

Minutes of the Tourist Attraction Signposting Assessment Committee

Level 2, 88 Cumberland St, The Rocks, Sydney

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

Louise Clifton	National Parks and Wildlife Service
Tassin Barnard	Australia Walkabout Wildlife Park

Apologies

AGENDA ITEMS

1. PRESENTATIONS AND REGIONAL SIGNPOSTING ISSUES

1.1 Members' Report On-Site Inspections

No site inspections were conducted prior to the meeting.

1.2 Hartley Signage

Louise Clifton discussed the matter of signage for the National Parks and Wildlife Service (NPWS) site at Hartley. The site is composed of a number of historic buildings and includes a café, visitor centre, art galleries, walking tracks and accommodation. The current signage for Hartley includes the castle symbol which represents the heritage of the site.

NPWS have indicated that they would like to see additional symbols added to the signage in order to inform passing motorists of other services available at the site. They do have a budget allocation to fund the cost of any new signage.

Discussion about the services and attractions at the site suggests that a number of possible brown tourism and blue service symbols may be possible. This includes symbols for walking tracks, picnic tables, information bays, lookouts and toilets. The facilities paired with each of these symbols would need to meet the requirements as identified in the TASAC manual. RMS indicated that four symbols would be ideal with five being the maximum.

Symbols for accommodation and the café were identified as problematic. The nature of the accommodation (limited rooms with pre-booking highly recommended) as well as the shorter than required operating hours of the café suggest that Hartley would not be suitable for these symbols. It was noted that these facilities may still benefit from the possible addition of other symbols.

It was also noted that the current café operator has put up sandwich board style signage in the road reserve and attached it to the base of an existing RMS sign. This is an illegal action and NPWS was asked to inform the café manager that these signs must be removed. If they are not removed, RMS will take action to remove the signage themselves.

It was agreed between all parties that the best way to progress the matter was for RMS to submit a new application to TASAC for Hartley as it is now outside the five-year eligibility period. The application should include a note on what symbols NPWS is seeking for the signage and provide evidence that the required criteria for each symbol has been met. RMS can then provide a visual sample of the signage and a cost estimate for installation.

1.3 Other Local Signposting Issues

No other local signposting issues were raised by anyone in attendance at the meeting.

2. NEW TOURIST SIGNPOSTING APPLICATIONS

2.1 Australia Walkabout Wildlife Park, Central Coast

Australia Walkabout Wildlife Park is a wildlife park/sanctuary located just off the M1 in Calga, NSW (Central Coast). It features a wide variety of native and some non-native animals. The park also participates in various conservation efforts and breeding programs. In addition to the animals on display, the attraction includes a shop and café facilities, bush walks, a bush tucker garden as well as Aboriginal displays and sites, the latter of which has recently been recommended for addition to the State Heritage Register.

The attraction is currently signposted. They have re-applied for signage at the request of TASAC as they are currently outside their five-year eligibility period. The application and all attachments show that the attraction meets all relevant criteria. A site inspection was also conducted and confirmed the information contained within the application. On this basis TASAC has approved the attraction for signage for a further five years.

The current arrangement of signage also presented a number of problems which were discussed as part of this meeting. The main issue is the confusion which exists between Australian Walkabout Wildlife Park and the Australian Reptile Park. There are many instances where guests and/or tour buses have become confused and arrived at the wrong attraction.

Part of the problem may be the wording of the signage with both names including the terms "Australia" and "Park". The inclusion of the Reptile Park on the signage at the Calga Interchange (directing visitors to remain on the M1) is also a likely source of confusion.

Walkabout Wildlife Park proposed additional signage for their attraction at the Kariang Interchange, however, this is not permitted under current TASAC policy and was not deemed to be a suitable solution. A possible short-term fix may include covering the word "Aust" on signage for Walkabout Wildlife Park to remove the number of similar words in the name of each attraction. A longer-term solution may be for Walkabout Wildlife Park to rebrand as Walkabout Wildlife Sanctuary. While the attraction is open to such a rebrand, the cost of replacing all signage (motorway signage in particular) may be prohibitive.

