Minutes of the Tourist Attraction Signposting Assessment Committee
Sydney Region meeting

Wednesday 20 May 2015 Art Gallery Room, Camden Civic Centre, cnr Mitchell and Oxley Streets, Camden

Members
David Douglas Regional Coordinator TASAC and Drive, Destination NSW
Phil Oliver Guidance and Delineation Manager, Roads and Maritime Services (RMS)
Maria Zannetides TASAC Secretariat

Also present
Kristy Stolzenhein Tourism Officer, Camden Council
Helen Byfield-Flemming Manager, Macarthur Centre for Sustainable Living
Rebecca Anderson Visitor Experience Manager, The Australian Botanic Garden, Mount Annan
Lyndal Bruce Officer Manager, Belgenny Farm
Paul Page Chair, Greater Sydney Tourism
David Cartwright Tourism and Marketing Officer, Campbelltown City Council
James Marshall Tourism Product Development Coordinator, Parramatta City Council
Barbara Magee Manager Corporate Communications and Marketing, Penrith City Council
Stacey Rossetto City Marketing Officer, Penrith City Council
Brett Sheridan iFly Downunder, Penrith

Apologies
Matt Stoeckel Senior Zone Manager Greater Sydney, Destination NSW
David Hoffman Manager, Parramatta Properties, National Trust of Australia
Julie Turpie Assistant Director, Commercial and Marketing Services, Sydney Living Museums
Wendy Dollin Tourism Development and Events Co-ordinator, Blue Mountains City Council

AGENDA ITEMS

1. DELEGATIONS / PRESENTATIONS & REGIONAL SIGNPOSTING ISSUES

1.1 Camden Signposting Issues

(a) The Australian Botanic Garden Mount Annan

Rebecca Anderson inquired about the possibility of additional tourist signs for the Australian Botanic Garden, Mount Annan. The garden is signposted from the Hume Motorway (Camden exit) and Narellan Road. There has been significant population growth in the areas to the north west of the garden (e.g. Narellan Grove, Narellan Vale and Harrington Grove) and the garden is therefore interested in signage from the Northern Road.

Phil commented that RMS is moving to implement exit numbering from State roads, which will assist many attractions such as the garden to provide better advice to visitors about access. He agreed to
review signage for the garden to see whether additional signs from the Northern Road might be possible. He added that about four years ago, many of the garden’s tourist signs were updated at no cost to the garden as part of a broader project involving major road upgrade works. However, the cost of any additional signs would now need to be met by the garden.

**Note:** A review of TASAC records after the meeting confirmed that the Committee reviewed and reaffirmed the garden’s eligibility for tourist signposting in the Outdoor / Nature Based Attractions (Botanic Gardens) category in July 2011. This remains current till August 2016. An application to justify more remote signage in the State Significant category was not submitted at that time but is now required for any additional signage on the Northern Road. It is expected that the garden would be able to demonstrate eligibility in this category as it is open daily during all months and its annual visitation exceeds 150,000.

**Action:** The Australian Botanic Garden Mount Annan needs to submit an application in the **State Significant** category to allow additional signage for it from the Northern Road to be considered.

(b) **Macarthur Centre for Sustainable Living**

Helen Byfield-Flemming outlined the activities of the Macarthur Centre for Sustainable Living and the following points were noted:

- The centre is a joint initiative of Camden, Campbelltown and Wollondilly Councils and is located adjacent to the Mount Annan Botanic Garden. However, its entry is on Mt Annan Drive not Narellan Road.
- It is operated by a non-profit company, which is supported by the three Councils and the Royal Botanic Gardens and Domain Trust.
- The centre has no directional or other signs at present and visitors looking for the centre often mistakenly enter the botanic garden from Narellan Road.
- The centre is on a 5.3 ha site and has gardens, eco-farming, solar panels, a wind turbine, rainwater storage and a visitor centre.
- It is an educational facility and model for sustainable technology. If offers guided and self-guided tours, workshops, programs for school children, functions, festivals and other events and hosts a farmers market each Sunday.

