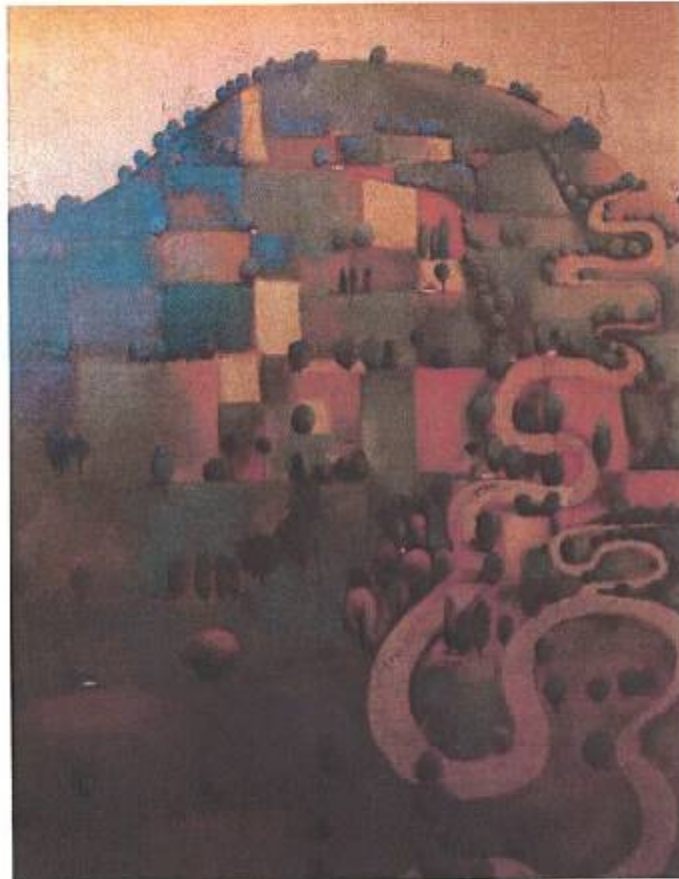


10.6 Tourist Drive - Hinterland Way



PROPOSAL TO NSW GOVERNMENT
FOR THE "HINTERLAND WAY"
NORTHERN RIVERS REGION OF NSW

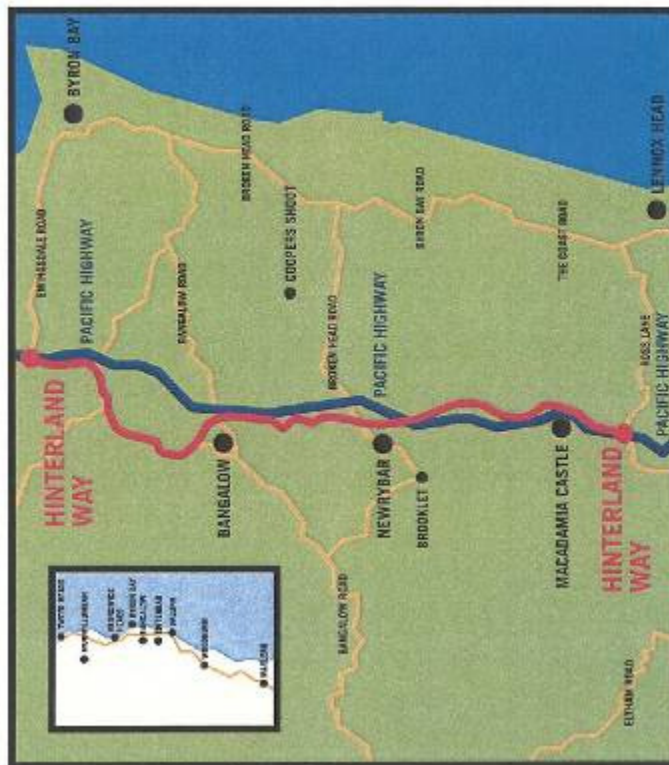
PRESENTED BY THE HINTERLAND WAY WORKING PARTY
PO BOX 109, BANGALOW, 2478 NSW

EXECUTIVE SUMMARY

This document details the rationale for a scenic drive between Riss Lane and Dwingedale on the Far North Coast to open mid 2014. It would offer cost savings to the RTA and at the same time mitigate the negative economic effects of the Timor Sea Bourgeoisie up-gate of the Pacific Highway. We are seeking some of this cost saving to instigate and promote the proposed new route.

