

Purpose: To invite businesses and members of the community to comment and contribute to the development of new Shire entrance signage.

Context: Coonamble Shire Council notes the current Shire Entrance Signs are sun-bleached and dilapidated and wishes to install new signage. This provides an opportunity to expand the significance of the signage and what it signifies to travellers. It provides an opportunity to acknowledge traditional Country of the Weilwan and Gamilaroi people, as well as the current construct of 'Coonamble Shire'.

It is also proposed to install 'Care For Our Country' signage past each of the Shire/Country entrance signs, inviting travellers to dispose of litter properly, to watch for animals and birds on roads and to report fires and chemical spills. This secondary signage aims to continue the tradition of 'caring for country' that has been practiced for millennia, highlighting actions that might otherwise impact land, air and water quality, and the welfare of bird and animal life.

Council seeks to show a more inclusive embrace of the community it represents, hence the acknowledgement of traditional Country and incorporation of Aboriginal designs that could be used as common 'branding' elements across the Shire to boost cultural tourism, while also referencing the agricultural sector and its contribution to the growth of the Shire.

Council would licence and pay for final artwork elements from the relevant artists.

Key Elements:

1. Yaama – a Gamilaroi word for 'Welcome'.
2. A steel cut-out featuring the wording 'Coonamble Shire Weilwan Country Gamilaroi Country'
3. A concrete (or similar) panel behind the wording featuring a Weilwan-inspired design and a Gamilaroi-inspired design, along with agricultural motifs.

Two Versions of the Shire Entrance sign:

There will be two versions of the sign – one with the two components of stenciled steel and of the concrete backing – the other being only the stenciled steel or a printed sign.

Proposed Locations:

The steel cut-out signage with the concrete backing would be used on the southern and northern entrances to the Shire on the Castlereagh Highway and, budget permitting, on other regional roads. The simpler signs, using the stenciled steel or printed sign only would be used on regional roads if there are budget constraints. The proposed Caring for Country signs would be placed a short distance past the Shire Entrance Signs, so the traveller is first introduced to Country and then invited to care for it.

One concept for the Shire Entrance Sign



Proposed 'Caring for Country' Sign



Please

**CARE FOR OUR
COUNTRY**

- **Dispose of litter and cigarette butts in bins**
- **Watch for animals and birds on roads**
- **Report fires and chemical spills to '000'**

Thank you!