

PART A – Project Submission

1. What is your project?

Gleniffer Reserves Interpretive Signage

The Gleniffer Reserves are situated along the idyllic Never Never River in Bellingen Shire, on the Mid North Coast of NSW, within one of the most beautiful rural landscapes in Australia – a hidden gem known locally as the “Promised Land”.

The four Gleniffer Reserves - Earl Preston, Arthur Keough, Broken Bridge and Angel Gabriel Capararo Reserve - are surrounded by absolutely spectacular scenery – the World Heritage listed Dorrigo National Park, Bindarri National Park, Tuckers Nob State Forest, and rolling green farmlands. The area has great environmental, social and cultural value, and is treasured by the Bellingen Shire community.

The Gleniffer Valley is nestled within the traditional homelands of the Gumbaynggirr people, from the high rainforest areas of the Dandarrga (Dorrigo) plateau, through the Bellinger Valley (Budaabang) out to the coastal lands of Yurruun.ga (Urunga). The elders of Gumbaynggirr country identify parts of the Gleniffer Valley as camp grounds and meeting places, used to connect with neighbouring clans to marry, celebrate culture, and pass on traditional knowledge about law and custom.

For generations, locals have enjoyed swimming in the crystal-clear waters of the Never Never River, picnicking in lush natural surrounds, bushwalking and birdwatching, and coming together for social gatherings at the charming Gleniffer Hall and Church.

In recent years however, rampant promotion by tourism organisations, social media, and word of mouth has resulted in the Gleniffer Valley becoming overwhelmingly popular, with residents reporting a dramatic increase in visitor numbers to a point where the natural environment and local quality of life have been significantly affected. During busy times in the summer season, overcrowding at swimming spots, unsafe driving, careless littering, and anti-social behaviour have become more and more common. Many in the Gleniffer community feared that the Promised Land was being “loved to death”.

In 2014, Bellingen Shire Council brought in local firm Fisher Design + Architecture to develop a Master Plan for the Gleniffer Reserves. Developed with extensive community and stakeholder engagement, the Gleniffer Reserves Master Plan was adopted by Council in 2016. A Gleniffer Stewardship Group was established with key stakeholder members, to guide the implementation of the Master Plan.

The Master Plan provides a vision for the Reserves that reflects the community’s creative spirit and environmental values. It aims to preserve and protect the natural environment while retaining a sense of place through the implementation of ideas and design solutions. The development of the Master Plan, and the Gleniffer Reserves interpretive signage was aligned with the values outlined in Bellingen Shire Council’s Community Strategic Vision – Connected, Sustainable, Creative – *“Our vision is about protecting the pristine beauty of our environment and enhancing our prosperous and safe community where inclusiveness and sustainable living are embraced, so that creativity and cultural activity can flourish.”*

Key objectives: inform, educate and positively influence

Addressing the impacts of visitor behaviour at these precious locations was a key objective of the Master Plan, with the aim being to inform, educate and positively influence visitor behaviour. The introduction of a subtle layer of story-telling and information through interpretative signage provided a way to show visitors how much this place has been cared for and loved, and to make people more mindful of their surrounds.

Installed in March 2019, the Gleniffer Reserves interpretive signs are step toward educating both locals and visitors alike about the cherished environment they are in and its enormous cultural significance, and encourage respect for the natural surroundings and for the Gleniffer residents. Told through positive, welcoming and informative messages, the five interpretive signs (and one identification sign) offer visitors the chance to discover more about the unique environment, culture and history of the Gleniffer Valley, and learn how to preserve its natural beauty so that future generations can also enjoy this wonderful place.

QR codes on the sign panels direct people to additional online media content about the Reserves’ natural, cultural and community values. Videos feature narrative from a Gumbaynggirr Elder, or quirky animated characters that reinforce these messages in a friendly and constructive manner.

Aiming to disperse crowds from the Gleniffer Valley during the busy summer periods, one video offers suggestions for alternative swimming locations in Bellingen Shire, whilst a ‘Top 5 Tips’ video gives people friendly advice on sustainable and responsible behaviour in and around the Reserves.

Gumbaynggirr culture, language and paintings feature on the signage panels and in video content, including engaging narrative from renowned local Elder and National Parks & Wildlife Ranger Uncle Mark Flanders. The difficult past history of European settlement in the Valley within the Indigenous context is acknowledged, and the signage recognises that today the traditional custodians of this land are reclaiming local knowledge of Country, and sharing it with the greater community.

