



**GILGANDRA**  
REGION

*Shine Signage Survey  
results...*

# COMMUNITY SURVEY

- Open Thursday, 16 April – Monday, 18 May
- Advertised website, social media, War FM, the Gil Weekly, Toorabungles, paper copies to Service NSW, Gilgandra Lifestyles, Library
- Available central Tooraweenah & Armatree locations
- 5 questions
- **221 respondents**
- 83 comments

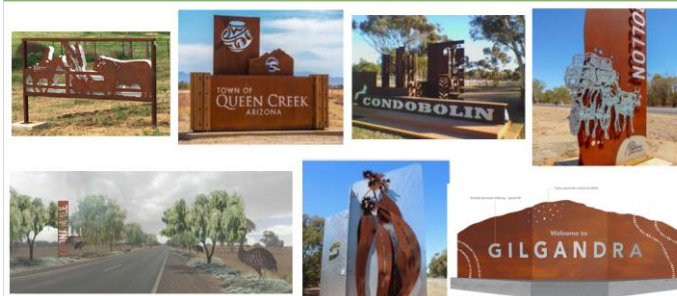
# Scores: Theme

## Theme: Modern & Clean



• 20%

## Theme: Country & Rustic



• 38%

## Theme: Mix of Colour & Country



• 42%

# Theme: Mix of Colour & Country



# Scores: Colour Palette

## Colour Palette: Earthy Tones



• 50%

## Colour Palette: Bright Tones



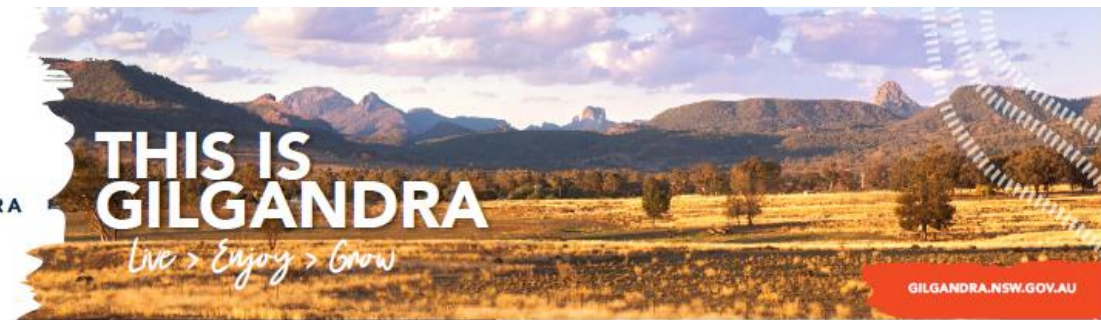
• 27%

## Colour Palette: All in



• 23%

# Colour Palette: Earthy Tones



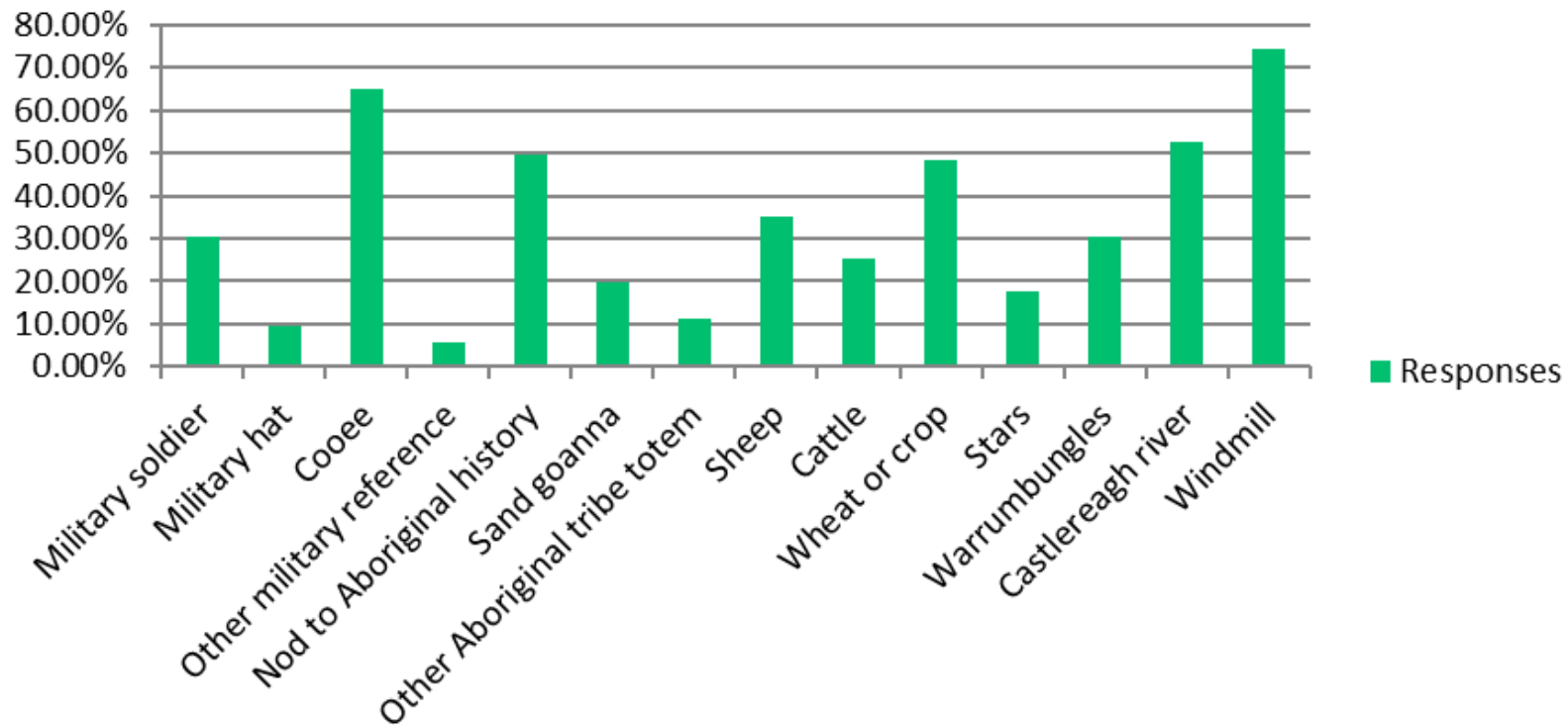
# Elements: Top 5

- |                             |     |
|-----------------------------|-----|
| • Windmill                  | 74% |
| • Cooee representation      | 65% |
| • Castlereagh river         | 53% |
| • Nod to Aboriginal history | 50% |
| • Wheat or crop             | 48% |



# Scores: Elements

Please select all elements you would like to see included in the town entry signage





# Comments...



- Cooee March. The Naden family would be very helpful, should talk with them
- No aboriginal history is needed
- Any of these represents Gilgandra
- Wiradjuri Country
- Don't make the signage too busy, focus on what Gilgandra is known for, cooee marchers and windmills but respecting the Aboriginal land on which we live
- post code 2827
- Sporting images - basketball, rugby league, cricket, etc
- Don't make the sign too busy by trying to include too many elements
- Aboriginal heritage
- No windmills please!!!!!!!!
- Friendly community members

# Key messages



- 'Welcome to...' 78%
- Aboriginal welcome 29%
- Region logo 29%
- Live > Enjoy > Grow tagline 20%
- GSC logo 6%
- Other tagline 2%



# Comments...



- In Gilgandra
- Take a break in
- No place like Gilgandra!
- Cooee
- Stop and Visit or The Coo-ee March began here! from Gilgandra to Sydney
- Live Grow Others
- The signage is more to attract visitors rather than residents so something like Shop • Dine • Explore or “A great town to visit”
- stay , explore
- Welcome to Gilgandra, the town of over spending!
- For tooraweenah - southern getaway to Warrumbungles
- Now entering Cooee country
- Welcome to GIL
- Home of the .....

