

Tourist Attraction 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.

Applicant details:

First name:	Surname:
Company name:	
Postal address:	
	Postcode:
Contact number:	
Email address:	

Section one: (to be completed by ALL applicants)

Name of tourist attraction:
Street address of the attraction to be signed (please give full address):
Name and address of the applicant:

Collection notice:

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Please give a brief description of the nature and operation of the business that forms the tourist attraction:

Location/s of proposed tourist attraction sign/s: (please supply map indication the proposed signing location/s and photographs of any existing signs at these location/s)

Proposed sign face design:

Existing on-site property and advertising signs: Please provide details (including photographs) of onsite signing at your facility

Are there any existing off-site advertising signs (temporary or permanent, such as A-Frame sign) relating to the facilities

☐ Yes

☐ No

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If yes, please give details including location and photographs:		
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? If yes, please give details:	☐ Yes	☐ No
Are there any other tourism facilities in the vicinity that could benefit from a group signing scheme? If yes, please give details of other tourism facilities in the vicinity:	☐ Yes	☐ No
Do these facilities already have tourist or service 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

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Advertising and promotional activities: Please give brief details of your target audience and how you promote your business to visitors from outside the local areas:

Please provide evidence and key examples of promotional literature, together with details of where this is distributed:

Do you have a website for the tourist attraction

☐ Yes

☐ No

If yes, how is it promoted?

Are details of your tourist attraction, including opening times and directions, available to visitors at the nearest accredited Visitor Information Centre?

☐ Yes

☐ No

If yes, please give details:

Clear directions to the attraction: Please give a brief details of maps or directions that you provide to visitors to assist their navigation to your attraction:

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Car parking facilities: Do you provide a parking area for coaches and other large vehicles? If yes, please give details:	☐ Yes	☐ No
Normal opening times: Please specify the normal opening times of the tourist attraction. Give full details of days of the week, hours of the day, school holidays and public holidays		
Open to casual visitors: Are the facilities open to the public without prior booking during normal opening times?	☐ Yes	☐ No
Customer service training: Has at least one member of your visitor contact staff undertaken appropriate customer service training? 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

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Licenses and approvals: Please provide evidence of relevant licenses and approvals to operate as an establishment, including a copy of the original town planning permit and any subsequent amendments.		
Visitor numbers: Do you record the number of people who visit your tourist attraction? If yes, please indicate the annual visitor numbers for your attraction for the last 3 years: 1. 2. 3.	☐ Yes	☐ No
How are these visitor numbers collected?		
Substantive tourism experience: What percentage of your annual revenue is generated from tourism activities?		
Does your business provide an educational experience or demonstrate the manufacture of goods or crafts, as distinct from retail sales or other use of premises? For example, can the public watch a demonstration or display without necessarily making any purchases of the products or goods on offer? If yes, please give details:	☐ Yes	☐ No
Is the experience available on a regular basis to enable advertising of the experience in your promotional activities? If yes, please give details:	☐ Yes	☐ No
Is the experience available during school holidays, public holidays and on at least on day of each weekend?	☐ Yes	☐ No

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Local/regional Tourism Association membership: Is your attraction a paid member of a local or regional tourism association? If yes, please give details:	☐ Yes	☐ No
Tourism accreditation: Has your attraction gained tourism accreditation through a program formally recognised and endorsed by the Australian Tourism Accreditation Association (ATTA)? If yes, please give details:	☐ Yes	☐ No

Section 2: (please complete if relevant to your attraction)

Art Galleries and Craft outlets

Art galleries and craft outlets are signed as tourist attractions (white on brown) only when they meet all the essential criteria in 9.2.1 of the tourist signing guidelines and can fulfil any TWO of the following specific criteria:

- Feature a resident artist/craftsperson;
- Display a production process, together with associated explanatory information;
- Provide exhibition space for more than 50 square metres; and
- More than 30% of the art/craft works on permanent display are of local/or regional artists/craftspeople

Does your attraction feature a resident artist/craftsperson? If yes, please give details:	☐ Yes	☐ No
Does your attraction display a production process, together with associated explanatory information?	☐ Yes	☐ No

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If yes, please give details:		
How much exhibition space does your gallery or outlet have? (specify in square metres)		
How percentage of art/craft works on permanent display are of local and/or regional artists/craftspeople?		

Museums and Historic Properties

Historic sites and properties, principally those owned and/or operated by the National Trust of Australia, are eligible for tourist signing when they meet all the essential criteria in 9.2.1 of the Tourist Signing Guidelines, with the following modifications:

- In place of essential criteria 9.2.1(e), museums and historic properties are required to open on weekends, public holidays and during school holiday periods.
- Museums and historic properties must provide supporting literature and interpretive material for the visitor.
- Be owned or operated by the National Trust of Australia or demonstrate equivalent tourism significance.

Please provide details of the relationship with the National Trust of Australia or similar organisations:
Please provide details of the interpretive material available to explain the museum's theme or historic properties significance (i.e. copies of leaflets, brochures etc)

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Primary and Secondary Industry-based Attractions

Factories, manufacturing plants and agricultural operations must:

- Open during normal business hours 5 days per week, and preferably on weekends;
- Provide guided tours to the general public at the advertised times;
- Display high quality interpretive material of the relevant agricultural or industrial process; and
- Where appropriate, provide sampling of the product available as part of the visitor experience.

Please provide an outline of the guided tours available to visitors including the timetable:

Please provide details of the interpretive material available to explain the relevant agriculture or industrial process (i.e. copies of leaflets, brochures etc)

What opportunities to sample the produce are available to visitors?

Wineries

Wineries holding a Vignerons Licence or a licence which permits sales directly to the general public, which feature a purpose-built facility (cellar door) for the tasting of wines, and which meet the essential criteria in 9.2.1 of the Tourist Signing Guidelines, will be considered of permanent signing. Wineries, meeting all requirements other than 9.2.1(e), that are open on weekends, public holidays, may apply for temporary signing in accordance with section 4.3.7.

Do you have tastings and cellar door sales in a purpose-built facility	☐ Yes	☐ No
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If yes, please give details:		
Please provide evidence of relevant licences and approvals to operate as an establishment, including a copy of the Vignerons Licence or a licence which permits sales direct to the general public:		
Do you provide tours or opportunities for visitors to view the winery or vineyards? If yes, please give details:	☐ Yes	☐ No
What other interpretive material or explanatory information is available for visitors explaining the winemaking process?		
Does at least one member of your visitor contract staff have knowledge of the winemaking process undertaking? If yes, please give details:	☐ Yes	☐ No

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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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