

12.7 TOWN ENTRY SIGNAGE CONSULTATION OUTCOMES

REPORT INFORMATION			
Report Title	Town Entry Signage Consultation Outcomes		
Document ID	60035		
Organisational Unit	Environment & Infrastructure		
Responsible Officer	Project Manager - Master Plan Projects - Kathleen Brannigan		
Report Attachment/s	Yes 58382 Responses- Question 2		
REPORT PURPOSE			
The purpose of this report is to provide Council: - the outcomes of the community consultation with respect to the town entry signage design options; and to - recommend the installation of three new signs; and to - Request an increase in the 2024/25 budget in order to proceed with the fabrication and installation of the three signs.			
REPORT DECISION MAKING CONSIDERATIONS			
Council Role	Owner / Custodian - Manage community assets including buildings, facilities, public space, reserves on behalf of current and future generations		
Strategic Alignment	SDP GOAL: Goal 5: Community Assets and Placemaking SDP ACTION: 2.7 Complete and implement a Reconciliation Action Plan with the Barngarla Native Title holders and wider Aboriginal community		
Annual Business Plan 2023/24	ABP INITIATIVE: Not Applicable ABP PROJECT: C/F town entry signage		
Annual Business Plan 2024/25	ABP INITIATIVE: Not Applicable ABP PROJECT: Not Applicable		
Legislation	Local Government Act 1999		
Policy	Not Applicable		
Budget Implications	Moderate Variation > \$10,000 < \$50,000		
	DESCRIPTION	BUDGET AMOUNT \$	PROJECT TO DATE \$
	Design and engineering Supply and installation	\$15,000	\$10,511

	Budget assessment comments: Cost estimate for excavation, manufacture, and installation of three signs is \$38, 842 (ex GST) plus Development Approval (DA) costs. Total revised budget \$49,500.
Risk Implications	Low Risk
	Risks associated with the location of signs in clear zones have been mitigated by redesign of the signs with frangible footings. DA is required and the application has been lodged.
Resource Implications	This is a planned resource allocation
Public Consultation	Not Applicable
IAP2 Commitment	CONSULT - We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public feedback input has influenced the decision.
OFFICER'S RECOMMENDATION	
That Council: 1. Note the report on the outcomes of the public consultation process conducted on the preferred design option for the new town entry signs. 2. Approve Design Option 1 for three (3) new town entry signs with minor formatting changes to allow for the feedback provided during the community consultation process. 3. Approve an additional budget allocation of \$34,500.	

REPORT DETAIL

At its meeting on 18 November 2024 Council resolved to approve the indicative locations for the Town Entry Signs and endorse the public release of the two draft town entry signage design options for community consultation and comment.

CO 24/226 Moved: Councillor Cowley

Seconded: Deputy Mayor Ritchie

That Council:

- 1. Approve the indicative locations for the Town Entry signs as included in attachment 1 to this report titled 43179 Town Entry Signs – Indicative Locations; and**
- 2. Endorse the public release of the two draft town entry signage design options for Community Consultation and comments.**

CARRIED

Through the community consultation process, the community were asked to share their thoughts on the preferred design by completing the online survey or by submitting a hard copy. Hardcopies of the survey were made available at the Council Office and Port Lincoln Library during the consultation period.

The consultation opened on 28 November and closed on 19 December 2024 and the opportunity to provide feedback on the preferred design option was advertised via social media, media release, a public notice in the Port Lincoln Times, Your Say page on Council's website and Council e-newsletter.

