of Esperance should investigate the installation of "Gateway"visitor information bays that promotes the entire Esperance region. These should be installed at rest areas that have services such as toilets and picnic shelters such as the Salmon Gums township rest area and the eastbound South Coast Hwy Rest Area (near Neds Corner Rd).

Recommendations

- Correct directional signage to comply with Australian Standards by using the white lower case “i” on blue for visitor information bays. Install advance warning and positional signs for all VIB locations
- Replace and modernise main information panels, including: Clear, easy-to-read maps with “You are here” markers, Inclusion of web URLs, QR codes, and contact details.
- Use of high-quality images showcasing Esperance’s natural attractions.
- Remove outdated advertising content. Reallocate advertising space to promote



Incorrect positional and advance warning signs used for visitor information bays, The signs used, the "yellow italic 'i'" is only to be used for accredited Visitor Information Centres.



Information panels across the Shire of Esperance are inconsistent in style and quality. Work is needed to standardise these elements and develop a unified design that clearly reflects the Shire’s brand identity.

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.5 SHIRE OF ESPERANCE VISITOR INFORMATION BOARDS

local attractions, key experiences, scenic drives, or interpretive content.

- Incorporate the Visitor Centre information into the new main panel layouts.
- Improve landscaping and maintenance of each site, including regular rubbish collection, weed control, and the addition of shade or seating enhancements.
- Investigate the relocate of the South Coast Highway Visitor Information Bay away from unattractive surroundings, such as the woodchip stockpile.
- Introduce a maintenance and review schedule to ensure information remains current and infrastructure remains presentable.
- Align signage and design elements with the broader Shire of Esperance tourism brand for a unified and professional appearance.

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 Shire of Esperance.

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 LGA, 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 Esperance region.

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

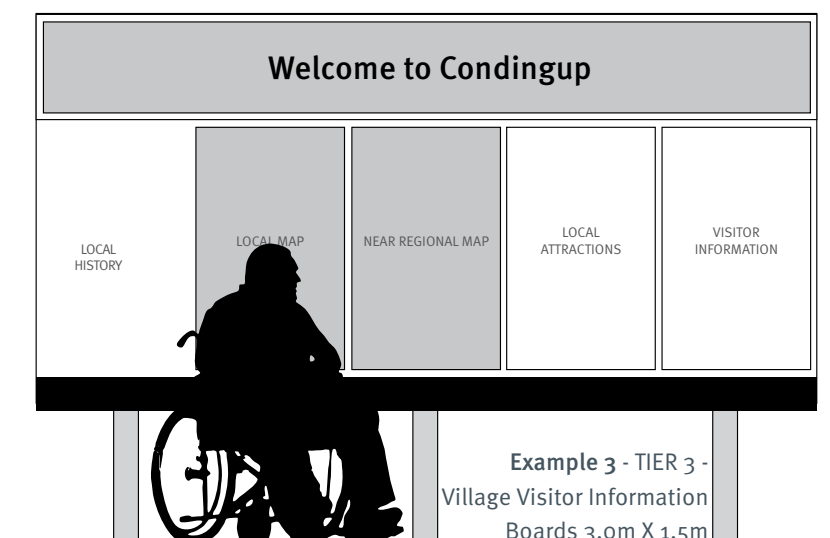
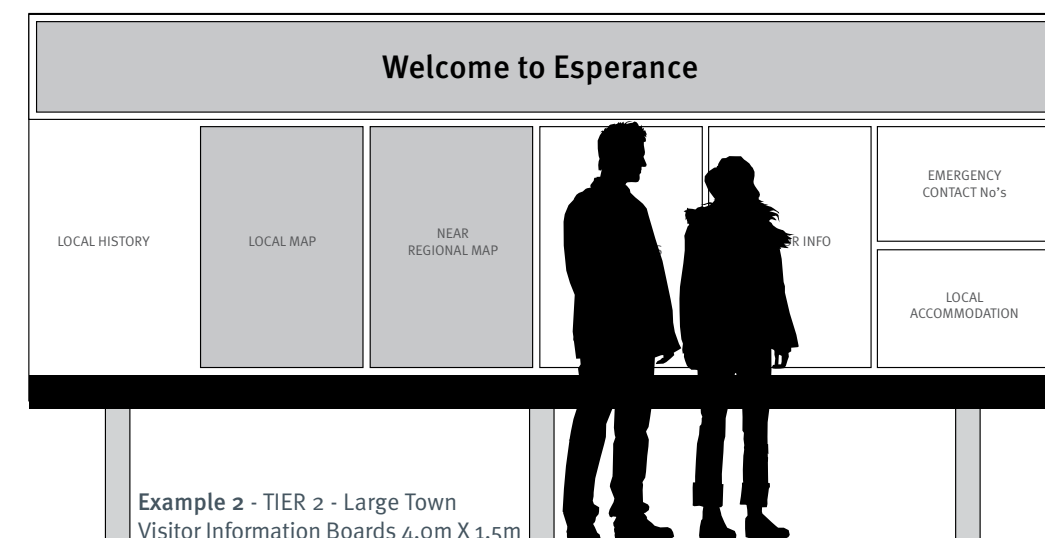
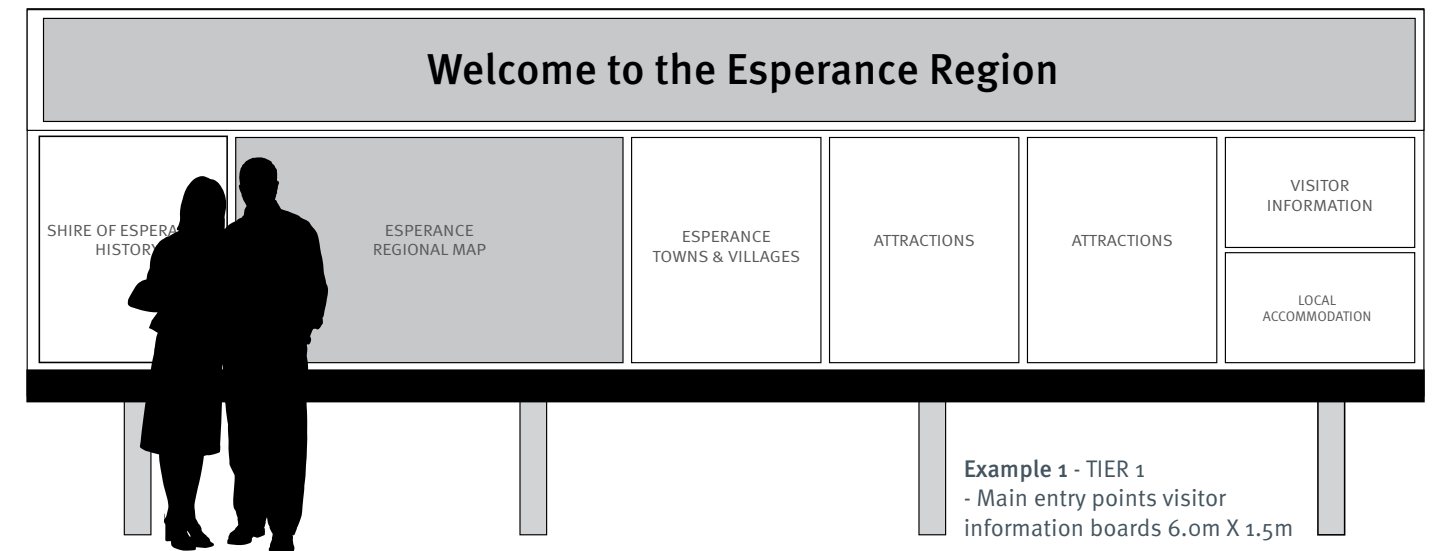
- What can I see & do? (local history & attractions, activities & events, walk & drive trails).
- What services & facilities are available? (services & amenities, accommodation options, key contacts - link to Esperance's tourism website via QR Code and/or URL).
- How do I find what I'm looking for? (local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