The complicated nature of signage in the region combined with the fact that the Australian Reptile Park has also recently applied to TASAC (April, 2019 meeting) and requested a review of their signage suggests that the best solution may be to review all brown signage for both attractions. RMS has suggested drafting a new signage plan from scratch (which ignores existing signage) to determine the best possible layout. A meeting between both attraction and RMS could then be scheduled to review what signs may need replacing as well addressing the issues of cost and equity.

A number of other issues were identified and discussed. Problems with Google Maps were flagged but fall outside the scope of TASAC. The installation of an information board at Walkabout Wildlife Park as part of an upgrade to the information for Tourist Drive 33 was also discussed, which may also have some impact on signage for the attraction or the Tourist Drive. This will be considered as part of the RMS signage review.

Decision: Application is approved.

Action: **TASAC Secretariat to send relevant correspondence. RMS to create new signage plan for attractions signposted from the Calga and Kariong Interchanges.**

3. CONFIRMATION OF MINUTES OF 17 APRIL 2019

The minutes of TASAC's meeting of Wednesday 17 April 2019 in Coffs Harbour were confirmed by the committee. All relevant actions have been completed.

4. MATTERS ARISING FROM PREVIOUS MEETINGS

No matters from previous meetings were raised for discussion.

5. INQUIRIES RECEIVED SINCE LAST MEETING

- 5.1 Glenworth Valley Outdoor Adventures
- 5.2 West HQ, Rooty Hill
- 5.3 Orange Mountain Bike Park, Cabonne
- 5.4 Golf Course, Armidale

Greg Lawrence at Armidale Council had asked that a Golf Course in Armidale be signposted. He was told that Golf Courses are ineligible for brown signposting. In response, Greg communicated his disagreement as this attraction is a major tourism revenue earner. At Greg's request, his opinion that TASAC guidelines should be amended to allow this course to be signposted was communicated to the TASAC committee. The committee respectfully noted Greg's opinion but agreed that for the time being, the existing guidelines will remain in place.

- 5.5 Jervis Bay Signage

Martin Davies from RMS had requested that TASAC discuss the installation of new signage for St George Basin, Sanctuary Point and Jervis Bay. He provided designs for consideration. The committee agreed that the issue needed to be discussed further within RMS before any decision by TASAC is made. Phil Oliver agreed to take the matter up with Martin Davies directly.

6. POLICY ISSUES

6.1 Annual Meeting Schedule

Two proposed annual regional meeting schedules were proposed to TASAC. The schedules propose which RMS region should host which meetings throughout the calendar year. The committee agreed to adopt a schedule which brings meetings to each RMS region twice per year. No amendments were requested to the selected schedule.

While the new schedule may be subject to change by TASAC, it has been accepted as a guideline for scheduling meetings locations from January 2020.

6.2 RMS Signage Tracker Update

The initial population of data into the new RMS signage tracker document is still being undertaken. A complete update on signage matters from attractions approved in the 2018-19 financial year will be put to the committee at the June 2019 meeting.

7. OTHER BUSINESS

7.1 TASAC Meeting Schedule and location of future meetings

Following adoption of a new meeting schedule in item 6.1, TASAC agreed on several meeting locations for late 2019. These new locations are included in Appendix 1 of this document. The remaining meeting locations for 2019 will be scheduled at the next meeting.

8. NEXT MEETING

The next meeting is currently scheduled to take place in Dungog on the 12 June 2019.

The meeting concluded at 12.30 pm.

Attachment 1 – TASAC Meeting Schedule

Region	Location	Date
Sydney	Destination NSW Head Office	15 May, 2019
Hunter	Dungog	12 June, 2019
Western	Lightning Ridge	3 July, 2019
n/a	Sydney	21 August, 2019
Northern	TBC	18 September, 2019
South West	TBC	16 October, 2019
Hunter	Newcastle	20 November, 2019
Southern	Goulburn	11 December, 2019