

Sculptural concept for Wilsons Promontory National Park main entrance (not realised)



WILSONS PROMONTORY ENTRANCE REFURBISHMENT

HEINE JONES

In early 2010 Heine Jones commenced work on the refurbishment of Wilsons Promontory National Park visitor nodes. Located in Victoria's southern region, this popular tourist destination offers accommodation choices amidst spectacular, accessible scenery.

OVERVIEW

Successfully tendering for the project, HeineJones commenced work on the refurbishment of Wilsons Promontory National Park visitor nodes in early 2010. Refurbishment of the existing signage included an initial site audit and stakeholder consultation to ensure communication requirements were established. Located at the southernmost tip of mainland Australia, Wilsons Promontory is easily accessible and offers

spectacular scenery of mountains, open forest, rainforest, beaches and coastline; bushwalking is a popular local activity.

Park visitors are invited to stay for the day or consider overnight accommodation options, ranging from camping through to a wilderness retreat. Tidal River is one of two pivotal entrance points; the other is the town of Yanakie – both locations were targeted for refurbishment.

HeineJones responded to these requirements with a multimedia solution to inform and educate both first time visitors and regulars to relevant site information. An integrated LED system at the park's official entrance at Yanakie and an LCD monitor at Tidal River's visitor centre provide an accessible outlet to ensure displayed information is current. The visitor node communication refurbishment project has enabled Parks Victoria to operate a relevant, clarified information system for visitors to this region.

Park entrance information and wayfinding signage



KEY FACTS

Client: Parks Victoria
Scope: Visitor Node Communication Refurbishment
Timeline: Delivered on time: March to August 2010
Location: Wilsons Promontory National Park, Victoria
Team: Mike Heine, Steve Jones, Krista Malloch, contractors managed by HeineJones: Banana Graphics Sign Builders, LED Signs.

CREATIVE APPROACH & METHODOLOGY

After an extensive site audit and consultative process, HeineJones developed solutions that were both engaging and intelligent in their clarity of complex communication needs and the management of visitor traffic via both locations.

HeineJones developed a LED welcome sign for the Yanakie park entrance station. This sign effectively manages visitor arrivals using an electronic message board system. This programmable welcome sign greets visitors with relevant information, such as road closures, hazardous conditions, operation hours and ancillary information. Instructional panels fixed to the entrance station successfully inform visitors when the entrance station is unattended.

In the town of Tidal River, wayfinding signage located in the car park directs tourists to the visitor centre and other town amenities. Welcoming identity graphics adorn an interior wall of the visitor centre along with relevant information presented on an LCD monitor. Visitor entrance signage provides important information for campers arriving at the park after hours ensuring ease of entrance at any time of day.

CHALLENGES

With existing visitor nodes located at both the Yanakie entrance station and the Tidal River visitor centre, refurbishment included unique opportunities and specific challenges in presenting important visitor information in an engaging format, these included:

- Poorly presented existing welcome messages;
- Insufficient visitor information at both sites;
- Inadequate direction and instruction;
- Confusing information which had evolved over time with little thought for clarity and continuity;
- Poorly managed visitor expectation during peak periods; and,
- Additional demands placed on Parks Victoria staff as consequence of these issues.

