

**POLICY TITLE:**

**SIGNAGE OF MAJOR TOURIST  
ATTRACTIONS**

FILE REFERENCE NO. : T20/11, O1/5/1  
DATE ADOPTED : APRIL 30, 1997  
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EXPIRY DATE :

**OBJECTIVES**

1. To provide travellers with clear and unambiguous direction to major tourist attractions.
2. To ensure that the sign posting is adequate without an excessive proliferation of signs.
3. To co-ordinate signage with the tourist information system.

**POLICY STATEMENT**

**General**

It is Council's aim to ensure that the signing of major tourist attractions is part of the total tourist information and support system consisting of maps, brochures, tourist information centres, tourist information bays and the like.

**Scope**

This policy is to generally apply to roads that Council has care, control and responsibility (local and regional roads) and state highways with RTA approval.

**Major Tourist Attraction**

These establishments may be of the following general types:

- ◆ Art Galleries
- ◆ Museums
- ◆ Historical Buildings and Structures
- ◆ Tourist Parks
- ◆ Amusement and Recreational Parks, etc.

For an establishment to be assessed as a major tourist attraction it must satisfy the following criteria:

1. An important essential criteria to be used to determine whether a sign is appropriate is to assess the tourist interest for the particular establishment. It must be demonstrated that the attraction receives more than 5000 tourists per year or the establishment is deemed to have significant or potentially significant tourism value to the area.
2. The establishment must be opened at least 4 days per week including weekends.
3. It is desirable that the organisation employ permanent staff with relevant experience who can provide a high level interpretive service.

The philosophy behind this criteria is to limit the proliferation of non-essential signs and still give the opportunity for the development of high potential tourist attractions. The sale of artifacts, produce or similar to tourists would not prohibit establishments from this category, provided the cultural interests of tourists is catered for.

