Tourist Signposting

TOURIST
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TURN RIGHT
300m

[Inside front cover
– provided for double sided printing purposes only]

Tourist Signposting

Special Note:

As of 17 January 2011, Roads and Maritime Services adopted the Austroads Guides (Guide to Traffic Management) and Australian Standards (AS 1742, 1743 & 2890) as its primary technical references.

A Supplement exists for each Part of the Guide to Traffic Management and relevant Australian Standard. The Supplements document any **mandatory** Roads and Maritime Services practice and any complementary guidelines which need to be considered.

The Supplements **must** be referred to prior to using any reference material.

This document is a complementary guideline. Therefore if any conflict arises, the Supplements, the Austroads Guides and the Australian Standards are to prevail.

The Supplements are located on the Roads and Maritime Services website at www.rms.nsw.gov.au

	Roads and Maritime Services
Transport NSW GOVERNMENT Roads & Maritime Services	www.rms.nsw.gov.au
NSW Destination NSW	**Destination NSW** www.destinationnsw.com.au

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To access electronic copies of these and other guidelines go to:

www.rta.nsw.gov.au/doingbusinesswithus/downloads/technicalmanuals/technicalmanuals_dl1.html

For the latest amendments (if any) to these guidelines go to:

www.rta.nsw.gov.au/doingbusinesswithus/downloads/technicalmanuals/touristsignsv4.pdf

Contents

Amendment record

Please note that the following updates have been made to this document.

Amendment No	Page	Description	Issued	Approved By

Please read this:

Reference is made in this manual to a number of Roads and Maritime Services documents. These include:

⬧ *Roadside Advertising*

⬧ *Guide Signposting*

⬧ *Service Signposting*

⬧ *Erection and Maintenance of Signs*

We regret that some of these manuals may be generally unavailable. Should this be the situation then current applicable RMS practices should be followed. Please contact the Roads and Maritime Services Policy Manager Road User Guidance on 02 8588 5608 for advice in the first instance.

1. Introduction

1.1 Background

The State-wide Tourist Attraction Signposting Program has been operating since 1990. *Tourist Signposting* (this manual) contains the tourist signposting policy for New South Wales and was first developed in 1998. A major review of the program and manual was conducted in 2007.

This is Version 4.0 of *Tourist Signposting*. This version includes changes to the signposting of national parks. See Sections 2.2.3 and 3.4. All States and Territories are further aligning their tourism signposting policies and practices through the National Tourism Signing Reference Group (a sub committee of the Australian Standing Committee on Tourism). This includes policy detail on the signposting of eligible attractions from motorways*. See Section 3.1. This replaces Version 3.1 of the manual, which was updated in March 2009.

[* For the purposes of these guidelines, motorways are defined as roads with multiple lanes, divided carriageways and limited property access. All tollways, freeways and expressways as well as the upgraded divided carriageway sections of the Hume, Princes and Pacific Highways are included in this definition.]

NSW Roads and Maritime Services (RMS) and Destination NSW cater for the needs of road users by planning and implementing tourist signposting systems which:

- safely and efficiently guide visitors to their destination, and

- inform visitors of the range of attractions and services available at a destination.

Tourist signs in NSW have a white legend on a brown background and are installed to assist road users in locating major tourist attractions. Their purpose is to:

- indicate to visitors establishments, features or places that are major tourist attractions,

- identify and guide visitors along touring routes, or

- welcome visitors to NSW and its tourism regions.

Signs for visitor information services are also included in this manual. These signs have a white legend with a blue background, except where an italicised "*i*" appears, which is yellow. This manual does not include detailed information on signposting accommodation facilities. This information is provided in the accommodation section of the *Service Signposting* at: www.rms.nsw.gov.au/trafficinformation/downloads/servicesigns.pdf.

Roads and Maritime Services is responsible for authorising, installing, maintaining and removing signs on state roads. These generally correspond to the primary road network and include all "highways" and many other major classified roads. Local councils are responsible for installing signs on the remainder of the public road network.

The responsibility for the revision of this manual rests with the Tourist Attraction Signposting Assessment Committee (TASAC). TASAC is a group formed by the NSW Government to have overall responsibility for the planning and implementation of tourist signposting systems. It is responsible for assessing eligibility for tourist signposting and determining applications made for tourist signs. TASAC is represented by Destination NSW, RMS, the regional tourism organisations and local government. RMS and Destination NSW have been managing tourist signposting issues, under various models, for more than twenty years.

In revising this manual TASAC has benefited from consultation with regional tourism stakeholders and representative industry groups. It has also undertaken interstate and international research regarding signposting best practice.

Tourist signs are usually presented in the following forms:

- a guide sign positioned within the road reserve (responsibility of RMS or local council),

- an advertising sign on private property (generally the responsibility of local council – excepting those falling under the provisions of SEPP 64),

- a notice in an information bay or rest area (responsibility of RMS or local council), or

- an identification within the property at the attraction (responsibility of local council / proprietor).