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

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

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

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



SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.6 SHIRE OF ESPERANCE VISITOR MAP DEVELOPMENT

SHIRE OF ESPERANCE VISITOR MAPS

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

The current printed visitor maps for the Shire of Esperance are difficult to read due to their single-colour design, poor layout, and lack of Australian Standard symbols (see pages 15 & 16). More than half the map is taken up by advertising, making it feel more like a marketing tool than a helpful navigation aid.

Principals and Guidelines

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

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

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

Maps on Visitor Information Boards

- Always include a ‘you are here’ indicator.
- Show the larger area (e.g; the LGA) for orientation along with local areas or specific sections but be certain the scale is the right size to be legible.
- Give indications of distances to destinations – driving time, walking distance etc.
- Include arrows, clear text and Australian standard symbols for services, facilities and attractions.
- Visitor Information Board maps should be at eye level.

Recommendation

- Develop a new regional and Esperance town map. Use these new maps to develop new VIC visitor map pad, Visitor Information Bay panels and on-line downloadable versions.



Nearly half of the current ANDIMAP is taken up by advertising—space that could be far better used to showcase images of the Shire of Esperance’s many attractions. Despite being printed in monotone, there’s little reason not to use full colour, especially given that modern printing costs are comparable.



EXAMPLE - Shire of Toodyay visitor mapping system applied to Visitor Information Board, Visitor Information Centre map pads and available as a downloaded pdf from their tourism website.

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.7 SHIRE OF ESPERANCE VISITOR INFORMATION CENTRE

ESPERANCE VISITOR CENTRE

Esperance has an accredited Visitor Information Centre (VIC) at the corner of Dempster and Kemp St within the Esperance Historic/Museum precinct. The VIC is the anchor point for the whole precinct and provides dedicated car/caravan and RV parking bay (unsigned), public toilets and rubbish and recycling bins.

The VIC is well signed with non standard AS VIC directional signage from both Coolgardie-Esperance Hwy and South Coast Hwy access points. This is let down by poor positional signage at the Dempster/Kemp St intersection. At this intersection there should be signage directing visitors to the main car park, directional signage to the car/caravan and RV parking and to the public toilets. It is noted that this whole precinct will undergo a redevelopment and that the VIC will relocate to a new building once the redevelopment is completed and that a new signage plan will need to be developed as part of this relocation project.

Recommendation

- Replace VIC Dempster St signage.
- Clearly sign the car/caravan, RV parking bays.
- Develop a comprehensive signage strategy for the new VIC as an integral component of the overall redevelopment project.



