

COMPLIANCE CHECKLIST
**ROAD SIGN FOR
COMMERCIAL TOURIST ATTRACTION**



ESTABLISHMENT _____

ADDRESS _____

CONTACT _____

TEL: _____

EMAIL _____

FAX: _____

WEBSITE _____

BRIEF DESCRIPTION OF THE BUSINESS: _____

**PLEASE INDICATE THE CATEGORY OF TOURIST ATTRACTION
THAT BEST DESCRIBES YOUR BUSINESS?**



GENERAL TOURIST ATTRACTION



WINERY, BREWERY, DISTILLERY



HERITAGE



ABORIGINAL CULTURAL CENTRE

ABORIGINAL HERITAGE SITE

COMPLIANCE CHECKLIST
**ROAD SIGN FOR
COMMERCIAL TOURIST ATTRACTION**



EXCLUSIONS AND SPECIAL CATEGORIES OF ATTRACTIONS

FACILITIES THAT ARE NOT ELIGIBLE

The following types of business or activity are not considered to be commercial tourist attractions for road signage purposes:

- Nurseries & garden centres
- Intangible or seasonal visitor activities and attractions like whale watching, dive trails, wildflowers, walk trails etc
- Recreational facilities like skydiving, scuba diving
- Commercial tour operators like boat cruises, 4WD, scuba diving
- Community recreational activities and facilities like golf courses, aquatic centres and similar establishments
- Antique galleries/shops

ATTRACTIONS IN THE PERTH METROPOLITAN REGION

The inner Perth Metropolitan area has been declared an exclusion area for tourist signage. Main Roads WA does not permit the signing of tourist attractions. Similar exclusion areas are also being implemented by Local Governments in larger regional towns.

MULTIPLE ATTRACTIONS ON ONE SITE or ATTRACTIONS WITHIN ATTRACTIONS

Individual businesses and facilities that are located within a complex or larger group attraction are not permitted to have individual road signage for their business. In these instances, the complex or major or primary attraction will be signed from the nearest major road incorporating generic symbols indicating the types of services and facilities located within. Examples of such situations are Yanchep National Park, Serpentine Dam, Sorrento Quay, Pioneer World etc.

Businesses co-existing on the same property with a single access point should consider developing a marketing name for the “complex” which would then be signed from the nearest main road. Directional signage to the individual business can then be installed within the property at each business owner’s discretion and expense.

SPECIAL CATEGORIES OF ATTRACTIONS

The following attractions are subject to specific assessment criteria – please refer to the relevant assessment criteria information sheet:

- Winery, Brewery or Distillery
- Historic Building or Site
- Aboriginal Heritage Attraction

ATTRACTIONS THAT MAY BE ELIGIBLE SUBJECT TO SPECIFIC CONDITIONS

The following types of business are generally not considered to be a commercial tourist attraction for road signage purposes unless, in addition to meeting all essential criteria, they also meet the specific criteria denoted below.

► Art galleries & crafts outlets

Art galleries & crafts outlets may be considered for road signage if they meet all essential criteria and fulfil any two of the following specific criteria:

- feature a resident artist/craftsperson
- display a production process, together with associated explanatory information
- provide adequate exhibition space (greater than 50 sq m)
- more than 30 per cent of the art/craft works on permanent display are of local and/or regional artists/craftspeople.

► Museums

Museums can be operated by Government agencies, non-profit organisations or as a private business. Museums may be considered for road signage if they meet all essential criteria and also the following specific criteria:

COMPLIANCE CHECKLIST
**ROAD SIGN FOR
COMMERCIAL TOURIST ATTRACTION**



- A particular theme or local identity must be represented in the collection and displays.
- Visitors must be provided with some form of interpretation such as a guided tour, self guided tour brochure, audio tour, etc
- Staff must have professional training and experience
- The museum must be clean, tidy and well maintained.
- Working museums must provide daily demonstrations of a process or technology.

► **Food, produce and other retail shops**

Food, produce and other retail shops may be considered for road signage if they meet all essential criteria and also the following specific criteria:

- the premises must offer the visitor a significant tourism experience such as:
 - providing regular demonstrations
 - conducting interpretive tours of the production process
 - providing viewing windows into the production area clearly showing all aspects of the production process in a discreet area set aside with quality interpretation of the production process involved
- the products being sold must be produced on the premises
- the premises must provide an appropriate level of ambience both within the premises and in the physical location of the premises. As an example, locating the premises in a light industrial or commercial business area is unlikely to provide any tourism ambience; however, if the premises were located in a rural environment then this would be more likely to provide the desirable level of ambience expected by visitors.
- Simply providing tastings would not be considered as providing a significant tourist experience.

► **Seasonal attractions**

Commercial tourist attractions that are closed for a specified time of the year may be eligible for tourist attraction if they meet the following conditions:

- incorporate a significant tourism element or experience beyond that available in a normal retail operation, such as “pick your own”, interpretative material, tours, etc
- must be open for a minimum nine months of the year. Signs must include the period of closure, for example, Desert Trail Rides (closed January - March)
- all seasonal attractions must demonstrate that they communicate their location and opening hours through brochures and advertising.