The sign structures, made from local recycled bridge timbers, are designed to complement the colours and materials of the bush surroundings. Raw untreated hardwood timbers and corten steel feature words have been left to weather naturally, to become a harmonious part of the Gleniffer Reserves natural landscape.

2. How does it demonstrate excellence and best practice in heritage interpretation?

The Gleniffer Reserves interpretive signage is aligned with best practice principles of heritage interpretation and conservation as outlined in the NSW Heritage Office Interpreting Heritage Places and Items Guidelines, seeking to *“sustain the values of heritage landscapes, places and objects, individually and collectively, so that the community and visitors can continue to appreciate, experience and learn from them and about them, and so that they can be passed on to future generations.”*

Research

Research involved extensive consultations with the local community and stakeholders, starting in 2014 with the inception of the Gleniffer Reserves Master Plan development.

The Never Never Catchment Group (Landcare) gave us in-depth understanding of the environmental issues in the Gleniffer Valley, and outlined the huge contributions their members have made over the past 20 years. Whilst this small local group has had such a positive impact on the Gleniffer Valley, it was not widely understood or acknowledged by the broader Bellinger Shire community. Since 1995, their outstanding work on environmental restoration projects has helped to restore riverbanks, clear creeks and regenerate bushland areas throughout the Gleniffer Valley. Interpretive content on the signs acknowledges the care and love that has been bestowed on the Reserves by the group and other local volunteers. A number of the group's members accompanied us on repeated visits to the Reserves and surrounding bushland, feeding us with stories about floods and the changing landscape over the years, as well as supplying us with before and after images that were included in the online videos. Our time spent in the Gleniffer Valley with these environmental crusaders, and our own visits over many seasons allowed us to experience the astonishing beauty and serenity of the area that is so valued, and we aimed to reflect that in the interpretive information.

Research into the European history of the area began with discussions with two local historians - themselves descendants of early Gleniffer valley settlers – and divulged a wealth of fascinating stories and historic photographs. We were lucky to have access to John R. Lean's "The Settlers of the North Arm" - a rich and fascinating collection of images, newspaper articles, letters, maps and parish records of the first hundred years of settlement of the 'North Arm' – the area to the north of the Bellinger River where Gleniffer is located. The president of the Gleniffer Community Association spent many hours with us in Earl Preston Reserve, where the Gleniffer Community Hall and Church are located, pointing out flood levels on the heritage buildings, and walking us through the site of the original Gleniffer Village.

The Bellinger Valley Historical Society Museum and its wonderful volunteers provided us with generous offerings of written and visual material that brought early settler experiences to life. We spent many hours poring through original documents and memorabilia in the shadowy corners of the museum. The tales of rugged timber-getters and pioneering dairy farmers came alive for us whilst talking to these people, who are so passionate about our recent history. We aimed to capture their evocative stories in the interpretive information on the signs and in the videos, giving locals and visitors the opportunity to discover something more about this remarkable Valley.

The introduction of interpretive signage at the Gleniffer Reserves provided a much-needed opportunity to enhance the broader Bellinger Valley community's understanding and appreciation of both the landscape and Gumbaynggirr cultural heritage. From the early stages of developing the Gleniffer Reserves Master Plan in 2014, and through the research stages for the interpretive signage project, extensive consultation was undertaken with the local Indigenous community. Site visits to meander through the Reserves with Uncle Mark Flanders and other Indigenous people allowed the team to gain a glimmer of understanding of life as it may have been experienced by Indigenous people before European invasion, and provided some evocative tales for inclusion.

Early on in the information gathering stage of the Gleniffer Reserves Master Plan, we sat with Uncle Gary Williams, CEO of Muurrbay Aboriginal Language and Culture Co-operative, to hear his memories of early life in the Valley, and other stories that had been passed on to him by Elders of the past. Later, whilst developing the interpretive signage in 2018, Uncle Gary provided invaluable feedback on the interpretive information we

had gathered, correcting some finer points of the information and advising on Gumbaynggirr language translations for flora, fauna and place names.

Audience – profile, expectations and issues

Visitors to the Gleniffer Reserves are a diverse range of people. The following audiences have been identified as users of the Gleniffer Reserves: Gleniffer locals, Bellingen Shire residents, regional visitors (from adjacent shires), and other Australian and international tourists for whom Bellingen Shire is a holiday destination.