Esperance Visitor Information Centre front entrance could be improved with some external information e.g. a free standing regional map for after hours visitors.



Esperance Visitor Information Centre Dempster St sign and light box sign - replace the faded panels



Current VIC directional signage is incorrect, this was noted in the 2009 Esperance Signage Audit



Clearly sign the two car/caravan and RV parking bays

SECTION 4. THE DESTINATION SIGNAGE SYSTEM

4.8 SHIRE OF ESPERANCE INTERPRETIVE SIGNAGE

SHIRE OF ESPERANCE INTERPRETIVE SIGNAGE

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

Interpretation in the Shire of Esperance is very mixed. There are some excellent projects such as the Tanker Jetty precinct and the Tommy Windich interpretation. Of note the Shire has done an excellent job of interpreting aboriginal culture within Esperance township.

Once out of Esperance nearly all interpretation sighted were local community led project which unfortunately missed most of the marks as listed in the below principals and guidelines.

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. Develop a template system for all interpretation projects. A template system will reinforce project ownership.

NOTE - Always ensure that the Shire of Esperance retains full ownership of all artwork and it is properly archived. This will make it much easier to produce replacement panels if/when required.

- 4. **Materials and fabrication** – Consider the final selection of the sign materials based on the environment, durability, ease of maintenance and longevity along with the fit and requirements for the type of experience at the site. For example, drive trails will have different needs, options and opportunities to say, a historic site. Consider using local materials such as stone or timber whenever possible and is cost effective.
- 5. **Installation** – This stage should be carefully planned and managed by the signage contractor and the designer to ensure the process is safe, efficient and there is minimal disruption to the public. This stage should not be left to an installer without clear instructions or direction.
- 6. **Maintenance** – The need for maintenance and cleaning is often overlooked. This will affect the life of the sign and give visitors a negative impression of the place and experience. It simply doesn't make sense to invest time, effort and money in an interpretive signage project to then neglect its maintenance. Establishing roles/agreement and resources needed for maintenance of signage should be established during planning phase.

Recommendations

Develop guidance for community groups to assist them with developing effective interpretation 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.



Esperance Tanker Jetty precinct - Excellent interpretation, including aboriginal content



Tommy Windich Cultural Precinct - consistent in writing and design.

Salmon Gums - Isolated interpretation in need of maintenance.



Grass Patch and Scadden - Work with local community groups to develop engaging interpretation as per Principals and Guidelines. All have great stories to tell.

SECTION 5 - IMPLEMENTING THE STRATEGY

SECTION 5. IMPLEMENTING THE STRATEGY

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

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

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

Page No./ Strategy Section	Action Ref	Actions/Recommendations	Priority	Indicative Timeframe to start	Indicative Costs	Financial years	Responsibility
Page 10 - 2.2 Signage Policies & Guidelines	1	SOE to develop a council signage policy, signage guidelines and an application process.	High	Immediate	N/A	2025/26	SOE
	2	SOE to review all of their LGA signage to bring them into alignment with this strategy.	Medium	12 months	N/A	Annually	
	3	Conduct regular audits of tourist, services and community signs against Council's signage policy (to be developed) and progressively remove signage that is not compliant.	Medium	12 months	N/A	Annually	
	4	Develop a signage style guide to address all signage needs across the LGA including parks, facilities, entry statements etc.	Medium	12 months	\$25,000	2026/27	External Consultant
Page 21 - 3.3 Green Directional Signs	5	Review intersections with large sign clusters and consolidate signage structure.	Medium	Ongoing	\$10,000 pa	Annually	SOE/MRWA
	6	Conduct a regular asset review of all SOE controlled road signage					SOE
	7	Replace damaged and faded signs					SOE/MRWA
Page 22 - 3.3 Brown Tourist Signs	8	Review all brown tourist signs to determine if they are lawful and meet MRWA eligibility criteria.	Medium	Ongoing	\$10,000 pa	Annually	SOE/MRWA
	9	Replace damaged and faded signs.					
Page 23 - 3.3 Blue Directional Signs	10	Review and re access all blue services signs within the Esperance region.	Medium	Ongoing	\$15,000 pa	Annually	SOE/MRWA
	11	Establish a maintenance schedule to ensure that signs remain in good condition. This includes repairing or replacing faded signs and addressing any damage promptly.					
Page 24 - 3.4 Tourist Drives	12	Great Ocean Drive - Resign and upgrade signage, facilities and interpretation as per the recommendations (Refer to Page 26/27 of the strategy)	High	12 months	\$100,000+	2026/27	SOE
	13	Historic Schools Trail - Re-sign the trail to include distances to the school sites and improve interpretation.	Low	36 months	\$10,000	2027/28	SOE
	14	Pink Lakes - Replace blue directional sign with a brown directional sign incorporating the AS Symbol for lookouts.	Medium	12 months	\$5,000.00	2026/27	SOE
	15	Esperance Tanker Jetty - Install a large double sided brown directional sign at the entrance to the car park off The Esplanade.	High	Immediate	\$5,000.00	2025/26	SOE
	16	Esperance Museum Precinct - Remove existing blue and yellow Museum Entry sign. Replace with a double sided blue directional sign at the Dempster/James St intersection.	High	Immediate	\$2,000.00	2025/26	SOE
	17	Esperance Museum Precinct - Replace brown fingerboard at the Esplanade/James St intersection with a blue fingerboard sign, install a second blue fingerboard sign at the entrance footpath on James st.	High	Immediate	\$500.00	2025/26	SOE

