


SIGN TYPE	ABORIGINAL HERITAGE
DESCRIPTION	<p>An Aboriginal heritage attraction reflects the rich and diverse cultural heritage of Aboriginal Australians. The attractions may include sites that have the remains of prehistoric and historic Aboriginal occupation or the sites may be of contemporary significance to the Aboriginal community. Aboriginal heritage attractions can be purpose built cultural centres that feature displays representative of Aboriginal culture.</p> <p>Aboriginal cultural centres and sites in this category are either owned or operated by Aboriginal people/communities, employ Aboriginal people, or provide consenting contact with Aboriginal people, culture or land.</p>
CATEGORY	TOURIST ATTRACTION SIGN
COLOURS	<p>Legend: WHITE Background: LEAF BROWN</p>
AUSTRALIAN STANDARD SYMBOL	
PURPOSE	To indicate a recognised and compliant Aboriginal Heritage Attraction .
SIGN APPROVAL AUTHORITY	Main Roads Western Australia (MRWA) and/or relevant Local Government (LG).

**ESSENTIAL
 CRITERIA**

The **Aboriginal Heritage Attraction** must:

1. demonstrate that tourism is clearly its core business activity, providing a substantial tourist experience as part of, or in addition to, the commercial/retail establishment's normal business
2. have all relevant State and Local Government licenses and approvals to operate as a commercial tourist attraction including health, planning, parking and disabled access facilities
3. allow, but not be subject to, pre-booking or visitation by appointment only
4. be open on weekends and three other days of the week including public holidays
5. be open at least between 10am and 4pm
6. clearly display opening times (if not open 7 days):
 - (a) at the entrance to the property or establishment, and
 - (b) in brochures and all promotional collateral (advertisements, websites, etc)
7. have a leaflet or brochure describing the business
8. have been in operation for at least 3 months
9. have a designated parking area clear of the road and verge
10. have a documented promotional plan which should incorporate promotional literature, onsite signing and other relevant initiatives
11. have appropriately trained visitor contact staff
12. be distinctly signed at the property line
13. have a minimum of \$5 million Public Liability insurance cover
14. be clean and well presented at all times
15. have clean and conveniently located public toilet facilities

An **Aboriginal Cultural Centre** must:

16. Present 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.




An **Aboriginal Heritage Site** must:

17. Have interpretation that allows visitors to understand its significance, both in specific terms and in wider, contextual terms.
18. Be endorsed by both the traditional and modern day owners permitting public access to the site

**DESIRABLE
 CRITERIA**

It is **desirable** for the **commercial attraction** to:

- be open every day
- show the location of the attraction using an inset map where possible on brochures and other marketing collateral
- be a member of a recognised local or regional tourism organisation
- be a member of the WA Tourism Network
- be Quality Assured by Tourism Council Western Australia
- provide a parking area for coaches, caravans and large vehicles
- keep a record of visitor numbers and origin (eg. by way of a visitors book)

EXCLUSIONS AND SPECIAL CATEGORIES	N/A	
SIGN TYPES	GENERIC SIGN	
	<p>INTERSECTION DIRECTION SIGN This sign may be used to direct motorists to a commercial tourist attraction from the nearest major road.</p> <p>The name of the specific attraction may be added below the sign and must include the distance in km to the attraction, where it is located more than 1km from the intersection.</p>	
	FINGERBOARD Fingerboards showing the name of the attraction and the distance in km are generally used at minor intersections.	
COSTS	<p>All costs associated with the manufacture, transport, installation and maintenance of signs shall be borne by the applicant.</p> <p>Some Local Governments may install signs at a reduced cost on Shire controlled roads.</p> <p>A letter outlining all costs associated with the signage request will be sent to the applicant and payment will be required prior to commencement of any work.</p> <p>Where the facility no longer operates, or is inoperative for two months or more, all signs shall be removed at the expense of the operator.</p>	
OWNERSHIP	All road signs remain the property of MRWA or the relevant LG.	
APPLYING FOR SIGNS	<p>All applications for road signs on roads should be forwarded to the relevant Local Government in the first instance.</p> <p>The Local Government authority will refer the application to MRWA where road signs are required to be installed on MRWA controlled roads.</p> <p><i>Tourism Western Australia is not involved in any approval, assessment or endorsement process.</i></p>	

REVIEW	<p>All signs will be reviewed after 5 years to determine any change to the nature of the business and to ensure that compliance conditions are still being met.</p> <p>Tourist attractions, services and facilities are monitored on an ongoing basis to ensure that minimum standards are consistently maintained throughout WA and that they continue to meet the essential criteria for road signage purposes.</p> <p>Where a tourist attraction, service or facility is found to no longer meet the essential criteria, the operator or manager of the tourist attraction, service or facility will be advised accordingly to restore their eligibility. If their eligibility is not rectified within three months, all signs will be removed.</p> <p>When tourist attraction, service and facility signs become due for replacement or are required to be relocated, the tourist attraction, service or facility should be re-assessed to ensure that it still meets the essential criteria for road signage.</p>
REFERENCES	<p>Position Statement - Tourist Signage Guidelines</p> <p>Position Statement - Applying for a Roadside Tourist Sign</p>
REVISION DATE	<p>1 October 2010</p>