The consultation material included the story of the design provided by artist Jenna Richards:

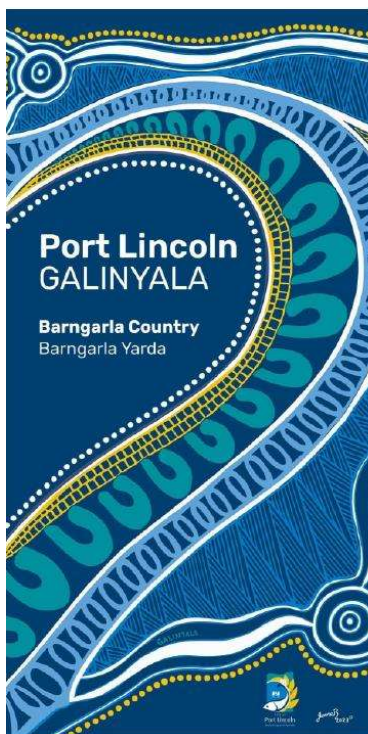
"The traditional Barngarla name of Port Lincoln is Galinyala, meaning Place of Sweet Water and the rock holes depict the freshwater spring that they shared with new settlers on the peninsula foreshore of Galinyala that stopped the newcomers from perishing.

The horseshoe shapes represent First Nations and other community members working together in harmony. The circles represent the fish traps that were scattered along this coastline and were essential to the Barngarla people. The men would 'sing in' sharks and dolphins whilst the women danced on the beach to attract the prey, they would then be lured into the fish traps, this tradition is unique to the Barngarla peoples of the lower Eyre Peninsula.

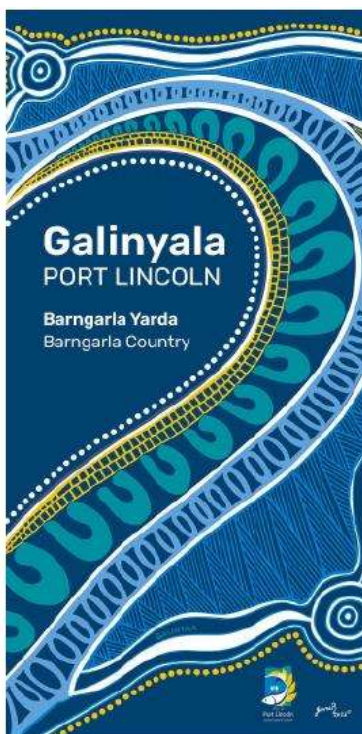
Port Lincoln (Galinyala) is known for its natural abundance of resources."

The two design options for the signs were:

Option 1



Option 2



FEEDBACK SUMMARY

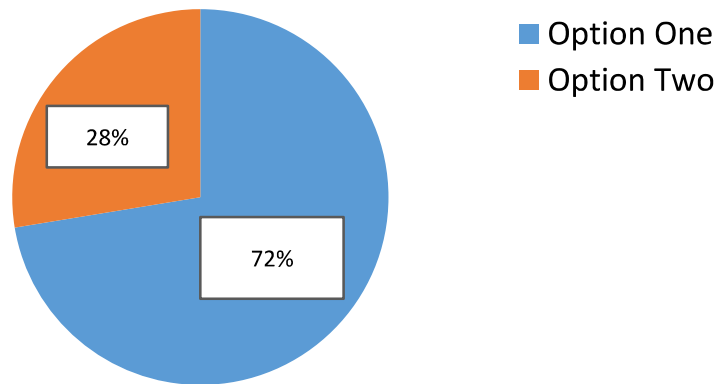
There were 174 responses (170 on-line and four hard copy submissions) to the question

- Which design option do you prefer?

Of the 174 responses:

- 126 selected Option 1; and
- 48 Option 2; as depicted below.

Which design option do you prefer?



Of the 170 on-line response, 53 people provided additional comments about:

Look and feel

1) Font size and capitalisation

Suggestions were made about increased font sizes and capitalisation with concerns that the place names aren't prominent enough and ensuring that visitors see the name Port Lincoln first.

2) Design

Most comments were very positive about the design, with some views that the design should also incorporate elements of what Port Lincoln is known for.

3) Dual language and naming

There were comments supporting the dual language signs and one respondent considered that they should be in English only.

