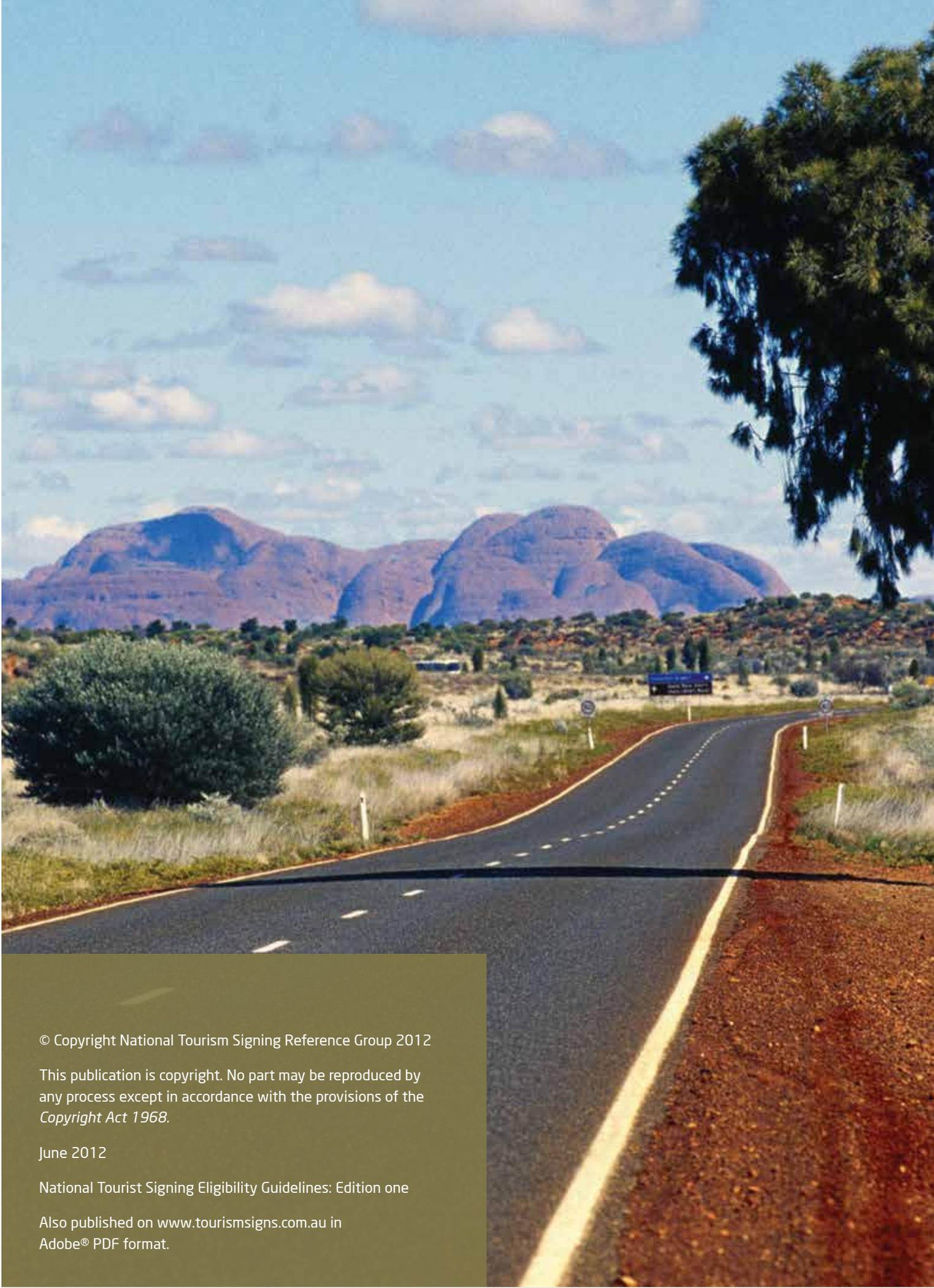




National Tourist Signing Eligibility Guidelines





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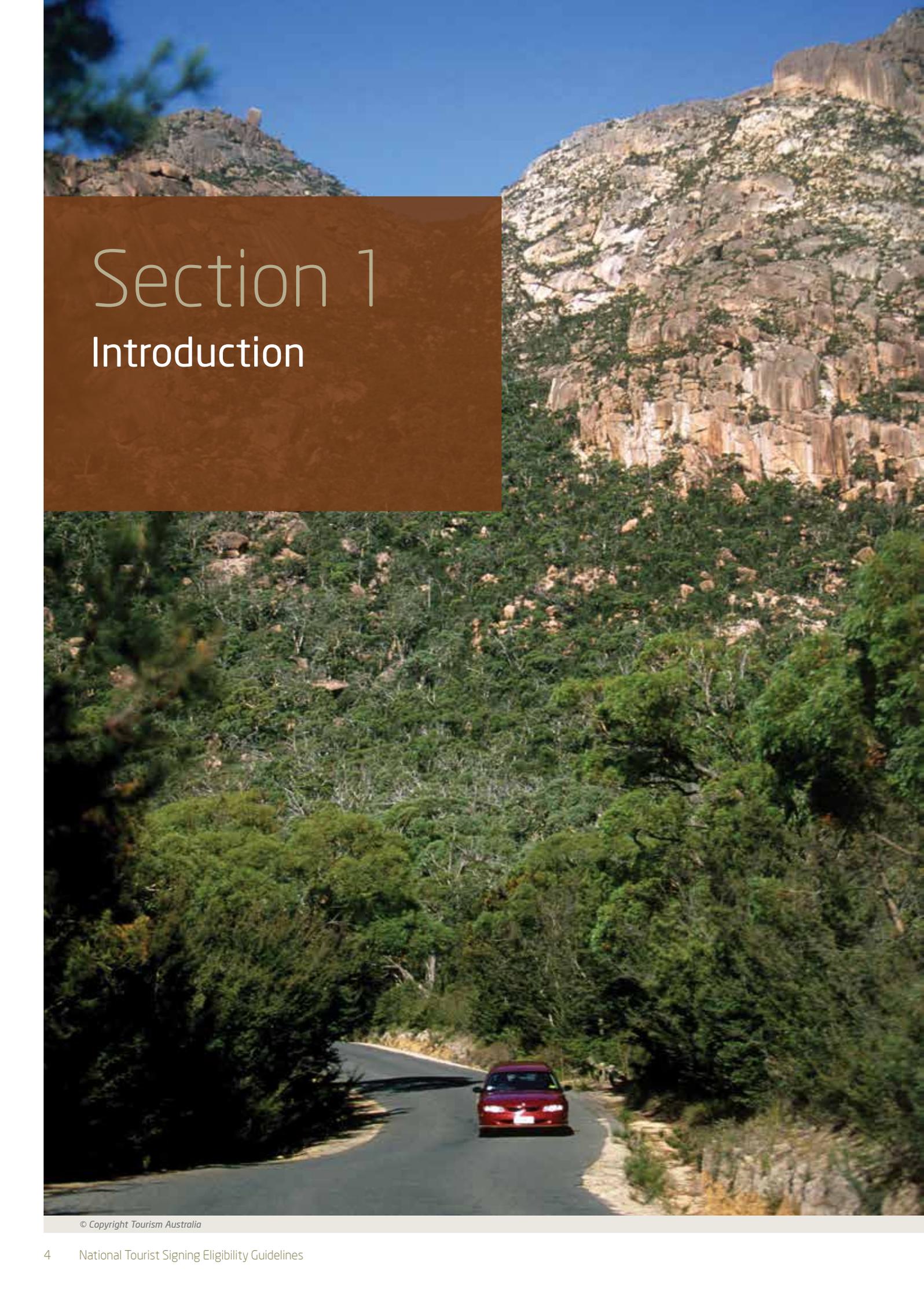
June 2012

National Tourist Signing Eligibility Guidelines: Edition one

Also published on www.tourismsigns.com.au in Adobe® PDF format.

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Section 1

Introduction

1.1 Background

The National Tourism Signing Reference Group (NTSRG) is a sub-committee of the Australian Standing Committee on Tourism (ASCOT). NTSRG comprises representatives of State/ Territory tourism organisations, State/Territory road authorities, as well as the Commonwealth.

Under its terms of reference, the NTSRG's responsibility includes encouraging common assessment and application of signage for eligible tourist attractions, establishments, features and driving experiences across Australia.

Many stakeholders of the tourism industry consider signs to be valuable marketing tools. Although this may be a side benefit, the primary purpose of directional signing is to provide navigational information to visitors, not to market the attraction or experience.

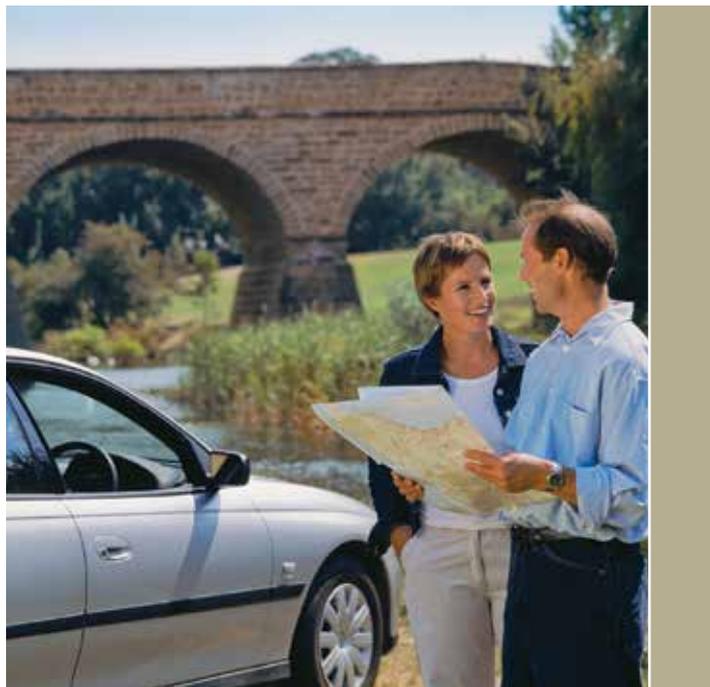
These guidelines were prepared during 2009 by an NTSRG project group, with a final review and consensus agreement by all NTSRG delegates. The guidelines will be progressively reviewed on an as-needs basis. A formal review will be conducted in conjunction with any future review of the Australian Standard (AS) 1742.6.