The Reserves are a family friendly destination used extensively by local day-visitor groups for picnics, BBQs and swimming. The Reserves and surrounding areas are highly popular with young locals as a place to gather and socialise, and as a starting point for motorbike trail-riding. Backpackers and tourists from around the world are drawn to the natural wonders of the area by an abundance of informal promotion via social media, online and word-of-mouth.

The very qualities of the Reserves that appeal to everyone – easily accessible, a natural unspoilt environment, an absence of visible rules and regulations, with limited man-made infrastructure and amenities – have compounded the issues that are occurring more and more frequently. Local residents are using the area less to avoid the crowds, antisocial behaviour, noise and pollution.

During the consultation for the Gleniffer Reserves Master Plan, there was strong support from the community for a range of education initiatives that would address the issues arising in the Valley. It was agreed that the development of new interpretive signage would help to foster a sense of place for both the local community and tourists, and contribute to improved visitor behaviour and activity. Support for the introduction of informative or interpretive signage was fairly consistent. Some of the comments were:

“Why is the area so special? There’s no info about it.”

“Education, signage and information is important.”

“Reflect the outstanding environmental and scenic values of the area.”

“Increase awareness, knowledge and understanding.”

“Responsible tourism is what we’re after.”

The heritage of the Gleniffer valley is dear to its residents and the broader Bellingen Shire community. The aim of the signage was to bring awareness and appreciation of the precious and rich biodiversity to visitors, and also to celebrate and share the history and Indigenous culture of the area.

Key messages, themes and storylines

After consulting with the community, Council and the Gleniffer Stewardship Group, it was established that the key messages to be conveyed across the signage were to:

- Encourage respect and awareness for the natural environment
- Enhance the visitor experience and cultural understanding of the Reserves and surroundings
- Promote consideration for local residents and neighbours
- Be positive and welcoming.

Fisher Design + Architecture worked closely with copywriter Cherise Lily Nana and videographer Tim Adlide to develop the themes and interpretive content. A deep understanding of the Reserve areas was underpinned by countless site visits over time, allowing our team to observe the landscape through the seasons, and gather an immediate feel for what a visitor might be witnessing in context. From this, we developed three key themes:

Theme 1: The natural environment - creating awareness that the Gleniffer Reserves and their surroundings are a significant natural environmental asset.

Theme 2: Indigenous cultural heritage - recognition and celebration of the cultural identity of the Gumbaynggirr people and their connection within the Gleniffer Valley and surrounds, and providing an essential link between the past and the present.

Theme 3: Pioneer settlement history - interpretation of the history of European settlement of the Gleniffer Valley, and the continued link with present day families of the Bellingen Shire.

The interpretive information presented at each of the four Reserves focussed mainly on a single theme, thereby encouraging people to experience a woven, interconnected storyline while visiting the different Reserve locations. Earl Preston Reserve, adjacent to the Gleniffer Community Hall and Uniting Church heritage buildings, focussed on the white settlement history, and the more recent influx of hippies in the 70s and tree-changers in the 80s. The natural bush settings of Angel Gabriel Capararo and Broken Bridge

Reserves focussed on the flora and fauna of the Gleniffer Valley and the natural environment, with Gumbaynggirr language translations of animal, bird and plant species. We felt that the spectacular mountain range and valley views at Arthur Keough Reserve were an appropriate place to convey the sense of awe you feel as you stand in the middle of Gumbaynggirr Homeland, and included excerpts from the painting by contemporary Gumbaynggirr artists Keene Ballangarry and Natalie Bateman and an accompanying story.

Communication – techniques and channels / choice of interpretive media

Reducing visitor impact on these fragile places was the key aim for this project. This was to be achieved by increasing awareness, helping to create connection and engendering respect. Installation of interpretive signage would help to convey the desired messages through a subtle layer of story-telling and information - providing a tangible way to show visitors how much this place has been and is still cared for and loved, and to make people more mindful of their surrounds.

To this end, Council asked us to create interpretive signage structures, with an additional digital component to the signage, providing further understanding and a connection through story and media.

It was not desired or appropriate to install any technology at the sites. The simplest, low budget, low impact solution was to use a web based plan, installing nothing but an QR code on the signs. Visitors that choose to explore more from the signage don't need to have a specific App apart from their smartphone, regular browser and camera. Other technologies were considered (such as RF tags or GPS based tools), but QR seemed the most common, accessible, simple to use, and most appropriate.