1.2 Outline of manual

The broad aims of *Tourist Signposting* (this manual) are to:

- ensure that adequate, consistent signposting is provided for visitors within the framework of a total statewide tourist information system. This system includes maps, brochures and touring guides, information bays and lay-bys as well as signs. TASAC coordinates the actions of RMS, Destination NSW, the regional tourism organisations, local councils, tourist operators and owners so that tourist signs within road reserves are provided in a manner that supports an effective statewide tourist information system.

- establish fundamental criteria to assess the suitability / eligibility of attractions for signposting. Consistency is essential in determining the eligibility of attractions so that visitors may have a high level of confidence in the quality of experience being offered and to ensure that tourist operators are treated equitably.

- establish fundamental principles for sign design and location practice so that road users may have a high level of confidence in the signposting provided.

- articulate the administrative procedures that support the:
  - assessment of applications,
  - maintenance of standards (quality assurance), and
  - the funding arrangements which apply.

Consistent with these aims, this manual:

- outlines the requirements which must be satisfied for classification as major tourist attractions eligible for tourist signs,

- outlines the requirements which must be satisfied for broader forms of tourism 'product' such as wine tourism regions, historic towns, and touring routes, to be eligible for the range of available tourist signs,

- provides details of signposting types which can be used,

- outlines the general principles for the design and location treatments of signposting, which are similar for all classifications of roads in NSW, and

- aligns with national signposting standards through Destination NSW and RMS representation on the Australian Standing Committee on Tourism (ASCOT) National Tourist Signposting Reference Group.

This manual does not apply to the signposting of the following businesses that provide a service to tourists but are not eligible for signposting as major tourist attractions:

- Licensed clubs

- Amusement parks (except under Section 2.1.10)

- Community sporting facilities, e.g. swimming pools, golf courses

- Cinemas, theatres and shopping centres, and

- Tour operators

The destinations, distances, route names, route numbers, etc. used as example sign faces in this manual are not intended to represent any real situations. The signs chosen as examples may have been embellished to describe good practice or to make a particular point. All sign faces and situation diagrams in this manual should be regarded therefore as being fictitious.

> **The requirements and procedures in this manual are**
> **(i) mandatory where indicated by the word 'shall' or 'must' and**
> **(ii) recommendations of good practice where indicated by the word 'should'.**

2. Eligibility

There are a number of categories of major tourist attraction that are eligible for signposting. A range of general and specific eligibility criteria applies to attractions in each category. This section identifies criteria for:

- individual attraction types, see Section 2.1,

- broader forms of tourist attraction product (or "clusters" of like attractions) – e.g. wineries, see Section 2.2,

- driving experiences, see Section 2.3,

- signs for state borders, regional tourism areas, local council areas, towns etc, see Section 2.4, and

- visitor information services, see Section 2.5.

The relevant design and location criteria for the corresponding sign types are dealt with in *Section 3*, *Sign types, location and legends.* Application forms for each category are available on line at www.destinationnsw.com.au/TASAC.

2.1 Individual attractions

Individual attraction types that are eligible for tourist signs are:

- Galleries, see Section 2.1.2,

- Museums, see Section 2.1.3,

- Craft based attractions, see Section 2.1.4,

- Aboriginal sites and cultural centres, see Section 2.1.5,

- Historic properties, sites and walks, see Section 2.1.6,

- Wineries, see Section 2.1.7,

- Primary and secondary industry based attractions, see Section 2.1.8,

- Outdoor / nature based attractions, see Section 2.1.9,

- Theme parks, see Section 2.1.10,

- Architectural / engineering structures, see Section 2.1.11,

- Other attractions not specified here, see Section 2.1.12, and

- State significant attractions, see Section 2.1.13

2.1.1 General criteria

Road users who rely on "white on brown" tourist signs must be assured of the quality of the product and service they are likely to receive at their destination. The visitor experience is therefore the primary consideration when determining eligibility for tourist signposting. To maintain visitor confidence in tourist signposting, all major tourist attractions must meet these general criteria before tourist signs will be considered:

- **The attraction is established and operating**

Signposting is generally only provided when an attraction is established and operating. It is usually not possible to demonstrate that an attraction is eligible for signposting before it has opened, as it is difficult to demonstrate that all the eligibility criteria have been satisfied. Therefore, it is generally expected that major tourist attractions are already operating so that a basis for assessment can be established. Signposting eligibility is not generally given to "proposed attractions", those that are not completed, or those that may take a considerable time to open. This aims to avoid inconvenience to visitors and to ensure that signs correctly reflect the actual attraction / experience on offer.

- **No pre-booking is required to visit the attraction**

It is expected that major tourist attractions operate to a scale and standard that enables them to cater for the demands of casual visitors without the need for pre-booking. This aims to avoid inconvenience and ensure a satisfactory visitor experience. While it is acceptable for attractions to require pre-booking for coach groups, it must be demonstrated that the experiences on offer are also available to casual visitors without the need to pre-book. Attractions that only cater for pre-bookings are NOT eligible for tourist signposting.

