

## Minutes of the Tourist Attraction Signposting Assessment Committee

Corowa Golf Club - Function Room 1 Hume Street Corowa

16 October 2019, 9.30am

### Members

David Douglas (DD)	Regional Coordinator TASAC and Drive, Destination NSW
Phil Oliver (PO)	Guidance and Delineation Manager, Roads and Maritime Services
Michael Buckley (MB)	Network and Safety Services Manager, RMS South West region

### Also present

Kyla Carpinelli	Tourism Coordinator, Federation Council
Gerard Van Emmerik	Manager Community & Economic Development, Federation Council
Susan Appleyard	Director of Development and Environmental Services, Federation Council
Cr Paul Miegel	Corowa Whisky and Chocolate Factory
Simon Mitchell	Lake Mulwala BBQ boats
Jo Spiegelhauer	Howlong Golf Resort
Lillian Slattery	Ettamogah Group
Alan Rowe	Club Mulwala
Derris Jones	Golfers Retreat Motel
Allan Handberg	Corowa District Historical Society
Daniel Peacock	Corowa Golf Club
Kaye Ferguson	Mulwala Water Ski Club
Cathy Randell	Mulwala Water Ski Club
Bill Gleeson	Mulwala Museum
Kevin Evans	Mulwala Museum

### Apologies

Roy Wakelin-King	Executive Director, Regional and Freight, Roads and Maritime Services
Jo Shannon	Director Corporate and Community Services, Federation Council
Mikayla Egan	Ettamogah Pub, Tabletop
Suzy Watson	Albury City Council

### AGENDA ITEMS

#### 1. PRESENTATIONS AND REGIONAL SIGNPOSTING ISSUES

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

The day before the meeting, PO and DD visited a number of attractions with both Albury and Federation local government areas.

Ettamogah Pub was visited as TASAC had received an application from the business in the past which had been declined. More details can be found at section 2.2 below.

Signs were also observed for Wonga Wetlands and Yindyamarra Sculpture Walk. These are new signs which were approved by TASAC approximately 18 months ago. Signs were also observed for Albury Botanic Gardens and the Visitor Information Centre located at Albury Railway Station.

Signs in and around Federation Council LGA were also observed for the Visitor Information Centre, Corowa Golf Club, Corowa RSL Club and the Corowa Museum and Corowa Art Gallery. The committee also drove to Mulwala and observed signs for Mulwala Museum, Mulwala Water Ski Club and Lake Mulwala.

The signs observed formed part of the local signposting issues discussed at section 1.2 below.

The Corowa Whisky and Chocolate Factory was also visited. The attraction offers daily tours of the distillery and tastings are available. The attraction is set in a 1920's flour mill in the centre of Corowa. A representative from the attraction attended the meeting and was encouraged to lodge an application to TASAC in the Primary and Secondary Industry category for the attraction.

## **1.2 Local Signposting Issues**

Representatives from a wide range of businesses were present at the meeting. TASAC members explained the role of the committee in determining signs for major tourist attractions on state roads.

Committee members explained the rationale for the Tourist Signposting Program and the specific roles of both Destination NSW and Roads and Maritime Services in managing the program. Council representatives present then explained the role of Council in managing the local road network. There was some confusion in the room regarding the identification of state roads and how a business wishing to request signs can resolve this. It was agreed that the first point of contact regarding signs within the area should be directed to Council who should be able to identify possible sign locations and the appropriate course of action required. There was also some confusion regarding sign colours and their intended use (green vs blue vs brown). The committee explained that this is Australian standard and that these colours are used uniformly across all Australian states.

There are signs within the Federation Council local government area that appear to either be non-standard or unapproved. There are many reasons how and why this may appear to be the case and it was agreed that the best way to resolve this issue was for Council to conduct a signage audit however this will require time and resources not available at the current time.

## **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 and additional symbols have been requested to represent other experiences offered. 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.

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 the maximum allowed.

Decision: Approved.

**Action: Applicant has been informed and advised to make contact with RMS to discuss sign treatment.**

## **2.2 Ettamogah Pub, Tabletop**

This application was submitted to TASAC under the category 'Other' attractions. The building itself is designed to look like the pub contained in the popular 'Ettamogah Pub' comic strip by Ken Maynard which also adorn the walls inside of the pub. This includes saloon style doors, exaggerated features and a heavily curved roof line.

