


SIGN TYPE	COMMERCIAL TOURIST ATTRACTION
DEFINITION	<p>A commercially operated establishment which:</p> <ul style="list-style-type: none"> • is considered to be of significant importance to the local tourism industry • has a strong commitment to service tourists • may or may not charge an entry fee <p>A Commercial Tourist Attraction can be operated as a private business or by a non-profit or Government agency.</p> <p>** Please refer to Exclusions and Special Categories section below.</p>
CATEGORY	TOURIST ATTRACTION SIGN
COLOURS	<p>Legend: WHITE Background: LEAF BROWN</p>
GENERIC SYMBOL	
PURPOSE	To indicate a recognised and compliant Commercial Tourist Attraction .
SIGN APPROVAL AUTHORITY	Main Roads Western Australia (MRWA) and/or relevant Local Government (LG).
GENERAL REQUIREMENTS	The premises of any commercial tourist attraction 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 an industrial or commercial district is unlikely to provide much 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.

**ESSENTIAL
 CRITERIA FOR
 COMPLIANCE**

The **Commercial Tourist 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. be distinctly signed at the property line
11. have a documented promotional plan which incorporates promotional brochures, onsite signage and other relevant initiatives
12. have appropriately trained visitor contact staff
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

**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**

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 interpretive 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:

- 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.

SIGN TYPES	<p>GENERIC DIRECTIONAL SIGN</p>	
	<p>INTERSECTION DIRECTION SIGN This sign may be used to direct motorists to a commercial tourist attraction from the nearest major road. 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>	
	<p>FINGERBOARD Fingerboards showing the name of the attraction and the distance in km are generally used at minor intersections.</p>	
	<p>GROUP ATTRACTIONS WITH SECONDARY FACILITIES & SERVICES Secondary attractions, facilities or services located and contained within the primary or group attraction do not receive separate road signage. Generic symbols may be added to the primary road sign indicating that other services or facilities are available.</p>	
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	<p>All road signs remain the property of MRWA or the relevant LG.</p>	
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 Position Statement - Applying for a Roadside Tourist Sign</p>
REVISION DATE	1 October 2010