

Minutes of the Tourist Attraction Signposting Assessment Committee

**The Stables, Market Street, Mudgee NSW
Wednesday 26 February 2020, 9.30am**

Members

David Douglas (DD)	Regional Coordinator TASAC and Drive, Destination NSW
Phil Oliver (PO)	Guidance and Delineation Manager, Roads and Maritime Services
David Vant (DV)	Senior Network and Safety Officer, Transport for NSW. Western Region

Also present

Barry Petersen	Barella Cabins
Ruella Petersen	Barella Cabins
Peta Fuller	Cabonne Council
Margot Palk	Convent and Chapel Wool and Kandos and Rylstone
Amanda de Beaurepaire	De Beaurepaire Wines
Richard de Beaurepaire	De Beaurepaire Wines
Lucy White	Destination Country and Outback
Jennifer Lewis	First Ridge Wines
Michael White	Glenayr Farm
Rachel White	Glenayr Farm
Grosvenor Francis	High Valley Cheese Co
David Lowe	Lowe Wines
Mayor Des Kennedy	Mid-Western Regional Council
Jess Chrcek	Moothi Estate / Mudgee Wine Association
Rachael McCarthy	Mudgee Catering Company
Gitte Tindall	Mudgee Honey Haven
Melissa Rivett	Mudgee Honey Haven
Marliza Hungerford	Mudgee Region Tourism
Leianne Murphy	Mudgee Region Tourism
Tamara Howorth	The Little Cooking School
Erika Harrison	The Olive Nest + 1838 Wines

Apologies

Sharon Grierson	Manager, Network and Safety Services, Transport for NSW
Cara George	CEO, Mudgee Region Tourism

AGENDA ITEMS

1. PRESENTATIONS AND REGIONAL SIGNPOSTING ISSUES

1.1 Members' Report On-Site Inspections

The day before the meeting, PO and DD conducted site inspections at the attractions listed below within both the Lithgow and Mid Western local government areas.

Old Wallerawang Railway Station

A 'white on brown' sign for Old Wallerawang Railway Station was observed attached to Transport for NSW structure on the Castlereagh Highway at the intersection with Main Street, Wallerawang. The sign appears to be a relatively new addition, unapproved and uses non-standard design and symbols.

Action: Transport for NSW to investigate as appropriate.

Rylstone Wineries (Mudgee Wine Region)

'Welcome' signs were observed for the Mudgee Wine Region near the intersection of the Castlereagh Highway and Bylong Valley Way. The signs are in good condition and direct visitors to information contained in the bay which outlines the wine related experiences in Mudgee and surrounds. Mudgee Wine Region signs were installed approximately 7 years ago and the project was completed in partnership with Mid-Western Regional Council and Mudgee Wine Association.

At the time, wineries in Rylstone were not included in the signage scheme. There is a need to recognise these wineries and install a generic "Rylstone Wineries" sign at the intersection of the Castlereagh Highway and Bylong Valley Way to inform visitors to the region that Rylstone wineries can be accessed along this route. There is also a need for a wineries reassurance sign once visitors turn onto the Bylong Valley Way which informs visitors of the Winery names and travelling distances to them. The installation of these signs will require agreement from Mid-Western Regional Council and Mudgee Wine Association as there may be a need for additional follow up signs to be installed on the local road network to ensure the attractions can be found easily and also a need to update information in the information bays to reflect any changes.

There may also be changes required to reflect the fact that the Rylstone Wineries can also be accessed from Mudgee via Ulan and Lue Roads. Any signs installed on these roads would be managed by Mid-Western Regional Council. Wineries information may also need to be added to the information bay at the start of TD2 on Lue Road.

The installation of these signs will need to be funded by either the wineries in Rylstone, Mid-Western Regional Council, Mudgee Wine Association or a combination any all or any.

Action: Transport for NSW (Western region) to liaise with all parties to resolve this issue and install signs as indicated above.

Mudgee Visitor Information Centre

Signs were observed for Mudgee Visitor Information Centre in Market Street. The Centre appears to be well signposted from all major approaches to town including the Castlereagh Highway in both directions and Ulan Road entry points.

