

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

**Destination NSW Head Office, Level 2, 88 Cumberland St,  
The Rocks, Sydney**

### **Members**

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

### **Also present**

Peter Lipman	Destination NSW
Roy Wakelin-King	Roads & Maritime Services (RMS)
Stephen Mahoney	Destination NSW ( <i>by phone</i> )

### **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 Local Signposting Issues**

No local issues were identified as part of this meeting.

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

#### **2.1 Sugar Pine Walk, Laurel Hill**

Sugar Pine Walk is a short walk through Bago State Forest (a Forestry Corporation Asset). It is open 24 hours per day and features adequate parking. While there are no toilets on site, the brief nature of the walk and location close by to other sites with toilet facilities suggests that this is acceptable.

The application has been submitted by council who provided a written letter by the asset owner to support the installation of tourist signposting. The walk has become very popular and is heavily shared on social media by visitors to the site. Council has actively promoted the walk as a key asset for the region and are seeking signposting to direct visitors.

The committee note that all relevant criteria have been met and that the attraction is worthy of signposting. They have elected to approve the application subject to a successful site inspection.

Decision: Application is approved pending a successful site inspection.

Action: **TASAC Secretariat to arrange site inspection and send relevant correspondence.**

## 2.2 Wollumbin / Mt Warning National Park

This application was submitted to TASAC at the request of RMS who were reviewing signage in the region. Approval for the existing signage for Mt Warning National Park was submitted more than five years ago and has now lapsed.

The committee expressed some concern about signposting the site given past issues and sensitivities relating to the Mt Warning Summit Track. Discussions with the National Parks and Wildlife Service (NPWS) indicated that they would like the site to continue to be signposted. The nearby Lyrebird Track is still a key tourism focal point and revised signage to reflect the new Wollumbin National Park (Mt Warning) name would be preferable.

The submitted application includes all relevant information and confirms the suitability of the National Park for signposting. Bradley Nardi from the Tweed Tourism Company has agreed to complete a site inspection on behalf of TASAC. The application is approved by the committee pending the successful completion of the scheduled site inspection.

Decision: Application is approved pending a successful site inspection.

Action: **TASAC Secretariat to arrange site inspection and send relevant correspondence.**

## 2.3 The Shark and Ray Ranch, Port Stephens

The Shark and Ray Ranch is currently operating under the name Irukandji Shark and Ray Encounters. The current operator and name will be changing with the new name and operator commencing from December 15. The attraction is currently signposted and within the five-year eligibility period, however, due to the name change and change in operations they were asked to reapply.

The information provided in the application suggests that the operation will continue in a similar manner to the present operation. One notable exception is the intention to allow free admission with visitors only being charged to participate in activities within the centre.

A number of key issues were identified by the committee in their review of this application. Many of the supporting materials that were provided were for the attraction were outdated and do not represent the attraction as it will be operating from December. In addition to this, the application was submitted under the Theme Parks category (rather than the Zoos and Wildlife Parks category as per the request of the Secretariat). The result is that no licencing or government approval paperwork has been provided.

As a result of these issues, the committee have elected to delay approval of this attraction until after the attraction re-opens in December. This will allow for a site inspection of the attraction under the new operator. It will also allow sufficient time for the applicant to provide TASAC with the relevant approvals. Planning for signage changes will begin immediately, however, signage will not be installed until the committee have granted final approval to the attraction.

**Decision:** Additional information required.

**Action:** **TASAC Secretariat to liaise with applicant regarding additional materials and proposed site inspection.**

## **2.4 Moothi Estate, Mudgee**

Moothi Estate is a winery in the Mudgee region. It is currently signposted on local roads; however, an application has been submitted with a request for additional signposting on the Castlereagh Hwy.

The application provided to TASAC is comprehensive and appears to meet all relevant TASAC guidelines for signposting. The committee agree with this determination and will approve the application subject to a successful site inspection.