The Committee provided the following advice:

i. Educational facilities and businesses that offer booked events and retail activities such as workshops, functions, festivals, farmers markets and the like are not eligible for tourist signposting. Therefore, these elements would not be relevant to any tourist signposting application from the centre.

ii. Major tourist attractions that fit one of the signposting categories must be open for a minimum of six hours per day for five days per week including both weekend days and during 11 months of the year.

iii. Eligible major tourist attractions must offer a tourism experience that is supported by written interpretive information at the site and which is available to unbooked visitors throughout the opening hours.

iv. It is understood that the centre is open from 9.30 am to 3.30 pm Monday to Friday and for special advertised activities at other times. Therefore, it will necessary for the centre to expand
and reinforce the tourism experiences for unbooked visitors, particularly with respect to both weekend days, if it wishes to be eligible for tourist signposting.

v. To assist the centre to identify the tourism experiences that could be developed with a view to applying for signposting in the future, Lyndal could review the eligibility requirements of TASAC’s Primary and Secondary Industry and Museums categories, which might be the most appropriate to its circumstances.

vi. The Primary and Secondary Industry category applies to destinations that offer a tourism experience related to growing primary products or the manufacture of goods. Successful applications must be able to demonstrate that they offer visitors a significant experience about their primary or secondary industry production process throughout the opening hours / days without the need to make prior bookings or to wait for unreasonably long periods of time to access guided tours. They must also demonstrate that the particular industrial process is supported by sufficient written and / or audio visual interpretive material at the premises to engage and inform visitors (e.g. leaflets, visitor information panels, plaques, annotated displays, fact sheets, guided or self-guided tours, films etc.). TASAC’s assessment of applications in the Primary and Secondary Industry category focuses on the experiences offered to unbooked visitors to view and learn about the production processes, rather than any retail opportunities or booked events such as workshops, classes or functions.

vii. The Museums category typically applies to State and National museums, local history museums, and other museums devoted to specialised collections or topics. Its potential relevance in this case relates to the centre’s displays and demonstrations of environmentally sustainable technologies and practices. Museums that are eligible for TASAC signs have collections or displays of an adequate size, substance and quality that are presented in a way that allows visitors to understand the collection and its technical, social or cultural significance.

c) Belgenny Farm

Lyndal Bruce described the historical and social significance of Belgenny Farm, which was established by Elizabeth and John Macarthur and is regarded to be the birthplace of the Australian wool industry. The destination, which is located on Elizabeth Macarthur Drive in Camden South, represents Australia’s most complete and authentic Georgian farm complex. It comprises a number of impressive historic buildings including stables, a blacksmith’s shop, creamery, smokehouse, slaughter house and the farm cottage where John Macarthur spent the last years of his life.

Currently, visitor access to Belgenny Farm is via a small number of public event open days and booked tours or self-guided tours relating to its agricultural history. However, weddings and other events have exclusive access to the farm on weekends and such functions take place on many weekends of the year. For this reason, weekend access to the farm for unbooked visitors is extremely limited.

The Committee provided the following advice:

i. The historical significance and uniqueness of Belgenny Farm is recognised and the most appropriate category for tourist signposting would be Historic Properties and Sites.

ii. However, given that the farm does not generally offer a tourism experience for unbooked visitors on weekends, it is not eligible for tourist signposting under its current management model in which booked events have exclusive access to the property on weekends.
iii. Should the operation of the farm change in the future such that it offered a tourism experience for unbooked visitors relating to its historical significance for at least six hours per day on five days per week, including both weekend days, and for 11 months of the year, the Committee would be pleased to consider an application for tourist signposting.

1.2 Penrith Signposting Issues

Barbara Magee outlined the range of adventure-oriented recreational activities that are located in Penrith including indoor skydiving, white-water rafting, go karting, wake boarding, jet simulation landing, jetpack flying and kayaking. Given this range of activities, Barbara inquired about the potential for tourist signposting for the destinations, either individually or collectively. Barbara also inquired about the possibility of introducing Welcome signage for motorists that refer to Penrith’s role as an “adventure capital”.

Brett Sheridan spoke about his business, iFly Downunder (an indoor skydiving venue), including his plans to develop a tourism experience at the site related to the educational aspects of skydiving and the science of flight. The tourism experience could include a free viewing gallery for those who do not wish to fly.

The Committee provided the following advice:

i. Tourist signposting is only available for major tourist attractions that fit the categories outlined in the NSW Tourist Signposting Manual. The demand for tourist signs on State roads is far greater than the ability to safely locate such signs. Therefore, the Manual recognises that not all businesses where tourists are among the clientele can be signposted and it refers to a number of exclusions including clubs, shops and sporting facilities. Recreational facilities, including adventure activities, are within these exclusions.

ii. Eligible tourist attractions must be open for a minimum of five days per week (including both weekend days) for six hours per day and during 11 months of the year.

iii. Some adventure activities require visitors to pre-book and as such would not be eligible for signposting irrespective of point “i” above. Even in cases where booking is not a publicised requirement, unbooked visits are understandably difficult to achieve at peak times.

iv. Many of the adventure activities require visitors to undergo safety training before participating. This differentiates adventure activities from signposted tourist attractions that do not typically involve safety training.