- **There are adequate car parking facilities**

It is essential that adequate car parking is available either on-site or within close and convenient proximity to the attraction. It is generally expected that car parking be provided on-site, particularly in rural areas. In urban areas on-site parking is desirable, but if not feasible, adequate on or off-street parking needs to be provided within a convenient distance of the attraction. Adequacy of car parking is assessed on a case by case basis.

Where attractions have been recently established it needs to be demonstrated that the parking requirements have been provided in accordance with the conditions of the local council's development consent. In instances where the attraction has been operating for a number of years, the adequacy of existing parking arrangements may be less clear. In these instances, where doubt exists as to the adequacy of parking provision, applications will be referred to the relevant council traffic committee for advice.

- **There are publicly accessible toilets available**

All commercial attractions (i.e. those that offer goods for sale and / or charge an entrance fee) are required to provide toilet facilities on site. Some "short stay" attractions (i.e. where visitors would be anticipated to stay less than 15 minutes to fully experience the attraction) that are not commercial in nature (e.g. lookouts or monuments) may be exempt from providing toilets, but this will be assessed on a case by case basis by TASAC.

- **The attraction is open for at least 5 days per week (including both weekend days); 6 hours per day; and 11 months of the year.**

This criterion applies to all major tourist attractions unless specifically identified to the contrary under each attraction type.

Visitors have a legitimate expectation that a major tourist attraction will be open when they see a "white on brown" sign and decide to visit the attraction. Visitor dissatisfaction reflects badly not only on the credibility of the particular attraction, but also on the tourism industry generally and the credibility of the NSW tourist signposting system.

The requirement that attractions be open on both weekend days is to ensure their availability on the days when a majority of recreational trips are undertaken. It is desirable, though not essential for all attractions to be open on public holidays. The 5-day per week requirement recognises that, particularly in more remote regions, the volume of trade may not be sufficient to support opening every day during the weekdays.

It is also recognised that special operating circumstances prevail for some attraction categories and some variations apply, see Sections 2.1.3 and 2.1.13.

The requirement to open a minimum 11 months of the year is an outcome of the 2006/7 review of eligibility criteria. To help minimise any inconvenience to visitors due closure for up to four weeks, operators are required to provide up to date opening hour information to their local Accredited Visitor Information Centre (AVIC).

- **Opening hours are permanently displayed at the entrance to the property**

Attractions must have signs displayed at the public entry points on or near the property boundary to assist visitors to identify the property and indicate the opening hours, days and any seasonal variations in opening times. This is particularly beneficial where an attraction is some distance from the property boundary. The sign also indicates to visitors arriving out of hours when they might return to find the attraction open. Where an attraction routinely closes for one month of the year, this needs to be displayed on the sign.

- **The attraction has a current brochure available, with opening hours etc**

To be eligible for tourist signposting, all major attractions must have a current brochure available that indicates opening hours, days and any seasonal variations in opening times, as well as address and contact details including a phone number. It is also desirable if the brochure includes a map showing the location of the attraction, and some brief details about the visitor experience. Establishments that do not have a brochure with the attraction's opening hours will not be eligible for signposting.

NOTE:
Signs for eligible attractions will only be provided on RMS roads where:
- **there is an available site(s) in the road reserve for their erection, and**
- **the local council agrees to similar signs (where necessary) being erected on their road network.**

(See introduction in *Section 3, Sign types, location and legends.*)

In addition to these general requirements, specific criteria apply for each of the major individual attraction types. These are outlined in Section 2.1.2 through 2.1.13.

2.1.2 Galleries

Rationale for signposting criteria

Galleries, whether run as public facilities, like the major public galleries, or as commercial undertakings, form a major component of the tourism infrastructure of NSW. For the purposes of this manual the term "galleries" is taken to mean places displaying collections of artworks, such as paintings, sculpture etc. They do not include museums, which are the subject of a separate category (see Section 2.1.3).

The criteria for the signposting of galleries have been developed in consultation with Museums and Galleries NSW (MGnsw). They are intended to ensure that galleries seeking signposting provide a worthwhile cultural experience and high level of interpretation for visitors.

Specific criteria

In addition to the general criteria outlined in Section 2.1.1, to be considered for tourist signs, including the galleries symbol, galleries must meet the following criteria, and applications are referred to Museums and Galleries NSW for assessment against these:

- **Regular changeover of exhibitions.** There needs to be a regular change over of exhibitions. Applicants should provide a program of exhibitions planned.

- **Displays the work of a variety of artists / contributors.** Rather than being dedicated to the work of one artist only, the gallery should display the work of a variety of artists and contributors at different times. TASAC does have the discretion to consider signposting for a gallery featuring the work of a single, eminent artist. Such an application must be supported by evidence that the artist whose work is on display is considered a renowned and prominent talent within the wider community.

- **Interpretive / educational material.** The gallery must be able to demonstrate that its principal focus is on presenting art for educational and interpretation purposes, rather than being simply a retail outlet offering artwork or other hand-made goods for sale.   This could be achieved by making available information about the art on display and its significance. Different forms of information about the attraction should be available and could include a guided tour, self guided tour brochure, audio tour, brochure / pamphlets, labels / text panels, etc. Applicants must provide copies of the material or explain the system in sufficient detail for an assessment to be made.

