



# FLEMINGTON WAYFINDING MAPS

HEINE JONES

Client: Victoria Racing Club  
Location: Flemington Racecourse  
Scope: Wayfinding Map Design and Artwork  
Team: Mike Heine, Steve Jones, Anthea Lemmer  
Year: 2014

## OVERVIEW

Flemington Racecourse is Victoria's premiere racing venue – hosting the world famous Melbourne Cup and the Spring Racing Carnival, and many other non-racing festivals and concerts throughout the year. The venue is visited by many hundreds of thousands of visitors each year, many of whom are unfamiliar with the site and its various destinations.

## THE CHALLENGE

Flemington Racecourse had been using the same site map for many years – a complex and 'realistic' three dimensional map of the entire precinct. The map was confusing for visitors, outdated, and generally tired. It did not suit the new Flemington brand look and feel. When used on signage the map view was the reverse of the visitors perspective, and therefore generally bewildering to most visitors.

## THE SOLUTION

HeineJones developed a unique three dimensional digital model of the Flemington site – allowing the view to be altered to present a 'heads up' view of the site regardless of the orientation of the sign on which it is positioned. The map has been carefully designed to reduce visual clutter, present a destination hierarchy, and communicate the layout of the site and destination information in a concise and clear way. Destination coding has been developed which in time will be extended to pre and post arrival communication to present a seamless wayfinding journey.

## OUTCOME

The map was implemented across key visitor information node signage, and printed and digital communication. Survey data and staff feedback have indicated a significant improvement in the visitors wayfinding experience – with a staggering 1500% increase in destination finding success and perceived clarity of site.





