

Red Dog Interpretive Signage
in Pilbara's Red Dust

WELCOME
TO DAMPIER



Dampier's famous Red Dog Information Bay had a major upgrade in 2018. The information bay upgrade project was funded by Rio Tinto, the Pilbara Development Commission and the Dampier Community Association in collaboration with Good Dog Enterprises; the company behind the highly successful Red Dog films.

Working with Rio Tinto and The Brand Agency, Signs & Lines manufactured and installed the iconic signage that pays homage to the Australian Kelpie made famous by Koko (the dog) in his role as Red Dog, the title character of the 2011 film Red Dog.

The installation of entry statement and interpretive signage at the Red Dog Visitor Information Bay located at the entry to the town of Dampier in WA's North West provided challenges of installation in remote Australia and heat management. Early plans to schedule the installation during cooler months become impossible due to site delays and cyclones, so, a bit later than planned our team headed 1500km north to the Tropic of Capricorn and into the heat.

Following manufacture in our workshops, the Red Dog statues, 5 x 3 metre curved Entry Statement, Welcome Information signs, Story Signs and Community Boards took a 1500km road trip to Dampier on a truck.

Our installation team inducted onto Rio Tinto OSHE and battled extreme heat and humidity within the extreme range. Our installation involved two trips for site preparation works with concrete footings, and the installation of the signage. Approximately 7.2 cubic metres of concrete was poured into footings without too much incident but the temperature was 43 degrees at 10am with humidity at 60%... so the concrete was hard in about 15 minutes!





A number of strategies were adopted to assist the wellbeing of the site team and ensure a successful installation. However, nothing prepared our intrepid installers for when their boots started to melt into the bitumen around 11am. A temperature check showed 44°C but it was more like 60°C coming off the tarmac!

Heat management was a critical factor during the installation. Thankfully our installers returned to the cooler Perth climate unscathed and with many ideas on heat management – the whole team has benefited from tips on how to mitigate fatigue for future projects. Our Safety Reps meeting covered heat

management strategies which was then taken to a Toolbox meeting for discussion. Needless to say there will be a few new initiatives being introduced eg. urine charts, thermometer and frozen electrolyte drinks next summer, with hydration the key.

Red Dog was a humbling and symbolic project to be involved in - what a privilege to represent such an amazing canine. And in reality, our installation challenges pail into insignificance compared to the path "Red" travelled out there in the Pilbara's heat and dust. What a dog!

If you need inspiration, design assistance or help managing your next signage project, the team at Signs & Lines and Yap!digital can take your project from drab to fab! Our service includes preparing designs to show how to make the most of your signage, plus the benefit of our team of signage professionals to guide you every step of the way.

Talk to the team today:

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To discuss your own signage strategy please don't
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