- **Exhibition space is greater than 50 m^2 in area.** Galleries with exhibition spaces less than 50m² are considered to be retail shops rather than galleries, and therefore do not qualify for tourist signposting.

- **Professional presentation of exhibition space.** The gallery must be clean, tidy and well maintained, with adequate lighting and viewing space. Applicants are required to provide recent photographs of the exhibition space or spaces.

- **Suitably qualified staff.** The staff must have an understanding of the exhibitions on display. A statement explaining the experience and qualification of staff is required.

Other criteria that may be considered include:

- **Advertising and promotion.** Applicants should provide examples of any printed material used to illustrate the type of advertising and promotion used in the gallery.

- **Regular demonstrations or activities.** It is desirable that the gallery presents some education or public program activities for visitors, in addition to the interpretive material provided.

- **Adequate level of local / regional content.** It is desirable that the gallery can demonstrate some level of local or regional content in the exhibitions and its artists, or has established relationships with local art / community groups.

Eligible attractions in this category have previously been signposted with a "Gallery" symbol on all signs. This symbol is no longer used. The recognition of the symbol has not been considered high enough to retain it. Many eligible galleries have asked for the symbol to be omitted. MGnsw concurs with this decision.

2.1.3 Museums

Rationale for signposting criteria

Museums form a major component of the tourism infrastructure of NSW and include local history museums, museums devoted to specialised collections or topics, or major state and national museums.

For the purposes of this manual, the term "museum" does not include collections of artworks, such as paintings, sculpture etc. These are classed as galleries, and are assessed under a separate set of criteria (see Section 2.1.2).

For museums to be eligible for tourist signposting, they must provide informative experiences for the visitor. This is irrespective of whether they are operated by council agencies, a non-profit organisation or commercially.

Museums must have a collection of adequate size and / or quality, and be displayed in a way that enables visitors to gain an appreciation of the collection and its technical, social or cultural significance. Accordingly, the operation of museums must incorporate:

- coherent displays / presentations which relate to the local community and its identity or to a specific theme,

- displays that are adequate in terms of substance, quality or significance to convey knowledge to visitors of the theme or identity with which they are concerned, and

- management policies and practices which ensure that the collection, its display and interpretation are maintained to a high standard.

If a museum is based on a dynamic technology or process, such as historic railways or mines, it will be classed as a **working museum**. Demonstrations must occur at least once per opening day. If this is not achievable, the normal criteria for museums will apply.

Specific criteria

In addition to the general criteria outlined in Section 2.1.1, the following specific essential and desirable criteria apply, and applications are referred to Museums and Galleries NSW for assessment against these:

- **Represents a specific theme.** Applicants are required to demonstrate what collections or displays they have in the museum and how they represent a particular theme or local / regional identity.

- **Regular changeover of exhibitions.** There needs to be a regular change over of exhibitions. Applicants should provide a program of exhibitions planned. For more information contact MGnsw.

- **Interpretive / educational material available.** The museum must provide visitors with some form of interpretation such as a guided tour, self guided tour brochure, audio tour, brochure / pamphlets, labels / text panels, etc. Applicants must provide copies of the material or explain the system in sufficient detail for an assessment to be made.

- **Adequate exhibition space.** The exhibition space must be greater than 50m². Museums with exhibition spaces less than 50m² do not qualify for tourist signposting.

- **Suitably qualified staff.** The staff must have an understanding of the exhibits on display. A statement explaining the experience and qualification of staff is required.

- **Professional presentation of displays.** The museum must be clean, tidy and well maintained, with adequate lighting and viewing space. Applicants are required to provide recent photographs of the collection and displays.

- **Working Museums.** If the museum is a **working museum**, there must be daily demonstrations of a process or technology. Applicant must provide details of these.

Other criteria that may be considered:

- **Educational demonstrations or activities.** It is desirable that the museum presents some educational or public program activities for visitors. The applicant is encouraged to provide details.

- **Collection policy / mission statement.** Museums hold collections in trust for the community, for their benefit and enjoyment today and in the future. The collection policy guides the development and management of a museum's collection. It specifies why, what, where, how and when the museum collects. The existence of a collection policy is an important (though not essential) criterion for determining whether the museum qualifies as a major tourist attraction. If the museum does not have a collection policy, MGnsw (www.mgnsw.org.au) can provide advice on how to prepare one. Applicants are required to provide copies of collection policies if they exist.

- **Advertising / promotion.** Applicants should provide copies of any printed material used to advertise or promote the museum. For example, brochures, community announcements on regional television / radio etc.

2.1.4 Craft based attractions

Rationale for signposting criteria

Craft based attractions feature objects made by hand from a broad range of media including wood, glass, ceramics, jewellery, metal, textile / fabrics and mixed media. The objects are generally three-dimensional and often feature the use of natural resources.