v. Some of the activities are located at destinations which have “white on blue” service signs, e.g. Whitewater Stadium, where booked visitors are able to participate in rafting and kayaking from September to June. In these cases, the operators of the adventure activities should inform visitors to follow the existing service signs to the access the venue.

vi. Tourist signposting from motorways such as the M4 may only be considered in cases where destinations meet the requirements of one of the Manual’s tourist signposting categories as well as the requirements of the State Significant category (open daily and receive a minimum of 150,000 visitors per annum). Visitation levels must relate to an element or elements at a destination that are eligible for tourist signposting. For example, a museum that also has a restaurant, function centre and shop could only satisfy the visitation threshold if the museum element receives 150,000 visitors per annum. Visitor numbers for the other elements at the site...
are not relevant to compliance in the State Significant category because they are not activities for which for tourist signposting can be provided.

vii. Legends on tourist signposting must describe the tourism experience at the relevant location, which may differ from the business or commercial name.

viii. It is understood that there are Welcome signs for visitors to Penrith at five locations on State roads. The designs of these signs could be revised to refer to Penrith as an “adventure capital” and Council is welcome to work with RMS and TASAC to this end. However, none of the existing Welcome signs are on the M4 because such signs are not allowed on motorways.

1.3 Parramatta Signposting Issues

James Marshall addressed the meeting about tourist signposting issues in relation to the following destinations, which had initially been discussed at the November 2014 TASAC meeting held in Parramatta:

a) Parramatta Park and Old Government House: Parramatta Park has existing signs but some of them incorrectly refer to it as Parramatta Regional Park. However, applying to TASAC to update the eligibility of the attraction and secure new signs for the park does not appear to be a high priority for its operator, the Parramatta Park and Western Sydney Parklands Trust. Old Government House is located within the park and its operator, the National Trust, is interested in tourist signage. Old Government House and the “Domain”, which refers to that part of the park that can be seen from Old Government House, are included on the UNESCO World Heritage list as one element of the “Australian Convict Sites” group.

b) Elizabeth Farm at 70 Alice Street, Rosehill is run by Sydney Living Museums and has existing tourist signposting from James Ruse Drive.

c) Experiment Farm at 9 Ruse St, Harris Park (run by National Trust) and Hambledon Cottage, 63 Hassall Street on the corner of Gregory Place, Parramatta (run by Parramatta and District Historical Society) have no tourist signposting on State roads.

James also inquired about the possibility of non-accredited information bay signage for the properties at b) and c) above; “Historic Town” signage for Parramatta; and tourist signposting for Lake Parramatta.

The Committee provided the following advice:

i. Of the five attractions only Parramatta Park and Old Government House have opening hours / days that meet the Tourist Signposting Manual’s requirements. Eligibility for tourist signposting remains current for five years so the National Trust is welcome to apply to TASAC with respect to Old Government House at any time.

ii. To reflect its current name on signage, it will be necessary for the operator of Parramatta Park to apply to TASAC because the park’s eligibility for tourist signposting lapsed many years ago.

iii. As Old Government House is inside the grounds of Parramatta Park and as space for tourist signposting on the relevant State roads is limited, RMS considers that signage for the two attractions would need to be co-located.
iv. The operator of Old Government House is at liberty to apply to TASAC at any time and does not need to wait for an application for Parramatta Park to be lodged. Where space for tourist signs in a roadway is limited, it would be unreasonable for one operator to act in a manner that prevents another attraction from being signposted. Therefore, if TASAC received an application for Old Government House, to ensure that both attractions could be signposted, it would be necessary for TASAC to request the park’s operator to submit an application to update its eligibility.

v. Elizabeth Farm is open Saturday and Sunday from 10.30 am to 3.30 pm and daily during school holidays. Experiment Farm is open Wednesday to Sunday from 10.30 am to 3.30 pm and admittance is by guided tour only. Hambledon Cottage is open Thursday to Saturday from 11 am to 4 pm according to its website. Unfortunately, the opening hours / days of all three properties are less than required for tourist signposting.

vi. At the November 2014 TASAC meeting the possibility of a precinct or group sign for the three historic properties was discussed. However, upon further consideration the Committee has concluded that this will is not possible because:

- The opening hours / days of the properties do not meet TASAC requirements.
- For precinct signage to be successful, the points of interest need to be quite close to each other so that visitors can walk between them quickly and easily. However, the properties in this case are not as close to each other as was first thought (Elizabeth Farm is 600 m east of Experiment Farm and 600 m south east of Hambledon Cottage; Experiment Farm is 400 m south west of Hambledon Cottage).
- The properties have entrances from different points on the road network and RMS has advised that precinct signage is therefore not feasible.

