

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

**Broken Hill City Council Admin Building, 2<sup>nd</sup> Floor Meeting Room, 240 Blende St,  
Broken Hill**

### **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**

Martin Cassell	Roads and Maritime Services
Sharon Grierson	Roads and Maritime Services
Patrick Kreitner	Broken Hill City Council
Jay Nankivell	Broken Hill City Council
Marion Browne	Broken Hill City Council
Razija Numan	Broken Hill City Council
Michael Cain	Broken Hill City Council
Mark Forbes	Far West Joint Organisation
Greg Hill	Central Darling Council
Michael Kitzelmann	Balranald Shire Council (by phone)
Leigh Byron	Balranald Shire Council
Alan Purtill	Balranald Shire Council
Glen Wheatley	National Parks and Wildlife Service
Linda Nadge	Outback Astronomy
Travis Nadge	Outback Astronomy
Sue Williams	Royal Flying Doctor Service
Lyn Penson	Royal Flying Doctor Service

### **Apologies**

## **AGENDA ITEMS**

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

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

Prior to the meeting, committee members drove around the region and visited a series of attractions and places of interest. The Royal Flying Doctor Service (RFDS) museum was one site visited by TASAC members. It is located adjacent to Broken Hill's main airport terminal. The experience itself was excellent and discussions around the future development of the attraction appear to cement its place as a major point of visitor interest in Broken Hill. Signage, however, was noted as being inadequate. RFDS representatives flagged that many visitors are unable to find the attraction with current signage and end up parking in the wrong location or mistakenly believing that the attraction is in the terminal building. Many arrive at the attraction angry or give up looking when they are unable to locate the entrance. On the airport grounds one faded blue sign does exist for the attraction which is also shared with signage for the airport. Dedicated brown signage would be more suitable and easier for visitors to follow. This would also provide an opportunity to improve signage for the airport which is currently poor.

***Note: A hard copy signposting application for RFDS Broken Hill was handed to TASAC at the meeting. It will be discussed at the April 2019 TASAC meeting.***

The top of the Line of Lode including the Miners Memorial were also visited. These were found to offer a good visitor experience and were considered to be worthy of signposting. The lack of signposting was noted largely due to the difficulty in locating the entrance road to the Line of Lode. Broken Hill Council noted that this was one of the top complaints from visitors to the region. TASAC was contacted in December 2017 by Natalie Ryan at Crown Lands regarding signage for this attraction but no application was submitted. TASAC Secretariat will make contact with Natalie to discuss an application for signposting.

The Visitor Information Centre (VIC) was generally found to have good signage and was easy to locate. A couple of issues that were noted include the ability to identify the building itself once signs have been followed. The 'i' sign on the VIC building is currently obscured by trees. Additional signage to direct visitors to the carpark would also be of value. Broken Hill Council noted that some signage further afield (on the outside of town) would be valuable in advising people that there is a VIC in town. One possible solution would be to include an 'i' symbol in new welcome signage which is currently being planned. If this is not appropriate then it may be possible to have stand-alone signs if council wanted them. Marty Cassell from RMS will come up with some possible signage designs and locations which can be put to council. Broken Hill currently has seven entry points to town suggesting that a few signs may be required.

Committee members drove to Menindee where they visited the Visitor Information Centre (VIC), several lookouts and a few other locations. The VIC staff in particular were found to be very helpful. It was noted that some of the points of interest lacked interpretation. If additional information signs were installed it would raise the quality of the attraction(s) and possibly make some sites eligible for brown signposting.

The Solar Farm on the outskirts of town was also visited and found to be a high-quality attraction with a purpose-built lookout and interpretive panels. The site is not currently signposted. TASAC was contacted in 2017 about signage, however, at the time it would not have been eligible due to the lack of visitor facilities (which have since been built). The committee are generally agreed that the site should now be signposted. The TASAC Secretariat will contact the relevant managing body to advise that they submit a new application for signposting.

Block 10 lookout was signposted but was found to be closed. The parking was blocked off though some pedestrian access remains. Patrick Kreitner from Broken Hill Council will look into this matter.

