



MOUNT STIRLING INTERPRETIVE TRAIL

HEINE JONES

In 2011, the Mount Buller and Mount Stirling Management Board engaged HeineJones to develop an interpretive sign suite for a recreational bushwalking trail at Mount Stirling Alpine Resort.

OVERVIEW

Located in the alpine region of Victoria, Mount Stirling is a picturesque destination year-round. After the winter's snow has melted the mountain environment is transformed with an abundance of flora and fauna that welcomes summer visitors.

Developing as a significant tourist destination, the mountain offers recreational activities that include a

summer walking trail. The Mount Buller and Mount Stirling Management Board engaged HeineJones to develop an interpretive sign suite for this recreational bushwalking trail at Mount Stirling Alpine Resort. HeineJones created a series of interpretive signs located along the path based on a thorough audit of the existing terrain, developing interpretive signs that both guide and inform visitors. In keeping with the natural

surroundings, these signs encase sturdy cypress pine posts. Each post has been laser etched, varnished and carry aluminium panels.

These three-sided panels offer relevant information such as walking distances and approximate times between points of interest. Flora and fauna information is displayed in both words and images to engage and inform guests enhancing a memorable experience. This information lays a upon brightly coloured background, each colour shape illuminates and complements the surrounds, distinct enough to be noticed from a distance without being intrusive to the overall visual experience.

This colour sequence is carried onto the angular top of each post, providing a protective cap against the climactic elements of the resort's region.



KEY FACTS

Client: Mount Buller and Mount Stirling Management Board

Scope: Interpretive signage system, design prototypes, production, and installation guidelines for seven sign locations along the walking trail

Timeline: delivered on time: October to December 2011

Location: Mt Stirling, Victoria

Team: Mike Heine, Steve Jones, Anthea Lemmer and contractors managed and engaged by HeineJones: Banana Graphics Sign Builders, illustrator Helen Timbury, Frencham Cypress, Origin Laser.

CREATIVE APPROACH & METHODOLOGY

HeineJones consulted closely with Mount Buller and Mount Stirling Management Board to determine their communication needs and priorities. Beginning with an audit that included onsite visits and a documented trail walk, HeineJones developed a comprehensive illustrated brief that sourced reference material, photography and historical documents.

Immersion into the site informed a colour palette that complemented the surrounds and accentuated the natural environmental hues. Used on both the protective post caps and the aluminium display panels the chosen colours ensured a sense of continuity with the landscape. Sourced imagery was integrated into the panels to visually communicate location information.

Timber samples were generated, etched and varnished to judge performance in the alpine environment before final instalment.

CHALLENGES

HeineJones implemented strategies to navigate the challenges presented by the location and climate:

- Remote location required efficient time management to maximise site visit efficiency;
- Consideration of working around the busy ski season schedule;
- Unexpected delays in correspondence and feedback;
- Timeline adjustments to ensure preparations were in place for impending summer season; and,
- Management turnover, which compromised stakeholder understanding.

OUTCOMES

- Uniquely custom-designed solution that established an identity for the mountain
- Highly visible and engaging signage that clearly directs visitors to relevant information
- Visual and textual communication elements
- Durable and functional structures which work with the natural environment harmoniously.





VALUE ADD

With their experience and understanding of the region, HeineJones delivered a comprehensive solution that speaks of the environment and is inclusive:

- Innovative structures convey a clarified message in both visual and textual communicative forms;
- Message duality ensures non-English speaking visitors are also informed;
- Local labour engaged to install the information posts on site;
- Liaison with various contractors to deliver the product based audit guidelines and engineering specifications;
- Project management of multiple suppliers and expertise in transportation of supplies; and,
- Experienced in working in an alpine climate and the particular material needs this environment presents.

FORWARD BENEFITS

The Mount Stirling interpretive signage project demonstrates key strengths HeineJones bring to wayfinding signage in the alpine region:

- Skilled and experienced team;
- High order conceptual development and design expertise;
- Informative natural posts located along the trail;
- Capacity to deliver complex signage projects on time and within budget; and,
- Ability to communicate with transitioning stakeholders.

CLIENT REFEREE

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