

Tourist Attraction or Event Sign Frames– Beaufort & Avoca

The Pyrenees Shire Council has installed promotional sign frames for tourism and event signs located at Avoca and Beaufort. Their purpose is to allow event organisations to promote upcoming events and regular tourist attractions to people entering the townships.

The sign framework is the property of the Pyrenees Shire Council. Signs displayed on the framework are owned by the relevant community organisation.

Principles

It is expected that the various event organisations will respectfully work in co-operation and collaboration with each other to ensure that there is sufficient and equitable promotion of events. Community members are entrusted to be able to successfully administer a process where all community groups get the opportunity to promote their events. In case of dispute, on multiple events for the same timeframe, if there is a need to provide decision making support please contact the Pyrenees Shire Council Manager, Economic Development and Tourism.

All care should be taken when handling signs belonging to other community groups and/or event organisations. They should be returned to the organisation concerned, or to the local council offices for temporary safe storage.

The Pyrenees Shire Council has a preference that the sign frames are permanently populated with upcoming events. Empty sign frames do not promote a vibrant Pyrenees. Therefore, markets and other activities regularly held throughout the year can utilise the sign frames throughout the year however consideration needs to be given to annual events four weeks prior to the annual event.

Signs should aim to promote the Pyrenees Shire. Signs that are deemed offensive will be removed.

Locations

The sign frames are located:

- 3x Beaufort East approach Western Highway
- 3x Beaufort West approach Western Highway
- 2x South approach Avoca Sunraysia Highway
- 2x North approach Avoca Sunraysia Highway
- 1x East approach Avoca Pyrenees Highway
- 1x West approach Avoca Pyrenees Highway

Installation of the sign

Event signs may be erected up to four weeks prior to the event and are to be removed the day after the event by the respective event organisation.

Event organisers can install their sign using the metal guide, which allows the sign to slide in from the side. **Signs must not be nailed or screwed onto the frame;** they should only slide in for easy removal to the sliding rails provided. Repair costs will be charged to the event organisers.

Production of Sign

1. Size of Sign

The frame will hold a sign 2000mm x 900mm.

2. Production of the sign

Design and manufacturing of the sign will be at the expense of the event organisation.

3. Financial Support

Pyrenees Shire Council will support community groups with a one-off subsidy of \$250 towards the production of an Event or Tourist Attraction sign. This signage grant does not include GST. Please apply here <https://www.pyrenees.vic.gov.au/Community/Community-Funding-Program/Event-Signage-Subsidy>

4. Recommendations

Recommendations for design of the sign:

- Minimal and direct text on the sign. Remember that people will be driving past in a car and will not have long to take in many details on the sign.
- Use one image, rather than multiple images
- Provide for a “blank space” which will permit the update of the date each year or change of venue. Consider magnetic attachments, or vinyl stickers.
- that the banner is made of suitable banner material (corflute or metal)
- Sign printers may be able to provide further advice and guidance