White's Mineral Art Museum was signposted, though its current eligibility for signposting is unknown. TASAC Secretariat to investigate this matter and make contact with Patrick Kreitner regarding reapplication.

The Albert Kersten Mining and Minerals Museum was flagged as an attraction that may be worthy of signposting. After further discussion it was established that the opening hours will not meet TASAC requirements. Though it may be a high-quality attraction, it is currently closed on Sundays and is mostly open five hours per day rather than the requisite six. The museum is council run and there is an insufficient budget to extend the opening hours. Consideration will be given regarding how this attraction could possibly be signposted. The idea of Tourist Precinct

Signage which is currently being explored by RMS (in the development phase) may be a possible future solution.

A number of signs were observed by TASAC including those for White Rocks Reserve (site of the Picnic Train Attack), Pro Hart Gallery, Living Desert Sculptures, Historic Daydream Mine and Silverton. Then Silverton Cemetery was also visited.

## **1.2 Far South West Joint Organisation**

Discussions between TASAC and the Joint Organisation (JO) began with an introduction to TASAC and its operations. The JO includes four regional councils – Balranald, Broken Hill, Central Darling and Wentworth. Five million dollars in funding has been allocated to the JO by the state government for ‘tourism and culture’ and will be distributed over the next three years. It was noted that the funding does need to meet local and state outcomes. The ultimate objectives of the JO will be put to the state government for approval to ensure that the money is well spent. Signage was agreed by all as a good possible area to spend some of these funds.

A request was made for TASAC/RMS to provide all relevant signage data to the JO if it exists. Unfortunately, such data does not exist, in part because most signage is on local roads and would therefore be under the control of local governments. It was agreed that knowledge on existing signage is important and the idea of a signage audit was proposed as a good first step. Such an audit may also go beyond brown signs to include wayfinding signage, blue service signage/symbols (also flagged as an issue) and possibly even interpretive signage.

One of the primary issues for which signage may offer a possible solution is slowing people down as they travel through the JO region and getting them to stop at different towns/attractions along the way. This will result in more time being spent in the region with an overall improvement in the local visitor economy.

Following TASAC’s visits to the region (outlined in section 1.1) a number of possible ideas were put forward. This included an initial investment into tourism product and signage on local roads. Examples given included a lookout at Menindee Lakes which was just an open area without any interpretation. The inclusion of an information panel to provide information about the lakes would have made for a much better experience. A second example of Burke and Wills campsite was provided as TASAC representatives were unable to locate the attraction after turning onto a local dirt road. Additional signage to rectify these types of issues would create much better attractions which may then be eligible for signposting from a state road.

Reassurance signage was also identified as being crucial, particularly when so many roads in the region are unpaved. Helping visitors to know how far down a road they need to proceed, as well as the type of vehicle that would be required would be of great assistance. Many visitors are likely to be unfamiliar with the region and unfamiliar with driving on dirt roads and may require this additional signage.

David Douglas also commented on the value of Tourist Drives for a region. He presented a number of maps which outlined possible routes for these drives. It was noted that these drives were ideas only and would be dependent on the quality of the roads. Visitor safety is a top priority. Nobody should ever be in danger for following road signs. These drives would help to divert tourists off the main routes and may be beneficial to a number of towns which are often overlooked, several of which were identified in this meeting. It was also noted that the vast

distances involved in these drives may necessitate the development of tourism product along the route to provide points of interest for visitors.

Mark Forbes from the Joint Organisation noted that he will be spending the six weeks following the TASAC meeting visiting most of the region. He indicated that this may constitute an informal audit and allow him to identify issues related to tourism product and signage which could possibly be addressed in the future. This can then form the basis of the next steps which may include a more formal audit.

TASAC concluded the discussion by highlighting their willingness to assist where possible. Further discussion can also be scheduled at subsequent TASAC meetings as this project progresses.