vii. While none of the above properties currently meet the opening hour requirements for tourist signposting on State roads, Council could provide signage for them on its road network.

viii. The establishment of a non-accredited visitor information bay at one of the historic properties would not lead to the provision of tourist signage for the bay on James Ruse Drive (the nearest State road). This is because such information bays are signposted on the road on which they are located and not from a more remote road. In this case, the information bay would be located at one of the properties off a local road. Therefore any signage for the bay would need to be situated on the same road and not from James Ruse Drive.

ix. The Committee questioned the appropriateness of pursuing Historic Town signposting for Parramatta given Council’s announcement the day prior to the meeting regarding progress of the $2 billion Parramatta Square urban renewal project. This is one of the largest such projects in the country and will help secure Parramatta’s position as the State’s second most important central business district. In this context, it would appear contradictory to seek recognition for Parramatta as a “Historic Town”. In addition, it was noted that there is limited space for new tourist signs on State roads around Parramatta for “Historic Town” signage.

x. A significant proportion of visitors to Parramatta arrive via public transport (train, bus and ferry) and some car parks in the CBD are undergoing closures to allow for redevelopment for commercial, retail, residential and open space uses. As a large and dynamic CBD, Parramatta can be confusing for infrequent visitors. Therefore, an important strategy to assist CBD visitors would be for Council to improve pedestrian way finding signage.
xi. In relation to Lake Parramatta, North Rocks Road is a local road and Council could signpost the lake from that road without the need to apply to TASAC. For signposting on and from the nearest State road (Victoria Road), an application to TASAC would be required.

1.4 Members’ report on site inspections

David and Phil’s site inspections the day prior to the meeting related to the matters discussed at 1.1 and 1.2 above with particular reference to The Australian Botanic Garden, Mount Annan, the Macarthur Centre for Sustainable Living; and iFly Downunder. They also inspected the route of Tourist Drive 12, which is discussed at item 7.1 below. Their observations are recorded in the relevant sections.

In addition, dilapidated tourist signposting for Mamre Homestead was observed on the M4’s Mamre Road off ramp and on Mamre Road itself at the entrance to the homestead. However, a visit to the property revealed that it is closed at present.

Action: Secretariat to contact the operator about the future of the signs.

2. NEW TOURIST SIGNPOSTING APPLICATIONS

2.1 Hunter Valley Zoo, Nulkaba

Hunter Valley Zoo is open from 9 am to 4 pm Thursday to Tuesday (closed Wednesday) during all months, except during school holidays when it is open daily for the same hours. The zoo currently has three tourist signs on Wine Country Drive (at the Loman Lane intersection and in advance of this location in both directions). One of the advance signs is damaged and its design appears to be non-standard. The applicant has indicated that another sign is partially obscured by a Give Way sign. The purpose of the application is to improve the zoo’s existing signage.

The zoo exhibits a variety of native and exotic animal species including American alligators, Arabian Camels, Wallabies, Tasmanian Devils, Meerkats, Koalas and Dingos. It has several walkthrough exhibits were visitors can hand feed kangaroos, farmyard animals, and birds. Up to nine daily talks and shows provide educational information including conservation aspects and opportunities for visitors to feed and otherwise interact with some animals, e.g. koala patting and feeding at 11.30 am and meet the baby animals at 3.15 pm.

Information panels are attached to each species’ enclosure giving information about diet, habitat, breeding, behaviour, interesting facts, distribution and status in the wild. Images and maps are also used on the panels to indicate where animals can be found in the wild. Photos of panels for six species (including meerkats, the blue and gold macaw, maned wolf and yellow footed rock wallaby) were provided as examples of the information available at each enclosure. A copy of Hunter Valley Zoo’s Permit licence under the Exhibited Animals Protection Act was also provided. The permit is dated 31 March 2015 and remains current to 30 June 2015.

Jane Holdsworth, Economic Development Manager, Cessnock City Council has been asked to prepare a site inspection report.

Decision: Hunter Valley Zoo is potentially eligible for tourist signposting in the Outdoor / Nature Based Attractions (Zoos and Wildlife Parks) category subject to the receipt of a positive site inspection report. A copy of the zoo’s next licence should be requested for the Committee’s files.
**2.2 Coolah Tops National Park**

Coolah Tops National Park, which is open daily during all hours, is 30 km east of Coolah and one of its signs is approximately 67 km from the Golden Highway. An application has been submitted in response to a request from TASAC regarding existing dilapidated signs on the highway.

