



MEDIA RELEASE

Signage points the way to increased visitation in Buloke

4 March 2016

Townships across Buloke are expected to benefit from increased visitation following the installation of directional signage at key rest points across the shire.

Mayor, Cr Reid Mather, today announced the Victorian Government will contribute \$25,000 towards the walking and cycling project through the *Transport Investing in Regions* initiative.

“The project is a great example of how the Victorian Government is partnering with regional councils to support tourism and active transport across regional Victoria”, said Cr Mather.

Buloke Shire Council will contribute a further \$10,000 to design and install new directional signage in the townships of Birchip, Charlton, Donald, Sea Lake and Wycheproof.

The signage will be installed at key rest stops across the region and will encourage tourists to explore nearby towns along their journey.

Improved directional signage will also support local residents using active transport to travel in the region.

Installation of new signage to improve way finding is consistent with the Buloke Active Transport Strategy, Economic Development Strategy and the Loddon Mallee North Regional Growth Plan.

The project will complement Buloke’s recent streetscape improvement works.

The *Transport Investing in Regions* initiative was established to help deliver practical solutions to local transport issues and improve connections across regional Victoria.

“These new directional signs will help to encourage visitors to stop at nearby townships, providing an economic boost for local Buloke businesses. Improved signage will also support the uptake of walking and cycling as a mode of transport and improve amenity in the Buloke region”, said Mayor, Cr Reid Mather.

End release

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