

8.2 Tourism Wayfinding and Signage Strategy

REPORT BY THE MANAGER ECONOMIC DEVELOPMENT
TO 04 AUGUST 2021 ORDINARY MEETING
GOV400088, ROA100011

RECOMMENDATION

That Council:

1. **receive the report by the Manager Economic Development on the Tourism Wayfinding and Signage Strategy;**
2. **note the completion of the Tourism Wayfinding and Signage Strategy; and**
3. **receive a further report from Staff with suggested priorities and funding options for Council to consider in implementing any of the recommendations contained in the strategy.**

Executive summary

In 2020/21, Council endorsed the development of a Tourism Wayfinding and Signage Strategy for the region to be undertaken by professional wayfinding experts.

The attached Tourism Wayfinding and Signage Strategy and Signage Audit documents are the outcome of this work.

It is recommended that a further report from Staff, with suggested priorities and funding options for Council to consider in implementing any of the recommendations contained in the strategy, is brought back to Council at a later date for consideration.

Disclosure of Interest

Nil

Detailed report

The Tourism Wayfinding and Signage Strategy (the Strategy) and Signage Audit reports are the result of expert research, strategy documents review, face to face interviews with stakeholders and physical inspection of over 503 signs across the Mid-Western Region.

The Strategy provides a proposed framework for Council to make decisions on the location and style of all future tourism signage and wayfinding in the Mid-Western Region. The Strategy contains guidelines for developing a suite of distinctive, innovative and consistent tourism signage and supports achievement of Council's strategic goals. It gives direction for choosing the right signage for the particular circumstance, for locating signs and for further development of signage policies and processes.

The Strategy has a number of recommendations for consideration. Staff will review the proposed recommendations contained in the strategy and provide a further report to Council with suggested priorities and funding options for identified opportunities.

Community Plan implications

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| Theme | Building a Strong Local Economy |
| Goal | An attractive business and economic environment |
| Strategy | Promote the Region as a great place to live, work, invest and visit |

Strategic implications

Council Strategies

The Tourism Wayfinding and Signage Strategy supports Council's Community Plan strategy to promote the Region as a great place to live, work, invest and visit. By improving signage and wayfinding across the Region, this supports the goal of creating an active travel network within the Region.

Council Policies

Not Applicable

Legislation

Nil

Financial implications

Nil

Associated Risks

Nil

ALINA AZAR
MANAGER ECONOMIC DEVELOPMENT

JULIE ROBERTSON
DIRECTOR DEVELOPMENT

16 July 2021

Attachments: 1. MWR Tourism Wayfinding and Signage Strategy. (separately attached)
2. MWR Signage Audit. (separately attached)

APPROVED FOR SUBMISSION:

BRAD CAM
GENERAL MANAGER