Craft, where it is demonstrated and interpreted, has a high level of interest to visitors. This is especially so when it uses local materials, provides opportunities for visitors to participate in some way, and the items produced are essentially hand crafted.

The commercial / retail component is not the primary focus for favourable assessment as a major tourist attraction. Where facilities are strictly retail outlets, however large or well managed, applications are very likely to be refused. Some such facilities may wish to be considered under the signposting criteria for a gallery.

Specific criteria

In addition to the general criteria outlined in Section 2.1.1, the following specific criteria apply:

- **Demonstrations and displays**. Access to displays and demonstrations is available routinely during opening hours and not restricted to the occasional activity for tour groups or pre-bookings.

- **Interpretive / educational material available.** Visitors must be provided with some form of associated explanatory information such as copies of brochures, leaflets, displays, books and other reference material that explain the craft items on display, or legible photographs if copies cannot be provided. The attraction must be able to demonstrate that its principal focus is on presenting craft for educational purposes, rather than being simply a retail outlet offering craftwork or other hand-made goods for sale. Applicants must provide copies of the material or explain the system in sufficient detail for an assessment to be made.

- **Participation in craft activities.** It is desirable, where safe and practicable, that visitors may participate in the production of craft items or elements thereof.

2.1.5 Aboriginal sites and cultural centres

Rationale for signposting criteria

Attractions in this category reflect the rich and diverse cultural heritage of Aboriginal Australians. They may include sites that have the remains of prehistoric and historic Aboriginal occupation or the sites may be of contemporary significance to the Aboriginal community. Included in the latter are purpose built cultural centres that feature varied displays representative of Aboriginal culture.

Centres and sites in this category are either owned or operated by Aboriginal people / communities, employ Aboriginal people, or provide consenting contact with Aboriginal people, culture or land.

Care needs to be exercised in striking a balance between the desires of tourists and the needs of Aboriginal communities.

Specific criteria

In addition to the general criteria outlined in Section 2.1.1, the following specific criteria apply:

Aboriginal Sites:

- **Interpretive / educational material available.** Interpretation must be available on site to explain its significance, both in specific terms and in wider, contextual terms. Possible interpretive material could include copies of brochures, information leaflets and / or photographs of information plates / tiles at the site, etc that illustrate and explain Aboriginal culture and lifestyle.

- **Site significance.** Evidence of the significance of the site either to traditional Aboriginal life or customs, or to Aboriginal history since the arrival of the Europeans, must be supplied. Aboriginal people have lived in NSW for at least 45,000 years. While many traces of their occupation have been destroyed, numerous sites remain, preserving the rich and diverse cultural heritage of indigenous Australians. The site may be significant because it has the remains of prehistoric and historic Aboriginal occupation or it may be of contemporary significance to the Aboriginal community.

- **Site entry permission.** Written permission of the owner or management agency for visitors to enter the site must be supplied.

- **Aboriginal land council endorsement.** Public access to the site must be endorsed by the local Aboriginal land council.

Cultural Centres:

- **Provides a quality visitor experience.** The centre must provide the opportunity for visitors to view material and displays relating to aspects of Aboriginal culture such as visual and performing arts, handicrafts, cultural values, religious and spiritual ceremonies, technology, recreation and leisure, relationship to the environment, and / or economic and social structures. Applicants must provide copies of brochures, information leaflets, other promotional information and / or photographs of displays, events, etc as evidence.

- **Demonstrations and displays**. The centre should provide culturally sensitive and acceptable (to the Aboriginal community) information and demonstrations.

Eligible attractions in this category qualify for the use of the "Aboriginal" symbol on all signs, see Figure 3.1. The symbol may also be used on some national park tourist signposting where an eligible aboriginal site or cultural centre is located within the park.

2.1.6 Historic properties, sites or walks

Rationale for signposting criteria

Visits to historic properties, sites or walks have long been an important element of the tourist experience.

Historic properties, sites or walks that can be regarded as major tourist attractions will generally demonstrate one or more of the following qualities:

- provides significant insights into former lives and circumstances, and / or

- paints a picture of significant historic events or settlement patterns, and / or

- represents historically significant lifestyles or styles of architecture, garden design or landscaping, and / or

- serves to illustrate the ways in which past generations lived, worked and pursued recreational and other interests, and / or

- commemorates the achievements of individual Australians and or generations of Australian families.

Historic properties may contain displays that:

- give insights into the property's history and that of its owners, as well as the history of the area in which it is located,

- may be lavish or modest and should reflect very high standards of conservation,

- include original furniture, furnishings, decorations, memorabilia and household utensils that reflect the changing styles and differing tastes or successive owners and occupiers and which help bring the world of the past to life.

Attractions under this category include:

- Historic properties managed by National Trust, the Historic Houses Trust or other managers or owners,

- Historic sites, and

- Heritage tracks or walks

Not included under this category are:

- Aboriginal attractions (see Section 2.1.5), and

- Historic towns and villages, or precincts within major regional centres (see Section 2.2.2).