NPWS recognises that there is a need to upgrade the signs for the park’s main access points. Currently the park is signposted from the Golden Highway at Black Stump Way and Vinegaroy Road and also on the Oxley Highway just out of Mullaley 87 km north of Coolah. Signs for the park direct travellers towards the town of Coolah where there is further directional signage to the park. The road from Coolah to the park is 30 km long, including 11 km of unsealed road. The road is owned and maintained by Warrumbungle Shire Council and both 2WD and 4WD vehicle access is available in dry weather. While the road is not closed during wet weather, visitors are advised not to travel on wet roads to avoid damage to the road.

Coolah Tops National Park is one of the major attractions for visitors to the area. The park was established in 1996 and it receives 8,000 visitors per annum. Visitors come to enjoy the views at the lookouts and waterfalls and the array of wildlife both during the day but especially after dark, for hiking, mountain bike riding. Facilities include:

- **Cox’s Creek campground:** Wood barbecues; fire rings; picnic tables; non-flush toilets; and trackhead access point.
- **The Barracks campground:** Wood barbecue; fire ring; information bay; picnic tables; non-flush toilets; and trackhead access point.
- **The Pines campground:** Wood barbecues; fire rings; and non-flush toilets.

Other attractions in the park include Pinnacles Lookout, Bundella Lookout, Basalt Caves, Breeza Lookout and Shepherds Peak

Interpretive material for visitors is located on Forest Road near the park entry coming from Coolah and at Breeza Lookout in the south east of the park.

**Decision:** Coolah Tops National Park is eligible for tourist signposting in the *National Parks, SCA, State Forests and Major Water Storage Areas* category.

**Action:**

- (a) Secretariat to provide Phil with a copy of the park’s brochure to assist with signage design and location.
- (b) Secretariat to advise the applicant as above and inform RMS Western Region.

**2.3 Cambewarra Mountain Lookout**

RMS is reviewing signage along Moss Vale Road (State Road B73) and an application has been submitted in response to a request from TASAC to review Cambewarra Mountain Lookout’s eligibility for existing tourist signposting. The lookout, which is open daily from 7.30 am to 9 pm, is 2 km from the Moss Vale Road turnoff where the existing signage is located. The lookout is situated on Crown Land and Shoalhaven City Council is the Trustee Manager site.
The lookout and the surrounding forest is within endangered Illawarra Sub-tropical rainforest that adjoins Cambewarra National Park. Fauna in the area includes wombats, bandicoots, rare wallabies, pygmy possums and echidnas as well as a large variety of bird life (wrens, yellow robins, firetail finches, honeyeaters, kookaburras, crimson rosellas, king parrots, lyrebirds and Wedge tail eagles).

Cambewarra Mountain Lookout affords a panoramic view of Shoalhaven City from Coolangatta Mountain in the north to Pigeon House Mountain near Ulladulla in the south. The view includes Point Perpendicular and Jervis Bay National Park. The lookout and associated tearoom opened in 1910. The tearoom has now been converted to a café (open week days from 10 am to 4 pm and weekends from 8 am to 4 pm). The café building was built in 1895 in the village below by Colonial Architect McKenzie and brought up the mountain by bullock train. Its gardens are on the Shoalhaven heritage gardens register.

Two relatively brief information panels are attached to the walls of the café building. The first panel refers to “145 km of glorious views” and indicates that the location is 678 m above sea level. It also promotes the tea rooms. The second panel gives information about the history of the site including the year it was established, the year the tea rooms opened (1962) and goes on to list the following elements of the view shed from north east to south:

Broughton Creek, Black Head, Jaspers Brush, Seven Mile Creek, Moroo, Shoalhaven River mouth, Crookhaven Heads Lighthouse, Berry’s Canal, Crookhaven River, Greenwell Point, Beecroft Head, Terara, Point Perpendicular, Jervis Bay, Bomaderry, Cape St George, Huskisson, Nowra Bridge, Nowra, St Georges Head, St Georges Basin, Sussex Inlet.

Unfortunately, the information panels are not placed immediately adjacent to the view and their style and content does not assist visitors to identify elements in the view shed. It would be desirable for the interpretive information at the site to be supplemented by an additional panel or panels attached to the guardrail at the lookout itself if possible. A new panel could be developed that features a diagram of the view with captions to identify prominent features. Information about the area’s distinctive fauna could be presented on a second panel.

The applicant has advised that the promotional brochure for the lookout needs to be reprinted. The contact details on the brochure are for the café at the lookout. The Committee was of the view that the contact details for Council’s visitor centre should be added to the brochure. It was also recommended that Council take the opportunity to improve the brochure by adding a locality map and expanding the text to better promote the lookout.