# Scores: Outcomes



- |                                     |             |
|-------------------------------------|-------------|
| • Resident's pride                  | 2.57        |
| • <b>Attractive to tourists</b>     | <b>2.84</b> |
| • Overall feel for Gilgandra Region | 2.79        |
| • Visitors direction/information    | 1.86        |

# Comments...



## Do you have any comments, ideas or suggestions for the Shire Signage Project?

- Stick to what is unique to gilgandra and the area...The Coo-ee theme, Windmills and the Warrumbungles. Also no point having these signs if you are going to CONTINUALLY NOT ALLOW FREE CAMPING ...ABSOLUTE MADNESS!!
- Go ahead with plan
- Easy to read and inviting.
- In asking locals I have found many people are unaware of this survey. For a stronger community I believe our communication system has to be targeted as it is difficult for many organisations to inform the community currently on so many platforms. Is it possible for council to put some real effort and money over a number of years to work with The Gilgandra Weekly and make it unmissable for the community. A have to have each week, displaying the true ingenuity of the locals, coupons, comps or lucky tickets, whatever it takes to engage as many readers as possible so that we have a vehicle to disseminate information to inform and connect our residents to each other, local businesses and organisations and the area.
- It needs to be placed on the four highways entry points into town
- Get the biggest windmill ever made and install it on the entry to town
- Bright and not too busy!
- Can't wait to see them, I think they will make a big difference to people driving into our Shire/towns!
- Make it unique
- The Cooee March connection. Our Coo-ee Heritage Centre is a wonderful place to spend hours visiting & making notes. I think it would be a good idea to bring the Coo-ee March into the GSC signage as its history is so very interesting. Enclosed a little booklet by June Curran which you may find helpful, no need to return it.
- Printing to be in gold & black - see sketch idea
- Use small companies for the work where possible.
- Please be cost conscious in these times
- Steer clear of including stars/warrumbungles in any signage as they have their own and promote it themselves, it's outside the shire so shouldn't be included.
- Clear & welcoming!
- Ensure it's eye-catching
- Must put the signage in a location visible from a distance.
- Make it open to want people to stop n stay! Advertise ALL businesses. Encourage people to come not push people out

# Comments...



## Do you have any comments, ideas or suggestions for the Shire Signage Project?

- Nod towards family friendly
- Long overdue and signage can make a big difference to whether travellers stop and spend in the town or just move on. Gilgandra needs people to spend to keep businesses open and the regional area viable. The shop front signage along the high street needs to be next so visitors can clearly see what the high street has to offer. Finally, online information that is accurate, updated and useful is needed online as Gilgandra relies on word of mouth about what's open and what's going on which restricts participation and revenue.
- Each of the town entrances to be included
- Keep it simple and clean so it is easy to read. Are you going to update your own signage at the Council as that looks old?
- Vibrant, colourful, signs with short simple message/promotion - uncomplicated and attract attention
- what ever signs are decided it will be a 100 xs better than what we have now, but please have a buget and resorces to look after what is installed eg mowing, w'snipping, picking up rubbish etc.. to keep it and the area looking good as this is one thing we dont seem to do well at gilgandra and villages ( the town entrances) thank you for your time
- it should be a windmill with welcome to gilgandra the town of the coowee march
- Attracting and supporting the caravanners will be even more important as older Australians won't be travelling overseas. Great source of income for Gilgandra!
- Simple design - existing windmill sign good
- Bright, welcoming and informative
- Please fix flood damage on causeways
- Include sport
- Don't, spend money elsewhere as the roads and budget are a mess! Terrible
- The signs along windmill walk are completely faded and need to be refurbished.
- Better Direction signs for caravans
- KISS Principle
- Council should be strong on a design and not try to be all things to everyone. Don't over complicate the sign, less is more in this situation
- Welcoming, demonstrate community cohesion Demonstrate the diversity and inclusivity of populace incl. mixed heritage, gender, age etc Nod to communitys innovative and vibrant spirit- don't just hark back to the past