We believe that the proposal will be beneficial for the region's shared goal of growing sustainable visitation to the hinterland of this region into the future.

LOCATION AND MAP



Cover Image: Rodney Black

OBJECTIVES OF THE HINTERLAND WAY

- > Offer a compelling reason for travellers to leave the Motorway at Riss Lane or Dwingedale to visit local North Coast Villages and its many attractions.
- > Rely on motorists have the opportunity to visit so many well-established, quality attractions on a relatively short stretch of road. In fact, the Hinterland Way will become a highly promotable and unique scenic route along side the Pacific Motorway.
- > Offer travellers the opportunity to enjoy the spectacular views of the North Coast's scenic escarpments which will be lost to Motorway travellers
- > Offer alternative food and rest stops for Motorway travellers with local, varied and healthy alternatives to standard Highway food.
- > Become a highlight section of the proposed Legendary Pacific Coast Touring Route?
- > Safe touring route with reduced speed limits that will be welcomed by local residents
- > Offer stop-off points for visitors to other inland and coastal destinations. The Hinterland Way can help promote visits to many other inland areas such as Lismore and other towns, led to the new Pacific Highway, i.e. It becomes the "backbone" of the regional tourism experience.

COST SAVING: REMOVAL OF BANGALOW RAMP

There is a widely supported view that the Pacific Motorway Ramps at Bangalow should be removed at a cost saving to the RTA many millions of dollars. The removal of these ramps is supported by the proponents of the Hinterland Way plan.

Whilst the removal of the Ivy Lane ramps has already saved the RTA in excess of \$2 million dollars, the increased cost saving of the removal of the Bangalow interchange will exceed \$6 million dollars

We propose that some of this estimated \$5 million dollar cost saving be kept for the RTA and the balance be directed to the creation and marketing of the Hinterland Way.

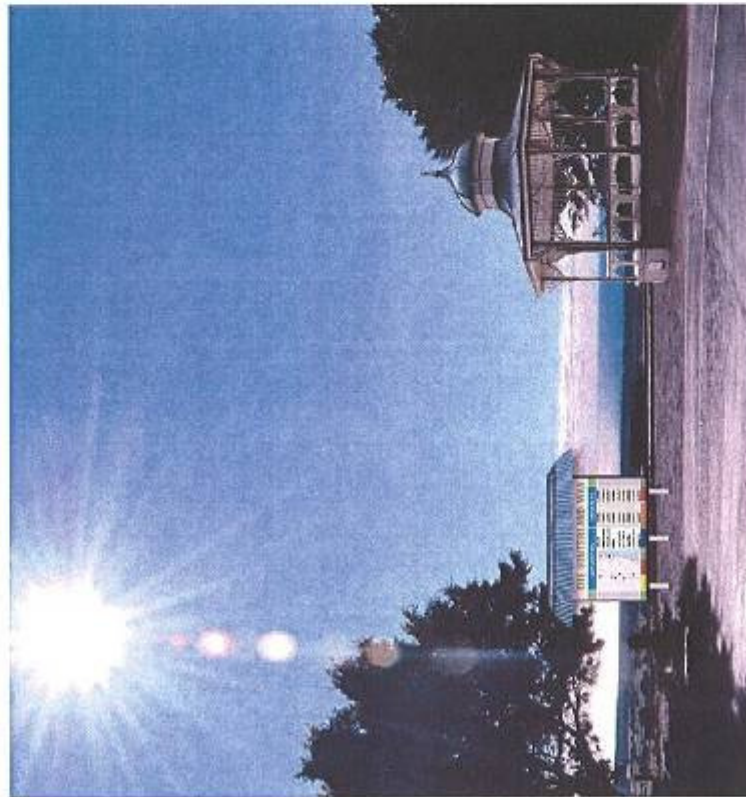
NAME

The name selected will also be the street address for the residences and businesses along the way, e.g., 1699 Hinterland Way Knocknua will be the new address for the Macadamia Castle.