It's important to note that these eligibility criteria should be used in conjunction with State/ Territory tourist signing policies. They are not technical guidelines and are designed to supplement information contained in AS 1742.6. While each state and territory's guidelines vary in policy and practice, it is intended that these guidelines will be progressively adopted by road authorities across the nation to provide commonality on key aspects.

The Guidelines were endorsed at the 81st meeting of the Australian Standing Committee on Tourism (15 July 2010).

1.2 Supporting documents

These guidelines support Australian Standard; Manual of uniform traffic control devices, Part 6: Tourist and Services Signs (AS 1742.6).



Section 2

Eligibility



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The NTSRG has identified a wide range of categories that may be eligible for tourist signing. Although each State/ Territory may have some variations in their criteria, the following document outlines primary benchmarks that an attraction (e.g. gallery) or a product cluster (e.g. wine region) must meet before it can be considered eligible for tourist signing.

2.1 Individual attractions

An individual attraction is a place or feature of interest to visitors. It can be either a built structure or a natural feature. It should be capable of drawing tourists and satisfying their expectations by providing a tangible visitor experience and reasonable level of visitor amenity. The NTSRG has determined 10 core criteria for individual attractions. To ensure consistency, all attractions must meet the core criteria and any additional specific category criteria outlined in sections 2.1.3 to 2.1.11.

