

Minutes of the Tourist Attraction Signposting Assessment Committee

Kempsey Shire Council, 22 Tozer St, West Kempsey

Members

David Douglas	Regional Coordinator TASAC and Drive, Destination NSW
Phil Oliver	Roads & Maritime Services (RMS)
Greg Aitkin	Roads & Maritime Services (RMS)

Also present

Robert Fish	Director Operations and Planning, Kempsey Shire Council
Jeff Hirst	Kempsey Shire Council
Cliff Thoms	Kempsey Shire Council
Marilyn Breen	Economic Development and Tourism Coordinator, Kempsey Shire Council
Kristy Forche-Baird	Economic Development and Tourism Officer, Kempsey Shire Council
Gabby Brown	Regional Tourism Development Manager, Destination NSW
Oliver Cooke	Fredo Pies, Frederickton

Apologies

Roy Wakelin-King	Executive Director, Regional and Freight, RMS
Coral Hutchinson	Nambucca Shire Council

AGENDA ITEMS

1. PRESENTATIONS AND REGIONAL SIGNPOSTING ISSUES

1.1 Members' Report On-Site Inspections

Slim Dusty Centre

Signs heading north on the M1 motorway indicate to take the Kempsey exit to access the Slim Dusty Centre. After leaving the motorway, there is a lack of signs directing visitors to the attraction and Marilyn commented that visitors frequently miss the entrance to the attraction. Council agreed to review signs on the local road network to ensure that the attraction can be accessed easily and safely.

Kempsey Visitor Information Centre

Signs were followed to the Kempsey Visitor Information Centre located in south Kempsey. The Centre is easy to find but there is some confusion once at the Centre as it is collocated with both a Museum and Aboriginal Art Gallery. However, Council is reviewing the operation of the Visitor Centre in the next 12 months so no action needs to be taken in the short term.

Billabong Zoo, Port Macquarie

RMS Northern region are in the process of preparing a scope of works for upgrade to signs for Billabong Zoo. The attraction has some outdated signs on the M1 motorway and Oxley Highway and work is needed to ensure visitors can locate the attraction. Billabong Zoo demonstrated eligibility for tourist signs in November 2016.

Action: RMS Northern region to contact the attraction with work requirements and costs.

1.2 Local Signposting Issues

Tourist Drive 12

(Pacific Hwy – Crescent Head – Gladstone – South West Rocks – Pacific Hwy)

Tourist Drive 12 is located entirely within the Kempsey Shire Council Local Government Area, passing through several of the shire's villages, stretching for 103 kilometres in length. Tourist attractions featured along the route include National Surfing Reserve at Crescent Head, Historic Gladstone Village, Hat Head National Park, Trial Bay Gaol, Smoky Cape Lighthouse and Horseshoe Bay in South West Rocks.

Kempsey Shire Council is in the process of upgrading signs for Tourist Drive 12. Council has developed a comprehensive scope of works and has committed funding to upgrade signs along the drive in the 2019/20 financial year. The signage upgrade work also includes some minor rerouting of the drive particularly in the towns of Crescent Head and South West Rocks.

David and Greg reviewed the drive the day prior to the meeting using Council's scope of works as a guide. Generally, the signage updates and improvements will make the drive much easier to follow and be a vast improvement to the current situation where parts of the drive are confusing and signs are difficult to follow. Council has already commencing the upgrade works and should be commended for their proactive and comprehensive approach.

Once the signage work is completed, Council will increase marketing activity for the drive including a dedicated touring guide to be produced in the next 12 months.

Tourist Drive 14

(Pacific Hwy – Yarrahapinni – Stuarts Point – Grassy Head – Scotts Head – Pacific Hwy)

Tourist Drive 14 is located partially within the Kempsey Shire Council Local Government Area, passing through two of the Shire's villages, stretching for over 26 kilometres in length. The Tourist Drive signage responsibility is shared between Nambucca Shire Council and Kempsey Shire Council. The extent of Tourist Drive 14 within the Kempsey Shire is approximately between the Stuarts Point Rd Interchange (from Pacific Highway) to Grassy Head.