DESIGN AND LOCATION OF INFORMATION DRIVE THROUGH

It is planned to have at least two drive through information bays on The Hinterland Way. These bays would contain a large map of the Hinterland way and its attractions. They could also contain information on destinations that can be accessed from the Hinterland Way but not directly from the Motorway, e.g. Federal, Crystal Castle. Much of the cost of the Information Bays can be offset by advertising revenues.

Subject to RTA evaluation of siting and turning distances the two locations envisaged are on the corner of Coolamon Scenic Drive and just South of the Macadamia Castle. Both these locations offer spectacular views of the coast and the Hinterland. The building of comfortable and unique rest stops in these locations will further add to the travel experience.

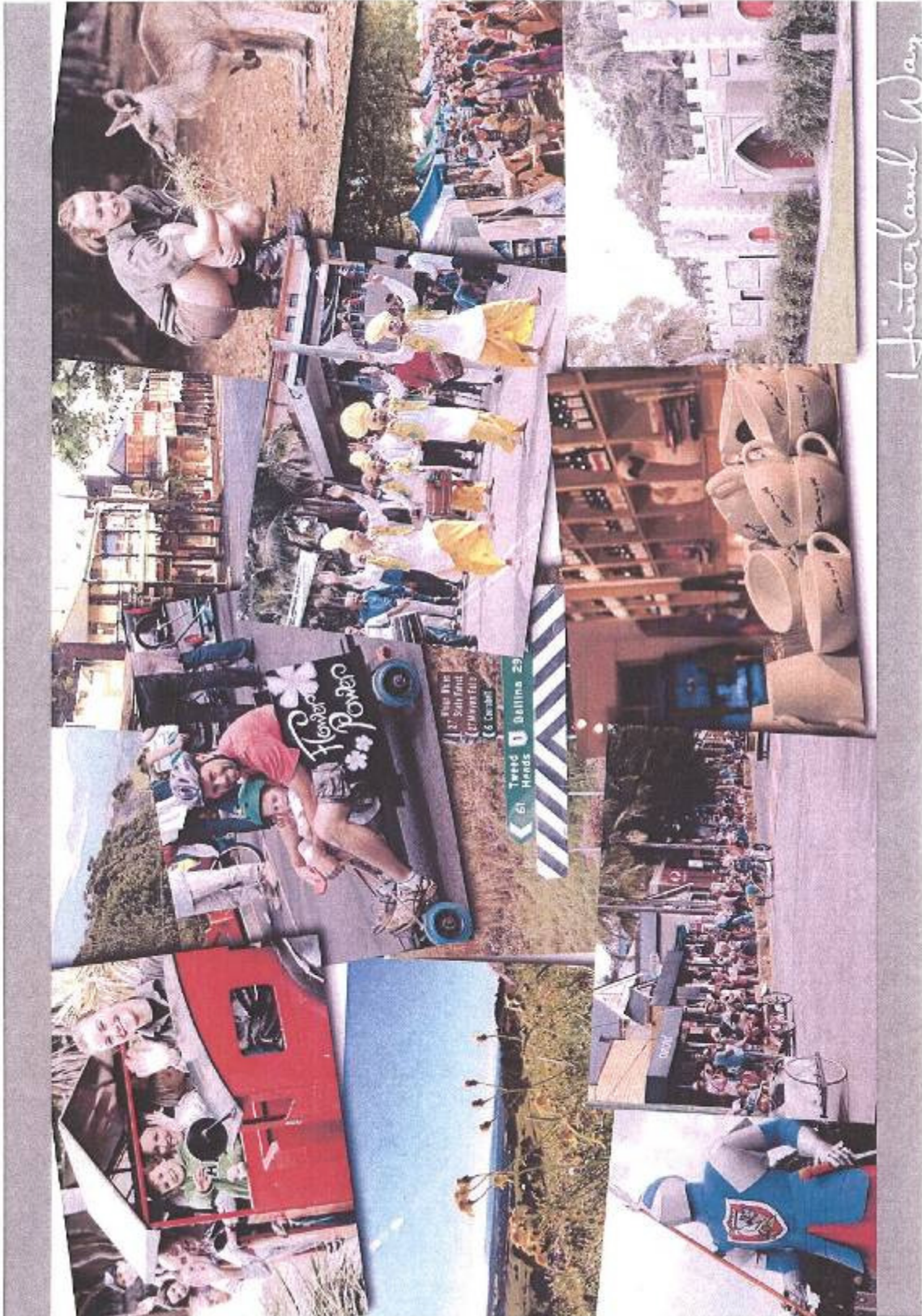


DESIGN AND LOCATION OF SIGNAGE ON FREEWAY

Signage on the Highway should consist of 2 signs prior to each exit North and Southbound. A total of 8 signs. i.e. Prior to Ross Lane Northbound Prior to Ewingsdale Southbound



Hinterland Way



Winterland Day

DESIGN AND LOCATION OF SIGNAGE ON HINTERLAND WAY

Signs will be required on the Hinterland Way to point to major attractions such as Bangalow Village, Newnham Village and the Macadama Castle.

Signs will be required along the Hinterland Way to point to information bays along the route.

Signs will be required along the Hinterland Way to point to other significant tourist routes along the Hinterland Way e.g. Federal and Crystal Castles.

Signs will be required along the Hinterland Way to point to other significant destinations normally accessed from the Hinterland Way e.g. Broken Head Beach.

NEXT EXIT	
BANGALOW VILLAGE	1
BYRON BAY	15
ELTHAM	20
LISMORE	35

SIGN AT BANGALOW

NEXT EXIT	
COOLAMON SCENIC DRIVE	20
FEDERAL VILLAGE	18
CRYSTAL CASTLE	18
NIGHTCAP NATIONAL PARK	30

SIGN AT COOLAMON SCENIC DRIVE

PLEASE NOTE:
 Signage proposals are possible options.
 Actual signage format will require more detailed consultation and RTI concurrence.

PLANNING OF SUPPLEMENTARY TOURING ROUTES OFF THE HINTERLAND WAY