The primary issue with signposting is the presence of Moothi Estate in the previously approved Mudgee Wine Region. Under the regional signage plan, a sign on the Castlereagh Hwy indicating the presence of 'Wineries' may be more suitable than a sign promoting a single specific winery. Prior to commencing with the design of signage for Moothi Estate, the committee have requested that the Secretariat speak with local council to determine the optimal course of action for sign installation on the Castlereagh Hwy.

**Decision:** Application is tentatively approved subject to discussions with Council and a successful site inspection.

**Action:** **TASAC Secretariat to speak with council, arrange site inspection (if necessary) and send relevant correspondence.**

*NOTE: A post-meeting call with Andrew Kearins from Mid-Western Council confirmed that there should be no issue with installing a sign for Moothi Estate at the intersection of the Castlereagh Hwy and Rocky Waterhole Road as there are currently no other wineries that need to be signposted from that intersection.*

## **2.5 Museum of Art and Culture, Lake Macquarie**

Lake Macquarie City Art Gallery is currently closed and is being refurbished. When it reopens in later 2019 it will be called the Museum of Art and Culture, Lake Macquarie. The gallery is currently signposted; however, a new application was submitted for the redeveloped attraction.

The application provided to TASAC is extremely comprehensive and demonstrates a high-quality local gallery which meets all relevant criteria. Museums and Galleries NSW (MGNSW) have been contacted for comment as per standard TASAC procedure, however, their advice on the application had not been received at the time of the meeting.

Due to the gallery currently being closed, a site inspection is not possible. The committee have requested that final approval of the attraction be held off until an inspection can be conducted. This will be done by committee members as part of the scheduled Newcastle meeting in November. The design of new signage will commence with installation to begin immediately following final TASAC approval.

**Decision:** Application is tentatively approved subject to MGNSW endorsement and a successful site inspection.

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

## **2.6 Oakvale Wildlife Park, Port Stephens**

Oakvale Wildlife Park in Port Stephens is currently signposted under an old name of Oakvale Farm and Fauna World. They have submitted an application to TASAC seeking a renewal of signage approval and installation of replacement signage with the new name Oakvale Wildlife Park. They have also requested approval under the state significant category in an effort to get signage from the Pacific Hwy.

The application and relevant attachments confirm that all relevant criteria for approval in the Wildlife Parks category has been met. The committee have approved the application subject to a successful site inspection. Port Stephens Council have confirmed their willingness to conduct the inspection on behalf of TASAC, however, the site inspection had not been received at the time of the meeting.

Approval in the state significant category has been declined by the committee. The visitor numbers provided to TASAC fall approximately 10,000 short of the state significant requirement. The applicant requested approval despite this, however, the committee have determined that an exception can not be made. The applicant is welcome to provide a new state significant application once visitor numbers cross the requisite threshold. RMS have also agreed to investigate possible signage locations should the attraction later receive state significant approval. This will expedite the process of signage installation and will determine if the placement of additional signage is possible on the current road network.

**Decision:** Application is tentatively approved in the Wildlife Parks category subject to a successful site inspection. The request for State Significant signage has been declined.

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

## **2.7 Line of Lode, Broken Hill (*not on agenda*)**

This application has been submitted for the Line of Lode region in Broken Hill. The region includes a lookout, a miner's memorial and a café as well as multiple other small features (such as old mining machinery on display).

The attraction was visited by TASAC members in March 2019 and was recommended for signage at the time. A site inspection is also not required as a result of this recent visit. The application shows that the attraction meets all relevant criteria for signposting.

In light of the quality application and recent visit, the committee have elected to approve Line of Lode for signposting.

Decision: Application is approved.

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

### **3. CONFIRMATION OF MINUTES OF 3 JULY 2019**

The minutes of TASAC's meeting of Wednesday 3 July 2019 in Lightning Ridge were confirmed by the committee. All relevant actions have been completed.

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

No matters arising from previous meetings were identified for discussion.