The hit counts on the QRs are trackable, however they cannot be used to extrapolate visitor numbers in a highly accurate way.

Four of the five interpretive signs at the Reserves have a QR code enabling visitors to access more information and create a greater connection through a web page themed specifically to each sign.

Visitors to the pages are presented with three short videos, with a different video appearing first for each site.

At Angel Gabriel Capararo Reserve you learn about the Never Never Catchment Group (Landcare), and we acknowledge their work in regenerating and maintaining the environment that the visitor stands in.

At Broken Bridge the focus is on the native wildlife, and visitors connect by learning Gumbaynggirr names for the animals, with the inimitable Uncle Mark Flanders.

At Earl Preston a video of historic settler photos shows the local white history since occupation - cedar cutting, dairy farming and tree-changing. Keen observers will note the village that has come and gone right where they stand.

At Arthur Keough we are again introduced to this special place by Uncle Mark Flanders with an invitation to respect and feel this place from an Indigenous perspective. Illustrating this is animation of the painting by Gumbaynggirr artists Keene Ballangarry and Natalie Bateman. We were very fortunate to have this artwork that was so specifically about the spirit of this place to work with in the digital content and signage panel design. It does much towards connecting visitors to the place in the way the artists intended. A sense of spirit and history in the context that it always was, and still is, Gumbaynggirr country.

Two videos are common to each site:

Alternative swimming spots in Bellingen Shire - Most visitor impact occurs around the Never Never River in the hotter months, as it has a well-deserved reputation as a cool and shady place with gorgeous water holes. Yet in hot dry weather it can be crowded, with shallow water and not an ideal swimming spot, so people explore up and downstream for deeper sections which further impacts the environment, neighbouring residents, and wildlife. There are many other great fresh and saltwater swimming spots nearby in the Shire. Here we address Council's brief of dispersing visitors by trying to lure some people elsewhere.

Top 5 Tips - Council has found that enforcement signs are less effective than respectful and friendly suggestion. Equally, the Gleniffer community wanted to maintain an open, friendly tone in the messages. A Top 5 Tips for visitors was established, which are promoted with a simple and quirky animation set against photos of this place, voiced by a friendly young mum.

The additional digital content provided is only there for people who seek it - those who choose to can scan the QR and go online whilst at the Reserves, or save the QR for later viewing. We kept the content short and sweet, and therefore light on data usage as it relies on users own data access.

Design and environmental considerations

In order to preserve the natural sense of place of the Reserves, it was crucial that the signage structures be designed sensitively to respond to the surrounding environment and reflect the character of the sites. The Gleniffer community was very concerned that signage should not look out of place, or detract from the location.

Frequent flood events in the Gleniffer Valley were a major structural concern, and meant that a robust materials palette was required to endure regular inundations. Materials selection included recycled local bridge timbers, sturdy gal steel frames and raw corten steel lettering.

The use of recycled timber was a key precept of the Gleniffer Reserves Master Plan to utilise sustainable materials wherever appropriate. The main structural timber component of the signs came from a reclaimed bridge from within the Gleniffer Valley itself – McFadyens Bridge, named after one of the first settler families whose portraits are displayed on one of the interpretive signs at Earl Preston Reserve.

Beautiful hardwood timbers are aging gracefully to a subtle grey. Earthy signage panel colours integrate appropriately into the rural and bush locations. The solid gal steel frames are set deep into concrete footings, and have already proven up to the task of withstanding a flood event.

Consistent implementation of the signage design style across the four Reserves links each site, and fosters a sense of place within the Reserves. The four vertical structures serve as identification at entry points to the Reserves, with interpretive information appearing on the reverse side of the sign. Two additional signs are located at Earl Preston Reserve – one with interpretive history, and the other solely an identification of the Reserve at the iconic Gleniffer ‘Cross Roads’ corner.

The aim of the signage design was to help create the impression that the visitor has come to a welcoming place. Positively presented messages, and high quality structures encourage the visitor to be more respectful of, and responsive to, this special place they are visiting.

Marketing ... or not!

A key instigator of the Gleniffer Reserves Master Plan was the decision by Bellingen Shire Council to STOP promotion of the Gleniffer Reserves through formal tourism and marketing channels.

In early 2014, as a result of concern raised by the community, Bellingen Shire Council placed a moratorium on promotion of the Promised Land and the Gleniffer Area by official tourism bodies.