Stage 2 of the Hinterland Way project is a more comprehensive vision offering linking nearby villages and towns and attractions from The Hinterland Way. This project is tentatively called Hinterland Bypass.

The Hinterland Bypass project is an interactive journey mapping Byron Bay's surrounding regions, bringing visitors and residents together through common interests in art, music, food, culture, healthy living and a like-minded appreciation for an extraordinary environment.

This model is based on sustainability, economic growth and the environment, leveraging practical and regional expertise through attractive commerce with a key focus on local prosperity, creating jobs and an appreciation for the natural environment.

Visitors and residents can plan an entertaining journey of their choosing during or prior to their arrival to the region with a guided map. This rich visual guide will be available in print, online or as a single user each of the abstract line. The map will allow family and friends to pleasantly wander through farming and town communities that offer accommodation services and facilities ranging from health retreats, B&Bs, Farm Stays and working venues. Visitors may also just be passing through while stopping at properties that have converted or purpose built, sheds and structures to display local wares, of fresh produce, handicrafts, arts, and a myriad other attractions that are available due to the abundance of creative people that reside in this very unique area.

The focus is to support the members on the map to make a contribution to the local economy in terms of expenditure and employment which will allow local spirit and well-being to continue to increase. The visitor will be provided with an enriching experience by means of a varied array of hospitality, arts and crafts, and outdoor activities in a beautiful small town and country setting.

HEIGHT RESTRICTIONS TO AVOID VIEWS BEING BLOCKED OUT

One of the major assets of The Hinterland Way are its spectacular views of the coast and hinterland from the existing Pacific Highway. We will be seeking co-operation of the two local councils to amend their Development Control Plans to ensure that these views are maintained.

