



<b>SIGN TYPE</b>	<b>WINERY, BREWERY or DISTILLERY</b>	
<b>CATEGORY</b>	<b>TOURIST ATTRACTION SIGN</b>	
<b>COLOURS</b>	Legend: WHITE Background: LEAF BROWN	
<b>GENERIC SYMBOLS</b>	 <p>Generic Australian Standard Symbol for Winery</p>	 <p>Generic Tourist Attraction Symbol used for Brewery or Distillery</p>
<b>PURPOSE</b>	To indicate a <b>Winery, Brewery or Distillery</b> with tasting and door sale facilities.	
<b>SIGN APPROVAL AUTHORITY</b>	Main Roads Western Australia (MRWA) and/or relevant Local Government (LG).	
<b>COMPLIANCE ASSESSMENT AUTHORITY</b>	Tourism Western Australia (Tourism WA)	
<b>GENERAL REQUIREMENTS</b>	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.	
<b>ESSENTIAL CRITERIA</b>	<p>The <b>winery, brewery or distillery</b> must:</p> <ol style="list-style-type: none"> <li>1. produce its own product on the premises</li> <li>2. provide a significant value added visitor experience in a setting of high ambience with on site interpretation of the production process by way of guided tours or static displays</li> <li>3. hold all necessary licences permitting production, tastings and door sales</li> <li>4. provide tastings and door sales in a purpose built facility on the premises</li> <li>5. be open on weekends and three other days of the week including public holidays</li> <li>6. clearly display opening times (if not open 7 days):             <ol style="list-style-type: none"> <li>(a) at the entrance to the property or establishment, and</li> <li>(b) in brochures and all promotional collateral (advertisements, web sites, etc)</li> </ol> </li> <li>7. be open at least between 10am and 4pm</li> <li>8. have been in operation for at least 3 months</li> <li>9. have a designated parking area clear of the road verge</li> <li>10. produce a leaflet or brochure describing the production facility and</li> <li>11. be distinctly signed at the property line so that it is easily identifiable by motorists</li> <li>12. have a minimum of \$5 million Public Liability insurance cover</li> <li>13. be clean and well presented at all times</li> <li>14. have clean and conveniently located toilet facilities</li> </ol>	

**DESIRABLE CRITERIA**

It is **desirable** for the **winery, brewery or distillery** to:

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

**EXCLUSIONS**

The following types of businesses are not considered to be a **winery, brewery or distillery** for the purposes of individual road signage:

- Businesses which are open “by appointment” only
- Micro-breweries or distilleries located within a larger tourist or commercial development
- Hotels, taverns and retail outlets which are not boutique in nature, are owned by large companies or chains, or are located in built up urban areas.

**SIGN TYPES**

**GENERIC DIRECTIONAL SIGN**

The generic directional chevron sign is used when there are more than 5 wineries at the turn off. No more than 5 drop-tag blades are permitted by Main Roads WA policy.



SLATERS WINERY	2
KIA GULLY WINES	CLOSED MON - TUE 7

Winery

**INTERSECTION DIRECTION SIGN**

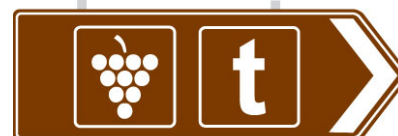
This sign is used to direct motorists to a winery, brewery or distillery, or any combination of these, from the nearest major road.

The name of the winery, brewery or distillery appears on the drop-tag blade below the chevron sign and must include the distance in km to the entry gate.



GOLIVERS BREWERY	3
IVY GULLY DISTILLERY	7

Brewery or Distillery



SLATERS WINERY	2
GOLIVERS BREWERY	3

Combination

**FINGERBOARD**

Fingerboards showing the generic symbol, name of winery, brewery or distillery and the distance in km are generally used at minor intersections.



**WINERY POSITION SIGN**

Wineries may have a position sign erected at the entrance of their establishment in recognised winery regions where there is a proliferation of wineries. This sign is intended to provide visitors with a uniform means of identifying wineries that provide wine tasting and cellar door sales facilities which meet the essential criteria.



<b>COSTS</b>	<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>
<b>OWNERSHIP</b>	<p>All road signs remain the property of MRWA or the relevant LG.</p>
<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>All tourist attraction signage applications are referred to the relevant Tourism WA regional office to assess compliance with the Essential Criteria above.</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 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>
<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>15 September 2008</p>