A site inspection report in connection with the application is being arranged.

Decision: Cambewarra Mountain Lookout is potentially eligible for tourist signposting in the Outdoor / Nature Based Attractions (Natural Features) category subject to the receipt of a positive site inspection report.

Action: Secretariat to inform the applicant as above and complete the assessment process if appropriate after receipt of a site inspection report.

3. CONFIRMATION OF MINUTES OF 22 APRIL 2016

The minutes of TASAC’s meeting of Wednesday 22 April 2015 held at Port Macquarie in the Northern Region were confirmed. The Committee members and Secretariat advised that they had completed all the actions attributed to them from the meeting.
4. MATTERS ARISING FROM PREVIOUS MEETINGS

4.1 Rouse Hill House & Farm and Elizabeth Farm

TASAC invited Sydney Living Museums (SLM) which operates Rouse Hill House & Farm and Elizabeth Farm to submit applications for each property to review their eligibility for existing tourist signage because their opening hours (Saturday and Sunday from 10.30 am - 3.30 pm and daily during public school holidays) are significantly less than required.

In its letter of 21 April 2015, SLM requested the retention of signposting for both properties for the following reasons:

- The properties are on the NSW Heritage Register.
- Both sites are of national and state significance.
- The properties play an important role in interpreting and informing local and international visitors about Sydney’s history.
- Both properties are active seven days per week for booked groups (e.g. school children, community groups and venue hire clients) in addition to the opening hours for un-booked visitors noted above.
- The sites contribute the NSW economy including key goals for enhancing cultural opportunities, improving learning outcomes and enabling community involvement.

SLM was unable to be represented at today’s meeting. At their request David telephoned Mark Goggin, Executive Director of the organisation, the day prior to the meeting. Mark reiterated his agency’s case for exemptions from the need to meet TASAC opening hours / days requirements and he also informed David that Elizabeth Farm is undergoing extensive conservation works over the next two years. After completion of these works its opening hours may be able to be increased.

The Committee recognises the historic significance of both properties. However, the purpose of tourist signposting in the Historic Properties and Sites category is not to recognise places of historic significance. Instead, signage is provided to meet the expectations of visitors who wish to be guided to attractions that are reasonably accessible without the need to make prior arrangements. In NSW, signposted tourist attractions are not required to be open daily. However, it is essential that there is a tourism experience at a signposted attraction that visitors can access for a minimum of five days per week, including the two weekend days, for at least six hours per day for 11 months of the year.

Unbooked visitors have a legitimate expectation that a major tourist attraction will be open when they see a “white on brown” sign and decide to visit the attraction. This is different to visitors who pre-book and therefore do not need to rely on tourist signs because they can obtain information about opening hours and how to access an attraction when bookings are made. The dissatisfaction of visitors who follow signs only to find that an attraction is closed reflects badly not only on the credibility of the particular attraction, but also on the tourism industry generally and the credibility of the NSW tourist signposting system as a whole.
Notwithstanding the foregoing, the Committee determined to allow SLM a further period of three
months to consider whether it is able to make a case that there is an adequate tourism experience at
the properties (or whether such an experience could be developed within a reasonable period of time)
such that unbooked visitors who follow the existing tourist signs can have a meaningful tourism
experience on days when the buildings are only open for booked groups.

SLM would need to describe the nature of any “external” experience and it is expected that the
experience would relate to the exterior of the main buildings, the grounds, out-buildings and any other
relevant outdoor features at the properties. SLM would also need to demonstrate that such an
experience is supported by accessible, written explanatory or interpretive information. The
interpretative information could be in the form of explanatory panels, plaques and/or self-guided tour
notes, which visitors could access from the grounds.

If an “external” tourism experience was available at the sites and it was accessible to visitors for the
minimum hours noted above, the properties could be deemed to conform to the Manual’s opening
hours/days requirements because unbooked visitors could access a quality tourism experience that
does not depend on the main buildings at each location being open.

Action: Secretariat to advise the applicant as above and list the matter for further consideration at
the September 2015 meeting.

4.2 Orange Wine Tourism Region

TASAC noted in August 2014 that information panels welcoming visitors to the Orange Wine Tourism
Region have been installed at four locations:

- Vittoria Road junction with Mitchell Highway, east of Orange.
- Rest area at eastern exit from Molong, north west of Orange City Council.
- The Monument junction on Forbes/Parkes Road, west of Orange.
- Centre of Cargo village, within an existing rest area, south west of Orange.