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

- 5.1 Abundance Garden Centre, Port Macquarie
- 5.2 Central Coast Sips
- 5.3 Byron Solar Train
- 5.4 Oakvale Wildlife Park, Port Stephens
- 5.5 Irukandji Shark and Ray Encounters, Port Stephens
- 5.6 Blue Mountains Community Radio

Wendy Dollin from Blue Mountains City Council had relayed feedback from the community radio operators. Despite previous advice from TASAC to the contrary, they believe that they should be entitled to signage for their radio station. Wendy also indicated that they are liaising with the Community Broadcasting Association of Australia (CBAA) regarding this issue. The committee confirmed that this sort of radio station is not eligible for signage and should follow up with other channels (such as the CBAA) as they need.

- 5.7 Woodford Academy Historic Walk
- 5.8 Lake Macquarie City Art Gallery
- 5.9 Wompinni Station

The committee reiterated advice that the station is not currently eligible. Suggested plans for the development of a tourist attraction composed of a refurbished historic shearing shed may be eligible. The committee can not guarantee anything prior to this development and would need to see an application before making an informed determination.

- 5.10 Morpeth

Phil Oliver indicated that this matter is now resolved and requires no further discussion.

- 5.11 Skydive Australia, Byron Bay
- 5.12 Medowie Macadamias
- 5.13 Ulong General Store

The committee have determined that the best response regarding this matter is to reply to the local member via email indicating that tourist signage does not appear to be the answer to this query. The matter can also be referred to the RMS Customer Service Manager for the Northern Region for discussion over other types of signage that may be helpful.

- 5.14 Opal Cove resort
- 5.15 Maltnhops Brewery, Beresfield
- 5.16 Coffs Harbour Accommodation
- 5.17 Tilligerry Habitat, Port Stephens (*not on agenda*)

A local community reserve with signage on local roads provided by local council contacted David Douglas to discuss an application for additional signage through TASAC. The site is also a level 3 accredited Visitor Information Centre. David has indicated that he will speak with local council regarding this application before following up with the applicant.

- 5.18 Wyangala Waters Holiday Park (*not on agenda*)

This holiday park currently has brown signage which may be attributable to the recreation areas nearby rather than the holiday park itself (which would not be eligible for such signage). Further discussion is needed with the applicant to see what type of signage they are seeking. David Douglas will follow up with the applicant to discuss this matter further.

- 5.19 Harwood Bridge, Grafton (*not on agenda*)

David Newberry has enquired about signage for a potential viewing area for the new Harwood Bridge in Grafton. This follows multiple requests from visitors for information on the new bridge. This matter would need consideration around levels of interpretation, room for signage and the safety of any pull over areas next to the bridge. David Douglas will follow up with the applicant to discuss this matter further.

## **6. POLICY ISSUES**

### **6.1 RMS Signage Tracker Update (*not on agenda*)**

Phil Oliver presented an updated version of the RMS signage tracker.

Signage for Mt Penang Gardens has now been installed.

While no other new signage installations have been completed, a large number of applications have progressed and are currently in the Planning/Installation phase.

## **7. OTHER BUSINESS**

### **7.1 TASAC Meeting Schedule**

TASAC has agreed that meetings scheduled for next year will be planned by the committee at a later date. No future meeting locations were set.

## **8. NEXT MEETING**

The next meeting is currently scheduled to take place in Kempsey on the 18 September 2019.

**The meeting concluded at 1.05 pm.**

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### Attachment 1 – TASAC Meeting Schedule

<b>Region</b>	<b>Location</b>	<b>Date</b>
<b>n/a</b>	Sydney	21 August, 2019
<b>Northern</b>	Kempsey	18 September, 2019
<b>South West</b>	Corowa	16 October, 2019
<b>Hunter</b>	Newcastle	20 November, 2019
<b>Southern</b>	Goulburn	11 December, 2019
<b>Sydney</b>	Sydney	15 January, 2020
<b>Northern</b>	TBC	19 February, 2020
<b>Western</b>	Mudgee	18 March, 2020