



## TOURIST & SERVICE SIGNING IN VICTORIA

### AS ADOPTED BY THE DEPARTMENT OF INFRASTRUCTURE, VICROADS, TOURISM VICTORIA AND SOUTH GIPPSLAND SHIRE COUNCIL

#### ELIGIBILITY FOR SIGNING

##### *Criteria for Tourist Attraction Signing*

In order to qualify for tourist attraction signing, a tourist attraction (other than a natural feature) must satisfy **all** of the following essential criteria:

#### 1. *Essential Criteria*

- (a) Tourism must clearly be a Core Business Activity of the attraction.  
The attraction must:
- (b) provide a substantive tourism experience in addition to or as part of any commercial/retail nature of the establishment;
- (c) have all relevant State and local government licences and approvals to operate as a tourist attraction, including health, planning and parking requirements, as well as facilities for disabled persons;
- (d) be open on weekends and at least three (3) other days of the week, plus public and school holidays;
- (e) be open between 10.00 am and 5.00 pm;
- (f) be listed on the database of the nearest CVTC accredited Visitor Information Centre (with opening hours, admission prices, location and directions). **Your nearest accredited Visitor Information Centre is at Coal Creek, Korumburra; and Main St Foster;**
- (g) have a documented promotional plan which should incorporate promotional literature, on-site signing and other relevant initiatives;
- (h) be appropriately signed within the property line so that it is easily identifiable by passing motorists;
- (i) have appropriately trained visitor contact staff; and
- (j) maintain a record of visitor numbers and comments;

## 2. *Desirable Criteria*

It is also desirable if the attraction:

- (a) provides a parking area for coaches and other large vehicles;
- (b) provides parking for disabled visitors
- (c) be a member of a CVTC recognised local/regional tourist association and/or is accredited under a scheme approved by the Tourism Accreditation Board of Victoria.

## 3. *Specific Criteria*

### ◆ **Nurseries & Garden Centres**

The requirement to meet essential criteria 1 (a) & (b) will be strictly adhered to.

### ◆ **Golf Courses**

Golf courses are not signed as tourist attractions, but are generally eligible for signing as community facilities.

### ◆ **Art Galleries & Craft Outlets**

Art and craft outlets are signed as tourist attractions (white on brown) only when they can meet all the essential criteria and can fulfil the following specific criteria:

- feature a resident artist/craftsperson;
- display a production process, together with associated explanatory information;
- provide adequate exhibition space (less than 50 square metres is deemed a retail outlet);
- is a studio gallery;
- more than 30% of the art/craft works on permanent display are of local and/or regional artists/craftspeople.

### ◆ **Antique Galleries/Stores**

The requirement to meet essential criteria 1 (a) & (b) will be strictly adhered to.

### ◆ **Museums & 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, with the following modifications:

- in place of essential criteria 1 (d), museums and historic properties are required to open on weekends, public holidays and during school holiday periods;
- in addition, museums and historic properties must provide supporting literature and interpretative material for the visitor.

#### ◆ **Primary & Secondary Industry Based Attractions**

In place of essential criteria 1 (d), 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 advertised times;
- display high quality interpretative material of the relevant agricultural or industrial process;
- where appropriate, provide sampling of the product available as part of the visitor experience.

#### ◆ **Wineries**

Only wineries holding a Vignerons or Producers Liquor Licence, which feature a purpose built sales facility (cellar door) for the tasting of wines, and meet the essential criteria listed in part 1 will be considered for permanent tourist signing.

Wineries, meeting all requirements other than 1 (d), that are open on weekends, public and school holidays, **may** apply for **temporary** signing.

#### ◆ **Seasonal Attractions**

Attractions that close for a specified time of the year may be eligible for tourist signing under the following conditions:

- incorporate a significant tourism element beyond a normal retail operation, such as pick your own, interpretive material, tours, etc;
- must be open for a minimum of nine (9) months of the year to gain permanent signing. However, such signing must include the period of closure, eg, Blueberry Farm (closed Jan-March);
- attractions operating for less than nine months, but for more than three (3) months of the year may make limited use of temporary signing;
- attractions open to the public for less than three (3) months of the year are not eligible for tourist attraction signage;
- all seasonal attractions should communicate their location and opening hours to Visitor Information Centres, through brochures and local advertising.

## ***Criteria for Tourist Accommodation Signing***

This section outlines general eligibility criteria for tourist accommodation signing. However, for more detailed applications, reference also needs to be made to VicRoads Traffic Engineering Manual Volume 2.

In order to qualify for tourist accommodation signing, the relevant accommodation facilities must satisfy the following criteria:

### ***Essential Criteria***

- (a) currently operating and must hold all relevant State and local government licences and other appropriate consents;
- (b) open daily;
- (c) available for casual accommodation (prior booking not required);
- (d) open to the general public (not exclusively for coach tours or other organised groups).
- (e) be listed on the database of the nearest CVTC accredited Visitor Information Centre (with opening hours, admission prices, location and directions).
- (f) have a documented promotional plan which should incorporate promotional literature, on-site signing and other relevant initiatives;
- (g) be appropriately signed within the property line so that it is easily identifiable by passing motorists;
- (h) have appropriately trained visitor contact staff;

### ***Desirable Criteria***

- (a) is a member of a CVTC recognised local/regional tourist association and/or is accredited under a scheme approved by the Tourism Accreditation Board of Victoria.

### ***Specific Criteria***

In addition to the essential and desirable criteria listed above, the following accommodation facilities must satisfy the criteria set out below:

#### **◆ Caravan Parks**

Caravan Parks must:

- provide a mixture of accommodation, powered caravan sites and camping sites;
- be operated and maintained by an on-site manager seven (7) days per week.

The bed symbol can only be used on caravan park signing where bed linen and towels are provided.

### ◆ **Camping Areas**

Camping areas will be signed by the tent symbol only and must be serviced by fresh water for drinking purposes and toilets.

### ◆ **Bed and Breakfast Establishments**

Bed and breakfast establishments:

- must provide on-site management;
- to avoid signage proliferation in areas featuring a high number of B&Bs, only generic signing by word, (B&B and/or bed symbol) will be permitted at major intersections, but may be supplemented by more specific signing closer to the property;
- the crossed spoon and fork symbol may only be used on bed and breakfast signs when the facility provides a restaurant/meals available to the general public on a casual basis;
- B & B operators no longer operating or closing for more than three (3) months must remove all signing to the property.

### ◆ **Farmstays/Host Farms**

Farmstays and host farms must provide a legitimate farm experience for visitors.

### ◆ **Resorts**

The terminology 'resort' will only be used on services signing when the following conditions are met:

- a variety of accommodation options is provided;
- dining or self contained cooking facilities are provided;
- essential guest services are provided on-site;
- reception area is staffed for a minimum of 14 hours per day;
- a range of recreational facilities are provided;
- a range of activities conducted by suitably experienced staff are provided in order to extend the holiday experience.