# Comments...



## Do you have any comments, ideas or suggestions for the Shire Signage Project?

- Please test designs in focus groups with locals and tourists alike before selecting the final 🤖
- MAJOR FOCUS MUST BE WHAT WE OFFER IE CBD/ OTHER LOCAL BUSINESSES, AND OUR AWESOME COMMUNITY PEOPLE AND SPIRIT. SPORTS, SCHOOLS AGED CATE. NO BLOODY WINDMILLS!!! NO ONE CARES ABOUT WINDMILLS. IT'S DATED AND NOT RELEVANT TO 2020.
- Make it clear easy to read quickly.
- Also showcasing Family friendly. Recreational spaces eg Hunter park, Sporting pride eg windmill basketball carnival, panthers. Pride with organisations especially the Gilgandra cancer fundraisers logo
- Make it authentic and meaningful!
- Hurry up
- Entice a reason to stay for a coffee and a feed.
- Any time I tell people where I live they comment they've passed through on their way to the Gold Coast etc. we have a big truck stop and we are a crossroad for north south and east west highways connecting country to coast. But that's the only thing they know, "what's there" is the first question. Not being a local I can say no one knows the cooee significance, any signage needs to be self explanatory, memorable and inviting travellers into the town and a hint on what is here to explore. What would a stranger "do" in this town? If it weren't for my husband I honestly would keep driving on and I can't really give anyone a good reason to come other than to see us. Signage needs to sell the town to sceptics who have other towns to choose along the way.
- Is this why the rates are going up - to pay for new signage?
- Cost effective
- I like the Parkes "signage model"
- Although I have selected Rustic a minimal of colour added ie Nod to Indigenous culture maybe needed
- Not exactly signage related...the entry to Gulargambone is interesting with the Galah's leading you into town. Possibly a project to consider?
- Same sign at all roads coming into Gil
- Aim at the visitors to the region not to those of us that are already here
- That ALL villages are included and have EQUAL exposure
- Thanks!

# Comments...



**Do you have any comments, ideas or suggestions for the Shire Signage Project?**

- Fantastic project
- I think it should incorporate the colours and logos council had already implemented so that it is consistent
- It's should be about the community not council
- Love the windmill theme!
- Bigger the better
- I would personally like to see something unique to Gilgandra. Even photo worthy to the passing tourist. Country style with a little bit of sophistication.
- Please do not make it a digital sign. They are ugly.
- maybe the Cooe festival could be returned
- Put them on the left hand side of the road as that is where drivers look for signage
- Keep it positive.
- Great time for an update! Would be good to see all media/advertising synchronised once the signage is complete
- Will there be two or three final designs from which we can vote?
- Keep it simple .use our heritage both aboriginal, farming, warrumbungle national park
- Cheerful. Show what Gil is about
- I think Gilgandra is very much lacking in visual representation of the first people of this land, the Wiradjuri Nation. With so many talented First Nation artists in the area, it would be fantastic to see their work showcased. Also, more recognition of First Nations people that did a lot for Gilgandra, for example, my Daughter's Great Grandfather Jack Towney, and her Great Aunt, Aunty Joy Trudgett. Though Aunty Joy has the gallery named after her at the Cooe heritage centre, there's no write up that I know of to say why. It would also be great for the local Koori kids to have a space where they are able to get involved with painting, or styling of signage etc. to bring them a sense of pride. There's a few signs throughout Wiradjuri Country which have the Googa (Sand Goanna) and say, 'Welcome to Wiradjuri Country'. Whenever we see those, we stop for a photo. It would be awesome to see some signage like that in Gilgandra.
- There seems to be no focus on any council promotion for the Warrumbungle National Park. The is a massive tourist attaction but the colours of new signs is the bigger priority?



# Next Steps...

The following is an indicative timeframe for the signage project.

## Town & Village Entry:

Planning approvals	June – September 2020
Community consultation	May 2020
Council approval of Final Design	July 2020
Quotation	September - October 2020
Construction and installation	November - February 2020

## Shire Entry + Messaging signs:

Inspection & Audit Report	April - June 2020
Key messages (with relevant groups)	June – July 2020
Quotation	August 2020
Design	August – October 2020
Construction	November – December 2020
Printing and Installation	December 2020



GILGANDRA  
SHIRE COUNCIL

*Live > Enjoy > Grow*



GILGANDRA  
REGION



*gilgandra.nsw.gov.au*

15 Warren Road, Gilgandra > PO Box 23, Gilgandra NSW 2827

P 02 6817 8800 > council@gilgandra.nsw.gov.au

**gilgandra.nsw.gov.au**