### **1.3 Local Signposting Issues**

Representatives from Outback Astronomy attended the meeting to discuss the possibility of obtaining signage for their attraction. The current attraction (though noted to be of a high standard) does not meet guidelines due to opening hours and the need to pre-book. However, a new daytime experience is currently planned. This new experience will allow visitors to turn up without booking. It will include historical displays related to the former Royal Flying Doctor Service building on site as well as day time stargazing activities such as moon and solar viewing. A café will also be included on site. This new development may be eligible for signposting if it meets TASAC requirements. The TASAC Secretariat will send through the forms so that an application can be submitted once the new attraction is open.

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

### **2.1 Royal Flying Doctor Service Visitor Experience, Dubbo**

The Royal Flying Doctor Service Visitor Experience is a new attraction based at the organisation's headquarters at Dubbo Airport. It is currently scheduled to open on 1 July, 2019 but may open in the weeks following that date. The information provided to TASAC shows a quality, interactive experience documenting the evolution of the medical services provided by RFDS.

The attraction appears to meet all relevant criteria. Some minor omissions were noted due to the attractions 'under construction' status. This includes an entry sign with opening hours and promotional materials. Both of these things will be in place by the time the attraction opens. A site inspection is also not possible, however, on the basis of past RFDS attractions, the scale and plans of the development, and the opportunity for TASAC staff to make a visit in conjunction with the July meeting, this was deemed to be an acceptable omission at this stage. The attraction was approved by the committee under the name 'Royal Flying Doctor Experience'.

A request was made for additional signposting to be included on both the Mitchell and Golden Hwy, however RMS declined this request for reasons on equity. The attraction will be entitled to the same signage as all approved attractions – from the nearest state road.

Decision: Application is approved.

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

## **2.2    Wet ‘n’ Wild, Sydney**

Wet ‘n’ Wild Sydney is currently signposted in the theme parks TASAC category. A new application has been submitted as the five-year eligibility period has lapsed and the attraction will be operating under a new name for the 2019-2020 season.

All of the information provided to TASAC confirms that the attraction is a large-scale theme park as well as a significant traffic generator. Attraction visitation well exceeds the state significant visitation requirement of 150,000 per annum. The committee has determined that the attraction is eligible for signposting in the state significant category.

Decision:           Application is approved.

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

## **2.3    Byron Bay Solar Train**

The Byron Bay Solar Train is operated by a non-for-profit entity. The primary attraction is a 2km ride on a renovated 1949 train which has been converted to solar power operation. It is regarded as being the first in the world to have undergone such a refit.

This particular attraction meets a number of requirements that are often not met by ‘ride’ or ‘tour’ based operations. The designated start point (which would be signposted) is a train platform which has facilities including toilets, information on the operation of the train and a timetable. The train is only absent from the platform for limited periods of time. Mostly when the train is not scheduled to operate it sits at the platform and is available for visitors to view and photograph. On board the train are information panels detailing the solar operation and commentary is also provided. The committee have approved the attraction under the name ‘Byron Bay Solar Train’ or ‘Historic Solar Train’ depending on the preference of the operator.

One identified issue with the signposting is the arrangement of signage on the Pacific Motorway, which is the nearest state road. In order to accommodate signs for the train, a rework of existing signs would be required which will considerably increase the cost. Being a non-for-profit entity, this may be difficult. The alternative is to approve the attraction and provide draft signage designs to be placed on nearby Ewingsdale Rd which the applicant can then take to council as a request to be installed.

Decision:           Application is approved.

**Action:**           **TASAC Secretariat to discuss with applicant and send relevant correspondence.**

## **3.     CONFIRMATION OF MINUTES OF 19 FEBRUARY 2019**

The minutes of TASAC's meeting of Tuesday 19 February 2019 in Batemans Bay were confirmed by the committee. All relevant actions have been completed.

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

##### **4.1 Wentworth Signage Plan**

Wentworth Council have provided TASAC with a signage plan for the region and sent it to TASAC for comment and advice. Upon review it seems that standard signage practice has not been followed and will need to be taken up with council.