2.1.1 Core criteria

Visitors who follow "white on brown" tourist signs must be assured that the quality of the attraction is of a high standard. The visitor experience is therefore the primary consideration when determining eligibility for tourist signing. To maintain visitor confidence in tourist signing, all tourist attractions must meet the following core criteria before tourist signs can be considered:

A) The attraction must be well established and operating as a tourist facility.

The attraction should provide a significant tourism experience i.e. be more than just a retail outlet and have a strong commitment to serving tourists.

B) Government approvals.

Attractions must have all relevant local, state and commonwealth approvals to operate.

C) Pre-booking must not be required to visit the attraction.

It is expected that tourist attractions warranting signing will cater for casual visitors, without the need for pre-booking. This avoids inconvenience to tourists and ensures a satisfactory visitor experience. While it is acceptable for attractions to require pre-booking for coach groups, it must be demonstrated that the experiences on offer are also available to casual visitors.

D) Opening Times.

Attractions are expected to be open daily or at least for a minimum of five days a week, including weekends and Public Holidays (excluding Good Friday and Christmas Day). It is generally expected that attractions will be open during the main daylight hours for a minimum of six hours, eg. 10 am to 4 pm.

E) Parking.

Adequate car parking must be available either on-site or within close and convenient proximity to the attraction. It is generally expected that designated car parking will be provided on-site, clear of the road and verge and be able to cater for buses, tourist coaches and, if necessary, cars with caravans. While on-site parking is desirable in urban areas, if this is not feasible, then adequate on or off-street parking needs to be provided within a convenient distance of the attraction. Adequacy of car parking is assessed on a case by case basis.

F) Interpretation.

Attractions must provide visitors with high quality interpretation. The methods and means to enable visitors to engage more deeply with an experience or activity may differ widely, but the following are examples:

- Guided tour
- Self guided tour brochure
- Audio tour
- Brochure/ pamphlet
- Labels/ text panels
- Annotated displays, etc.

It is not acceptable for attractions or product clusters to rely solely on verbal interpretation provided by an operator or staff member (refer clause 2.2).

G) Toilets.

All attractions are required to provide conveniently located toilet facilities and comply with disability access legislation.

H) The entry to the property must be clearly identified.

Signing of the business at its entrance by the owner/ manager should clearly identify the name of the attraction. This name will be used on the white on brown directional signing. The attraction sign at the property line should provide information about the opening arrangements, such as days/ hours of operation, and contact details.

I) Marketing collateral

Attractions should be supported by a wide variety of marketing collateral material, including a brochure available from the nearest visitor information centre. The brochure needs to clearly state the street address, opening days and hours, and contact phone numbers. It should also include a map that provides clear navigation to the attraction, without relying entirely on signs.

J) Seasonal attractions

Attractions not open all year, must open for a minimum of nine months of the year to be eligible for permanent signing. An attraction open for less than 9 months of the year that seeks tourist signing needs to prove why it legitimately cannot deliver a year-round experience, eg climatic seasonal factors that affect the quality of the experience.

Where a seasonal activity e.g. wildlife viewing, is signed, it is expected that relevant interpretative panels/ displays will be provided to explain the experience, so that it can be appreciated by visitors even at times when it cannot be seen or undertaken. Where no interpretative/ information displays are provided, signs should not be allowed.

Signs for approved seasonal attractions should indicate the months of operation. Signs should not indicate closed dates and should not indicate opening hours. See the sample sign below for signing of seasonal attractions.



2.1.2 Desirable criteria

National accreditation

A new national tourism accreditation framework, marketed as T-QUAL Accreditation, has been developed by government and industry to promote quality experiences for tourism consumers by recognising sustainable and capable tourism businesses and operators nationally.

A national symbol of quality, the T-QUAL Tick, identifies the tourism businesses and operators in Australia that have been endorsed as meeting the quality standards of T-QUAL Accreditation and provides one national symbol for consumers to be able to recognise quality products and services easily.

Currently, tourism accreditation is desirable, but is not core. Attractions or product categories gain accreditation via the relevant industry approved program.

Future reviews of these guidelines will consider whether T-QUAL Accreditation should be included as an additional criterion for tourism road signing.

Membership

It is desirable that attraction operators participate in the activities of the local and/ or regional tourism organisation. The business should be listed on the relevant State/ Territory tourism organization product database, which feeds the Australian Tourism Data Warehouse.

2.1.3 Art Galleries and Craft Outlets

Art galleries and craft outlets form a major component of tourism infrastructure in Australia. They may be operated as public facilities, like the major public galleries, or as commercial galleries, featuring a broad range of media, including wood, glass, ceramics, jewellery, metal, textile/ fabrics and mixed media, usually locally sourced and operated.

This category does not include museums, which are subject to the requirements of section 2.1.4

Specific criteria

Galleries

In addition to the core criteria outlined in Section 2.1.1, art galleries must also meet the following criteria:

- Have a professionally presented exhibition space greater than 50m². *Galleries with exhibition spaces less than 50m² are considered to be retail shops rather than galleries,*
- More than 30% of the art/ craft works displayed must be by local and or regional artists.

Art/ craft outlets

In addition to the core criteria outlined in Section 2.1.1, art and craft outlets must also meet the following criteria:

- Be a studio type gallery, featuring a resident artist/ crafts person,
- Display a production process, together with associated interpretation,
- Have a professionally presented exhibition space greater than 50m². *Art/ craft outlets with exhibition spaces less than 50m² are considered to be retail shops rather than Art/ craft outlets,*
- More than 30% of the art/ craft works displayed must be by local and or regional artists.

2.1.4 Museums

The museum category includes local history museums, museums devoted to specialised collections or topics, or major state and national museums.

For the purpose of these guidelines, the term "museum" does not include collections of artworks, such as paintings, sculpture etc. These are classed as galleries, and are assessed under section 2.1.3.

