



SIGN TYPE	VISITOR INFORMATION	
CATEGORY	TOURIST SERVICE SIGN	
COLOURS	Legend: YELLOW (PMS 109) or WHITE Background: BLUE (PMS 293)	
SYMBOLS	 <p>NATIONAL ACCREDITATION SYMBOL FOR VISITOR CENTRE (Italic “<i>i</i>”) (Registered Trademark)</p>	 <p>GENERIC VISITOR INFORMATION SYMBOL (Roman “i”) (Australian Standard Symbol)</p>
PURPOSE	<p>The Italic “<i>i</i>” indicates:</p> <ul style="list-style-type: none"> • Accredited Visitor Centre <p>The Roman “i” indicates:</p> <ul style="list-style-type: none"> • Non-accredited Visitor Centre • Visitor Information Point • Roadside Information Bay 	
SIGN APPROVAL AUTHORITY	Main Roads Western Australia (MRWA) and/or relevant Local Government (LG).	

**ESSENTIAL
CRITERIA**

An **Accredited Visitor Centre** must:

- be accredited by Tourism Council Western Australia in accordance with the National Tourism Accreditation Scheme

A **Non-accredited Visitor Centre** must:

- be a member of a recognised regional tourism organisation
- be in close proximity to the town centre or main road
- be in close proximity to significant tourist attractions
- be attended by staff with a good knowledge of local attractions, accommodation and visitor facilities
- be open on weekends and three other days of the week including public holidays
- clearly display opening times (if not open 7 days):
 - at the entrance to the property or establishment, and
 - in brochures and all promotional collateral (advertisements, web sites, etc)
- be open at least between 10am and 4pm
- provide a full range of information and brochures on all tour operators, attractions and activities in the area
- have its premises clearly identifiable as a **Visitor Centre** from the street
- produce a suitable map and information brochure on the local area for free distribution
- have a minimum of \$5 million Public Liability insurance cover
- have designated parking facilities for cars and caravans
- have clean and conveniently located toilet facilities
- keep a record of visitor numbers

A **Visitor Information Point** must:

- be a member of a recognised Visitor Centre or regional tourism organisation
- be attended by staff who are knowledgeable about tourist attractions, services and facilities in their general area
- be open on weekends and three other days of the week including public holidays
- clearly display opening times (if not open 7 days):
 - at the entrance to the property or establishment, and
 - in brochures and all promotional collateral (advertisements, web sites, etc)
- be open at least between 10am and 4pm
- have a minimum of \$5 million Public Liability insurance cover
- have its premises clearly identifiable from the street as a provider of visitor information

DESIRABLE CRITERIA

It is desirable for a **Non-accredited Visitor Centre** to:

- provide disabled access
- be open every day
- provide a booking service for local tours and accommodation
- is Quality Assured by the Tourism Council Western Australia

It is desirable for a **Visitor Information Point** to:

- be open every day

SIGN TYPES

Accredited Visitor Centres



Modular Advance Sign



Modular Position Sign

Non-accredited Visitor Centres



Modular Advance Sign



Modular Position Sign

Visitor Information Points within Tourist Attractions



Visitor Information Points within Tourist Accommodation Facilities



Roadside Information Bays



Modular Advance Sign



Modular Position Sign

EXCLUSIONS	None
LOCATION OF SIGNS	n/a
COSTS	<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 visitor centre no longer operates, or is inoperative for two months, all signs shall be removed.</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><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 - Visitor Information Signage</p> <p>Position Statement - Tourist Signage Guidelines</p> <p>Position Statement - Applying for a Roadside Tourist Sign</p>
REVISION DATE	1 October 2010