REDUCTION OF SPEED LIMIT ON HINTERLAND WAY

As first advised in the Pacific Highway Upgrade preferred route report the speed limit will be a maximum of 80km/h. It will be important to the success of the Hinterland Way that this speed limit premise be honoured.



MARKETING MATERIAL REQUIRED TO BE PRODUCED TO PROMOTE THE HINTERLAND WAY

- > Map of area
- > DL brochure
- > Local Touring Directory
- > Web site showing local attractions
- > Media support and inclusion in Tourism NSW advertising campaigns.



REQUEST FOR MARKETING FUNDS FROM RTA

In order to make this scenic route work and to mitigate the serious effects the upgrade will have on the Villages of Bangalow and Newrybar and the Macadamia Castle we are requesting support from the RTA and New South Wales Government.

- a) Manages change of name with Statutory authorities
- b) Pay cost of signage on Malabarwy
- c) Pay for cost of signage on Hinterland Way
- d) Pay for drive throughs and signage
- e) A contribution of \$500,000 for this opening marketing campaign
- f) Pay cost of rearing of road and install necessary signage
- g) There is no cost to NSW Government with removal of the Bangalow exit ramps.

POTENTIAL SUPPORTERS AND STAKEHOLDERS

The following have/will be approached with a request for support for the concepts outlined in this proposal:

- > Hon Justice Elliot, MP, Federal Member for Richmond
- > Janelle Saffin, MP, Federal Member for Page
- > Don Page, MP, State Member for Ballina
- > Ballina Shire Council
- > Byron Shire Council
- > Ballina Chamber of Commerce
- > Bangalow Chamber of Commerce
- > Byron United
- > Newybar Action Group
- > Regional Fitness Institute, Southern Cross University
- > The Macademian Castle
- > Northern Rivers Tourism
- > Australian Macademia Society
- > Byron Hinterland Accommodation Group

THE RAINFOREST WAY

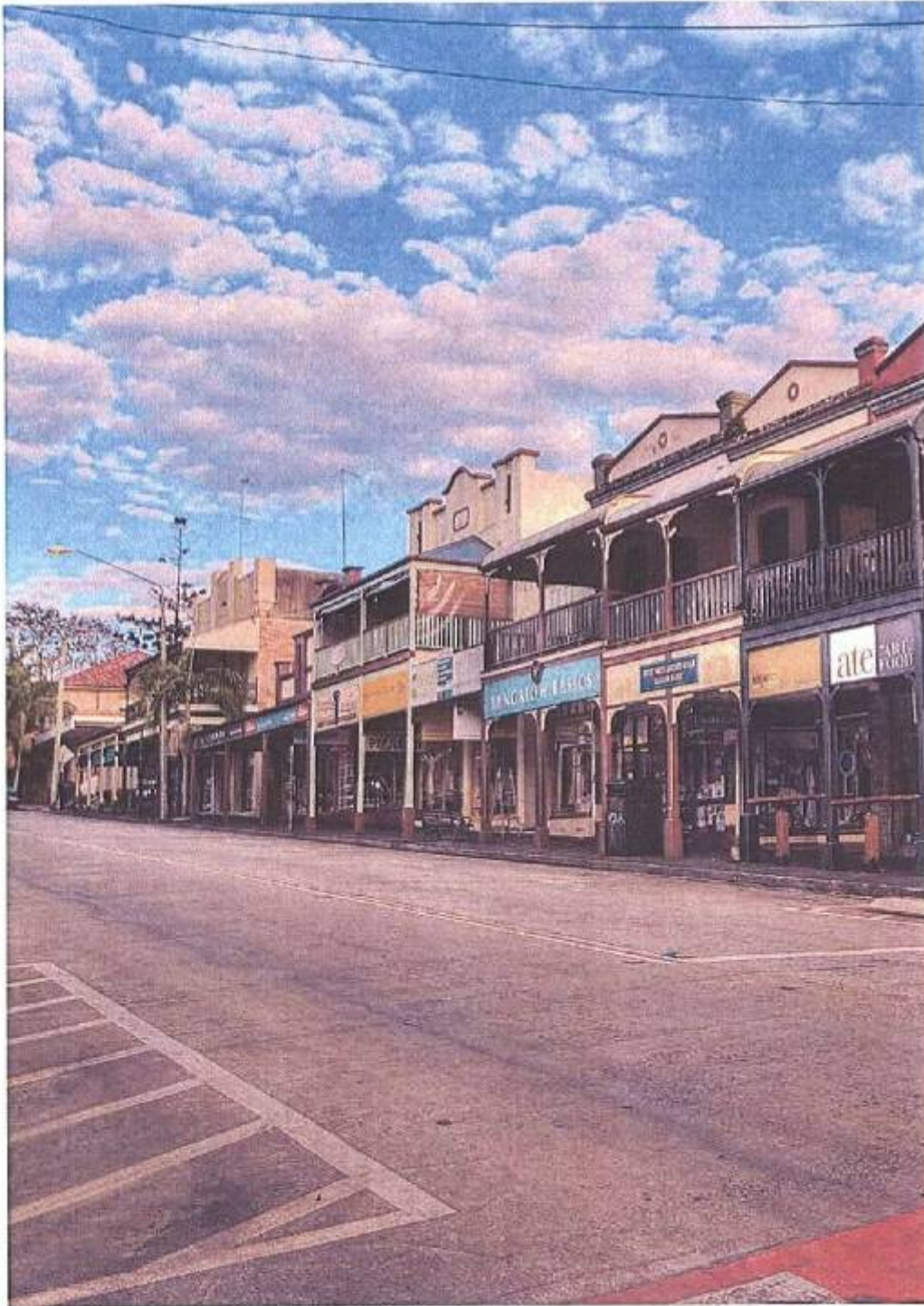
The Hinterland Way Working Group is aware of the development by Northern Rivers Tourism of The Rainforest Way proposal and believes that this proposal is complementary to that project.