The Gleniffer Reserves Master Plan does however provide a framework for regulation of the tourism industry and local businesses, which includes providing information to businesses and the community about the significance and value of the Reserves, and establishment of consistent, simple, clear guidelines and interpretive information to ensure a sustainable future.

Visitors will never stop coming to this remarkable place – social media and word of mouth are far too powerful. Along with other Gleniffer Reserves Master Plan initiatives such as the ‘Environmental Ambassador Program’ (see Training below), the interpretive signage aims to alleviate negative visitor impacts, and form part of the sustainable approach to tourism management for the Bellingen Shire.

Engagement

The community consultation undertaken for the development of the Gleniffer Reserves Master Plan fed directly into the development of the interpretive signage. The consultation drew on the community’s concerns for the Reserves, and was inspired by their hopes for the future and the values that underpin their community relationships.

It was recognised from the beginning that the success of the Master Plan was dependent on authentic and genuine consultation with the community - many of whom have very strong views about the future of the Gleniffer Reserves. This approach helped define a vision to guide the development of the Master Plan.

The community consultation provided an opportunity for Council’s decisions to be fully informed by the views and knowledge of the community. Input was sought from immediate neighbours of the Reserves, other Gleniffer residents, the Bellingen Shire community, and other stakeholders (including environmental, community, tourism, Indigenous, youth, council, business and industry groups).

Community engagement began in November 2014 and ran for 2 months. A feedback survey was the primary method for collecting feedback. A number of group meetings and one-on-one sessions were held including an open session with Gleniffer residents, 19 separate meetings with stakeholders, and ongoing communication throughout the consultation period with residents and other stakeholders who contacted our team.

The consultation allowed us to understand and interpret the community's values, concerns and aspirations. Some of the messages that came from the community, and helped guide the development of the interpretive signage were:

- There was a significant degree of agreement that protection of the natural environment of the Gleniffer Reserves for future generations was of the highest priority
- There is a high level of concern for the sustainability of the Gleniffer Reserves, in particular for the continued degradation of the area from increasing visitor numbers and impacting behaviours
- The benefits of guiding people at the Reserves in a positive, clear and informative manner were seen to be highly desirable
- There was a strong opinion that education for both the local community and visitors from further afield must be included as part of the approach to improving behaviours and attitudes.

Access

The sign structures were positioned in as accessible as possible locations, given the nature of much of the grassy or gravelly terrain of the Reserves, and all are wheel-chair accessible with assistance.

The use of QR codes on four of the five interpretive signs, and a browser based display led to some advantages that were not in Council's original brief but were a welcome outcome. People can set their browser for different needs e.g. text to speech for the sight impaired, or translation from English to their own language. So, for added accessibility, the signage panel text was provided below the videos on each page.

Training

One of the Gleniffer Reserves Master Plan recommendations is an initiative for an 'Environmental Ambassador Program', or as one local put it '*environmental education by stealth*'. The program is a sustainability education initiative that will be run by Council in partnership with National Parks & Wildlife Service (NPWS) and the Never Never Catchment Group. The program harnesses authentic, passionate, local knowledge for a highly effective delivery of a positive, non-confrontational environmental tour.

The proposed program will utilise the Gleniffer Reserves signage as part of the environmental tour in the area, drawing on the themes and messages to educate, inform and positively influence visitors.

NPWS will train volunteers in interpretation tour guiding and 'Ambassadors' will lead nature-based interpretive tours for the community and visitors. 'Ambassadors' would run tours of their local Reserve or part of the Never Never River that they know and love, choosing their own location and topic, based on their knowledge and interest. Specific biodiversity protection 'take home' messages for tour participants will be developed for the program, which are aligned with the 'Top 5 Tips' messages on the interpretive signage.

Council will coordinate and fund the program by providing support and professional training for the tour guides and by promoting the tours to residents and tourists.

3. Resources needed for the project

Service	Consultant	Fee
Graphic design & Architectural services	Fisher Design + Architecture	\$7,000.00
Copywriting	Cherise Lily Nana	\$2,560.00
Video and online content	Tim Adlide (Gumnut Media)	\$4,250.00
Signage supply	Miller Metal Imaging	\$9,780.00
Structural engineering	Omeara Woods & Associates	\$1,595.00
Builder (inc all materials)	Bellingen Shire Council Works Department	\$24,500.00
Total project cost		\$49,685.00

The Gleniffer Reserves interpretive signage was made possible by a grant from the NSW Government through its Regional Tourism Fund, managed by Destination NSW. It was a rare and welcome opportunity to have a realistic budget for the project, however many aspects still required careful planning, shrewd use of resources, and some trouble-shooting along the way.