SECTION 5. IMPLEMENTING THE STRATEGY

Page No./ Strategy Section	Action Ref	Actions/Recommendations	Priority	Indicative Timeframe to start	Indicative Costs	Financial years	Responsibility
Page 30/38 - 3.5 Tourist Attractions	18	Cannery Arts Centre - Replace existing blue advance warning sign panels with brown sign panels, these panels should incorporate the AS symbols for Tourist "t" and Lookout.	High	Immediate	\$5,000.00	2025/26	SOE
	19	Dempster/Rotary Lookout - Consistently name this attraction and incorporate the AS symbol for Lookouts.	High	Immediate	\$5,000.00	2025/26	SOE
	20	Peak Charles National Park - Incorporate a second blue signboard below the existing brown sign panels on Coolgardie - Esperance Hwy.	High	Immediate	\$5,000.00	2025/26	SOE
	21	Mallee Memorial Park - Install a double sided brown directional at the park entrance.	Medium	12 months	\$5,000.00	2026/27	SOE
	22	Scadden Pioneer Park - Remove brown directional sign and replace with the full suite of blue advance warning and directional signs.	High	Immediate	\$5,000.00	2025/26	SOE/MRWA
	23	Esperance Animal Park & Cafe - Replace the current advance warning signs with the correct rectangular sign panel.	Low	36 months	\$2,500.00	2027/28	SOE/MRWA
	24	Munglinup Beach - Upgrade directional signage as per page 34/38 of the strategy	High	Immediate	\$6,000.00	2025/26	SOE/MRWA
	25	Stokes National Park - Work with MRWA to improve directional signage for Stokes NP. Additional advance warning signage is required, especially for west bound traffic.	Medium	12 months	\$1,500.00	2026/27	SOE/MRWA
	26	Quagi Beach - Install new double sided brown directional sign at the South Coast Hwy/Fuss Rd intersection.	High	Immediate	\$2,500.00	2025/26	SOE/MRWA
	27	Woody Lake Reserve/Kepwari Walk Trail - Replace existing sign panels at the Fisheries Rd/Windabout Way intersection (refer to page 35 of the strategy)	Medium	12 months	\$2,500.00	2026/27	SOE
	28	Duke of Orleans Bay - Green directional sign should incorporate the distance (Condingup - Duke of Orleans Bay).	Low	36 months	\$1,500.00	2027/28	SOE
	29	Orleans Bay/Merivale Rd intersection replace with the correct green intersection sign.	Low	36 months	\$5,000.00	2027/28	SOE
	30	Cape Arid - Install blue positional signs with the AS symbol tourist information at each visitor information bay	Medium	12 months	\$2,500.00	2026/27	SOE
	31	Condingup Lookout - This sign should incorporate the AS symbol for lookouts.	Medium	12 months	\$500.00	2026/27	SOE
Page 39/42 - 3.6 Town Visitor Services	32	Esperance - Develop a whole of CBD signage plan.	High	Immediate	\$20,000	2025/26	External Consultant
	33	Salmon Gums - Consolidate all blue signage to the Salmon Gums Caravan Park .	Medium	12 months	\$2,500.00	2026/27	SOE
	34	Salmon Gums - Reorganise rest area positional signage	High	Immediate	\$1,500.00	2025/26	SOE
	35	Grass Patch - Install new directional signage at the Coolgardie-Esperance Hwy/Shepard St intersection	Medium	12 months	\$2,500.00	2026/27	SOE
	36	Gibson - Replace existing fingerboard sign with a double sided positional sign.	High	Immediate	\$250.00	2025/26	SOE
	37	Condingup - Replace all blue services directional signage on Fisheries and Orleans Bay Rd.	Medium	12 months	\$6,000.00	2026/27	SOE
	38	Condingup - Install new directional signs to the public toilets at the sports ground.	Low	24 Months	N/A	2027/28	SOE