Museums must have a collection of adequate size and quality. The collection needs to be displayed in a way that enables visitors to gain an appreciation of its technical, social or cultural significance.



Specific criteria

In addition to the core criteria outlined in Section 2.1.1, museums must also meet the following criteria:

- Coherent displays/ presentations which relate to the local community and its identity, or to a specific theme,
- Displays of adequate substance, quality or significance to convey knowledge of the particular theme or identity to visitors,
- Management policies and practices that ensure the collection, its display and interpretation, are maintained to a high standard.
- Represent a specific theme. Applicants must demonstrate how the collections or displays represent a particular theme or local/ regional identity.
- Adequate exhibition space. The exhibition space must be greater than 50m².

2.1.5 Aboriginal and Torres Strait Islander Attractions

Attractions in this category reflect the rich and diverse culture and heritage of Aboriginal and Torres Strait Islander Australians. They may include sites that have historic or contemporary significance to Aboriginal and Torres Strait Islander people.

Centres and sites in this category may typically be owned or operated by Aboriginal and Torres Strait Islander people / communities, employ Aboriginal and Torres Strait Islander people, or have received consent from appropriate Indigenous people/ organisations.

Care needs to be exercised in striking a balance between the desires of visitors and the needs of Aboriginal and Torres Strait Islander communities.

Specific criteria

- In addition to the core criteria outlined in Section 2.1.1, written approval from the relevant Aboriginal or Torres Strait Islander organisation must be obtained in order to display directional signs to these attractions

2.1.6 Historic Sites, Buildings, Monuments etc.

Visits to historic sites, buildings and monuments have long been an important element of the tourism experience. Historic sites, buildings or monuments that can be regarded as eligible tourist attractions will generally demonstrate one or more of the following qualities:

- Provide significant insight into former lives and circumstances,
- Paint a picture of significant historic events or settlement patterns,
- Represent historically significant lifestyles or styles of architecture, garden design or landscaping,
- Serve to illustrate the ways in which past generations lived, worked and pursued recreational and other interests,
- Commemorate the achievements of individual Australians and/ or generations of Australian families.

Specific criteria

In addition to the core criteria outlined in Section 2.1.1, approval must be gained from the relevant State/ Territory heritage authority/ office before signing to historic sites, homes and monuments can be granted.

2.1.7 Wineries

The Australian wine industry is the fourth-largest exporter in the world, exporting over 400 million litres a year to a large international market¹. Australia's wineries have an enviable reputation for quality and as popular destinations for visitors.

These guidelines recognise that most eligible wineries may not have an on-site winemaking facility at the cellar door/ vineyard. It is also acknowledged that most wineries are primarily operated for commercial production, and that the tourism component may not be the most lucrative aspect of the business. Notwithstanding, tourism signing will only be granted to wineries where the reasonable expectation of visitors is met.

Specific criteria

In addition to the core criteria outlined in Section 2.1.1, wineries must also meet the following criteria:

- There must be a purpose built facility for tasting (cellar door) and sales,
- The tasting facility must be located where either:
 - Wine production processes can be viewed and interpreted,
 - Where the vineyard can be viewed and visited.

¹ Figure from http://www.winebiz.com.au/statistics/wineries_numbers.asp

2.1.8 Primary and Secondary Industry

In addition to their economic contribution, some primary and secondary industries also offer a significant experience for visitors. The appeal generally relates to the production process itself. This may involve innovative or unusual technology, the size, scale or the opportunity for visitors to learn about industrial processes.

Attractions in this category generally involve an agricultural activity (e.g. lavender farm), brewery/ distillery or factory/ mill process (e.g. cheese factory).

It is acknowledged that primary and secondary industry attractions are primarily commercial operations and that the tourist component may not be the most lucrative aspect of the business. The economic contribution or the commercial element of an industry-based attraction in this category is not considered when assessing applications for tourist signs. The experiences offered to visitors through viewing the processes and learning about the industry are the deciding factors.

In assessing attractions in this category, a useful question to ask is: would the attraction still warrant visitation if any retail component was removed e.g. sale of produce/ merchandise?

Specific criteria

No additional specific criteria

2.1.9 Nature-based Attractions

Australia enjoys highly diverse and distinctive natural environments, including rainforests, deserts, mangrove swamps, eucalypt forests, grasslands and coastal reefs, many of which are renowned for their natural beauty and biodiversity. Access to significant natural areas allows visitors to undertake a wide variety of outdoor recreational activities and experiences.

For the purpose of these guidelines, the following are considered nature-based activities:

- Walking tracks and boardwalks,
- Natural features,
- Botanic gardens,
- Zoos and wildlife parks.

Specific criteria

In addition to the core criteria outlined in Section 2.1.1, nature-based attractions must also meet the following criteria.

Attraction	Requirement
a. Walking tracks and boardwalks	<ul style="list-style-type: none">• Walking tracks must have clear markers• Well maintained and easily accessible• Provide appropriate standards of safety.
b. Natural features	<ul style="list-style-type: none">• Approval of the owner, eg National Parks• Natural features include lookouts, waterfalls, lakes, waterways or other significant natural features.
c. Botanic gardens	<ul style="list-style-type: none">• No specific criteria
d. Zoos and wildlife parks	<ul style="list-style-type: none">• Must meet the licensing requirements of the relevant State/Territory authority

2.1.10 Theme parks

Attractions in this category reflect a wide variety of specific/ multiple themes. However, they are only eligible for white on brown directional signs when the theme is readily identifiable, consistent and integrated.

This category does not include sport and recreational facilities that primarily cater for the local community, including – but not limited to – sports based activities, go-karting, local amusement parks, skating rinks, bowling alleys, golf courses, mini golf, swimming complexes, sporting grounds, racecourses or trotting tracks.

Specific criteria

In addition to the core criteria outlined in Section 2.1.1, theme parks must also meet the following criteria.

