


<b>SIGN TYPE</b>	<b>TOURIST INFORMATION RADIO</b>
<b>CATEGORY</b>	<b>TOURIST SERVICE SIGN</b>
<b>COLOURS</b>	Legend: <b>WHITE</b> Background: <b>AIRCRAFT BLUE</b>
<b>GENERIC SIGN</b>	
<b>PURPOSE</b>	To indicate the presence of a recognised <b>Tourist Information Radio</b> broadcaster
<b>DESCRIPTION</b>	Tourist Information Radio operates FM Narrowcast radio stations providing visitors to the area with information about things to do, places to stay and services available of interest to tourists.
<b>SIGN APPROVAL AUTHORITY</b>	Main Roads Western Australia (MRWA) and/or relevant Local Government (LG).
<b>ESSENTIAL CRITERIA</b>	<p>A recognised <b>Tourist Information Radio</b> broadcaster must:</p> <ul style="list-style-type: none"> <li>• meet all statutory broadcasting regulations and be licensed to operate by the Australian Communications Authority and operate in accordance with the Australian Broadcasting Authority conditions outlined in Schedule 2 of the Broadcasting Services Act 1992</li> <li>• the transmission must operate solely as a visitor/motorist information service</li> <li>• broadcast messages continuously</li> <li>• allow dynamic/immediate insertion of Police or emergency service messages which may be relevant to motorists</li> <li>• ensure that entire content of broadcast messages is relevant to tourists and is endorsed by the relevant Tourism WA recognised Regional Tourism Organisation</li> <li>• date stamp the broadcast (so that listeners know that the information is current)</li> <li>• broadcast information that is accurate</li> <li>• Include a contact phone number in the broadcast for enquiries</li> </ul>
<b>DESIRABLE CRITERIA</b>	<p>It is <b>desirable</b> for the <b>Tourist Information Radio</b> broadcaster to:</p> <ul style="list-style-type: none"> <li>• be a member of a recognised local or regional tourism organisation</li> <li>• be a member of the WA Tourism Network</li> <li>• be Quality Assured by Tourism Council Western Australia</li> </ul>

<b>EXCLUSIONS</b>	<p>Signing will not be considered for services:</p> <ul style="list-style-type: none"> <li>• that have a transmission range of less than three kilometres, except for site-specific applications such as visitor information bays and at natural attractions</li> <li>• where the information is specific to one establishment or service</li> <li>• that would be of interest to only a small section of the community</li> </ul>
<b>LOCATION OF SIGNS</b>	<p>In determining the location and extent of tourist information radio signing the following conditions apply:</p> <ul style="list-style-type: none"> <li>• only one Tourist Information Radio sign is permitted at each major approach road to the town or area serviced</li> <li>• signs will only be erected in areas where a clear signal can be obtained (not subject to prolonged periods of distortion or fade)</li> <li>• signs are not permitted on freeways or major arterial roads that bypass the town or area to which the service pertains</li> </ul>
<b>COSTS</b>	<p>All costs associated with the manufacture, transport, installation and maintenance of signs on roads controlled by MRWA shall be the responsibility of the applicant.</p> <p>Some local Shires 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 station no longer operates, or is inoperative for two months or more, all signs shall be removed at the broadcaster's cost.</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><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>Applying for a Roadside Tourist Sign</b></p>
<b>REVISION DATE</b>	<p>1 October 2010</p>