SECTION 5. IMPLEMENTING THE STRATEGY

Page No./ Strategy Section	Action Ref	Actions/Recommendations	Priority	Indicative Timeframe to start	Indicative Costs	Financial years	Responsibility
Page 43 - 3.7 Accommodation Signs	39	Develop a policy for correctly signing this type of business.	Low	24 Months	N/A	2027/28	SOE
	40	Audit all businesses of this type to ensure they fit within the MRWA guidelines and sign accordingly. Remove redundant signs. Replace all incorrect signs.	Low	24 Months	N/A	2027/28	SOE
Page 44/ 49- 3.8 Caravan & Camping	41	Investigate the implementation of an online booking system for Shire owned campgrounds	Medium	12 months	N/A	2026/27	SOE
	42	Alexander Bay Campground - Install directional fingerboard sign at the Fisheries/Alexander Rd intersection.	Medium	12 months	\$250.00	2026/27	SOE
	43	Duke of Orleans Bay Caravan Park - Install a blue directional services sign for this caravan park at Fisheries/Orleans Bay Rd intersection.	High	Immediate	\$2,500.00	2025/26	SOE
	44	Fanny Cove Campground - Sign from Farrells Rd.	Medium	12 months	\$250.00	2026/27	SOE
	45	Nakuru Farmstay Campground - Replace current sign with a double sided blue directional sign	Medium	12 months	\$250.00	2026/27	SOE
Page 50 - 3.9 RV Dump Points	46	Investigate the installation of a second dump point at the Sheldon Rd dump site.	Medium	12 months	N/A	2026/27	SOE
	47	Reorganise signage plan for the Norseman/ Sheldon Rd intersection.	Low	24 Months	\$10,000.00	2027/28	SOE
	48	Investigate the installation on a RV dump point at Condingup and Salmon Gums.	Low	24 Months	N/A	2027/28	SOE
Page 51 - 3.10 Rest Areas	49	Plan and install advance warning and directional signage for all rest areas with the correct AS symbols.	Low	24 Months	N/A	2027/28	SOE
Page 55/56- 4.2 Promotional Billboards	50	Explore the installation of vinyl track billboards at the suggested locations.	Low	24 Months	\$35,000 p/unit	2027/28	SOE
Page 57 - 4.3 Major Event Promotions	51	Install banner flags at suggested locations, this could be done in a staged approach.	Medium	12 months	\$15,000 p/unit	2026/27	SOE
Page 58 - 4.4 LGA & Town Entry Statements	52	Replace the Shire logo on all boundary entry signs	Low	24 Months	N/A	2027/28	SOE
	53	Work with local aboriginal groups to develop dual-naming protocols for boundary entry signs	High	Immediate	N/A	2025/26	SOE
	54	Work with local communities in Salmon Gums, Scaddan and Condingup to develop town entry statements	Low	24 Months	N/A	2027/28	SOE
	55	Work with local aboriginal groups to develop dual-naming protocols for town entry signs	High	Immediate	N/A	2025/26	SOE
Page 59/61 - 4.5 Visitor Information Boards	56	Correct directional signage to comply with Australian Standards by using the white lower case "i" on blue for visitor information bays. Install advance warning and positional signs for all VIB locations	Medium	12 months	\$2,000	2026/27	SOE
	57	Replace and modernise main information panels, including: Clear, easy-to read maps	High	Immediate	\$20,000	2025/26	External Consultant
Page 62 - 4.6 Visitor Map Development	58	Develop new standardised maps to be used across Visitor Information Boards, VIC map pads and downloadable from the Shire of Esperance Tourism website	High	Immediate	\$10,000	2025/26	External Consultant
Page 63 - 4.7 Visitor Information Centre	59	Replace VIC Dempster St signage. Clearly sign the car/caravan, RV parking bays.	High	Immediate	\$5000 p/unit	2025/26	SOE
Page 64 - 4.8 Interpretive Signage	60	Develop a standardised template system for all interpretive projects	Medium	12 months	\$2,000	2026/27	SOE

SECTION 6: ONLINE SURVEY FEEDBACK

SECTION 6. ONLINE SURVEY FEEDBACK

Which of the following best describes you?	Which category best describes your main business or employment activity?	visiting the Shire of Esperance for the first time, what top attractions, places or experiences should they be able to find easily? List the top 5	What signage and wayfinding do you think is working well in the Shire of Esperance? List 5 examples.	What is it about these examples that makes them work well?	Are there locations where you think signage could be improved in the Shire of Esperance?	What is it about these examples that could be improved?	Are you aware of places, attractions, services or amenities in the Shire of Esperance that visitors commonly have trouble finding?	Do you have any other comments about the Shire of Esperances signage or wayfinding?
I live in the Shire of Esperance	An industry other than tourism or hospitality	Twilight beach Cape Le Grand Stokes Inlet Frenchman's Peak Walking trails	Beach tourist loop Cape Le Grand Pink Lake Twilight Beach Wharton Beach	Social Media WikiCamps SOE Signage Local information from residents DBCA Signage	Danger signs on beaches. Society is becoming sign blind. I think managing the amount of signage yet providing key information simply is the key.	As above	Shopping Centres - amazes me how with so many resources at your finger tips nowadays. Google and yet I get asked regularly by people.	Please keep it simple and make the signs aesthetic
I own a business in another industry in the Shire of Esperance	An industry other than tourism or hospitality	Museum village Lucky bay brewery Twilight beach Lucky bay Esperance foreshore	Caravan sites Beach places Town signs All well signed	Simple Large Clear English Not too many	Make sure roads signed are spelt correctly seems to be some signs not correct in the spelling	Correct names in English only	No so much available online Can use apps to change language	Yes , The cost of this will be obviously be large and is not warranted at this time. Signs are for a simple look and need to be just that. Too many tourist places have large complicate signing that you have to pull off to read , they can be distractive especially with the new signs written in other languages at other tourist spots , and this changing of the names of tourist spots and beaches indeginous names should not be on sign but can be obtained by an app that can give you information if tourists wish to find this information This leaves signs to be just that most tourists have apps to change information into their language , majority of people know the English languish . This seems to be a directive from the government to update signs not from locals or tourists and not necessary .
I live in the Shire of Esperance	An industry other than tourism or hospitality	They have Google	Google works well	Most people use Google	No		Great southern reef isn't easy to find	Our shire wastes a lot of ratepayers money on signage
I live in the Shire of Esperance	An industry other than tourism or hospitality							Keep it in English using the correct names for places, not confusing indigenous names, they can be included but not the main signage. Keep it about all Australians, not just the few.
I live in the Shire of Esperance	An industry other than tourism or hospitality	Stonehenge Lucky Bay Twilight Beach Museum Whale Tail	The maps from the visitor centre are good. I liked the A3 ones that they had for the centre of town when they had them. They were like a note pad that you took one off. They now have the big handy maps which is way too big when trying to show people things in town. i like the street signs that are made out of the jetty wood in the centre of town. They are big bold and clear to read.	see above	There are lots of locations. Improve the centre of town stuff.	It would be really good if the visitor centre had a big map on their outside wall that people could use to find things around town. We need more local history information and first nations content in our signs around town and district. The Museum has lots of information that can be included.	The visitor centre - improve signage for it. It is at the end of town and i am often asked "where is it".	