OUTCOMES

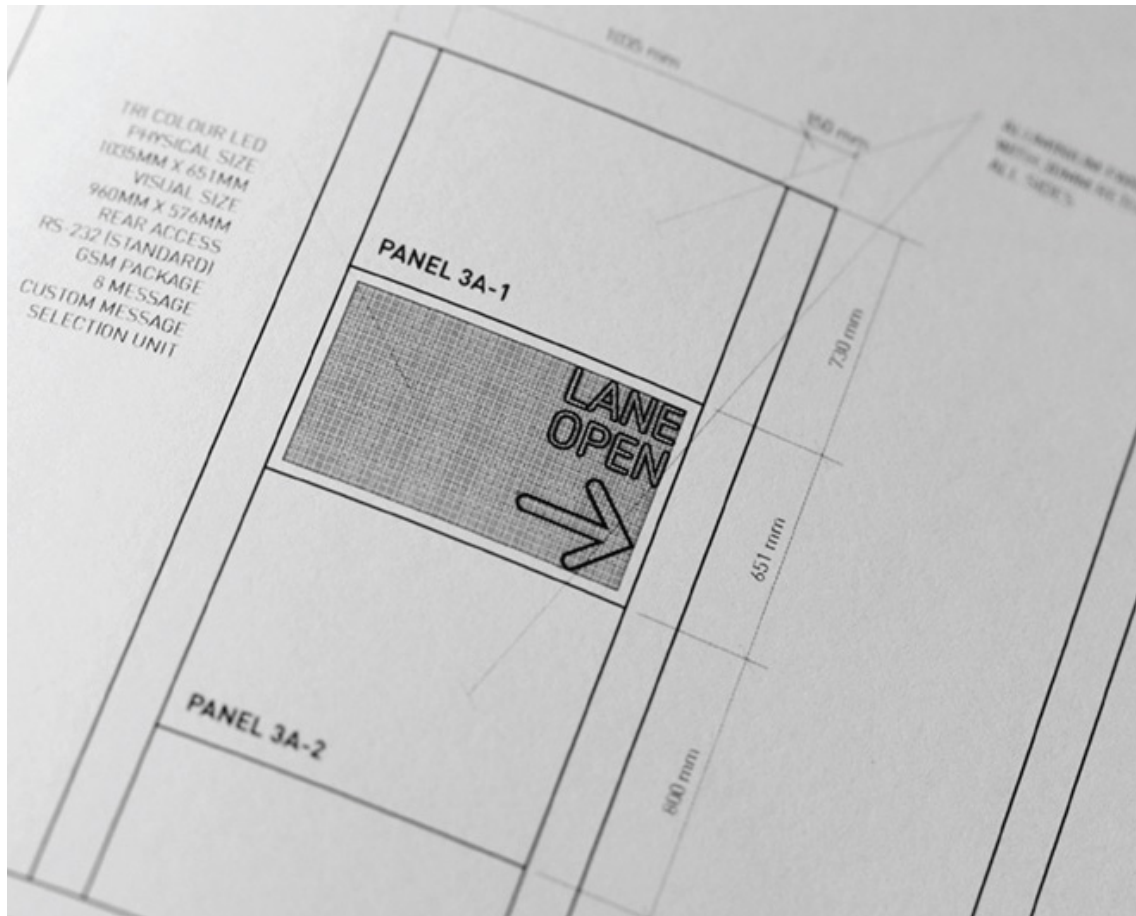
Comprehensive audit report to Parks Victoria recommending a refurbishment and new approach to the existing signage included:

- Carefully resolved communication for the Yanakie entrance station;
- Wayfinding solution for the Tidal River visitor centre car park;
- Multimedia communication solution at visitor centre; and,
- LED and LCD communication solutions offering progressive updates to communication messages.

Trail head signage



Documentation of LED LCD park entrance communication signage



VALUE ADD

HeineJones provided Parks Victoria with a cohesively designed communication solution including:

- Recycling of an existing LED sign asset;
- Multiple communication solutions: LCD television, LED signage, traditional wayfinding;
- Instructional information to guide visitors easily through the park and surrounds; and,
- Customised newsletter delivery solution integrated into signage information panel.

CLIENT REFEREE

Dan Rogers, Parks Victoria
 telephone 03 5680 9532

FORWARD BENEFITS

The Wilsons Promontory National Park visitor node communication refurbishment project demonstrates HeineJones key strengths in:

- Using existing resources to contain costs;
- Experience in developing signage for regional, coastal and highland environments;
- Programmable communication, easily updated via remote access, ensuring relevant content delivery; and,
- Capacity to deliver complex information strategies on time and in budget.

Documentation of visitor node signage suite