Hill End Road

Signs were observed on Hill End Road just north of Mudgee for Mudgee attractions and accommodation properties, some of which are now closed. Hill End Road is a Council managed road and signs can be removed if required without concurrence from Transport for NSW.

Ulan Road and Henry Lawson Drive

There are numerous signs for attractions, predominantly Wineries along both these roads. Both roads are Council managed so any changes or additions to signage can be dealt with by Mid-Western Regional Council.

Tourist Drive 2 – Glen Davis to Mudgee via Rylstone and Kandos

Tourist Drive 2 (TD2) signs were observed at the start of Tourist Drive 2 on the Castlereagh Highway. DD and PO picked up the TD2 signs in Rylstone and followed the drive through to its end in just outside of Mudgee. The route was able to be followed easily and a wealth of information is presented to visitors via an information bay near Kandos and also at the Mudgee end of the drive in an information bay on Lue Road. The drive is also outlined in the current Mudgee Region Destination Guide.

Tourist Route A and B

These are local routes that start in Mudgee and appear to not be signposted in their entirety. The routes which seem to follow both state, regional and local roads should be reviewed by Mid-Western Regional Council with regard to their relevance, practicality and ease of navigation.

1.2 Local Signposting Issues

Margot Palk raised the issue of better signage required at the start of Tourist Drive 2 on the Castlereagh Highway. Comments were made regarding loop sign installation and including information about services available in the towns along the route.

PO explained that it is not practical to signpost all services in a particular town accessed from the state road network and that essential services take priority. The addition of the loop sign for the drive would need to be instigated and funded by Council.

Action: PO agreed to look at the feasibility of installing a loop sign on the Castlereagh Highway at Capertee.

Margot Palk to prepare communications to Mid-Western Regional Council regarding funding for a loop sign on the Castlereagh Highway at Capertee pending the feasibility of installing this type of sign at the location.

David Lowe raised the issue of 'white on green' directional signs for Mudgee on the New England Highway at the intersection of the Golden Highway. Comments were made regarding the inclusion of Dubbo at this intersection and PO explained the Transport for NSW principles regarding directional signage and that is not reasonable to signpost all destinations from particular points. However, Mudgee is well signposted at the intersection of the Golden Highway and Ulan road. DD observed these signs on the return trip from Mudgee. The committee also clarified the legalities regarding road sign structures other signs being attached to them.

Action: PO to review signage for Mudgee on the New England and Golden Highways.

Mudgee Honey Haven

Gitte Tindall and Melissa Rivertt from Mudgee Honey Haven enquired about the possibility of getting signposting on the Castlereagh Highway approaching the intersection of Hill End Road for Mudgee Honey Haven. The attraction is relatively easy to locate and Tourist Drives 3 and 4 and Historic Hill End are already signposted at that location. It was agreed that signing at this time is not necessary and that additional signs at that intersection would be confusing to motorists.

Mudgee Wine Region Information Bays

Jess Chrcek from Mudgee Wine Association enquired about updating the information in the Wine Region Information Bays, particularly the bay at the Ilford. The information in all the Wine Region Information Bays should be as accurate as possible and TASAC has no objections to this information being updated as required.

Glenayr Farm

Michael and Rachel White enquired about adding Glenayr Farm to a Mudgee Attractions sign on Hill End Road. Hill End Road is under the control of Mid-Western Regional Council so any request for additions to signs need be directed to Council.

Kandos Museum

Marliza Hungerford from Mudgee Region Tourism raised the issue of signposting the Kandos Museum from the Castlereagh Highway at Ilford. The museum, which is open 7 days and already signposted from the local road network. At present and with the addition of a Rylstone Wineries sign at the intersection at this intersection, it would not be possible to signpost the museum from this location. However, visitors are directed to Kandos from this intersection and should be able to locate the museum using signs located on the local road network.

1.3 Tourist Drive Signage – Rylstone

See discussion and comments at section 1.1 above.