CONCLUSION

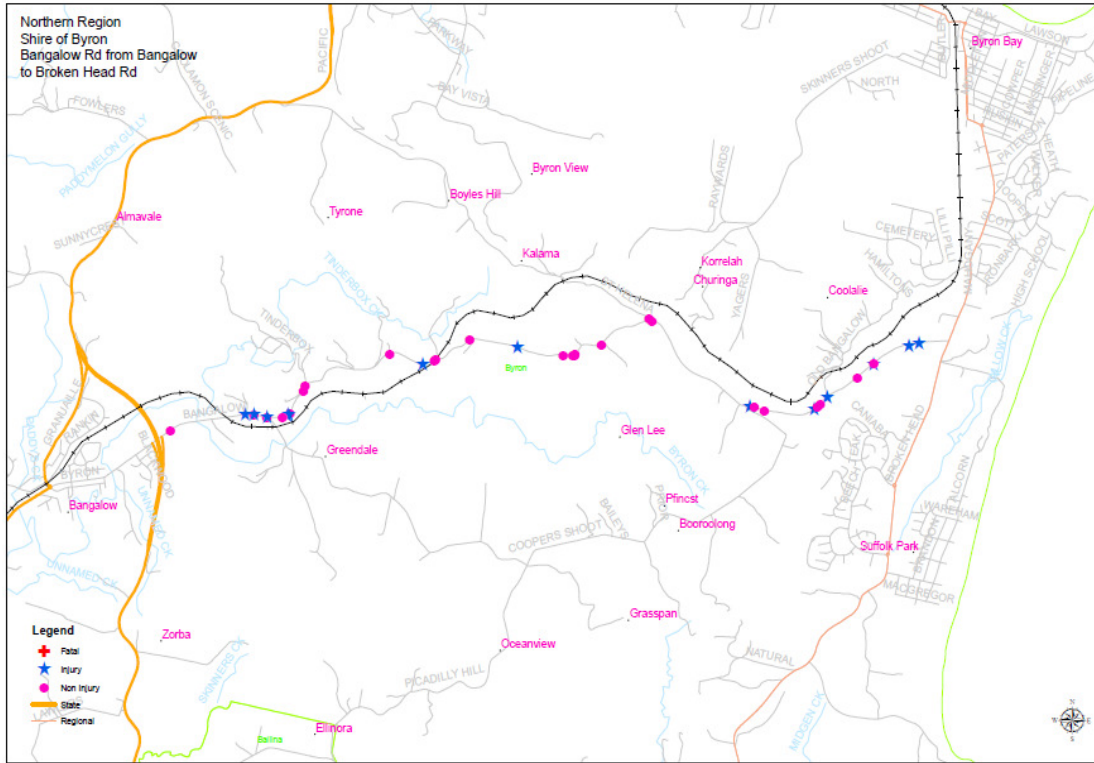
Rarely does the upgrading of a highly significant piece of road offer such immediate opportunities for so many stakeholders.