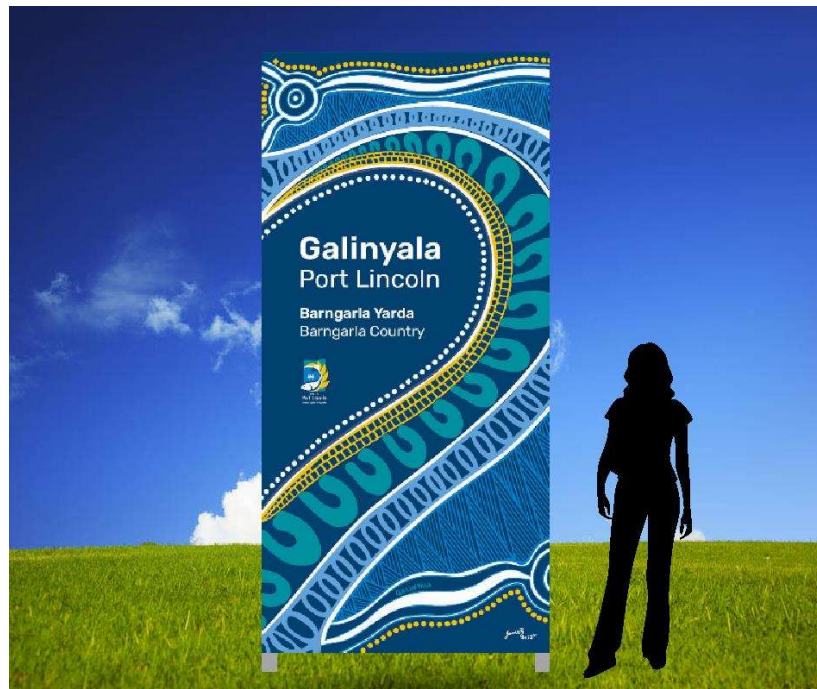
A copy of all additional comments is attached - Attachment 58382 (Responses- Question 2)

Regarding the feedback about font size and visibility, the sign concept has been prepared with reference to DIT Road Sign Guidelines 2.3.2:

Entry Point signs and will be 1.4 metres wide and 3 metres high.

The approximate size of the sign in relation to a person (5'6") is shown below. As such the size of the main font will be 120 mm.

Officers will work with the graphic designer to maximise the font size of Port Lincoln however it is not proposed to capitalise the wording.



Dual place naming is becoming common in Australian states and territories and Australia Post welcomes the inclusion of Traditional Place names when sending online or in person.

Nauro Recognition

A few respondents commented that the Nauro people are also traditional owners of Port Lincoln. In May 2023 the Federal Court of Australia recognised the Nauro people as traditional owners and received native title over an area of 7,951 square kilometres includes towns and parks such as Palkagee, Mount Joy, Coolillie, Polda, Sheringa, Kiana, Mitchell, Kapinnie, Coult, Wangary, Coffin Bay, Coffin Bay National Park, and Lincoln National Park.

The Barngarla People's Native Title Claim was determined by the Federal Court in January 2015 and covers a large portion of the Eyre Peninsula and includes Whyalla and Port Lincoln as shown below.



BUDGET

An initial budget allocation of \$15,000 for three new town entry signs was made in 2021/22.

A sign concept was prepared with reference to *DIT Road Sign Guidelines 2.3.2 Entry Point signs*. The project timing has been prolonged due to various issues including a delay in receiving permission to install a sign on Western Approach Road, problems with underground services in proposed locations initially identified and a delay in receiving service location reports.

A review of locations was completed, and advice provided by the engineering consultant, engaged for structural design and documentation of the signage footing and steel frame.

Following lodgment of the Development Application, specific location information was requested and clear zones for non-frangible signs (Clause 4.2 DIT Master Specification) were not able to be achieved. A revised footing design was prepared by the engineering consultant and an updated quote for excavation, manufacture and installation of the signs provided for \$38, 842.

