

**National**  
**TOURISM SIGNING**  
**REFERENCE GROUP**

We are an increasingly mobile society – especially when we're on holiday.

Much of our leisure time is spent in cars, whether on day trips or exploring further afield.

Touring holidays are more popular than ever.

The fly-drive sector is an important part of the nation's domestic and inbound tourism market.

It's no surprise, therefore, that road signs play an integral role in building visitor satisfaction and enjoyment.

Councils and state government play a major role in ensuring that the nation's road signing meets the directional and information needs of visitors.

At a national level, the coordination of tourism road signing is greatly assisted by the National Tourism Signing Reference Group.

The National Tourism Signing Reference Group comprises the following organisations.

The Commonwealth Department of Industry, Tourism and Resources

Canberra Events and Tourism Corporation

Northern Territory Tourist Commission

South Australian Tourism Commission

Tourism New South Wales

Tourism Queensland

Tourism Tasmania

Tourism Victoria

Western Australian Tourism Commission

Roads and Traffic Authority (NSW)

VicRoads

Transport South Australia

Northern Territory Dept. of Infrastructure, Planning and Environment (Road Development Division)

*The NTSRG is a sub committee of the Australian Standing Committee on Tourism (ASCOT)*

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# Signing: Tourism's Future



## What is the National Tourism Signing Reference Group?

Formed in 1998, the NTSRG is a sub-committee of the Australian Standing Committee on Tourism (ASCOT).

ASCOT comprises the Tourism Ministers and CEOs of each state/territory tourism authority, plus the Commonwealth.

The NTSRG provides a linkage between state and territory tourism organisations and their road authorities in order to facilitate discussion and policy formulation about tourism road signing and related matters.

The NTSRG is administered by a secretariat, which is provided on a rotational basis by a state or territory tourism authority.

## Who is represented on the NTSRG?

The tourism authority and the road authority of each state and territory is invited to nominate a representative to sit on the NTSRG.

In most areas, a tourism and a road authority nominee is provided. However, some states and territories choose to provide one nominee to represent both interests.



## Why have a national body?

Because our visitors do not recognise state and territory borders it is important that there is consistency in major tourism road signing throughout Australia.

While recognising and allowing for local conditions, the NTSRG aims to achieve uniformity on fundamental signing issues.

This is primarily achieved through the appropriate Australian Standard, but also at a less formal level through cooperation between the nation's tourism and road authorities.



## What is its role?

The work of the NTSRG has to date included:

- Accreditation policy for a new national symbol for visitor information 'i'
- Initiating and contributing to the revision of Australian Standard 1742.6, which deals with tourism road signing
- National guidelines for the implementation of tourist routes and themed tourist 'Ways' of national, state and regional significance
- National guidelines for the signing of tourist radio services
- Development of an initial suite of national tourism attraction symbols

Current work being considered by the NTSRG includes:

- An analysis of symbols being used to denote tourist attractions and services throughout Australia
- National signing guidelines for food and wine trails

## How does it communicate?

The NTSRG is an information sharing network and a 'sounding board' for issues concerning tourism road signing.

Items of concern or interest are brought to an annual symposium, where they are discussed with regard to the differing needs and applications throughout the nation.

The annual symposium is also an opportunity for various states and territories to highlight initiatives and research in tourism road signing which they have undertaken.

Items requiring more immediate feedback during the year are considered by the NTSRG members via email, and, if necessary, voted on electronically.

## How can you have input?

If you have a tourism road signing issue of cross-border and/or national significance, you are invited to first raise it with the Industry Development staff of your state/territory tourism authority.

If your issue requires input from other areas of the nation, it will be emailed to members of the NTSRG for discussion, or put on the agenda for the annual symposium.