The Fisher Design + Architecture team put in approximately 50 additional hours of unpaid work, attending site meetings and every structural installation, ongoing Gleniffer Stewardship Group meetings, additional Indigenous consultation, and writing media releases for Council about the project. As locals, we felt it a

privilege to be entrusted with such an important project for the Gleniffer community, and after investing so much into the project over many years what was a few more hours!

The beautiful images used on the interpretive panels were supplied at no cost by Shane Ruming, a talented and passionate amateur nature photographer and NPWS Ranger.

The high-quality outcome of the signage structures would not have been possible without the amazingly skilled craftsmen from Council's Works department. Their artisan skills, capacity to problem-solve on the spot, and joy for working with the recycled timber made the project an enjoyable and creatively satisfying experience for all. They loved the fact that the timbers were being re-purposed for a new community benefit. Having the locals on the team also meant that their innate understanding of the site issues, constraints, and the local community made them well-equipped to circumvent some potential issues – such as their suggestion of judicious placement of sandstone boulders as used on previous local projects to protect the structures from the occasional vandal in 4WD vehicles attempting to push them over.

Cost-effectiveness: Use of the recycled timber bridge girders saved a substantial cost in materials. The hefty slabs were milled to 180mm thick - had we gone to commercial suppliers to obtain quality sustainable hardwoods at this size the costs would have blown out dramatically. The outcome is a durable and attractive sign structure that will stand the test of time.

Financial stability: As the structures were funded by a grant, there was no out-of-pocket expenses for Council. The sign structures are all located in existing Reserves, and therefore the grassed areas around them are in Council's regular maintenance schedule, with no additional man-hours required for upkeep.

Social sustainability: A key objective of Gleniffer Reserves interpretive signage was to foster a sense of place for the Gleniffer Residents. The signs inform and educate visitors, and help create a sustainable place that promotes appreciation and understanding of nature, wellbeing, and respect for the Gleniffer community and visitors.

4. How has your project met clear and measurable outcomes for your client/organisation and stakeholders?

The overwhelming response from Bellingen Shire Council, the Gleniffer Stewardship Group and the community has been positive.

Project testimonials

Bellingen Shire Council Mayor, Dominic King: *"Not only do the signs make a beautiful addition to our Reserves, they also play a very important role in educating and dispersing our visitors. They raise awareness on how special the natural environment is, give tips on how to protect the waterways, and emphasise the importance of respecting private property, as well as how to behave appropriately when visiting the valley."*

Council's Project Leader: *"It is always a pleasure working with you – thanks for all the effort and forethought that you put into this project."*

Gleniffer Stewardship Group (Key Stakeholder Group): *"You've done a brilliant job, sometimes under quite trying circumstances, and for that you are due full credit."*

"Well done. And yes, they do look good. It's been a long road for you (and for us!). Thankyou Anna."

Council's Builder: *"It was an absolute pleasure to be involved in the Project, and was a welcome change of pace for the team from repairing / constructing bridges!! To know that some of the lovely old bridge timber sections (which have already performed their duty in providing access across our community for many years), are now performing another role for the community and visitors alike, is lovely to see."*

A Gleniffer resident and Reserve neighbour (and one who loudly expressed ongoing concern for installing anything at all at the Reserves): *"The Gleniffer signs look good and a relief they are aesthetically pleasing ... so you were right, their aesthetics are empathetic."*

What (nearly) didn't work - Despite many rounds of edits, proofs, spell-checks, and the Gumbaynggirr Language dictionary, at the precise moment the corten steel letters were about to be screwed onto the signs on site I discovered I had misspelt Giinagay (I had written Ginnagay). This was pointed out to me by a Council admin person about to pay the lettering suppliers bill. I thank her to this day for allowing me to avoid a major signage calamity, and re-learn the lesson of triple proofing every single word.

Since the successful completion of the Gleniffer interpretive signage, Fisher Design + Architecture has been engaged by Council to develop another important community project - the Bellingen Shire Signage Strategy. In addition to that, we're working with the Bellingen Memorial Hall committee to develop an exciting interpretive project in the soon to be refurbished foyer of the much-loved historic 'Mem Hall' building.