

## **Minutes of the Tourist Attraction Signposting Assessment Committee**

**Batemans Bay B&B, 22 Cors Parade, North Batemans Bay**

### **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**

Lysanne Cameron	Eurobodalla Shire Council
Kate McDougall	Eurobodalla Shire Council
Nathan Farnell	Eurobodalla Shire Council
Andy Gaudiosi	Roads & Maritime Services

### **Apologies**

Meredith Wray	Eurobodalla Shire Council
Elizabeth Rankin	Eurobodalla Shire Council

## **AGENDA ITEMS**

### **1. PRESENTATIONS AND REGIONAL SIGNPOSTING ISSUES**

#### **1.1 Eurobodalla Tourism Wayfinding and Signage Strategy – Implementation and Process**

Nathan Farnell from Eurobodalla Shire Council confirmed that the signage audit/strategy has now been completed. A copy was shared at the meeting. Representatives from both Roads and Maritime Services and Destination NSW provided input into the report and have seen the report prior to this meeting. Phil Oliver of RMS commented that the report appears to be comprehensive and of a high standard.

One of the key matters that council intends to address as a result of the report is decluttering of signage. Many intersections within Eurobodalla Shire feature a stack of fingerboard signs which could potentially be removed to address this issue. A number of suggestions for dealing with this issue were discussed. This included removing outdated or irrelevant signs, better utilisation of road line markings as an alternative to signage, and consulting the Signage Rationalisation Guide which was published to provide information to address the issue of signage clutter.

Council also stated their intention to develop a style guide for signage which includes billboards, town entry signs, possible pedestrian and cycleway signage, and any other forms of tourism signage (not including road signs). This will ensure that all future signage of this type is consistent and will speak to the brand of Eurobodalla.

The idea of an audit and/or concept plan for signage changes was also raised for discussion. RMS suggested working out a plan beginning with a look at state roads and working down to local roads. RMS noted that some road signage guidelines have recently been revised but that the current version is still adequate for use. Council indicated their intent to stick with Australian standards on local roads. RMS offered to assist council with road signage design if required.

Though some sample signage in the strategy document was very good, there were a few minor design errors that do not appear to conform to Australian standards.

Eurobodalla Council expressed an interest in utilising some new forms of signage. This includes use of the new Seaside Towns and Villages signage design to replace the old format, and to introduce this type of signage for towns which currently do not have white on brown tourist signs. Council also expressed an interest in the new image-based signs which have been installed at the town of Berry. RMS pointed out that this type of signage is still in a trial phase. Use of image signs beyond this trial is still a subject of discussion and review within RMS. Image based signage is therefore not available for use on state roads at this point in time.

Council concluded the discussion by highlighting their intention to complete their design style guide by the end of 2019. This project including the wayfinding and signage report has been funded through a grant (50-50 split with Council) which comes from the Federal Industry and Investment stream of the Building Better Regions Fund. Depending on budgetary constraints, it is their intention to use some of the available money to pilot some new signage. Beyond this, they would look to embed signage upgrade costs into future budgets and identify a champion on the infrastructure side of council to help pursue future signage outcomes from this project.

## **1.2 Members' Report On-Site Inspections**

Prior to the meeting, committee members drove Tourist Drive 7 from Batemans Bay to Moruya. The road was found to offer a good drive with a great deal of scenic points of interest including lookouts and beaches. One issue that was identified was a lack of some signage to lookouts along the way which are listed on the Eurobodalla website on the Tourist Drive 7 page. One example given was Observation Point which was missed as there was no brown signage to indicate where to turn. Council did note this observation and also indicated that some sites may need upgrading before they are signposted.

Other sites visited by TASAC included Mogo Zoo and Gold Rush Colony, both of which are signposted and appear to meet the relevant TASAC guidelines. Birdland Animal Park was also signposted on local roads, however, it appeared to only be signposted when going South and did not include advance signage. Mossy Point, Broulee, Historic Quarry Park and Eurobodalla Botanic Gardens were also visited.