- Have an identifiable and consistent theme – *Themes could include movie making, gold mining, wildlife, etc.*



Photo courtesy Tourism Illawarra

2.1.11 State Significant Attractions

State significant attractions are those that, by virtue of their size, nature or iconic status, enjoy a very high level of recognition by domestic and international visitors. They are inextricably associated with the image of the Australia and its states (e.g. Sydney Opera House, Movie World, Wet and Wild, etc).

Specific criteria

In addition to the core criteria outlined in Section 2.1.1, State significant attractions must also meet the following criteria:

- The attraction must be open daily.

Note: Due to different guidelines and market share in each State/ Territory, no national benchmark regarding a required level of visitation in order to qualify as an attraction of State significance can be determined, as each State/Territory has its own visitation criteria.

Note: World Heritage sites. World Heritage sites that offer an accessible and genuine tourism experience may receive State significant signage treatment because of their international profile. This also recognises the high frequency of first-time domestic and international visitors to them.

2.2 Product Clusters

A range of tourism product also exists at a broader level than that of individual attractions. These are 'clusters' of tourist attractions, presented as part of a shared theme.

This type of tourist attraction falls into a number of broad categories (e.g. wine regions, historic towns, national parks). They may be quite distinct in form and character from one another, but are still integral components of the tourist attraction sector.

All product clusters are expected to be able to reach the minimum requirement for individual attractions in section 2.1.1

2.2.1 Historic Towns and Precincts

Historic towns and precincts provide the opportunity to access clusters of heritage "product". It is expected that they will feature in-depth interpretation to highlight their historical significance.

Specific criteria

- The relevant State and/ or Federal heritage office should be consulted to ensure that the town/ precinct are recognised on the relevant register.
- Applications should be endorsed by the relevant local authority. In most cases the General Manager/ C.E.O. of the local council should be the applicant.

2.2.2 Wine Regions

Where there are a concentrated number of wineries, the local wine industry association may apply for regional signing. However, to justify regional signing there needs to be a critical mass of wineries open to the general public, without appointment, on any given day of the week.

Specific criteria

To qualify for wine region signing, the area must be:

- Recognised by the Australian Wine and Brandy Corporation of Australia and be identified with a regional name,
- There must be a critical mass of wineries open on any given day of the week to comply with the individual attraction guidelines outlined in section 2.1.1,
- It is essential that it is promoted as an integrated wine region. This may take the form of a brochure/ map available at all relevant visitor information centres, (indicating opening hours/ days, contact details, winery locations etc) and at all wineries that are part of the application for wine region signage.

Note: Although it is necessary for wine regions to be recognised by the Australian Wine and Brandy Corporation, the Corporation's official boundaries are not always suitable locations for welcome signs. Where possible, all wine region welcome signs should be within a short distance of the first winery, information bay or visitor centre. An information bay or visitor centre should be located at the beginning of the region, where relevant information can be obtained, i.e. the number of wineries, operation hours, contact details and map showing indicative locations of the wineries and the overall region.

2.2.3 National Parks

National parks in Australia are vital to the success of nature based tourism and conservation activity. Special care needs to be taken to ensure that tourism activity does not damage or diminish conservation efforts. National parks are often in remote locations, away from main corridors. Many of the larger parks or sites have multiple access points, each leading to a different collection of visitor facilities. Many of these may not be internally connected.

Specific criteria

AS 1742.6² states that national and state parks must have tourist facilities available. It is expected that national parks meet the requirements outlined in Section 2.1.1.

- The National Park authority must be the applicant,
- Where national parks have multiple access points, only the points that have significant tourism experience should be signed,
- It is expected that hard copy collateral material/ websites etc, be available for the visitor to research the type of experience/ activities available in the park.

Note: All national parks signing will be located on the nearest arterial road. This is the same treatment as for individual attractions. More remote signage will only be approved if the national park meets the eligibility criteria for State significance

2.2.4 Tourist Town or Precinct

AS 1742.6³ states that a tourist town or precinct is a geographical region that consists of a mixture of tourist product and experiences. These towns or precincts must provide an extensive range of services (dining, accommodation and attractions) for visitors.

2.3 Drive Experiences

Australia offers a wide range of driving experiences that occur on many parts of the road network. They vary in driving time from several days to a few hours. Driving experiences are typically developed and promoted by local governments, regional or local tourism organisations or other tourism industry interests.

All driving experiences use self drive transport and utilise a combination of sign types, including existing "white on green" guide signs, "white on blue" service signs, tourist, warning and regulatory signs. These signs, in combination, form an essential part of guidance and information delivery to tourists. The most critical in terms of guidance is the "white on green" guide signing system. The entire road network can be navigated using the directional signs currently installed.

² AS 1742.6, Section 3.9.1 Table 3.3

³ AS 1742.6 Section 1.3.13, p.7

Therefore, it is not always necessary or appropriate that all driving experiences need to be identified by extra tourist signing. Reliance on printed and electronic collateral material is considered to be a better way to communicate the route and the significance of a drive experience. This also permits changes to the route to be made from time to time.

2.3.1 Core criteria for touring routes

This section of the guidelines will outline the core criteria for Themed Touring Routes, Touring Routes (without a theme) and Themed Touring Routes of National Significance.

Core criteria

- A management committee comprising members from local tourism industry organisations, local council/s, regional tourism associations and road authorities should be established. Evidence of consultation between these parties needs to be demonstrated through meeting minutes and relevant correspondence,
- It must be recognised and supported by the State/Territory government tourism organisation and roads authority in each state or territory through which it passes,
- It must use roads of a sufficient standard of construction and traffic safety on a year round basis to justify its promotion to the international travel and tourism industry,
- Roads subject to seasonal closure (e.g. as a result of flooding) may be used, provided that the likely closure of the road conditions and the reasons for this are adequately referenced in support marketing material and information bays,
- Navigation by users shall primarily be by maps or other promotional material provided by the relevant management committee and distributed along the route,
- The theming, marketing and signing of the route shall not supplant the gazetted names of roads which comprise the route,
- Information bays along the route, which may be denoted by the theme logo, shall be provided to support and enhance the theming of the way.

