


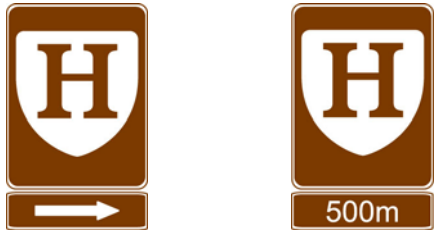



SIGN TYPE	HISTORIC BUILDING OR SITE
CATEGORY	TOURIST ATTRACTION SIGN
COLOURS	Legend: WHITE Background: LEAF BROWN
GENERIC AUSTRALIAN STANDARD SYMBOL	
PURPOSE	To indicate a recognised Historic Building or Site .
SIGN APPROVAL AUTHORITY	Main Roads Western Australia (MRWA) and/or relevant Local Government (LG).
COMPLIANCE ASSESSMENT AUTHORITY	Tourism Western Australia (Tourism WA) refers applications to the Heritage Council of WA
ESSENTIAL CRITERIA	<p>The historic building or site must:</p> <ol style="list-style-type: none"> 1. demonstrate that tourism is clearly a core part of the historic building or site 2. be 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 3. 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 4. be interpreted on location through displays, plaques or written material 5. allow, but not be subject to, pre-booking or visitation by appointment only 6. be open on weekends and three other days of the week including public holidays 7. be open at least between 10am and 4pm 8. clearly display opening times (if not open 7 days): <ol style="list-style-type: none"> (a) at the entrance to the property or establishment (b) in brochures and all promotional collateral (advertisements, web sites, etc) 9. produce a leaflet or brochure describing the property 10. have a designated parking area clear of the road and verge 11. be distinctly signed at the property line so that it is easily identifiable by passing motorists 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 toilet facilities

DESIRABLE CRITERIA	<p>It is desirable for the historic building or site to:</p> <ul style="list-style-type: none"> • be open every day • show the location of the historic building or site using an inset map where possible on brochures and other marketing collateral • be a member of a recognised local tourism organisation • be Quality Assured by Tourism Council Western Australia • provide a parking area for coaches and caravans • keep a record of visitor numbers (eg. by way of a visitors book)
SIGN TYPES	<div style="border-bottom: 1px solid black; padding-bottom: 10px;"> <p>GENERIC DIRECTIONAL SIGN</p>  </div> <div style="border-bottom: 1px solid black; padding-bottom: 10px;"> <p>INTERSECTION DIRECTION SIGN</p> <p>This sign may be used to direct motorists to a historic building or site 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>  </div> <div style="border-bottom: 1px solid black; padding-bottom: 10px;"> <p>ADVANCE SIGNS</p>  </div> <div style="padding-bottom: 10px;"> <p>FINGERBOARD</p> <p>Fingerboards showing the name of the attraction and the distance in km are generally used at minor intersections.</p>  </div>
EXCLUSIONS	None
LOCATION OF SIGNS	n/a
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>All tourist attraction signage applications are referred to the relevant Tourism WA regional office to assess compliance with the Essential Criteria above.</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 by Tourism WA 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, Tourism WA will first make every endeavour to encourage and assist the operator or manager of the tourist attraction, service or facility to restore their eligibility. If the situation has not been rectified within three months, Tourism WA will then advise MRWA and recommend that all signs relating to ineligible tourist attractions, services or facilities be removed.</p> <p>When tourist attraction, service and facility signs become due for replacement or are required to be relocated, MRWA will notify Tourism WA, prior to replacement or relocation, to verify that the tourist attraction, service or facility still meets the essential criteria for road signage.</p>
REFERENCES	Position Statement - Applying for a Roadside Tourist Sign
REVISION DATE	15 September 2008