1.4 Tourist Drive – Banjo Patterson Way

Peta Fuller from Cabonne Council enquired about signposting Banjo Patterson Way (Animals on Bikes) between Molong and Dubbo. The road leaves the Mitchell Highway in Molong and travels through the villages of Cumnock and Yeoval finishing at the Newell Highway south of Dubbo. The road is managed by Cabonne and Dubbo Councils and is the home to many Animal on Bike sculptures along the route. These sculptures are on private properties and in some cases difficult to locate at speed

The request to signpost this road as a tourist drive has been brought to TASAC in the past. The road was not deemed suitable as a tourist drive due to major safety concerns and despite Cabonne Council completing significant upgrades to its end of the road, David Vant from Transport for NSW (Western region) suggested that increased traffic on the road or signposting the road as a tourist drive from any state roads would not be supported. David referred Peter to

Richard Drooger from Transport for NSW (Western region) for further strategic advice on this matter.

1.5 Tourist Route B - Inland Adventure Trail

See discussion and comments at section 1.1 above.

2. NEW TOURIST SIGNPOSTING APPLICATIONS

2.1 Shut the Gate Wines, Berridale

This Cellar Door located in Berridale offers a cellar door tasting experience to casual visitors. The offered for tasting are made from grapes grown in the owners "Winery and Cellar door" in the Clare Valley and also Tumbarumba. There is a visual slide show of the vineyards and wine making process available at all times and staff are trained in basic winemaking techniques so are able to offer tutored tasting experiences to visitors. However, as this part of the Snowy Mountains is not suitable for grape growing, there is no vineyard on site.

Unfortunately, to be signposted in the 'Winery' category, establishments must either make wine at the premises or, the cellar door must be located adjacent to the vineyard and have wines available for tasting made from grapes grown on the premises.

The committee recognise that Shut the Gate offers a quality tasting experience but unfortunately does not meet the criteria required to be signposted from the state road network as a Winery.

Decision: Shut the Gate Wines in Berridale is not eligible for tourist signposting. DD to communicate with the applicant regarding this decision.

2.2 Four Winds Vineyard, Murrumbateman

Four Winds Vineyard is located in Murrumbateman and is part of the Canberra District Wine region. The Cellar Door is located onsite and is surrounded by the vineyard. The attraction offers visitors a range of experiences including wine tastings of wines made from grapes grown onsite, self guided vineyard tours and has a good range of interpretive information available including tasting notes. All staff are well trained and are able to offer a quality tasting experience to visitors.

The application demonstrates that the attraction meets all the criteria relevant to the Wineries category and a positive site inspection report has been received.

Decision: Four Winds Vineyard is eligible for tourist signposting from the state road network. The applicant has been advised in writing of this decision and advised of next steps.

2.3 Urunga Wetland, Urunga

The Urunga Wetland site, in the Bellingen local government is a \$10 million program of extensive remediation and parkland work. The area has been transformed from a once barren wasteland to a lively wetland habitat for visitors and locals to enjoy. The site, now open to the

public includes a 450m scenic track around the park and wetlands, and includes a 150m boardwalk that stretches out over the wetland. Interpretive information is included in the parklands and boardwalk experience offering visitors an opportunity to discover about the local environment, flora and fauna.

The attraction is open during all hours and adequate car and coach parking is available at the site. There are no public toilets available at the site but given the outdoor nature of the attraction and close proximity to other available toilet facilities, the committee felt that this was not a necessity in this case.

The application demonstrates that the attraction meets all the criteria relevant to the Outdoor – Nature based category and a positive site inspection report has been received.

Decision: Urunga Wetland is eligible for tourist signposting from the state road network. The applicant has been advised in writing of this decision and advised of next steps.

2.4 Mogo Wildlife Park, Mogo

Mogo Wildlife Park, located in Mogo just south of Batemans Bay has recently been acquired by Australian Wildlife Parks, the owners and operators of Featherdale Wildlife Park in Sydney's west. The attraction, formally known as Mogo Zoo has been operating as a family run business for over 30 years.