SECTION 6. ONLINE SURVEY FEEDBACK

Which of the following best describes you?	Which category best describes your main business or employment activity?	visiting the Shire of Esperance for the first time, what top attractions, places or experiences should they be able to find easily? List the top 5	What signage and wayfinding do you think is working well in the Shire of Esperance? List 5 examples.	What is it about these examples that makes them work well?	Are there locations where you think signage could be improved in the Shire of Esperance?	What is it about these examples that could be improved?	Are you aware of places, attractions, services or amenities in the Shire of Esperance that visitors commonly have trouble finding?	Do you have any other comments about the Shire of Esperance's signage or wayfinding?
I work in a tourism or hospitality business in the Shire of Esperance	Hospitality	Great Ocean Drive National Parks Visitors Centre Shopping precincts: down town, Boulevard, Museum Village, Norseman Rd	Entry statement signage on the way into town is clear from the North (less so from the West). Signs for the Great Ocean Drive are generally good. Names of beaches are clear. Most street signs are visible and clear.	Simple design, well-placed.	When you arrive from the west I feel that there could be more to entice visitors to turn right. The T intersection faces an ugly industrial area that does not indicate the style of the town more generally. There are old-school low, heavy wood sign boards, painted brown with white letters, at the Museum Village (for example) that are not easy to see, don't give much information, and don't fit with the style that is being developed around 'in your element'.	In terms of the aesthetic, the signage noted above could be lighter and brighter. With cheap solar lighting options available, it would be great if new signage includes a provision for illumination at night.	The Museum Park includes the Museum itself, the Soundshell, the bus depot, Visitors Centre and retailers in the Museum Village. The integration between these sites is poor: paths that go nowhere, lack of signage, poor lighting. I have given directions to frustrated people looking for Bistro Louis, when they are standing at the Old Hospital building - less than 50 m away. The path into the Village is dark and unclear; and there is no signage to indicate where it goes.	I understand that the James St precinct development will potentially help with the integration and clarity of signage in the Museum Park area. However, without a major redevelopment, this area could be made safer and more accessible by installing better lighting along the pathways. With better signage and interpretation, the Museum and the buildings in the Museum Village could form a ready-made 'history trail' - ideally with improved accessibility (better paths, clearer signage), safety (better paths) and security (better lighting).
Other: Live in Perth, family in Esperance, house in Esperance, visit regularly	No business or employment activity	Beaches Tourist loop Animal farm Stonehenge Fishing Jetty Woody's Island Reef walk Brewery.	Caravan park Town centre Tourist loop, Schools Shire office Cinema.	Signage prominent, well placed.	Yes. Where is the airport? Which road do I take from town centre? Do I have to a road and then 50 m down check the signals to ensure I'm on the right track? When going there Esperance at night where is the turn off. Is there markings on the road. Where is the place I get on a tourist boat? What is the place called? Is it the Quarter?	Big signage in town on round about and along the way. Bill boards along the way telling people about our attractions and dangers.	Yes all of above.	Need more and prior to leaving or coming into town. Also why not give all air tourist a pamphlet about rock/shark n water dangers as they come or at hire car places and garages.
I live in the Shire of Esperance	No business or employment activity	Airport Tourist loop National Parks Safety - for beaches Caravan park / motel lists	Airport arrival area above luggage carousel is quite good but not sure if read	Can't find further good examples	On roundabout exiting to Norseman can't read the green signage of what towns are that way - have seen numerous caravans go around roundabout a few times On Eyre Highway coming into Norseman should be huge photographic sign to encourage people to Esperance. From Ravensthorpe or Norseman entrances - neither have attractive signage - and streetscape into town is horrible	Placement of signs - closer to roundabout. Airport turn off sign is hidden in bushes & barely gives enough time. Photographic signs warning if "black rocks" should show what it means - not just words.		Entrance to town should have clear and attractive street scape to town centre - foreshore is lovely - outer entrances unattractive Safety signage at beaches needs to be greatly improved - showing what a black rock is Showing what a rip is In several languages or QR codes for interpreting
I own a business in another industry in the Shire of Esperance.	Retail	Twilight Cove Esperance foreshore Museum village Bandy creek Lucky bay brewery	Entrance to Esperance Signage for beaches National parks Information centre	These work well because they are easy to read, in English, and all names are not changed onto another language There is however a tendency towards having too many signs in other towns hopefully the shire does not try and confuse people by having too much information on signs.	No	The signage is adequate for our town, signs need to be just that and if people wish to get further information on what names mean or where locations are there is already enough information online and at our information centre	No Help is always asked for on the community page	I believe with the information you can gain online that all signs should be simple, and that all signs should be in English, this way majority of people understand them, warnings signs can contain other language My problem is the cost of all this new signage and for what reason. Rate payers will be paying for this so a costing should be done as I fear this is a waste of money if too many changes just to suit the minority.
I live in the Shire of Esperance	No business or employment activity					Tourist information bay on Coolgardie Highway just out of town, still in 60kmp zone! The sign has accommodation available but the Duke Caravan Park is called the Ravensthorpe Caravan Park, please update.		