Lillian Slattery attended the meeting to discuss the application as the attraction had been declined by TASAC on a previous occasion as it was not clear as to the nature of the tourism experience aside from the food and beverage elements of the business.

After the meeting, DD and PO visited the attraction again and met with Lillian Slattery (Venue Manager) on site to gain a more comprehensive understanding of the nature of the business. It was agreed that additional interpretive signage that includes information about the building structure and more comprehensive information about the history aspects of the attraction are required to progress that application. David and Lillian agreed to work together on this towards a positive outcome in the future.

Decision: Additional information required and evidence to support interpretive improvements.

**Action: DNSW and the attraction to work together to progress.**

## **2.3 Abundance Garden Centre and Café**

This application was submitted to TASAC in the Primary and Secondary Industries category. The business comprises a retail Garden Centre and Café but also operates a wholesale nursery, providing informative tours of the nursery section of the business to visitors about the propagation of plants, in particular Bougainvillea. The tours operate daily on weekdays at 11am a digital version of the tour is available at all times on a large screen on site.

The committee raised concerns about the retail elements of the business and stressed that for any tourist signs to be approved, the business would need to demonstrate a significant tourism experience to visitors.

After the meeting, DNSW contacted the applicant to discuss the tourism components of the business and establish the extent to which they exist. Discussion also took place regarding appropriate wording for any signs as this would need to reflect the nature of the tourism business and not any retail components.

**Decision:** Additional information required and evidence to support the tourism elements of the business.

**Action:** **DNSW and the attraction to work together to progress.**

## **2.4 Lithgow Adventure Playground**

This application is for an adventure style playground which opened in December 2018. Lithgow Council submitted an application to TASAC for the playground in July 2019 and the application being declined based on a number of issues. At that time, there was nothing to suggest that this facility should be classified as a major tourist attraction and it is unlikely to be a major drawcard for visitors and instead falls into the category of a local community facility. It was noted that some tourists may use the park, however, there are many facilities that tourists use which are not eligible for signposting. In the past, TASAC has received applications from similar attractions which have been unsuccessful. It was also noted that no contact was made with TASAC members or the Secretariat prior to the submission of the application. If contact had been made, the applicant would have been advised against applying. Following this outcome, there was some discussion between RMS and Council about the possibility of signposting a themed Rest Area for the adventure playground as it is adjacent to services which are provided for road users including toilets and picnic facilities.

Council has again submitted another application to TASAC with no further consultation despite being advised in July 2019 that signposting as a major tourist attraction is not possible. The application included a basic marketing flyer and further information regarding tourist information panels which have now been installed at the facility.

TASAC's advice to the applicant after the meeting was that the original decision be upheld and that Council and RMS explore options for the signposting of the rest area with symbols and name the rest area Endeavour Park Rest Area or Adventure Playground Rest Area.

After the meeting, DNSW discussed this with RMS Western region who agreed to look at possible options and report back to TASAC within two weeks.

**Decision:** Application is declined

**Action:** **DNSW to liaise with RMS to try and reach a positive alternative outcome.**

## **3. CONFIRMATION OF MINUTES OF 21 AUGUST 2019**

The minutes of TASAC's meeting of Wednesday 18 September 2019 in Kempsey 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 Rosenhof Heritage German Café, Tenterfield
- 5.2 Parkes Shire Council, Parkes Hotel signage
- 5.3 Southern Cross Pottery, Boambee
- 5.4 Urunga Wetlands
- 5.5 Cross Country Skiing Facility, Perisher Valley
- 5.6 Window on the Wetlands, Macquarie Marshes

#### **6. POLICY ISSUES**

##### **6.1 RMS Signage Tracker Update**

Phil Oliver presented an updated version of the RMS signage tracker. Since TASAC met in September, signs for the following attractions have been installed,

- Gawura Gallery, Glen Innes
- Thursday Plantation, Ballina
- Royal Flying Doctor Experience, Dubbo
- Clog Barn, Coffs Harbour

The end to end TASAC application process is now complete for these attractions.

#### **7. OTHER BUSINESS**

##### **7.1 TASAC Meeting Schedule**

<b>Region</b>	<b>Location</b>	<b>Date</b>
<b>Hunter</b>	Newcastle	20 November, 2019
<b>Southern</b>	Goulburn	11 December, 2019
<b>Sydney</b>	Sydney	15 January, 2020

#### **8. NEXT MEETING**

The next meeting is currently scheduled to take place in Newcastle on the 20 November 2019.

**The meeting concluded at 12.30 pm.**

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