The panels include a map of the region showing the location of each winery and a list of the winery
names, addresses, phone numbers and opening hours. Additionally, the region’s wineries are
promoted in a publication that is updated annually.

TASAC has assessed applications from seven Orange wineries and found them to be eligible for tourist
signposting as follows:

- Borrodell Vineyard, Highland Heritage Estate and Orange Mountain Wines (January 2010)
- Stockman’s Ridge Wines and De Salis Winery (July 2014)
- Philip Shaw Wines (March 2015)
- Ross Hill Wines (April 2015)

The above determinations demonstrate that the region has a critical mass of winery attractions that are
eligible for tourist signposting in their own right. Glenn Mickle recently confirmed that information
provided in July 2014 about the opening days and times of the 31 cellar doors in the region is still
current.

Decision: Orange City Council has now demonstrated that Orange meets the eligibility requirements for
wine tourism region signage.
### 4.3 Cowra Council’s review of tourist signage

Donna Wilson, Technical Officer Roads at Cowra Shire Council, has audited existing tourist signage in Cowra and provided a list of the signs with images and information about the signposted destinations to the Secretariat and RMS Western Region. It is understood that Sharon Grierson and Marty Cassell of RMS Western will meet with Donna to discuss the audit in late May or early June.

Council’s audit demonstrates that many of the existing tourist signs are dilapidated, of a non-standard design, direct visitors to destinations have not been authorised by TASAC or have closed.

Council has also indicated that it hopes to apply for signposting for several new attractions. However, as advised at the February 2015 TASAC meeting which Donna attended, existing signs need to be reviewed and rationalised as a first priority and applications for any additional signs should follow at a later time.

The members resolved to await the outcome of the meeting between RMS Western and Council prior to determining the next steps.

### 4.4 Metz Gorge Lookout

A site inspection report was received from Patrick Dogan of Uralla Shire Council, which supported the signposting application for Metz Gorge Lookout. The application was finalised accordingly and the applicant and RMS Northern informed of the positive outcome on 8 May 2015.

**Decision:** TASAC noted that Metz Gorge Lookout is eligible for tourist signposting in the Outdoor / Nature Based Attractions (Natural Features) category.

**Action:** Secretariat to advise the applicant as above.

### 4.5 Bakers Creek Falls Lookout

A site inspection report was received from Patrick Dogan of Uralla Shire Council, which supported the signposting application for Bakers Creek Falls Lookout. The application was finalised accordingly and the applicant and RMS Northern informed of the positive outcome on 8 May 2015.

**Decision:** TASAC noted that Bakers Creek Falls Lookout is eligible for tourist signposting in the Outdoor / Nature Based Attractions (Natural Features) category.

### 4.6 Tourist Drive 9 (from south of Tilba Tilba to Pambula)

Lucas Scarpin, Group Manager Strategy and Business Services and Chief Financial Officer of Bega Valley Shire Council, recently confirmed that all costs associated with the implementation and maintenance of tourist signposting and the maintenance of promotional material for the new Tourist Drive 9 from south of Tilba Tilba to Pambula will be met by Bega Valley Shire in perpetuity, including for that portion of the drive located in Eurobodalla Shire. This position is reflected in TASAC’s letters of
8 May 2015 to the General Managers of both Councils that inform them of TASAC’s support for the new tourist drive. Copies of both letters were forwarded to RMS Southern.

The letter to Bega Valley Shire also requested Council to ensure that the drive’s promotional brochure was printed and available from all relevant visitor centres in both LGAs prior to the installation of any signs for the drive on RMS roads and a copy of the printed brochure was requested for TASAC’s file.

4.7 Gum Swamp Bird Hide, Forbes

TASAC informed Forbes Shire Council in its letter of 12 April 2015 that:

- Any prior eligibility of Gum Swamp Bird Hide for existing tourist signposting on the Newell Highway had lapsed.
- It is understood that there are no public toilets or interpretive information at the location.
- There may be some safety concerns regarding the turning manoeuvre from the highway to the gravel road that leads to the bird hide.

In view of the foregoing, Council was informed that it appeared that Gum Swamp Bird Hide would not be able to demonstrate that it meets the criteria for tourist signposting on a State road and that TASAC would request RMS to make arrangements for the signs to be removed after 11 May 2015.

The matter was discussed with Sarah White, Council’s Marketing Manager at the February 2015 meeting and in subsequent conversations between Sarah and the Secretariat. However, the Committee noted that there has been no response from Council to TASAC’s letter.

Decision: Gum Swamp Bird Hide is not eligible for tourist signposting in the Outdoor / Nature Based Attractions category.