The TASAC Secretariat will contact them regarding brown signage and will copy Phil Oliver from RMS who will be able to provide more detailed information as well as advice on other types of signage.

**Action: TASAC Secretariat to make contact and copy Phil Oliver. Phil Oliver to provide advice on producing signs to Australian and NSW standards.**

##### **4.2 Circus Arts, Byron Bay**

Circus Arts Byron Bay are interested in applying for brown tourist signage for their facility. A brief overview of the activities they offer was provided to TASAC ahead of a possible future application. The committee discussed the matter and concluded that this attraction falls into the same category as other non-tourist facilities such as bowling and go-karts. It is not eligible for state signage but they may wish to speak to council about local signage.

**Action: TASAC Secretariat to advise the applicant of the above decision.**

##### **4.3 Dubbo Tourism Precinct**

Dubbo Council has requested an approximate cost of the newly designed Dubbo Tourism Precinct signage plan which was provided to council for their consideration. RMS has produced an initial estimate which can be provided to council for their consideration. It should be noted that this is an estimate and it is contingent on Dubbo Council providing the workforce to install the signs after they have been manufactured.

**Action: TASAC Secretariat to advise the applicant of the above cost and conditions.**

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

##### **5.1 Hartley Signage**

NPWS have contacted TASAC through several channels requesting symbols (café, accommodation, etc) on the road signage for Hartley. TASAC declined this request previously

but a recent site visit indicated that non-compliant signage for the café has been chained to the road sign. The Secretariat should make contact to clarify exactly what signage is being sought and to make contact with Phil Oliver from RMS to progress this further.

**Action: TASAC Secretariat to speak with applicant and refer matter to RMS.**

- 5.2 Branxton Welcome Signs
- 5.3 Discovery Space, Wollongong
- 5.4 Chocolate Factory, Gosford
- 5.5 Wet 'n' Wild, Sydney
- 5.6 Gosford Classic Car Museum
- 5.7 Outback Astronomy, Broken Hill
- 5.8 Wirraway Aviation Museum, Cessnock
- 5.9 Broken Hill Signage
- 5.10 Sugar Pine Walk, Snowy Region
- 5.11 Eloquesta Wines, Mudgee

The name of this Mudgee Winery has been changed and the applicant has contacted TASAC to get all relevant brown signs changed as well. As the winery is in the Mudgee wine region, RMS will redesign the signs without any application being required.

**Action: TASAC Secretariat to respond to applicant. Marty Cassell from RMS to complete signage designs.**

- 5.12 Australian Reptile Park, Central Coast

The Australian Reptile Park has contacted TASAC to discuss a review of their signage as some of it is dated and they are receiving complaints from visitors that it is difficult to follow. The committee noted that if this signage is being reviewed, it will also require a new application from Walkabout Wildlife Park as some of the signs are shared.

**Action: TASAC Secretariat to contact Walkabout Wildlife Park about a new application.**

- 5.13 Lithgow Adventure Playground

RMS Western region have been contacted by Lithgow council regarding supporting tourist signs from the Gt Western Hwy. Phil Oliver has inspected the site and advised that the playground is located adjacent to the existing Rest Area on the Highway. The most appropriate way of addressing the issue is to name the rest area "Adventure Playground Rest area" with blue and white service signs. A previous application to TASAC to signpost this attraction was denied.

- 5.14 Cooma Town Signs

This matter was deemed to be an RMS matter. TASAC should require no further involvement.

- 5.15 Warrawong Signage

## **6. POLICY ISSUES**

n/a

## **7. OTHER BUSINESS**

### **7.1 TASAC Meeting Schedule**

Future meeting dates and locations beyond those already set will be finalised at the April meeting in Coffs Harbour.

<b>Region</b>	<b>Location</b>	<b>Date</b>
<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
<b>TBC</b>	TBC	18 September, 2019

## **8. NEXT MEETING**

The next meeting is currently scheduled to take place in Coffs Harbour on the 17 April 2019.

**The meeting concluded at 1.10 pm.**

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