2.3.2 Themed Touring Route

An eligible themed tourist route is located within the boundaries of one state or territory and is recognised by the State/ Territory tourism organisation or roads authority of that state or territory as being of state importance. In some cases these routes may also cross state or territory borders.

Themed tourist routes have been historically promoted by the State/ Territory tourism organisations by means of maps and other descriptive literature. They may be identified on the ground by signs at significant entry points. Currently, themed touring routes are managed by industry management committees that have the support of relevant State/ Territory tourism organisations and are not within the hierarchy of tourist drives as set out in the Australian Standard.

Specific criteria⁴

In addition to the core criteria outlined in 2.3.1, themed touring routes should meet the following specific criteria:

- Where signs are provided, such signs shall be consistent with the policy and guidelines established by the relevant State/ Territory tourism organisation and roads authority,
- It shall use roads of sufficient standard of construction and traffic safety on year-round basis.

Roads subject to seasonal closure (e.g. as a result of flooding) may be used, provided that the likely closure of the road and the reasons for this are adequately referenced in supporting marketing material and information bays.

2.3.3 Touring Routes (without a theme)

This category was developed to accommodate routes that do not have a single demonstrable theme throughout the entire route. The development of touring routes without a theme may involve two or more states, in consultation with relevant State/ Territory tourism organisations, regional tourism associations, local governments and tourism industry bodies.

⁴ AS 1742.6, Section 4.2.3

Applications for the development of tourist routes of national and state significance need to be supported by consumer research. They should include comprehensive plans outlining the road signage requirements and integration with visitor information services, as well as business, marketing and sustainable development/ management strategies (including financial) for the route.

Specific criteria

- No additional specific criteria

Assessing authority

Applicants of a cross border route will be required to seek the endorsement and approval from the National Tourism Signing Reference Group, through its representative on the relevant State/ Territory tourism organisation.

2.3.4 Themed Touring Routes of National Significance⁵

A themed tourist route that is recognised by a State/ Territory tourism organisation/s as being of genuine national or international interest may be designated as a themed tourist route. These routes generally cross state or territory borders, but in exceptional cases may be contained within one state or territory.

Specific criteria

- No additional specific criteria

Assessing authority

Applicants of a themed touring route of national significance will be required to seek the endorsement and approval from the National Tourism Signing Reference Group, through its representative on the relevant State/ Territory tourism organisation.

2.3.5 Tourist Drives

The following has been adapted from AS 1742.6, Section 4

Tourist drives are selected by regional or local authorities for the particular scenic attractions and the like that they offer visitors. They may be in the form of a circuit leading visitors back to the vicinity from which they started, or they may offer an alternative scenic route to a section of the regular and more direct route.

Specific criteria

- The route must have a high concentration of tourist product, which has exceptional scenic appeal of reasonable frequency along the primary route,
- The route must not be based on attractions that are strictly seasonal or that are not a permanent feature of the route,
- The route should be supported by collateral material, which is maintained by the management committee and available in various locations along the route, including visitor information centres,
- It is expected that tourist drives will not occur on expressway type roads,
- The road network and/ or local environment is suitable to accommodate the extra tourist traffic ,
- There is an opportunity to effectively link the drive to major traffic corridors.

2.4 Accommodation

Directional signing for accommodation is provided to inform casual travellers that suitable facilities are available to meet their overnight needs (ie for informational not marketing purposes). Directional signs are not intended to promote an accommodation facility, or to enable the accommodation industry to increase patronage.

To ensure consistency, accommodation businesses seeking signing must meet the core criteria, while also satisfying all specific criteria outlined in the relevant category of section 2.4.3.

⁵ AS 1742.6, Section 4.2.3



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2.4.1 Core criteria

Signs may be provided for accommodation facilities that are:

- Dedicated to providing for the needs of short term tourists,
- Established and operating daily,
- Available to the general public – *not exclusively for coach tours and other organised groups*,
- Prior booking is not required,
- Have a minimum of 5 rooms or dwelling units – *to allow for independent booking for casual accommodation*,
- Meet all statutory and Local Government regulations and planning requirements,
- Located within suitable distance of a state or regional road (see section 3.1),
- Be listed on the database of the nearest Visitor Information Centre,
- Be distinctly signed at the property entrance. *This sign should clearly identify the property. This property name will be used on the white on blue directional sign. It should also provide information about the opening arrangements, such as hours, days of operation and contact details.*

2.4.2 Desirable criteria

Operators of accommodation facilities wishing to obtain signs are also encouraged to meet the following:

- Be quality assured – Accommodation providers should aim to be assessed by an independent accreditation program, eg: AAA Tourism, Eco Tourism Australia, etc,

Note: A National Tourism Accreditation Framework (NTAF) is currently being developed by the ASCOT National Working Group (NWG). NTAF aims to provide an overarching national approach to accreditation through a single brand. It is intended that this will allow for a consistent approach to the marketing of accredited tourism businesses, and lead to greater take-up by industry operators. Once NTFA is complete, these signing guidelines will be reviewed to consider whether national accreditation should be included as an additional criterion for tourism road signing

- It is desirable that attraction operators participate in the activities of the local and/ or regional tourism organisation. The business should be listed on the relevant State/ Territory tourism organization product database, which feeds the Australian Tourism Data Warehouse,
- Show a location map of the property on brochures and other marketing collateral.

2.4.3 Specific Categories

2.4.3.1 Caravan Parks

Caravan Parks typically provide a mixture of on-site vans, powered caravan sites, camping sites or motel style units and cabins with private facilities. Signs may be provided for caravan parks that:

Specific Criteria

- Provide a mixture of accommodation, powered sites and camping sites,
- Are managed by on-site personnel 7 days a week.

