



Greg Aplin MP
Member for Albury

MEDIA RELEASE

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NEW SIGNS TO PROMOTE BYPASSED TOWN AHEAD OF EASTER LONG WEEKEND

Measuring 30 square metres they'll tower over the Hume Highway near Holbrook alerting drivers to the bypassed town.

Featuring Holbrook's famous submarine, two new signs have been installed as part of the NSW Government's 'Bypassed Towns' initiative.

Member for Albury, Greg Aplin said the signs are a first for NSW and provide both north and southbound highway travellers with an image of the town as they head towards it.

"Rural and regional NSW has plenty of attractions to offer those adventurous enough to seek them out, such as good food, wine, parks, sport and museums," Mr Aplin said.

"Communities can face challenges like less economic activity when they are bypassed and this project aims to overcome that.

"Holbrook was bypassed in 2013 and it's hoped by improving signage more motorists will be encouraged to stop and visit.

"Each sign will have symbols to indicate what services are available, including hospitals, 24 hour fuel, food and accommodation.

"The signs are the largest directional signs manufactured for tourism and the images are reflective so motorists can read the signs at night."

Minister for Roads, Melinda Pavey said Holbrook, Berry on the South Coast and Macksville on the North Coast were chosen for the pilot in consultation with Destination NSW.

"Signs are one way Roads and Maritime Services is working to improve visitation to these three towns and other options such as an app and LED signage are also being looked at."

If the pilot is successful it will be rolled out more widely across NSW from mid this year and the community will be kept informed.

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