

Tourist Accommodation Signage



- Please use the **Tourist Signing Guidelines** booklet (which can be found on VicRoads website) for details of the eligibility criteria, necessary supporting information and advice on completing this application form.
- There are specific criteria that apply for different types of tourist attractions, and these are outlined in Section 2 of this application form.
- To be favourably considered for signing, applicants must demonstrate that they meet all the relevant criteria. Please provide as much detail as possible, including documentary evidence and supporting material, to demonstrate that all eligibility criteria are met in ALL relevant parts of the application form. If insufficient space is provided on the application form, please attach additional pages as required.

Section 1: (to be completed by ALL applicants)

Name the establishment:
Street address of the establishment to be signed: (please give full address)
Name and address of applicant:
Description of business: please give brief description of the nature and operation of the business
Location/s of proposed tourist accommodation signs: Please supply map indicating the proposed signing location/s and photographs of any existing signs at these locations

Collection notice:

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Proposed Sign face design: please give details of the proposed words and symbols to be used on the tourist sign/s		
Existing on-site property and advertising signs: please provide details (including photographs) of on-site signing at your establishment		
Are there any existing off-site advertising signs (temporary or permanent, such as A-Frame signs) relating to the facilities? If yes, please give details including location and photographs:	☐ Yes	☐ No
Are there any existing signs which will become redundant and/or could be removed if new signs are approved? If yes, please give details:	☐ Yes	☐ No
Is the facility entrance located on a declared road?	☐ Yes	☐ No

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If yes, please give details:		
Other tourism facilities in the area: Are there any other tourism facilities in the vicinity that could benefit from a group signage scheme? If yes, please give details of other tourism facilities:	☐ Yes	☐ No
Do these facilities already have tourist or services signs? If no, do you consider that these facilities are likely to be interested in tourist or service signs in the future?	☐ Yes ☐ Yes	☐ No ☐ No
Other tourism facilities located at the site: please indicate if there are any other tourism facilities located at the site If yes, please give name and brief description of the nature of the other facilities:	☐ Yes	☐ No
Advertising and promotional activities: please give brief details of your target audience and how you promote your business to visitors from outside the local area:		

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Please provide evidence and key examples of promotional literature, together with details of where this is distributed:		
Do you have a website for your business? If yes, how is it promoted?	☐ Yes	☐ No
Are details of your business, including opening times and directions, available to visitors at the nearest accredited Visitor Information Centre? If yes, please give details:	☐ Yes	☐ No
Clear directions to the attraction: please give brief details of maps or directions that you provide to visitors to assist their navigation to your attraction:		
Normal opening times: please specify the normal opening times of the tourist accommodation. Give full details of day of the week, hours of the days, school holidays and public holidays		
Open to casual visitors: is the accommodation open to the public without prior booking during normal open times?	☐ Yes	☐ No

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If yes, please give details:		
Customer service training: is the accommodation open to the public without prior booking during normal open times? If yes, please give details and submit evidence:	☐ Yes	☐ No
Prior consultation: Have you consulted with a Council or VicRoads signing officer prior to submitting this application? If yes, please give details and submit evidence:	☐ Yes	☐ No
Licences and approvals: Please provide evidence of relevant licences and approvals to operate as an establishment, including a copy of the original town planning permit and any subsequent amendments.		
Local/regional tourism association membership: Is your business a paid member of a local or regional tourism association?	☐ Yes	☐ No

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If yes, please give details:		
Tourism accreditation: Has your accommodation facility gained tourism accreditation through a program formally recognised and endorsed by the Australian Tourism Accreditation (ATAA)? If yes, please give details:	☐ Yes	☐ No

Section 2: *(please complete if relevant to your accommodation)*

Caravan Parks

Does your caravan park provide a mixture of accommodation, powered caravan suites and camping sites? If yes, please give details:	☐ Yes	☐ No
Is the facility operated and maintained by an onsite manager 7 days per week? If yes, please give details:	☐ Yes	☐ No
Does the facility provide bed linen and towels?	☐ Yes	☐ No

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If yes, please give details:		
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Bed & Breakfast Establishments

Do you provide on-site management? If yes, please give details:	☐ Yes	☐ No
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Camping Areas

Is the camping area serviced by fresh water for drinking purposes? If yes, please give details:	☐ Yes	☐ No
Are toilets provided in the camping area?	☐ Yes	☐ No

Farmstays/host farms

Please describe the farm experience offered to clients:

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Office Use Only:

CS Stamp:

IM Stamp:

Contact Council

-  **Phone:** 03 5153 9500
-  **Email:** feedback@egipps.vic.gov.au
-  **Website:** eastgippsland.vic.gov.au
-  **Mail:** PO Box 1618, Bairnsdale VIC 3875

Customer Service Centres:

- **Bairnsdale:** 273 Main Street
- **Lakes Entrance:** 18 Mechanics Street
- **Mallacoota:** 70 Maurice Avenue
- **Omeo:** 179 Day Avenue
- **Orbost:** 1 Ruskin Street
- **Paynesville:** 55 Esplanade

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