

DEPARTMENT OF CONSERVATION LAND MANAGEMENT

ADMINISTRATIVE INSTRUCTION NO 15 - MARCH,-1986

Field Inventory of Departmental Sign Requirements

Signs are important tools of communication. Apart from personal contact, they represent one of the Department's most useful means of communicating with the public. We rely on signs to advise, direct, educate and inform the public on an enormous range of matters. Without signs, our job as resource managers would be made much more difficult.

Indirectly, signs also may serve to create and reinforce certain images of an Organisation, either positive or negative. A well-planned, properly maintained sign system can do much to increase public respect and confidence in a Department such as ours. Conversely, poorly designed and/or maintained signs reflect badly on an organisation's management capabilities.

We are fortunate in having a Sign Manual which details the procedures to be followed with respect to sign use, design and placement on CALM lands. However, such guidelines are of limited value if they're not adhered to in the field.

While I appreciate it is not financially possible to upgrade our entire sign system overnight, we nevertheless need to make a start. Through my contact with operations staff, I am aware that most Regions and Districts have commenced a programme of replacing or upgrading old signs and providing new signs where required. However, many areas are poorly or improperly signposted and require urgent attention.

The task of improving signposting standards requires a systematic appraisal or inventory of what we already have and what is needed to complement our existing sign network. I am therefore requesting that over the next 6 months, all Districts and Regions of the Department prepare their own sign inventory for the purpose of determining signposting needs. When completed, this inventory is to be retained by the District or Regional office and updated on an annual basis.

The purpose of the signs inventory is not to create additional paper work. Rather it will serve to:

- 1) identify signs in need of immediate maintenance, replacement or removal;
- 2) establish new signposting requirements and priorities;
- 3) provide a basis for future budgeting and the development of works programmes.

It is suggested that the inventory be conducted on an area basis (eg National Park, Nature Reserve, forest block, etc) and carried out during the normal course of field operations. In this way a detailed inventory can be built up over a period of several months. A sample inventory form is appended and it is recommended you utilise this or a similar format in carrying out the inventory.

Finally, I would invite you to contribute any ideas or suggestions on how our overall signposting can be improved. In particular, there is considerable scope to develop attractive, distinctive entry signs at many of our major National Parks and State forest reserves. Should you have any special signposting requirements or ideas on new signs, these should be discussed with the Recreation and Landscape Branch.

Syd Shea
EXECUTIVE DIRECTOR

21 March, 1986

Distribution: As per list "A"