The attraction has recently been renamed to Mogo Wildlife Park and has applied to TASAC to update eligibility in order to renew signs for the attraction on the state road network. The attraction meets all the necessary criteria to be signposted in the Outdoor – Nature based category but applied using the state significant application form.

DD and PO met with representatives from the attraction prior to the meeting to discuss a number of issues including state significance. Attractions that are deemed state significant may be entitled to more remote signs, in Mogo's case, at the intersection of the King and Princes Highways north of Batemans Bay. To meet the 'State Significant' criteria, attractions are required to demonstrate that they receive a minimum of 150,000 visitors per year and are open 7 days per week. At present, the attraction is not able to demonstrate the required level of visitation.

Therefore, TASAC is unable to issue state significant status to Mogo until it receives proof that the attraction meets all the relevant criteria. The best way forward here is to replace all the existing signs as requested then revisit the 'State Significant' status when expected visitor numbers increase in the next 12 months. It may be possible to design the additional signs for the King/Princes intersection along with the existing sign replacements now as this will then streamline the installation process once TASAC receives evidence of visitor numbers in the future.

Decision: Mogo Wildlife Park is eligible for tourist signposting from the state road network. The applicant has been advised in writing of this decision and advised of next steps.

2.5 Irukandji Shark and Ray Encounters, Bob's Farm

Irukandji Shark and Ray Encounters is relocating and has submitted an application to TASAC for approval for signage in the new location. At this time, TASAC is unable to assess the application properly since the attraction has not yet relocated and therefore not operating in the new facility.

Once the applicant has informed TASAC that they are operating in the new location, TASAC will assess the application and organise for a site inspection report to be prepared.

3. CONFIRMATION OF MINUTES OF 16 OCTOBER 2019

The minutes of TASAC's meeting of Wednesday 15 January 2020 in Sydney were confirmed by the committee. All relevant actions have been completed.

4. MATTERS ARISING FROM PREVIOUS MEETINGS

4.1 Lithgow Adventure Playground

Transport for NSW have been in negotiations with Lithgow City Council regarding appropriate signage for the Lithgow Adventure Playground Rest Area. TASAC understands that a signage scope has been agreed on by both parties and that sign designs have been prepared for discussion.

No further action is required from TASAC.

4.2 Lake Liddell

A site inspection report was requested from Muswellbrook Shire Council on 3 December 2019. No response has been received to date and the applicant has been advised of the situation. DD has discussed this with the applicant who has been in contact with Muswellbrook Shire Council to seek a completion date. After the meeting, a positive site inspection report was received.

Decision: Lake Liddell is eligible for tourist signposting from the state road network. The applicant has been advised in writing of this decision and advised of next steps.

5. INQUIRIES RECEIVED SINCE LAST MEETING

- 5.1 Hunter Valley Zoo, Nukaluba
- 5.2 Rylstone Air Park, Rylstone
- 5.3 Brewarina Shire Council Rest Areas
- 5.4 Fern Street Gallery, Gerringong
- 5.5 Maitland City Council, updating tourist signs
- 5.5 Newcastle Council Accredited Visitor Information Centre
- 5.6 The Treat Factory, Berry

6. POLICY ISSUES

6.1 RMS Signage Tracker Update

PO presented an updated version of the Transport for NSW signage tracker. A large number of applications have progressed and are currently in the Planning/Installation phase.

7. OTHER BUSINESS

7.1 Draft TASAC Meeting Schedule for 2020.

DN Region	Location	Date
North Coast	Port Macquarie	TBC
Sydney	Transport for NSW, Parramatta	TBC
Riverina Murray	Hay	TBC

8. NEXT MEETING

The committee met via phone conference on Wednesday 18 March to discuss applications and issues received since 24 February 2020. The next regional TASAC meeting is scheduled to take place in Port Macquarie on Wednesday 22 April. The date is TBC pending the COVID19 virus implications on travel, public gatherings and social distancing. A final decision regarding any face to face meeting will be made closer to the date.

The meeting concluded at 12.45 pm.