Where an attraction is situated within a structure that has historic interest in addition to a commercial / sales component (e.g. restaurant, hotel, café), any commercial aspect would not be considered in the assessment for tourist attraction for signposting purposes.

Potential applicants are encouraged to discuss their applications with TASAC and the Heritage Branch of the Department of Planning (refer to the application form for contact details) prior to preparing an application.

Specific criteria

In addition to the general criteria outlined in Section 2.1.1, the following specific criteria apply:

- **Heritage features are accessible to visitors**. Due to the age, condition or historic value of some historic buildings (and their contents) or sites, public access in and around the property or site may be limited or restricted. For example, visitors may be permitted to walk through an historic building or in and around an historic site, or they may be restricted to viewing the interior room(s) from a doorway, or via photographs of the interior displayed on information panels located elsewhere. Applicants must describe the degree of access available, supported with photographs and any other relevant material.

- **Historical significance**. Most items in this category will be of heritage significance for social, political or cultural reasons, as discussed above.

- **Interpretive / educational material available.** The historic property must be able to demonstrate that its primary attraction is the interpretation and presentation of the heritage values of the attraction to visitors. Interpretive information must be available, such as a guided tour, self guided tour brochure, audio tour, brochure / pamphlets, labels / text panels, etc. Applicants must provide copies of the material.

Applications for signposting will be assessed by TASAC in consultation with the Heritage Branch of the Department of Planning. See *Section 4, Approval*.

2.1.7 Wineries

Rationale for signposting criteria

NSW is a leading wine producer and its wineries have an enviable reputation for quality and as popular destinations for tourists. From its origins in the traditional grape growing areas in the Hunter Valley, the wine industry now spreads to encompass newer districts in many parts of the state. Visitors to wineries learn about winemaking and enjoy the opportunity to sample and purchase wines produced on site.

TASAC recognises that most eligible attractions in the "winery" category do not actually have a winemaking facility at the cellar door / vineyard site. It is also acknowledged that most wineries are managed and operated along commercial production lines and that the tourist component of the business may not be the most lucrative aspect. Where any doubt exists regarding an application by a winery for signposting, TASAC must consider whether the reasonable expectation of a tourist will be met.

The signposting treatment for wineries will vary depending on where the winery is situated (see Figures 3.8 to 3.10). Wineries within a recognised wine tourism region will receive a different treatment again (see Figures 3.11 and 3.12).

Specific criteria

In addition to the general criteria outlined in Section 2.1.1, to be considered for "white on brown" tourist signs, including the winery symbol, wineries must meet the following specific criteria:

- The winery must offer its wine for tasting.

- The winery must have available material on winegrowing and / or winemaking that is of educational value.

- Suitably qualified staff must have adequate training / knowledge of the winemaking process.

- The winery must make wine at the premises,

OR

Where the "winery" is not located at the premises offering the tasting facility, the tasting facility must be located adjacent to the vineyard that grows the grapes from which the wine being tasted is made.

- It is desirable that tours of the winery are available for visitors.

Eligible attractions in this category qualify for the use of the "Winery" symbol on all signs, see Figure 3.1.

2.1.8 Primary and secondary industry based attractions

Rationale for signposting criteria

In addition to their economic contribution some primary and secondary industries offer a significant experience to visitors. The appeal generally relates to the production process itself. This may involve innovative or unusual technology, the size or scale of the activity or the opportunity for visitors to learn about industry processes.

Attractions in this category generally involve an agricultural activity (e.g. lavender farm) or factory / mill process (e.g. cheese factory). They do not include wineries, which are the subject of a different set of criteria under a different category (see Section 2.1.7). However they include breweries, distilleries and "fruit wineries" and the like.

The economic contribution or commercial element of an industry-based attraction in this category is not a consideration for tourist signposting. The experiences offered to visitors through viewing the processes and learning about the industry are the deciding factors.

In assessing attractions for signposting in this category a useful consideration is: If any retail component was removed, e.g. sale of produce, would the attraction still warrant visitation? A solely retail outlet would not qualify for signposting.

Specific criteria

In addition to the general criteria outlined in Section 2.1.1, the following specific criteria apply:

- **Guided tours must be available during opening hours**. There must be a regular daily program of organised tours rather than only "by appointment". These do not need to be available "on call". However, visitors arriving without pre-booking must be able to join a tour without having to wait for unreasonably long periods of time.

and / or

- **Interpretive / educational material must be available.** Displays of high quality educational and explanatory information to permit interpretation of the relevant agricultural or industrial processes must be available.

- **The opportunity (where appropriate) to sample the produce on site.** If the establishment is a food-based production facility, it should provide visitors with opportunities to sample the produce, without the obligation to actually purchase the end product. For non-food based production lines, visitors might be invited to touch or handle a raw material before or after it is processed or to activate or participate in the production process in some way.

