


<b>SIGN TYPE</b>	<b>NATURAL TOURIST ATTRACTION</b>
<b>DESCRIPTION</b>	<p>Natural tourist attractions and localities of significant importance to the State or region comprise geographic or other natural features of tourist interest accessible by the general public including:</p> <ul style="list-style-type: none"> <li>• National Parks and Reserves</li> <li>• waterfalls, lakes, dams and other water catchment areas</li> <li>• beaches</li> <li>• caves, rock formations</li> <li>• scenic lookouts, viewing areas, vistas and areas of impressive natural beauty</li> </ul>
<b>CATEGORY</b>	<b>TOURIST ATTRACTION SIGN</b>
<b>COLOURS</b>	<p>Legend: <b>WHITE</b> Background: <b>LEAF BROWN</b></p>
<b>GENERIC SIGN</b>	 <p>The image shows a brown arrow-shaped sign with a white border. Inside the arrow, the text 'WALYUNGA NATIONAL PARK' is written in white, uppercase letters.</p>
<b>PURPOSE</b>	To indicate a recognised <b>Natural Tourist Attraction</b> or <b>Locality</b> .
<b>SIGN APPROVAL AUTHORITY</b>	Main Roads Western Australia (MRWA) and/or relevant Local Government (LG).
<b>ESSENTIAL CRITERIA</b>	<p>The <b>Natural Attraction</b> must:</p> <ul style="list-style-type: none"> <li>• be recognised as a natural feature of significant tourist interest and appeal</li> <li>• be held in Public Ownership and be managed by a recognised Agency or body</li> <li>• clearly display when the attraction is closed (if not open year round): <ul style="list-style-type: none"> <li>◦ at the primary turn-off to the attraction, and</li> <li>◦ in brochures and all promotional collateral (advertisements, websites, etc)</li> </ul> </li> <li>• have adequate designated parking areas</li> <li>• be distinctly signed at the entrance or point of arrival</li> <li>• have clean and well presented visitor facilities including seats, picnic tables, BBQ facilities etc</li> <li>• have access roads, walking tracks and viewing platforms maintained in a safe and satisfactory condition all year-round</li> </ul>

**DESIRABLE CRITERIA**

**Desirable Criteria**

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

- show the location of the premises using an inset map where possible on brochures and other marketing collateral
- have clean and conveniently located toilet facilities
- provide a parking area for coaches
- be interpreted
- provide disabled access facilities

**EXCLUSIONS AND SPECIAL CATEGORIES**

**NATURAL ATTRACTIONS THAT ARE NOT ELIGIBLE**

The following types of natural attractions will not be considered for road signage:

- Conservation sanctuaries and reserves
- Locations that have strong aboriginal cultural links without approval

**NATURAL ATTRACTIONS IN THE PERTH METROPOLITAN ZONE**

Main Roads WA does not permit the signing of tourist attractions in the Inner Perth Metropolitan Zone.

**NATURE BASED ATTRACTIONS THAT MAY BE ELIGIBLE SUBJECT TO SPECIFIC CONDITIONS**

The following types of nature based attractions may be considered for road signage if, in addition to meeting all essential criteria, they also meet the specific criteria denoted below.

▶ **Walking Tracks & Boardwalks**

- Must be well maintained at all times and provide an appropriate standard of safety
- Provide high quality interpretive material at the beginning and/or along the route

▶ **Zoos & Wildlife Parks**

- Must meet the licensing requirements of the Exhibited Animals Protection Act and the endorsement of the Zoological Parks Board

▶ **Natural Features**

- Must have approval from the responsible authority
- Must provide interpretation highlighting the significance of the natural features to enhance the visitor experience

▶ **Caves**

- Guided tours must be provided
- Guides must have appropriate qualifications and/or experience to ensure visitor safety during tours

**SIGN TYPES**

**GENERIC DIRECTIONAL SIGN**

Only geographic or public domain place names are permitted in text form on tourist attraction signs.

Private or commercial facilities are placed on a drop tag below a generic symbol type direction sign.



**INTERSECTION DIRECTION SIGN**

This sign may be used to direct motorists to a natural tourist attraction or locality 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.



**FINGERBOARD**

Fingerboards showing the name of the natural attraction and the distance in km are generally used at minor intersections.



**SPECIFIC APPLICATION - CAVES**

Caves which are open to the public and have guided tours.



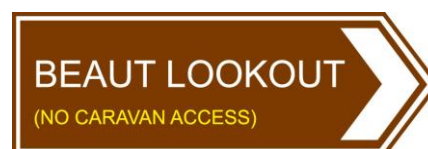
**SPECIFIC APPLICATION - ADVENTURE CAVES**

Caves which are open to the public but **DO NOT** have guided tours. These caves are not lit and require the user to supply their own lighting, ropes, harnesses and other safety equipment.



**SPECIFIC APPLICATION - LIMITED TURNING SPACE**

Where natural features or scenic lookouts have limited or insufficient turning space for caravans, they should be clearly marked on the sign.



**EXCLUSIONS**

Natural attractions open for less than 9 months of the year or which are highly seasonal are not eligible for natural attraction signage.

**COSTS**

All costs associated with the manufacture, transport, installation and maintenance of signs shall be borne by the applicant.

Some Local Governments may install signs at a reduced cost on Shire controlled roads.

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.

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.

**OWNERSHIP**

All road signs remain the property of MRWA or the relevant LG.

<b>APPLYING FOR SIGNS</b>	<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>
<b>REVIEW</b>	<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>
<b>REFERENCES</b>	<p>Position Statement - <b>Tourist Signage Guidelines</b></p> <p>Position Statement - <b>Applying for a Roadside Tourist Sign</b></p>
<b>REVISION DATE</b>	<p>1 October 2010</p>