2.4.3.2 Camping Sites

Camping areas are areas set aside for temporary accommodation, which is supplied by the traveller. They may be on land dedicated for that purpose within national parks, state forests, local government areas, private land, or as an adjunct to a caravan park.

Specific Criteria

- Must be serviced by fresh water for drinking purposes,
- Must be a designated area set aside for camping with toilet and bathroom facilities.

2.4.3.3 Backpacker Accommodation

Backpacker or hostel accommodation is generally lower cost lodging, usually featuring dormitory style sleeping, with a mixture of shared and private bathrooms, laundry facilities and a communal kitchen.

Specific criteria

- Lodging with dormitory or private room style sleeping arrangements,
- Adequate shared bathroom and laundry facilities,
- Equipped communal kitchen and dining facilities.

2.4.3.4 B&B

Bed and Breakfast accommodation is generally provided on an overnight or short stay basis within private homes, and featuring separate guest bathroom.

Specific Criteria

- Must provide on-site management,
- Normally within private homes with a separate guest bathroom,
- Breakfast, or breakfast provisions, is to be provided by the host.

2.4.3.5 Farm Stays/ Host Farms

Farm stays/ host farm accommodation is provided within rural properties. The form of the accommodation may range from self contained cabins or cottages, to rooms in a homestead. Properties generally place emphasis on atmosphere and individual character.

Specific criteria

- Must be a working farm,
- Offer a range of farm-type activities.

2.4.3.6 Self Contained

Self contained accommodation may be a residential room, a suite of rooms, or an apartment and is generally located in a building occupied by more than one household. Increasingly, self contained accommodation also comprises stand alone facilities, eg cabins, cottages etc. Either may be serviced on a daily, a weekly or on an as-needs basis.

Specific criteria

- Must have a permanent on-site manager,
- Must offer cooking facilities

2.5 Tourist/ Visitor Information radio

Tourist/ Visitor Information radio services must be licensed to operate by the Australian Communications Authority (A.C.A.) and operate in accordance with the Australian Broadcasting Authority (A.B.A.) conditions outlined in Schedule 2 of the *Broadcasting Services Act 1992*.

Specific criteria

- The transmission must operate solely as a visitor/ motorist information service,
- Provide information for the education, enjoyment and benefit of the visitor, which relates to attractions and facilities within the broadcast area,
- Provide any other special information to assist the visitor/ motorist, for example, snow or surf reports, weather conditions, road and traffic updates etc,
- Present a balance between commercial advertising content and non-commercial information,
- Evidence of consultation with a relevant regional tourism association and/or the State/ Territory tourism organisation regarding program format and the accuracy of broadcast content is required.

Section 3

Administration



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3.1 Placement and design of tourist signs

Tourist signs are the final signing layer to be installed on the road network. They support general directional signposting to enable tourists to safely and confidently navigate the road network. Section 3.1.1 of AS 1742.6 outlines that each roads authority will determine where signage is permissible.

In determining whether an eligible attraction or facility on a side road warrants signposting, account should be taken of the distance that a tourist might consider to be a reasonable distance from the expressway⁶. 10km is generally considered to be the desirable maximum distance on side roads. In built up areas, 2km along a side road is considered reasonable.

3.1.1 Individual attractions

Signing for an attraction is permissible from the nearest arterial road or junction. It must be signed using the same or similar style sign until the visitor reaches the attraction. It is advisable that the wording on the signs accurately describe the type of activity that can be undertaken at the attraction. However, the commercial name of the attraction may be acceptable.

The placement of signs is the final step in the approval of tourist signs. The placement of signs is decided by the roads authority and is determined by a number of factors. These can include:

- Sufficient room within the road reserve,
- Agreement with the local council (where necessary) to install similar signs on the local road network,
- Appropriate sign design and location.

It is not always possible or appropriate to accommodate tourist signs within the road network at locations nominated by the applicant.

3.1.2 State significant attractions

Due to the magnitude and level of visitation to state significant attractions, these facilities often require signing from more remote locations, when compared to what is generally allowed for other eligible tourist attractions. In most cases this will be from the nearest expressway-type road.

3.1.3 Use of logos

Logos are generally unsuitable for use on road signs because they cannot be clearly distinguished from a moving vehicle. Logos may only be used on signing for eligible drive experiences, determined to be of State or National significance. All logos must conform to the AS 1742.6 guidelines on logo design.

Restaurant and accommodation classification ratings and/ or chain logos, or any other form of business logo or trade mark, are not permitted on any road sign.

3.1.4 Funding of signs

The funding of tourist directional signs in Australia is typically by the applicant. In most cases the roads authority will determine sign design, placement and installation cost on behalf of the applicant.

3.1.5 Assessment authority and approval process

Many of the states and territories have established guidelines. They are interpreted by the roads authority and/ or tourism organisation to assist in the facilitation of signing. There is no uniform assessment process for tourism road signing in Australia. However, it should be noted that the roads authority in each state or territory has the final approval for all applications on arterial roads. Figure 2 outlines the assessment authority in each state and territory.

⁶ Please refer to glossary of terms for definition of expressways and AS 1742.6 P63 Section 5.4.3.1