SECTION 6. ONLINE SURVEY FEEDBACK

Which of the following best describes you?	Which category best describes your main business or employment activity?	visiting the Shire of Esperance for the first time, what top attractions, places or experiences should they be able to find easily? List the top 5	What signage and wayfinding do you think is working well in the Shire of Esperance? List 5 examples.	What is it about these examples that makes them work well?	Are there locations where you think signage could be improved in the Shire of Esperance?	What is it about these examples that could be improved?	Are you aware of places, attractions, services or amenities in the Shire of Esperance that visitors commonly have trouble finding?	Do you have any other comments about the Shire of Esperance's signage or wayfinding?
I own a tourism or hospitality business in the Shire of Esperance.	Hospitality	Foreshore and Demster head walks Wetland walk Quays to Bandy Creek trail	Not really sure, am thinking the only signage for walkers/bikers I can think of is at West beach car park.	It's a main tourist stop site.	The walk/run and bike options are not promoted. They are good options for not perfect weather.	Promote mini package experiences e.g. Foreshore to Bandy Bandy Wetland loop Twilight to Pink lake loop Dempster Head short walk Old windfarm walk	Not really	The walking, running, biking and E biking is a really under rated experience option for the town. Signage that prompted this would be a real benefit. This sector of tourism is growing. Also the bird watching Twitching market is big.....how many people actually come to Esperance because we have an RAMSAR wetland?
I work in a tourism or hospitality business in the Shire of Esperance	Attraction	Visitors centre to get the information and poke about the Museum Village shop/Museum/mark etc. Tourist Loop Drive starting at the lookout. Directions to Cape Le Grand National Park-to Mamdaboomup. The Jetty. Other attractions: The Cannery Arts Centre, Lucky Bay Brewing, Wharton Beach and Condingup Tavern, Bread Local.	As a local I have not looked through tourists eyes. Possibly: Tourist Loop Information sign for Visitors Centre McDonalds signage!!! Caravan Park signs Road signs indicating key towns, tourist destinations at key intersections. New Baamdi Trail signage is clear at either end.	Identifiable (the information symbol for the Visitor's Centre), caravan symbol for caravan parks, big golden M on red for McDonalds, tourist signage colour for lookout (is it brown?).	Cannery Arts Centre (bias) and the lookout beside it.	Cannery Arts Centre and lookout; Not identifiable as people drive by. Not easy for pedestrians to see if open or not. Not easy for pedestrians to see which way to the lookout.	The Andimaps are great. They help to show people where to go. I always direct people to the visitors centre first. I am not aware of people having trouble finding places. The biggest trouble is knowing when places are open or not. People ask us about live music. It is up to each individual venue to advertise. Not sure if they all share to the Whats On Visit Esperance website.	In the city, it is always great having those YOU ARE HERE signs. Could they work for Esperance? with key locations/attractions marked on a map. At the Visitor's Centre, At the Whale's Tail. I'm sure Annabelle would have some ideas about these and how useful they are or aren't. Not everyone wants to use their phone for maps. Businesses could apply to be included, and have them installed at their venue. Assisting other organisations/businesses in town to address their wayfinding/signage would be great.
I work in a tourism or hospitality business in the Shire of Esperance.	Hospitality	A good coffee shop, the most popular beach with toilets and rubbish bins and lifeguards, medical help, caravan park, a good dinner place.	I like the signage where it says to leave no trace. I like the signs that say no camping because I hate seeing rubbish and toilet paper in our car parks. I don't love the signage that it making it busier here e.g. trying to get more people to travel here.	Pictures and easy to read slogans		Some no smoking on beaches signs would be nice. I keep going to the beaches for a swim and fresh air and then there's people smoking! I think maybe legally it is allowed outside of the flags but I would love it if there were like sign suggestions to not smoke on beaches or something.	wifi. coffee after 2pm. something to do when it's rainy or windy. A rock climbing gym would be nice.	I feel like there is so much focus on getting more people to travel here. It's already so busy. I think we should focus on making sure the tourists who are already here don't litter or stand on slippery black rocks or leave toilet paper on the ground at car parks, etc.
I own a tourism or hospitality business in the Shire of Esperance.	Accommodation	Great Ocean Drive Cape LeGrand National Park Whaletail and swim lanes Lucky Bay Brewery RAMSAR Wetlands (Woody, Wheatfield, Windabout Lakes)	Not sure, as I have not paid much attention to wayfinding signs. Just think if new ones are being developed, there should be some consistency with types and symbols like other popular WA tourism towns. Maybe have a look at some of the past winners of WA's Top Tourism Towns to see if there is a State-wide standard.	Not sure.	There needs to be a new Entrance focal point. Get visitors to slow down because they have just been driving between 100-120kms/hr for hours. Get them off South Coast Highway and turned onto Collier Rd, to relieve the conflict between industrial traffic and tourists. This can be achieved by putting a new Visitor Info station on Collier Rd, on the right corner, visible from SCH, to encourage people to turn right and get off SCH and enter town via Pink Lake Rd or the Great Ocean Drive. This is where the new town Entrance Statement should be placed. Google Maps would need to be updated and signage on the highway to change the way people enter town. It's dangerous with all the road trains coming along SCH to Harbour Rd. Sign post this as an Industrial entry and local traffic only. Bringing visitors into town via Pink Lake Rd exposes many of our great local businesses along that route. Add better signage to highlight those businesses. (Cindy Poole Glass Art Galley, Bread Local, Eco Valley Honey, Fresh Flower stand, IGA, Butchers, Fish & Chips..... Activating Pink Lake Rd as the main tourism entrance will lift exposure to local tourism business, and hopefully encourage more to set up shop on this route. It should become an important "tourism node".	Just think if new ones are being developed, there should be some consistency with types and symbols like other popular WA tourism towns. Maybe have a look at some of the past winners of WA's Top Tourism Towns to see if there is a State-wide standard. Swan Valley is a wonderful example, as lots of internationals that come through Perth Airport will visit the Swan Valley before exploring further into the State. Swan Valley Visitor Centre has been multi-award winning State Tourism Centre, won a National Title too, and are now in the WA Tourism Hall of Fame. Lots can be learned from studying what they have done and are doing.	The non-existing Pink Lake. I occasionally get foreign visitors in my driveway coming to my house to see Pink Lake.	Great initiative and I commend the Shire of Esperance for this project. Thank you.

