

Minutes of the Tourist Attraction Signposting Assessment Committee

Wednesday 12 December 2018
Glenbrook Panthers Bowling Club, 1 Hare St, Glenbrook

Members

Phil Oliver	Guidance and Delineation Manager, Roads & Maritime Services (RMS)
David Douglas	Regional Coordinator TASAC and Drive, Destination NSW
Tom Urban	TASAC Secretariat

Also present

Wendy Dollin	Blue Mountains City Council
Justine Sinclair	Regional Strategic Alliance – Blue Mountains, Hawkesbury and Penrith

Apologies

Louise Clifton	NSW National Parks and Wildlife Service
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AGENDA ITEMS

1. PRESENTATIONS AND REGIONAL SIGNPOSTING ISSUES

1.1 Members' Report On-Site Inspections

Following the meeting, the committee visited the new Glenbrook Visitor Information Centre (VIC) to conduct a site inspection. The visit included a tour of the new building (with Wendy Dollin and Justine Sinclair) and discussion over the changes that have been made from the old VIC. The building was found to be modern and bright with considerable improvements such as a new video wall. Minor issues of visitor flow and signage (see item 1.2) are still being settled following the recent opening of the new building.

1.2 Local Signposting Issues

The committee identified a number of locations where yellow italicised 'i' signage still needs to be installed for the new Visitor Information Centre (VIC) including on Ross St at the entrance to the carpark and on Hammett Place just off the Great Western Highway. The installation of these signs is a matter for Blue Mountains City Council. Wendy Dollin indicated that she is aware of the signage that needs to be installed and has been working with the relevant parts of council to get it installed as soon as possible.

Justine Sinclair raised the matter of the Regional Strategic Alliance signposting audit which has now been completed. At the time of the meeting, the report was still being reviewed by the relevant councils and as such the details of the audit could not be shared publicly. Justine did provide an overview of the direction of the report and some key top line issues. As part of this discussion, TASAC provided an overview of the proposed precinct signage which is likely to be included in the revised TASAC guidelines due for release in 2019. It was decided that a meeting with more detailed discussion can be scheduled for next year once the revised TASAC

guidelines have been completed and the Regional Strategic Alliance is in a position to move forward with the signposting recommendations contained within the audit.

1.3 Hawkesbury Lookout

Wendy Dollin raised the matter of signposting for Hawkesbury Lookout located on Hawkesbury Road between Springwood and Richmond. Wendy indicated that the lookout was signposted some time ago, however, it is likely that this was not TASAC signage. No TASAC members could recall ever approving signposting for this site.

It was determined that the lookout provided a wonderful view, however, the lack of any interpretive information would prevent it from being signposted at present. NSW National Parks and Wildlife (who currently manage the lookout) would need to install some form of interpretation before the site could be signposted. It was also noted that council is responsible for providing the facilities (toilets, etc) across the street. Pedestrian signs advising of caution while crossing Hawkesbury Road may also need to be installed.

1.4 Blue Mountains City Entry Signs

Blue Mountains City Council is currently looking at installing new city entry signs. Artists impressions of the current signage designs were shared with TASAC, however, it was noted that these are drafts only and that ongoing consultation (particularly with the indigenous community) is still taking place. RMS advised that the proposed locations and/or design of these signs may not meet the current RMS standards regarding clear zones. Further discussion with RMS will be required prior to installation. This discussion can take place directly between council and RMS and does not require further input from TASAC.

1.5 Hartley Historic Site

The town of Hartley is currently signposted as a historic village and features the NSW National Parks and Wildlife Service logo. The question was raised as to whether this signage could be replaced with one for a Major Regional Tourist Centre. Such signage would include blue icons to indicate the presence of accommodation, food, etc.

After some discussion, it was determined that Hartley is unlikely to be eligible for such signage. It was noted that blue icons are included in signposting for driver safety (to indicate the presence of essential services and locations for drivers to recuperate) and not to provide a promotional message that would help local business such as assisting a café to get more visitors. In addition, the accommodation icon should indicate the presence of accommodation that does not require pre-booking. The absence of a reception at the Hartley accommodation makes it ineligible for the inclusion of this type of icon. TASAC advises against the submission of an application for Hartley to be upgraded to a Major Regional Tourist Centre as it is unlikely to be approved based on the above issues.

2. NEW TOURIST SIGNPOSTING APPLICATIONS

2.1 Mt Penang Gardens, Central Coast

An application was submitted by Mt Penang on the Central Coast for signposting in the Outdoor Attractions (Recreation Reserves) category. A site inspection was conducted by the TASAC Secretariat to confirm the information contained within the application.

A review of the attraction shows that this is a high-quality garden with ample interpretive information and facilities (including parking, toilets and a café). The garden is free to enter and easily meets the opening hour requirements of TASAC. After consideration of the submitted materials the committee elected to approve this application.

RMS did note that signage for this attraction may be expensive to install due to its location.

Decision: Application is approved.

Action: TASAC Secretariat to send relevant correspondence.

2.2 New Italy Museum

The New Italy Museum is located in the Richmond Valley Council region and is currently signposted. The attraction was asked to apply for signposting again as the Pacific Highway upgrade will result in changes to their signage and their five-year eligibility period had lapsed.

The application was submitted in the Museums category and was subsequently endorsed by Museums and Galleries NSW. Phil Oliver had recently visited the attraction and confirmed the information contained within the application and so a site visit was not required. The application was of an exceptionally high standard and provided sufficient information for TASAC to make a decision.