Signage for the Visitor Information Centre (VIC) was sufficient for TASAC representatives to locate the VIC. However, most of the existing signage is small and can be difficult to see. It was identified as potentially needing some improvement. Also noted was the lack of town centre signage. The current layout of the road network would make this difficult. The construction of a new bridge due to open in 2020 will also impact on this situation by changing the layout of the town entry.

## **2. NEW TOURIST SIGNPOSTING APPLICATIONS**

### **2.1 Gawura Art Gallery, Glen Innes**

Gawura Gallery is an art gallery in Glen Innes which features indigenous artworks from Aboriginal artists in the region. It has established relationships with other galleries around NSW

and features a roster of exhibitions which change throughout the year. All TASAC requirements regarding opening hours, facilities and parking appear to be met. Museums and Galleries NSW have also provided their endorsement for this application.

The gallery appears to be of a very high standard. A site inspection has been requested from Glen Innes Council but had not been completed prior to the meeting. The committee agreed that the gallery is approved for signposting subject to a successful site inspection.

**Decision:** Application is approved subject to a successful site inspection.

**Action:** **TASAC Secretariat to follow up on site inspection and send relevant correspondence.**

*Note: Following the meeting, a site inspection was conducted by Glen Innes Council. No issues were identified and so the application was approved.*

## **2.2 Thursday Plantation, Ballina**

Thursday Plantation is a tea tree oil plantation and production facility which has applied to TASAC in the 'primary and secondary industries' category. The attraction includes a visitor centre and shop. It features a fifteen-minute video which is screened in a theatre room, multiple interpretive panels on the production of tea tree oil, product samples which are free to try, a garden walk and maze. A café is also situated on site.

The attraction meets all relevant TASAC criteria. It has been signposted in the past from a local road but the signage is badly degraded and needs to be replaced. A site inspection has also been conducted on behalf of TASAC by Ballina Council.

Some items flagged by the committee include the wording on the sign. Currently it reads 'Thursday Plantation', however, this is a business name. TASAC have advised that the sign should read 'Tea Tree Plantation' or similar to better inform passing tourists of the nature of the experience being offered. It was also noted that signage on the motorway would be extremely expensive. The attraction may be better off only being signposted on local roads if cost is an issue. Accordingly, the secretariat has been asked to follow up on these issues before putting the applicant in contact with RMS.

TASAC have approved the signposting of the attraction, however, follow up with the applicant is required to confirm their interest in signposting from state roads and to confirm the name to appear on the sign.

**Decision:** Application is approved, with TASAC Secretariat to follow up on the above issues before sending correspondence.

**Action:** **TASAC Secretariat to follow up and send relevant correspondence.**

## **3. CONFIRMATION OF MINUTES OF 23 JANUARY 2019**

The minutes of TASAC's meeting of Wednesday 23 January 2019 in Parramatta were confirmed by the committee. All relevant actions have been completed.

## **4. MATTERS ARISING FROM PREVIOUS MEETINGS**

### **4.1 Wonboyn Lake**

TASAC had previously been presented with this application (Aug 2018). The submission of the application had been requested as part of a proposed signage upgrade in the area. Phil Oliver had asked to delay the final decision on the application until he could check what progress had been made regarding the new signage.

It has now come to the attention of TASAC that the signage had been manufactured and installed despite the attraction not being given final approval. The committee discussed the matter and determined that the application had been reviewed and was approved with formal correspondence to be sent but requiring no further follow up actions.

**Action: TASAC Secretariat to send relevant correspondence.**

### **4.2 Sri Venkateswara Temple, Wollongong**

This attraction was approved for signage at the March 2018 TASAC meeting. Signage has been designed and installed to the nearest state road in accordance with TASAC policy. Ken from Sri Venkateswara Temple contacted the TASAC Secretariat prior to this meeting. He indicated that he was dissatisfied with the signage as he was hoping to get it from the nearby highway (which is not the nearest state road). He indicated that the elected representative for the region was going to follow up the matter and asked if TASAC had received any correspondence on this issue. He was informed that no correspondence had been received by TASAC and that if correspondence was sent, it would likely go directly to RMS.