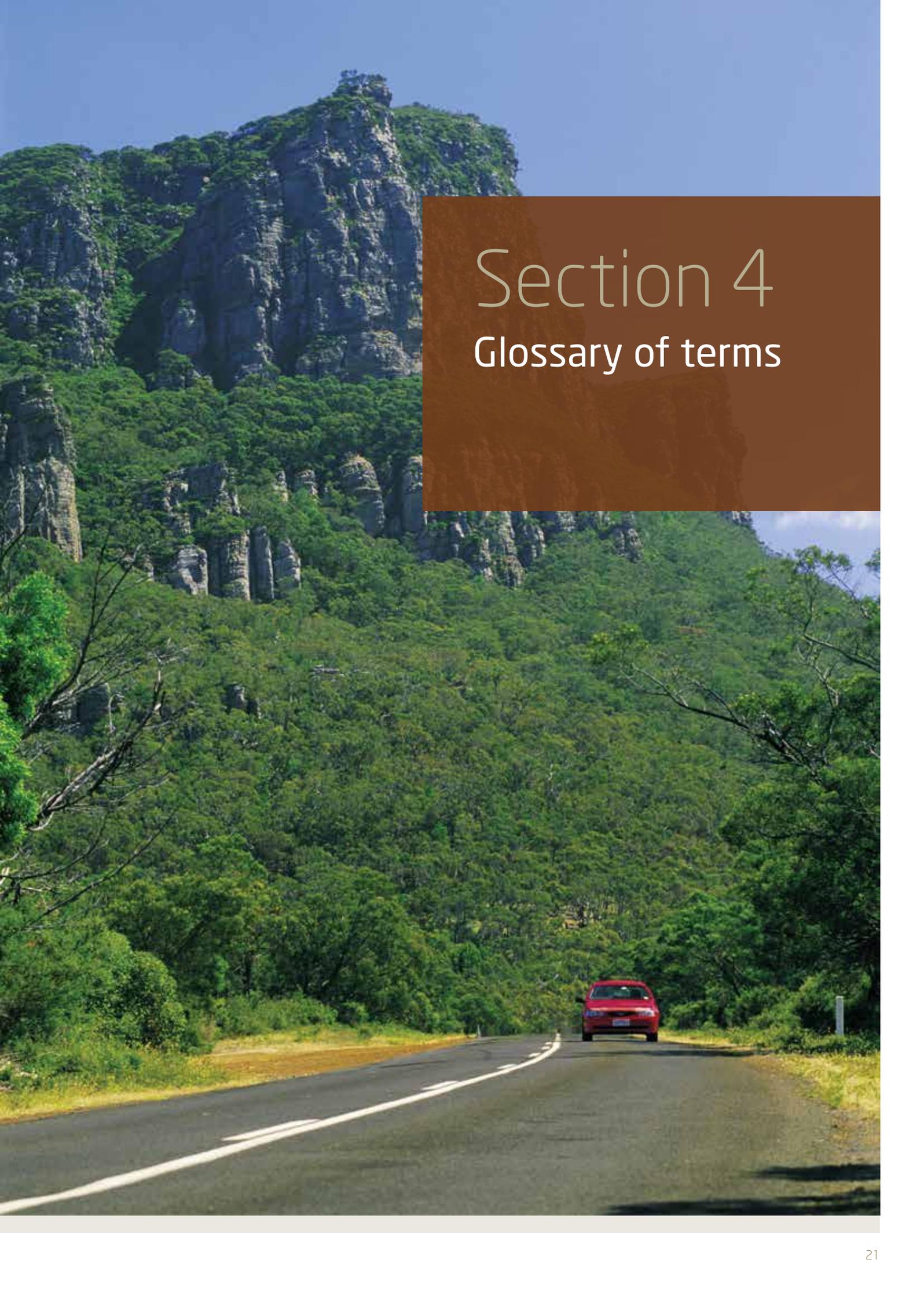
Figure 2 Assessment authority

State or Territory	Assessment authority	Members
Queensland	District Tourism Signing Committee	Dept of Transport and Main Roads, relevant local council and Tourism Queensland
New South Wales	Tourist Attraction Signposting Assessment Committee	Roads and Traffic Authority, Tourism NSW, Regional Tourism Organisation and relevant local council
Australian Capital Territory	Department of Territory and Municipal services	Australian Capital Tourism and Urban Services
Victoria	Local Council and VicRoads	Local Council, VicRoads and advice sought from Tourism Victoria on a needs basis
Tasmania	Department of Infrastructure Energy and Resources	Advice sought from Tourism Tasmania on a needs basis
South Australia	Department of Transport, Energy and Infrastructure	Advice sought from South Australian Tourism Commission on a needs basis
Western Australia	Tourism WA	Product Development Manager in each of the 5 regions
Northern Territory	Department of planning and infrastructure	Advice sought from Tourism NT on a needs basis

3.1.6 Permit and eligibility period

A permit system or eligibility period ensures that the quality of signed tourism product continues to meet the needs of Australia’s visitors.

An eligibility period of five years is considered typical for all attractions and tourism product categories. This ensures that regular reviews are conducted to ensure that signs are still in working order and that attractions or products still meet the eligibility requirements, as well as the needs of visitors.



Section 4

Glossary of terms

This section defines key terms used in this report.

1. *Eligible attraction* – One of the listed 18 products or attractions which achieve the national benchmarks which results in significant tourist traffic.
2. *Seasonal attractions* – attractions that operate for a minimum of 9 months, with multiple experiences available to visitors. It is expected that only products such as snow felids would provided sufficient depth and quantity of experience to be classified as a seasonal attraction.
3. *Expressway type road* – A divided highway for through traffic with full or partial control of access and generally with grade separation at intersections. The term includes expressways, freeways, tollways and motorways (as defined in AS 1348).
4. *Traffic control device* – Any sign, signal, pavement marking or other installation placed or erected by a public authority or official body having the necessary jurisdiction, for the purpose of regulating, warning or guiding road users.
5. *Critical Mass (wine regions)* – it is expected that a variety of wine cellar doors specialising in different style of wines open to the public on any given day of the week.
6. *Community or recreation facility* – A specific facility not necessarily related to travel, but which may be sought by visitors to a district, and which includes recreational facilities, e.g. library, swimming pool; public facilities, e.g. telephone, emergency medical service; and administrative facilities, e.g. town hall, post office.
7. *Well established* – an attraction that is of genuine interest to tourists and shall cater for casual visitation. Generally an attraction should be operating for at least 3 to 6 months to ensure business is operating and meeting the guidelines.
8. *Touring route* – for the simplification of the application and assessment process this category replaces the following categories:
 - Themed Touring Routes,
 - Touring routes (without a theme), and
 - Themed Touring Routes of National Significance.