With all requirements for signposting being met including opening hours, provision of facilities and high quality interpretive displays, the committee has elected to approve this application.

Decision: Application is approved.

Action: TASAC Secretariat to send relevant correspondence.

2.3 Montoro Wines, Orange

Montoro Wines applied for signage in the Wineries category. The winery is located in the Orange Wine Region in the Cabonne Local Council area. A site inspection was conducted by Glenn Mickle of Orange Shire Council and confirmed all of the information contained within the application.

The application shows that the cellar door opening hours meet the requirements for signposting. Grapes are grown on site with the wine produced at a facility down the road. Car parking and toilet facilities appear sufficient.

The application is approved by TASAC, however, it is likely that due to the winery location within the Orange Wine Region, it will only receive signage on a local road (this belief was confirmed by RMS after the meeting). As a result, the applicant will need to make contact with local council to arrange for signage installation.

Decision: Application is approved; however, the matter is to be referred to local council and not managed by TASAC.

Action: **TASAC Secretariat to advise the applicant of the correct process.**

3. CONFIRMATION OF MINUTES OF 21 NOVEMBER 2018

The minutes of TASAC's meeting of Wednesday 17 November 2018 in Wentworth were confirmed by the committee. All relevant actions have been completed.

4. MATTERS ARISING FROM PREVIOUS MEETINGS

4.1 Featherdale Wildlife Park

4.2 Silver to Sea Trail, Broken Hill

An email was received from Broken Hill indicating that the recently approved Heritage Rail Trail (see meeting minutes from February, 2018) has changed its name to the Silver to Sea trail. Due to the recent approval, TASAC elected to approve the name change without requiring a new application to be submitted.

Action: **TASAC Secretariat to send correspondence noting approval of name change.**

4.3 Wonboyn Lake

RMS is still investigating if this signage has already been installed. The matter has been deferred to the next meeting.

5. INQUIRIES RECEIVED SINCE LAST MEETING

- 5.1 Burke and Wills Campsites, Wentworth
- 5.2 Tourist Drive 7, Tenterfield
- 5.3 Mt Penang Gardens, Central Coast
- 5.4 Washpool and Gibraltar Range NP
- 5.5 Historic Attraction Signage, Gunnedah
- 5.6 Blue Mountains Galleries
- 5.7 Thursday Plantation, Ballina
- 5.8 Byron Solar Train, Byron Bay
- 5.9 Moama Five Mile

RMS is redesigning some signs in the region which include brown signs for Moama Five Mile. A check of eligibility confirms that approval for Moama Five Mile lapses in December, 2018.

NPWS will need to submit a new application if they would like the site to continue to be signposted.

Action: TASAC Secretariat to make contact with NPWS regarding a new application.

5.10 Lake Liddell Recreation Area, Muswellbrook

This attraction applied for signage in 2011 and was approved, however, they could not afford the signage at the price quoted by RMS. Contact has now been made suggesting that they can afford the signage and would like it to be installed. The five-year eligibility period has lapsed and the attraction has changed significantly with water activities no longer permitted due to the presence of harmful bacteria in the water. As a result, the attraction will need to submit a new application for signage if they would like to be signposted.

Action: TASAC Secretariat to make contact with Lake Liddell Recreation Area regarding a new application.

5.11 Butterfly House, Coffs Harbour

The new owner of the Butterfly House in Coffs Harbour has requested additional signage on the Motorway passing by the attraction. This request has been made a number of times with TASAC policy preventing such signage from being installed. However, recent changes which allow signage on a motorway if it is the nearest state road would permit highway signage in this particular case. The applicant would still need to reapply before this signage could be installed as their five-year eligibility period has lapsed.

Action: TASAC Secretariat to make contact with Butterfly House regarding a new application.

6. POLICY ISSUES

6.1 TASAC Holiday Period (*not on agenda*)

The TASAC Secretariat has requested the committee's approval to shut down TASAC services from Saturday 22 December, 2018 through to Sunday 6 January, 2019. This period is typically the quietest of the year for TASAC and mirrors the shutdown dates of Destination NSW. It is worth noting that all TASAC committee members will be away from the office during this period. An out of office response will be placed on the TASAC email and a voicemail message stating these dates will be recorded for the TASAC phone number. The committee has approved the shutdown over this period.

7. OTHER BUSINESS

7.1 TASAC Meeting Schedule

The TASAC meeting for July 2019 has tentatively been set to take place in Lightning Ridge.

Following discussion relating to tentative meeting dates early next year it was decided that the February and March meeting locations should be swapped. This means that the February 2019 meeting will take place in Batemans Bay and the March 2019 meeting will take place in Broken Hill.

8. NEXT MEETING

The date for the next meeting will be the 23 January 2019. It is currently schedule to take place at the RMS offices in Parramatta.

The meeting concluded at 12.45 pm.

Attachment 1 – TASAC Meeting Schedule

Region	Location	Date
N / A	Glenbrook	12 December 2018
N / A	Parramatta	23 January 2019
Southern	Batemans Bay	20 February 2019
Western	Broken Hill	20 March 2019
Northern	Coffs Harbour	17 April 2019
Sydney	TBC	15 May, 2019
Hunter	Dungog	12 June, 2019
Western	Lightning Ridge	3 July, 2019