The Hinterland Way has the potential to become one of Australia's great touring routes, perhaps in the same way as The Great Ocean Road and the development of The Mornington Peninsula Touring Routes.

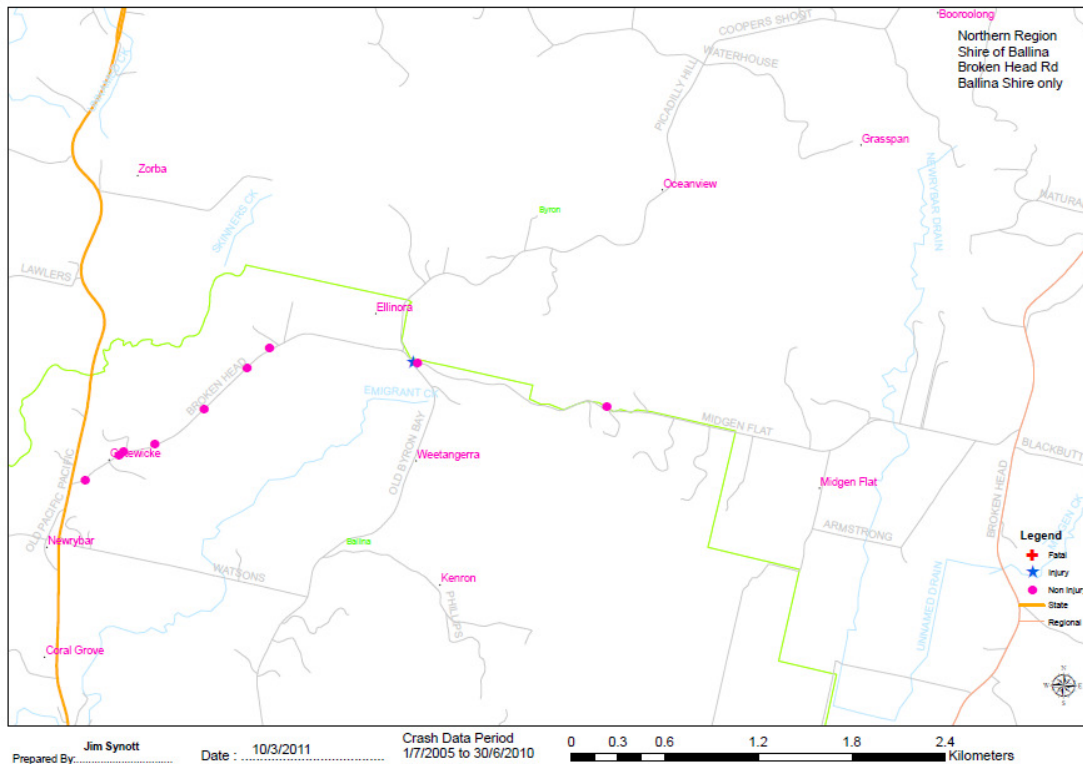
Whilst the cost of infrastructure is negligible, the benefits to local communities and the tourism industries are extraordinary if supported by Government. The RTA, Tourism NSW and the stakeholders.



Bangalow Road Crash Data 2005 - 2010



Broken Head Road Crash Data 2005 - 2010



Midgen Flat Road Crash Data 2005 - 2010