2.1.9 Outdoor / nature - based attractions

Rationale for signposting criteria

NSW enjoys highly diverse and distinctive natural environments, including rainforests, deserts, mangrove swamps, eucalypt forests, grasslands and coastal heaths, many of which are renowned for their natural beauty and biodiversity. Access to significant natural areas allows visitors to experience a wide variety of outdoor recreational activities and experiences ranging from outdoor adventure to relaxation.

Attractions in this category include walking tracks, natural features (e.g. lookouts, waterfalls), caves and recreation reserves that form a major component of the tourist infrastructure of NSW. Also included in this category are attractions like zoos and botanic gardens where the outdoor setting reflects a considerable degree of modification made by man.

In the previous issue of this manual, riding schools were considered for signposting eligibility. NSW is aligning its tourist signposting policy to that of other Australian States and Territories through its representation on the National Tourist Signposting Reference Group. No other state or territory allows signs for riding schools. Existing signs in NSW will not be replaced, unless the riding school can demonstrate a case in the "Other attractions" category, see Section 2.1.12.

Tour operations, which offer special interest sporting or recreation based tours such as scenic flights and cruises, diving tours, fishing tours, 4WD tours, riding schools, mountain bike tours, motor boat tours / rides etc, are not generally signposted. Tour operations are generally reliant on natural resources held in public ownership and for all intents and purposes the natural resource is the major tourist attraction rather than the tour operation(s) based around it.

For outdoor / nature based attractions to be eligible for tourist signposting, they must provide informative experiences for the visitor. This is irrespective of whether they are operated by a government agency, a non-profit organisation or a commercial concern.

Specific criteria

In addition to the general criteria outlined in Section 2.1.1, examples of specific criteria covering most outdoor-based attractions are listed below:

Attraction	Requirement
a. Walking tracks and boardwalks	- Well maintained. - Provides appropriate standards of safety. - High quality interpretive material at the beginning and / or along the route. - Eligible attractions in this category qualify for the use of the "Walking Track" symbol on all signs, see Figure 3.1. The symbol may also be used on some national park tourist signposting where an eligible walking track(s) is located within the park.
b. Zoos and wildlife parks	- Must meet the licensing requirements of the Exhibited Animals Protection Act and the endorsement of the Zoological Parks Board of NSW. - Available interpretation containing information about the animals exhibited.

c. Recreation reserves	• Must satisfy TASAC's assessment of the scale, quality and significance to visitors, e.g. Centennial Park, Parramatta Park. • Must have a plan of management. • Available interpretation containing information highlighting the features within the reserve and its significance.
d. Botanic gardens	• Must satisfy the standards administered by the Royal Botanic Gardens Sydney. • Available interpretation containing information about the plants exhibited.
e. Natural features	• Approval of the owner, e.g. National Parks and Wildlife Service, local council, state forests, etc. Natural features include lookouts, waterfalls, lakes, waterways or other significant natural features, e.g. The Three Sisters, Fitzroy Falls. (continues) • Eligible scenic lookouts qualify for the use of the "Scenic Lookout" symbol on all signs, see Figure 3.1. The symbol may also be used on some national park tourist signposting where an eligible scenic lookout is located within the park. • Interpretation must be provided, highlighting the significance of the natural feature(s), to enhance the visitor's experience.
f. Caves	• Guided tours must be available. • Guides must have qualifications and / or experience to ensure visitor safety during tours. • Available interpretation containing information about the caves, to enhance the visitor's experience.
g. Whale watching	• Static interpretation available 12 months of the year. Eligible whale watching sites qualify for the use of the whale watching symbol, see figure 3.1. The symbol may also be used on some national park tourist signposting where an eligible whale watching site is located within the park.

2.1.10 Theme parks

Rationale for signposting criteria

Attractions in this category reflect a specific theme and are only eligible for white on brown tourist signs where the theme is identifiable, consistent and integrated. Applicants must demonstrate that they are not merely a local sport and recreation facility, but a major tourist attraction, which attracts high visitor numbers, a significant proportion of whom are drawn from a large catchment area.

This category does not include community sport and recreational facilities which cater for the local community such as sports based activities, go-karting, local amusement parks, skating rinks, bowling alleys, golf courses, mini golf, swimming complexes, sporting grounds, racecourses or trotting tracks.

Specific criteria

In addition to the general criteria in Section 2.1.1, to be considered for tourist signposting, theme parks must:

- Have an identifiable and consistent theme.

- Provide sufficient information to demonstrate that they are not only a local sport and recreation facility, but also a major tourist attraction, with the scale, capacity, quality and ability to attract a high level of patronage from a large catchment area.

- Have available interpretive information relating to the particular theme(s) of the park.

2.1.11 Architectural / engineering structures

Rationale for signposting criteria

By virtue of their size, high level of technological innovation or iconic cultural status, some engineering or architectural structures are regarded as major tourist attractions eg Snowy Mountains Scheme.

Major architectural / engineering structures are only considered for tourist attraction signposting where there are facilities available for tourists to safely view and / or access the structure. In addition, suitable interpretation of the structure must be provided.

Specific criteria

In addition to the general criteria outlined in Section 2.1.1, the following specific criteria apply:

- The structure can be accessed or viewed from established vantage points.