Action: RMS Western Region to remove signs for the bird hide from State roads as soon as possible and inform the Secretariat when this has been done.

5. INQUIRIES RECEIVED SINCE LAST MEETING

The following inquiries received in the period since the last meeting were noted:

5.1 Kosciuszko National Park
5.2 Bowenfels Gun Emplacement, Lithgow LGA
5.3 Macarthur Square Shopping Centre
5.4 Milk Factory Gallery, Bowral
5.5 Cupitt’s Winery, Ulladulla
5.6 Mudgee Railway Station
5.7 Inverell Paintball
5.8 Bonny Hills, near Port Macquarie (Seaside Towns and Villages category)

6. POLICY ISSUES

N / A
7. OTHER BUSINESS

7.1 Tourist Drive 12 (Prestons to Yanderra)

Tourist Drive 12 from Prestons to Yanderra in south west Sydney has not been reviewed as part of the current audit of the State’s numbered tourist drives because it is not included in the schedule of drives which RMS provided to the Secretariat when the audit commenced in early 2011.

Committee members inspected the drive prior to today’s meeting. The northern portion, which commences from the Camden Valley Way exit on the M7 (a symbol for the drive appears on the relevant freeway exit signs) through Prestons to Camden now passes through the suburbs of Leppington, Catherine Field and Narellan. The route is indistinguishable from other busy roads that pass through suburban areas and has no scenic qualities that could be of interest to visitors. In addition, it has no major tourist attractions along it. For these reasons the Committee members and Kristy felt that this part of the drive no longer fits the criteria for numbered tourist drives and should no longer be supported.

Kristy considered that the southern portion of the drive from Camden along Remembrance Drive through Picton, Tahmoor, Bargo and ending on the Hume Motorway at Yanderra has scenic qualities and support for it as numbered tourist drive should be retained.

During the discussion Kristy requested that dilapidated signs for “Historic Camden” on the Hume Motorway, which did not assist motorists to access the town by the most appropriate route, should be removed.

Decisions: Signs for “Historic Camden” on the Hume Motorway serve no useful purpose and should be removed. The northern portion of Tourist Drive 12 from the M7 to Camden is no longer supported as a numbered tourist drive. If the southern portion of the drive from Camden to Yanderra is to be retained, the Councils that share it must make a case to TASAC to justify its retention. The case should demonstrate that the route is of interest to visitors because of its scenic qualities and / or the presence of major tourist attractions and that it is appropriately signposted and promoted.

Actions: (a) RMS Sydney to remove the signs for “Historic Camden” on the Hume Motorway.
(b) RMS Sydney to remove all signs on its roads and the M7 for the northern portion of Tourist Drive 12 from the M7’s Camden Valley Way exit to Camden.
(c) Kristy to liaise with Diane Gardiner of Wollondilly Council about the future of the southern portion of Tourist Drive 12 from Camden to Yanderra. If the Councils wish to retain the drive, they need to demonstrate to TASAC that:
   • Appropriate signage is in place along its length so that visitors can follow it (especially at the Camden end of the drive which will not be on a State road).
   • Promotional material is in place that refers to the drive by its number; includes a map of the drive showing key feature; and descriptive text that encourages visitors to explore the drive. The text should refer to the product as Tourist Drive 12; describe the start and end points; give the drive’s length in kilometres and approximate driving time; and discuss the attributes and experiences for visitors along the route.
(d) Camden and Wollondilly Councils to update TASAC about the future of the southern part of the drive by 28 August 2015 so that the matter can be reviewed at TASAC’s September meeting.
7.2 TASAC Meeting Schedule

Please refer to Attachment 1 for the schedule of meetings for the next six months. The next Sydney Region meeting will be held on 11 November 2015 at a location to be advised.

8. NEXT MEETING

Wednesday 17 June 2015 in Taree (Hunter Region).

The meeting concluded at 1.15 pm

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Attachment 1 – TASAC Meeting Schedule

<table>
<thead>
<tr>
<th>Region</th>
<th>Location</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hunter</td>
<td>Taree</td>
<td>17 June 2015</td>
</tr>
<tr>
<td>South West</td>
<td>Narrandera</td>
<td>15 July 2015</td>
</tr>
<tr>
<td>Western</td>
<td>Broken Hill</td>
<td>19 August 2015</td>
</tr>
<tr>
<td>Southern</td>
<td>Narooma</td>
<td>16 September 2015</td>
</tr>
<tr>
<td>Northern</td>
<td>Grafton</td>
<td>14 October 2015</td>
</tr>
<tr>
<td>Sydney</td>
<td>TBA</td>
<td>11 November 2015</td>
</tr>
</tbody>
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