Town Entry Signage Feedback

Question 2 Comments – Verbatim

The sign should incorporate other things Port Lincoln is know for, like seafood/tuna. Why doesnt it say 'Welcome to'?

Put 'Port' on the line above 'Lincoln' and make the font size bigger.

Put PORT LINCOLN in capitals and Galinyala in lower case.

The text in the word Galinyala should be smaller. Being so close to the words Port Lincoln, it's confusing.

PORT LINCOLN need to be in caps

Bilingual signage is excellent and inclusive. Reclaim the local language

Whilst I support the inclusion of recognition of First Nations associated with any signage, Im a bit surprised that these signs seem to me to be almost exclusively representative of the First Nations of Port Lincoln. There is nothing on either option that reflects the community or history of Port Lincoln that isn't First Nations. I think there needs to be a better attempt at reconciling our shared history and ancestry. Neither option is acceptable to me but as I couldn't submit my comments without chosing an option I chose Option One - primarily because Port Lincoln was first in the title. To be honest, I can imagine someone who knew nothing of Port Lincoln or were maybe from overseas would be forgiven for thinking that Port Lincoln was an exclusively Aboriginal community if these signs are to be their introduction to the town.

Lovely design

I love Jenna's artwork and the stories behind it.

Appreciation to Council for delivering on a key action in its RAP.

I feel that if Port Lincoln is in capital first letter and lower case subsequent lettering the Galinyala also should be rather that CAPS like it is depicted in option 1.

PORT LINCOLN should be written in bigger letters. Why isn't there any other designs by other people for us to choose from.

Keep it in English only!

Looks like the number 2, was wondering what the significance of that was.

Make the Port Lincoln font larger.
The overall design is too busy and distracting.
Less is more.

Love the designs, but I do wonder why the official Port Lincoln brand hasn't been used in place of the plain text "Port Lincoln"? That brand is what visitors see in the Visitor Information Centre, on the official visitor guide, on the tourism website at portlincoln.com.au.

I love the art work. However in both options I feel the place names aren't prominent enough. A car travelling at speed only gets micro seconds to look at the sign and currently the eye is drawn to the art and not the place names.

It's time for some truth telling and street art referring to the colonisation of the district and depicting the violence and black war that happened here.

This is amazing, great to finally see Barngarla words incorporated into the towns entry signs. Great work artist and for council making it happen.

Looks great

The town is called Port Lincoln therefore Port Lincoln should be listed first. Also aren't Naio peoples the traditional owners of Port Lincoln? Should they not be represented on the Port Lincoln sign?

Port Lincoln font needs to be bigger and more obvious

I thought that the Naio was the so called traditional owners of the port Lincoln area

Do not like either

I like the design, but believe Port Lincoln should be the bigger font.
What about Naio people? Do they also get a mention in the name?

I believe there should be mention to the Naio people of port lincoln they lived here first

I think the writing may be too small driving at 80km, especially the 3rd and 4th line.

Love the signage design and colours

Good to see this acknowledgement from the city council and beautiful work from my daughter

The Naio People; don't they deserve recognition? Thought the land titles were recently updated.

Thank you for giving me this opportunity to design the entry signage and thank you for acknowledging our Barngarla community and our continuing connection to country and to Galinyala (Port Lincoln). It was lovely working with the local city council on this project.

Port Lincoln should be on top and in larger capital letters.

I support this proposal. City entry signs at other places than Lincoln Highway are long overdue. It would be useful if you can include or add, or plan for, flexible opportunities for community info and event promotion, eg bushfire season alerts, dog reg'n reminders, major event announcements, etc.

Do not disregard our Port Lincoln Name, have some respect for the majority of the long term residence, Port Lincoln is a well know Town, it is even recognized on TV quiz shows as a place of interest, we are not the people of Galinyala, be content with the signage's art work representing the 1st Nation people.

