

Wayfinding Signage Strategy

Community Engagement Findings Report

1. Purpose

This report summarises what we heard from the community during the public engagement period, including key themes and recommendations and will inform the development of the final Wayfinding Signage Strategy.

2. Project Overview

The Borough of Queenscliffe is currently developing a Wayfinding Signage Strategy. Wayfinding signage is designed to assist people in finding their way around towns using directional signage and maps.

The Borough currently has a range of wayfinding signage that lacks consistency in appearance and application. The intent of the strategy is to develop a consistent approach to implementing signage within the Borough that supports accessibility and connectivity for residents, businesses, and visitors.

Council has engaged ASPECT Studios to create our Wayfinding Signage Strategy. A draft of the strategy has been developed following an audit of existing signage, a review of site conditions, and identification of opportunities for improvement. The final strategy will incorporate style and design guidelines for wayfinding signage, establish consistent wayfinding principles, and follow accessibility standards. It will also include an implementation plan to improve wayfinding across the Borough.

We asked for feedback from the community to help refine and finalise our strategy. This report provides a summary of what we heard and how this will inform the Strategy.

3. Key Dates

Project Activity	Dates
Project Inception	July 2025 – February 2026
Draft Strategy Development	March 2026 – June 2026
Community Consultation	16 July 2026 – 13 August 2026
Finalise Strategy	September 2026 – December 2026

4. Engagement Statistics

Engagement Activity	Number
Written submissions received	10
Project page visits	122
Contributions on project page	29
Social media views	4,425
Social media engagement (comments, reactions, clicks)	430

5. Key Themes and Findings

8 key themes have been identified during the community engagement period, which are summarised below:

Theme	What we heard	What was suggested
1. Signage clarity, reduction, and consistency	There is strong community support for reducing signage clutter and prioritizing fewer, more effective, and better-maintained signs. Many submissions highlight the negative impact of excessive, outdated, or redundant signage on the town's character and visitor experience.	Consolidate multiple signs into single, clear signposts where possible. Remove obsolete, damaged, or duplicated signage, especially in visually sensitive or high-traffic areas. Ensure new signage is consistent in design, material, and placement, aligning with heritage and environmental values, and durable to withstand coastal conditions. Audit and rationalize existing signage before adding new elements.
2. Heritage, storytelling, and interpretation	Heritage interpretation and storytelling are seen as essential, not optional, in a town where history and maritime identity are central to the visitor experience.	Integrate interpretive elements (e.g. trail markers, QR codes, story panels) into the wayfinding system. Involve local museums, historical societies, and Traditional Owners in content development. Protect and highlight heritage assets, such as historic enamel street nameplates, lighthouses, and maritime sites.
3. Visitor navigation and digital integration	Digital navigation tools are influencing visitor movement and can bypass key precincts such as the main street.	Investigate digital navigation routing and opportunities to improve the visibility and accessibility of the township as a destination. Consider improved township entrance signage at key locations, including ferry arrivals. Use QR codes on signs to link to richer digital content, maps, and stories.
4. Destination hierarchy and key attractions	Some important cultural and natural destinations (e.g., museums, lighthouse, harbour precinct, Swan Bay) are missing from the current signage hierarchy. This risks under-promoting key assets.	Update the destination hierarchy to include all major museums, the harbour, and all three lighthouses with distinct names. Ensure signage directing visitors to public toilets, parking, and other amenities, is current, accurate, and effective. A review of existing signage and recommended updates will be necessary. Ensure signage reflects both the heritage and natural environment, including Ramsar-listed sites and significant landscapes.
5. Accessibility and user needs	Accessibility is a recognized strength in the draft strategy but must be fully carried through to implementation. The needs of older residents, families, and visitors with mobility challenges are emphasized.	Apply accessible design principles to all signage (clear fonts, appropriate heights, tactile elements where needed). Ensure wayfinding supports safe pedestrian and cyclist movement, especially near schools, health services, and busy intersections.

6. Governance, maintenance, and implementation	There is confusion over sign ownership, approval, and maintenance responsibilities, especially where land is managed by multiple authorities.	Develop a clear table of responsibilities for sign ownership, approval, funding, and maintenance across all land managers. Consider aligning major wayfinding upgrades with significant events for maximum impact and visibility.
7. Integration with existing policies and regional consistency	Some community members question why the Borough is developing bespoke guidelines rather than adopting the established Wayfound Victoria system, which promotes statewide consistency.	Review and, where appropriate, adopt elements of the Wayfound Victoria guidelines to ensure consistency with neighbouring municipalities and state-wide best practice. Clearly document any local adaptations and the rationale for them. Clearly document alignment with other relevant guidelines and standards where applicable.
8. Environmental and indigenous considerations	The natural environment and Indigenous heritage are valued, but there is debate about the placement and form of Indigenous acknowledgement and environmental interpretation.	Involve Wadawurrung Traditional Owners in dual naming and storytelling, ensuring meaningful and context-appropriate acknowledgement. Consider placement of Indigenous signage and acknowledgements in appropriate locations and in conjunction with meaningful engagement. Ensure signage placement and materials are sensitive to environmental values (e.g., Swan Bay, coastal vegetation).

A number of operational matters and other items outside the scope of a Wayfinding Signage Strategy were raised during the engagement period. Although these will not be considered as part of the final Wayfinding Signage Strategy development, they will be reviewed and actioned where appropriate separate to this project.

8. Next Steps

Councillor officers will work with ASPECT Studios to incorporate community feedback into the development of the final Wayfinding Signage Strategy where relevant. This Strategy will include a summary of wayfinding principles, an overview of local context, style and design guidelines, and a prioritised implementation plan.

It is anticipated that Council officers will present the final Wayfinding Signage Strategy to Council to seek endorsement before the end of 2026.