Discussion at the meeting concluded that no further action was required until such a time as further correspondence was received. Phil Oliver indicated that he was not aware of any correspondence being received by RMS on this issue.

### **4.3 Port Stephens Community Arts Centre**

This attraction was previously approved for signage after considerable discussion (Aug 2018 followed by Sep 2018). Despite receiving approval, signage could not be installed. Port Stephens Council were unwilling to install brown signage between the state road and the attraction as it would be placed through the Nelson Bay town centre which is currently too crowded with signs.

The applicant was informed of this and advised that council were prepared to install some signage on local roads closer to the attraction as an alternative. Despite the matter being resolved, the applicant again contacted TASAC on the belief that once the local signs were installed, they would still be able to receive their state road signage.

Information presented to the committee included images of the local signage which consists of small blue finger signs (not brown signs). Correspondence also suggests that council may have provided some incorrect advice to the applicant which has added to their confusion.

It was determined that the attraction will still be unable to receive signage on the state road, however, the matter now relates to signage treatment (rather than approval) and should therefore be handed over to RMS to liaise with the applicant.

**Action: TASAC Secretariat to send information and applicant contact details through to RMS for further follow up.**

## **5. INQUIRIES RECEIVED SINCE LAST MEETING**

- 5.1 Parramatta Attractions
- 5.2 Tourist Drive 18, Coffs Harbour
- 5.3 Broken Hill Bowling Club
- 5.4 Motorbike Facility (unknown location)
- 5.5 Gawura Gallery, Glen Innes
- 5.6 Circus Arts, Byron Bay
- 5.7 Hawkesbury LGA Local Signage
- 5.8 Albury Signage
- 5.9 Outback Opal Tours, Lightning Ridge
- 5.10 Lismore Regional Gallery

TASAC Secretariat had been contacted by Lismore Gallery which was approved for signage in Oct 2018. Their signage had not been installed and they were having trouble following this up. The matter was referred to RMS who confirmed that the matter has now been resolved.

### **5.11 White Cliffs Solar Power Station (*Not on Agenda*)**

An email was received asking about a potential application for signage for White Cliffs Solar Power Station which is in the process of being converted to a tourist attraction. There was concern around the distance of the attraction from the nearest state road and whether it would be suitable for TASAC signposting (as opposed to local signposting). After reviewing the location and giving consideration to the region, the committee has concluded that it would be possible to signpost the attraction if an application is received and it meets TASAC criteria.

**Action: TASAC Secretariat to reply to enquiry and advise applicant to proceed with application upon completion of the attraction.**

## **6. POLICY ISSUES**

n/a

## **7. OTHER BUSINESS**

### **7.1 Discussions for Data Collection**

Phil Oliver of RMS had suggested a new form of tracking spreadsheet to monitor signage installation for attractions which have been approved by TASAC. It was decided that the best course of action would be to modify the existing application tracker document shared with TASAC members via Dropbox to accommodate this tracking feature.

## **7.2 TASAC Meeting Schedule**

The location for the meeting due to take place in August, 2019 has deliberately been left undecided. TASAC will review possible locations for this meeting in the future based on local matters which may require a site inspection and/or discussion.

## **8. NEXT MEETING**

The next meeting is currently scheduled to take place in Broken Hill on the 21 March 2019.

**The meeting concluded at 12.20 pm.**

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### Attachment 1 – TASAC Meeting Schedule

<b>Region</b>	<b>Location</b>	<b>Date</b>
<b>Southern</b>	Batemans Bay	19 February 2019
<b>Western</b>	Broken Hill	21 March 2019
<b>Northern</b>	Coffs Harbour	17 April 2019
<b>Sydney</b>	TBC	15 May, 2019
<b>Hunter</b>	Dungog	12 June, 2019
<b>Western</b>	Lightning Ridge	3 July, 2019
<b>TBC</b>	TBC	21 August, 2019