Love the colours and artwork;

Galinyala writing under Port Lincoln should be smaller. The letter sizes in both designs have Galinyala as bigger and Port Lincoln smaller in comparison.

I think the artwork is great. I also think Port Lincoln is know by most people as Port Lincoln and when visitors are coming to town, they are looking for the words Port Lincoln, not Galinyala. I think it is great to include the first nations term for Port Lincoln but it should not be the main name on the signage for the above reason. Drivers only have seconds to read a sign, so they must be able to see what they are looking for easily and immediately.

Official name of the city is Port Lincoln. That needs draw attention and be the main focus to avoid confusion. You wouldn't have dual names on street signs, would be illogical.

New welcome sign for Lincoln Hwy would be nice, something other than a yellow concrete wall

The design is very good. My reason for choosing option #1 is the town name should be in English first with the Indigenous name second. Remember that the people looking at this sign are going to be motoring at 80 or 60 kph and have limited time to absorb the main message on any sign, so it is critical that they know that "Port Lincoln" welcomes them to town.

both signs are not reflective to Port Lincoln heritage in the way Port Lincoln was settled if you are trying to attract tourist it should have a welcome on it and it looks like it is only appeasing certain groups

I'm choosing Option 1: Port Lincoln, Galinyala.

However, I want to emphasize the importance of ensuring that 'Port Lincoln' is prominently displayed as the primary name on the signage. This ensures that tourists immediately recognize they've arrived in Port Lincoln without having to search for additional context or Google alternative names.

While I value the acknowledgment of Barngarla heritage, the sign also needs to function as a clear and welcoming point of entry for visitors. From a tourism perspective, the focus should remain on the town's name as most people recognize it, with cultural recognition included in a way that complements, rather than detracts from, clarity and accessibility. I appreciate the broader move across Australia to celebrate Indigenous culture, but it's vital to balance this with practicality for tourism and navigation.

Port Lincoln should be written larger

You can't have the actual, known and registered name of the city in small writing that doesn't stand out.

Here we go again.....wokeness tail wagging the dog. We are ONE Nation and stuff like this keeps dividing us. We are all Australians. There was nothing here in Port Lincoln before settlers came. No health, no schools no shops and we are not recognising that contribution in the art. We need one flag and we are all Australians. Show some leadership PLCC.

We are the seafood capital! That's what we should be promoting!

In my opinion the sign would look better in landscape.

Love the design. Think it's very appropriate and effective. Prefer option 1 only sure to Port Lincoln being in larger font. Believe this is a much easier way of introducing our town and also our indigenous name

I don't love either of them.

I think that the on going reconciliation issue is too much

Not impressed with either design. Since when has Lower EP had a second "traditional aboriginal name"? Leave it as just Port Lincoln & Barngarla.

Personally it should be just Port Lincoln with symbols/pictures of what PL is well known for, tourism, fishing, seafood, cereal & stock farming.

If you start adding additional cultures, you'll end up offending all the other multicultural families here. Why single out & highlight the indigenous? That in itself is racist against every other nationality and culture that keeps the economy afloat here on the EP.

Enough is enough!

Stick to the basic signage similar to the one on Linc Hwy.

I'm interested to know what kind of material this will be printed or placed on? I feel that a lot of coastal towns that have really stunning welcome signs are made using fairly natural materials. Wood/metal/stone etc.

You have to have PORT LINCOLN FIRST

Whilst the artist has done a brilliant job and wish to congratulate her on her work, I would have liked to have seen our fishing and farming industry included in the design. I understand she has drawn according to specifications etc. The town is based on all three cultures including our early fishers and farmers who did it tough setting up this town & taking many risks to build it to what it is today.

The Indigenous must come first, they were here before Port Lincoln name.

The Indigenous signage needs to be in bold but in Black or Yellow. The Port Lincoln name also needs to be in bold, same size in Teal.

In my opinion, the names are not big enough & don't stand out.

Option 1 as it highlights port Lincoln as the name of place, the traditional land is still recognised