SECTION 6. ONLINE SURVEY FEEDBACK

Which of the following best describes you?	Which category best describes your main business or employment activity?	visiting the Shire of Esperance for the first time, what top attractions, places or experiences should they be able to find easily? List the top 5	What signage and wayfinding do you think is working well in the Shire of Esperance? List 5 examples.	What is it about these examples that makes them work well?	Are there locations where you think signage could be improved in the Shire of Esperance?	What is it about these examples that could be improved?	Are you aware of places, attractions, services or amenities in the Shire of Esperance that visitors commonly have trouble finding?	Do you have any other comments about the Shire of Esperance's signage or wayfinding?
I have visited, or am currently visiting, the Shire of Esperance.	Other: Arts, public art and cultural tourism.	Rotary Lookout Tanker Jetty Great Ocean Drive The Cannery and other arts organisations (E.C.A, Cindy Poole gallery etc) Pink Lake and Lake Warden	The signage, pictures, sculptures and public art along the esplanade give a great impression of Esperance to a visitor. The history covered is a great insight. The information about the black line at the tanker jetty with family/individuals recounts of its impact is very powerful	Give a feeling of understanding Esperance and its community. Helps a visitor connect to place. Genuine stories.	I don't know the area well enough to comment. Could have how many minutes walk/e-scooter-drive things are from the wayfinding location to give visitors an idea of how they could get around.	I don't know the area well enough to comment	N/A	The promotion or establishment of "trails" around town that link together sites, businesses or wayfinding such as arts (public art, galleries, businesses), history (historic sites, buildings, both colonial and wudjarl), connect out to major attractions such as Le Grande NP
I live in the Shire of Esperance.	Other: Disability Support Pension	Stonehenge National Park & beaches Lake Monginup walk trail Museum Whale Tail	Hospital Ocean Loop Drive Lookout Beach names on ocean drive Horse Racing Track	Big Signs Signs Telling how far until turn off Many Signs to the hospital Signs telling which way to places	Monginup Lake Lake near race course walking trail Mams fruit & vegetable farm/shop Esperance motor restoration Stonehenge	Heaps more signage showing how to get there & distance to turn off. Details at Information Centre & posters in different spots around town.	No	Most signage for in town attractions is very effective however signs for any tourist places out of town is quite poor.
I live in the Shire of Esperance.	Other: Community service	Lucky bay/cape Le grand Museum and village Bandy creek Twilight beach Stonehenge	Street signs	Directional	City centre maps/interactive signage- in post office square or near visitors centre where you can click destinations to see pics and directions etc.	Get up to date with technology!	Too many to list	Too old fashioned and doesn't make it easy for tourists who don't know Esperance well.
I live in the Shire of Esperance.	An industry other than tourism or hospitality	Visitor Centre Twilight Beach Cape le Grand	unsure		Direction to Cape le Grand. Sealed road route from Cape le Grand to Condingup/Wharton Beach (get visitors off the gravel roads). Historical tourism drives to Salmon Gums. Entry Signage, welcoming and information.			It would be good to use interchanging signage - seasonal information, guides etc.

Wayfound

60 hampton road

fremantle wa 6160

kim@wayfound.com.au

www.wayfound.com.au

Tel: 0410 449 375

ABN: 98 120 289 223