COMPLIANCE CHECKLIST
**ROAD SIGN FOR
 COMMERCIAL TOURIST ATTRACTION**



<p>Does your establishment meet the following</p> <p>ESSENTIAL CRITERIA</p> <p>The establishment</p>	<p>Please indicate with a ✓ if you comply with the Essential Criteria applicable to YOUR business category</p>			
<ul style="list-style-type: none"> can demonstrate that tourism is clearly its core business activity, providing a substantial tourist experience as part of, or in addition to, its normal business 	1	N/A	1	1
<ul style="list-style-type: none"> produces its own product on the premises 	N/A	1	N/A	N/A
<ul style="list-style-type: none"> is listed either by the Heritage Council of WA on the State Register of Heritage Places or by the Australian Heritage Commission as being of historic significance 	N/A	N/A	2	N/A
<ul style="list-style-type: none"> has all relevant State and Local Government licenses and approvals to operate as a commercial tourist attraction including health, planning, parking and disabled access facilities 	2	N/A	3	2
<ul style="list-style-type: none"> is interpreted on location through displays, plaques or written material 	N/A	N/A	4	N/A
<ul style="list-style-type: none"> provides a significant value added visitor experience in a setting of high ambience with on site interpretation of the production process by way of guided tours or static displays 	N/A	2	N/A	N/A
<ul style="list-style-type: none"> holds all necessary licences permitting production, tastings and door sales 	N/A	3	N/A	N/A
<ul style="list-style-type: none"> provides tastings and door sales in a purpose built facility on the premises 	N/A	4	N/A	N/A
<ul style="list-style-type: none"> is not subject to visitation only by pre-booking or by appointment 	3	5	5	3
<ul style="list-style-type: none"> is open on weekends and three other days of the week including public holidays 	4	6	6	4
<ul style="list-style-type: none"> is open at least between 10am and 4pm 	5	7	7	5
<ul style="list-style-type: none"> has opening times clearly displayed at the entrance to the property or establishment, and in all brochures and other promotional collateral (advertisements, websites, etc) 	6	8	8	6
<ul style="list-style-type: none"> has a leaflet or brochure describing the business (Please find attached) 	7	9	9	7
<ul style="list-style-type: none"> has been in operation for at least 3 months 	8	10	N/A	8
<ul style="list-style-type: none"> has a designated parking area clear of the road and verge 	9	11	10	9
<ul style="list-style-type: none"> is distinctly signed at the property line so that the establishment can easily be identified from the street 	10	12	11	10
<ul style="list-style-type: none"> has a documented promotional plan which incorporates promotional brochures, onsite signage and other relevant initiatives 	11	N/A	N/A	11
<ul style="list-style-type: none"> has appropriately trained visitor contact staff 	12	13	12	12
<ul style="list-style-type: none"> has a minimum \$5 million Public Liability Insurance 	13	14	13	13
<ul style="list-style-type: none"> is clean and well presented at all times 	14	15	14	14
<ul style="list-style-type: none"> has clean and conveniently located toilet facilities 	15	16	15	15
<p>Aboriginal Cultural Centre</p> <ul style="list-style-type: none"> presents material and displays relating to aspects of culture such as visual or performing arts, handicrafts, cultural values, religious and spiritual ceremonies, technology, recreation and leisure, relationship to the environment, and/or economic and social structures 	N/A	N/A	N/A	16

COMPLIANCE CHECKLIST
**ROAD SIGN FOR
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Aboriginal Heritage Site				
<ul style="list-style-type: none"> provides interpretation that allows visitors to understand its significance, both in specific terms and in wider, contextual terms 	N/A	N/A	N/A	17
<ul style="list-style-type: none"> is endorsed by the following traditional owners as a tourist attraction and allow public access to the site: 	N/A	N/A	N/A	18
<ul style="list-style-type: none"> is endorsed by the following modern day owners as a tourist attraction and allow public access to the site: 	N/A	N/A	N/A	18

<p>In addition to the Essential Criteria, does your establishment also meet the following</p> <p>DESIRABLE CRITERIA</p> <p>The establishment</p>	<p>Please indicate with a ✓ if you comply with the Desirable Criteria applicable to YOUR business category</p>			
<ul style="list-style-type: none"> is open every day 				
<ul style="list-style-type: none"> is shown in map form on brochures and other marketing collateral 				
<ul style="list-style-type: none"> is a member of the following recognised local or regional tourism organisation 				
<ul style="list-style-type: none"> is a member of the WA Tourism Network 				
<ul style="list-style-type: none"> is Quality Assured by the Tourism Council Western Australia 				
<ul style="list-style-type: none"> provides a parking area for coaches and caravans 				
<ul style="list-style-type: none"> keeps a record of visitor numbers and their origin (eg By way of a visitors book) 				

COMPLIANCE CHECKLIST
**ROAD SIGN FOR
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ADDITIONAL COMMENTS _____

I hereby state that the information provided on this checklist is true and correct.

I attach a copy of my brochure.

NAME _____

SIGNATURE _____ DATE _____

Please sketch a simple single line diagram of the roads in your vicinity to indicate where you would prefer to have signs erected. The locations will be subject to Main Roads WA and Local Government approval.

ROAD SIGN COMPLIANCE CHECKLISTS ARE ALSO AVAILABLE FOR:

- **Tourist Accommodation Facility**
- **Tourist Information Radio**
- **Visitor Information**