In a similar way to Tourist Drive 12, Kempsey Shire Council has put together a comprehensive scope of works to upgrade signs along Tourist Drive 14 within Kempsey Shire. It is unclear as to what extent Nambucca Shire Council is committed to upgrade signs along the drive in their shire to the same extent of the commitment from Kempsey. Greg and Marilyn agreed to commence discussions with Nambucca Shire Council about their future plans and support of the drive and report back to TASAC.

Action: Greg and Marilyn to commence discussions regarding any planned sign upgrades to Tourist Drive 14 within Nambucca Shire and report back to TASAC.

In relation to both Tourist Drive 12 and Tourist Drive 14, David commented that there needs to be a comprehensive approach to marketing of the drives moving forward and that they should be

incorporated into both Councils marketing and promotional planning once all sign upgrades are completed. Marilyn indicated that Kempsey Shire Council will be developing a Touring Guide in the 2020/21 financial year which will include both drives and that better information will be made available through the local Visitor Information Centre network for both drives. The promotion of these drives, particularly Tourist Drive 14 should also be discussed with Nambucca Shire Council and incorporated into their marketing activity.

2. NEW TOURIST SIGNPOSTING APPLICATIONS

2.1 Historic Hartley

This application was submitted by National Parks and Wildlife Service (NPWS) after discussions that took place at the TASAC May 2019 meeting. Historic Hartley comprises 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. It was agreed between all parties that the best way to progress the matter was for NPWS 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.

Discussion about the services and attractions at the site suggest 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.

Before the meeting, David provided feedback to the applicant regarding additional information that is required to progress the application.

Decision: Awaiting additional information.

Action: DNSW to follow up with the applicant prior to the next meeting.

2.2 Cambewarra Estate Winery

Cambewarra Estate Winery is located in the South Coast Wine region just north of Nowra. The winery comprises a cellar door, restaurant and is also a live music event space.

The application was of a high standard and included brochures and photographs in support. Unfortunately, Cambewarra Estate does not meet the opening hours requirements to be signposted from the state road (Princes Highway). Attractions are required to be open 6 hours per day, five days per week including both days of the weekend. This requirement is to ensure that visitors following signs can be reasonably confident of finding the attraction open.

TASAC was therefore unable to consider the application at this time. Prior to the meeting, the applicant was advised this but also advised that if their opening hours were to increase to meet this requirement, then TASAC would be able to reconsider this decision. However, the

attraction does have adequate signage on Illaroo road (local road) directing visitors to the winery.

Decision: Application is declined.

Action: **DNSW informed the applicant of the decision prior to the meeting.**

3. CONFIRMATION OF MINUTES OF 21 AUGUST 2019

The minutes of TASAC's meeting of Wednesday 21 August 2019 in Sydney 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 Blueberry Hills on Comleroy
- 5.2 Fourwinds Vineyard
- 5.3 Taree signage
- 5.4 Vanderley Nursery, Port Macquarie
- 5.5 Riverina MIA sign on Sturt Highway
- 5.6 Tourism Trail - Leeton
- 5.7 North Byron Parklands
- 5.8 Koala Sanctuary, Port Stephens
- 5.8 Reflections Holiday Park, Lake Glenbawn
- 5.9 Moama Five Mile Reserve

6. POLICY ISSUES

6.1 RMS Signage Tracker Update

Phil Oliver presented an updated version of the RMS signage tracker. While no 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

Region	Location	Date
South West	Corowa	16 October, 2019
Hunter	Newcastle	20 November, 2019
Southern	Goulburn	11 December, 2019
Sydney	Sydney	15 January, 2020
Northern	TBC	19 February, 2020
Western	Mudgee	18 March, 2020

8. NEXT MEETING

The next meeting is currently scheduled to take place in Corowa on the 16 October 2019.

The meeting concluded at 12.35 pm.