- Interpretation is provided on its significance, construction process, cost, length of construction, etc.

- It is desirable that guided tours are available.

2.1.12 Other attractions

There are other attractions within NSW that may be major tourist attractions but do not easily fit within any of the categories above. TASAC recognises the importance of providing some flexibility in the system to allow for new, unusual or other tourism product that may comprise elements of a number of different attraction types.

Applications may be submitted to TASAC to seek signposting, however the onus is on the applicant to present a strong case to warrant signposting as a major tourist attraction. Contact TASAC for more information prior to preparing a written case.

Applicants should provide a comprehensive application demonstrating why they should be considered eligible. Criteria for other categories (see Sections 2.1.2 – 2.1.11) may be a useful starting point to assist in preparing the application. Providing photographs, brochures, visitation numbers, etc would also assist TASAC in assessing the application.

Specific criteria

In addition to the general criteria in Section 2.1.1, the written case must:

- Provide a detailed description of the attraction (ie details about the type, nature and significance of the attraction to visitors, supported with photographs, diagrams, etc),

- Describe the experience(s) offered to visitors, and

- Consider addressing the criteria for major tourist attraction types that might be relevant, when developing the case.

2.1.13 State significant attractions

Rationale for signposting criteria

State significant attractions are those that, by virtue of their size, nature or iconic status, enjoy a very high level of recognition by domestic and international visitors and are inextricably associated with the image of the NSW or its regions (eg. Taronga Zoo Park, Blue Mountains World Heritage Area). The reputation and regard enjoyed by these attractions is such that it is appropriate to recognise them in a category of their own, and provide an enhanced signposting treatment. Typically this will mean that signs can be provided more remotely on the road network (ie at a further distance from the attraction) compared with what is generally allowed for other major tourist attractions. Determination of suitable sign types / sites will be made by RMS, in consultation with TASAC, on a case by case basis.

State significant attractions will be the only attractions that can be signposted from motorways. For the purposes of these guidelines, motorways are defined as roads with multiple lanes, divided carriageways and limited property access. All tollways, freeways and expressways as well as the upgraded divided carriageway sections of the Hume, Princes and Pacific Highways are included in this definition.

Additionally, UNESCO World Heritage Sites are considered for signposting as state significant attractions on the basis of their international recognition. Arrangements for signposting of these sites are made on a case by case basis between the relevant land management agency and TASAC.

Specific criteria

Where attractions meet all the other requirements for the relevant attraction or product category they may qualify as a "state significant" attraction if they meet both of the following criteria:

- Operates 7 days / week for six hours daily, and

- Visitation exceeds 150,000 visitors per annum (independently professionally audited by a certified practising accountant).

An attraction that satisfies the criteria above may still be eligible for signposting if it is open for a minimum of six months per year (eg. an attraction in the snowfields or where climate determines a long seasonal closure).

For commercial operations visitation is based on the number of fee-paying customers per annum. For non-commercial attractions (eg. The Three Sisters, Centennial Park) the proponent must satisfy TASAC that their visitation is in excess of 150,000 pa and that this figure has been based on an accepted research method. TASAC reserves the right to take advice on the bona fides of the research data. The visitation level used to determine a state significant attraction is subject to regular review by Destination NSW. It should be noted also that visitor numbers quoted must be associated with the tourist attraction component of the attraction, and NOT the numbers of visitors attending any associated commercial part of the operation, such as bookshops, restaurants, cafes etc.

2.2 Product categories

There is a range of additional tourism product of major interest to tourists, which exists at a much broader level than individual major tourist attractions. These are clusters of tourist attractions fitting into a shared theme. This type of tourist attraction falls into a number of broad categories (eg. wine tourism regions, historic towns, national parks), which are quite distinct in form and character from one another, but which are nonetheless integral components of the tourist attraction sector. The categories are:

- Wine tourism regions, see Section 2.2.1,

- Historic towns and villages, see Section 2.2.2,

- National parks, state conservation areas, state forests and major water storage areas, see Section 2.2.3,

- Major regional tourist centres, see Section 2.2.4, and

- "Seaside" towns and villages, see Section 2.2.5

Because of their differing characteristics, there are no general criteria applicable to these categories. Each category has its own set of criteria for signposting. The specific criteria that determine whether signposting is appropriate for "product" category types are outlined below.

2.2.1 Wine tourism regions

Where wineries are concentrated within a district (referred to as a "wine tourism region"), wine industry associations may apply for regional signposting. This manual contains detailed treatments for such wine tourism regions (see Section 3.2.3).

To qualify for wine tourism region signposting, the area must be:

- Recognised by the NSW Wine Industry Association (NSW WIA) and be identified with a regional name. It should be noted that the boundaries of the Australian Wine and Brandy Corporation geographical indicators (GI) are not relevant to the visitor experience and do not form part of this policy, and

- There must be a critical mass of wineries eligible for signposting within the region with at least six wineries open on any given day of the week for six hours a day, including both days of the weekend, and

- Promoted as a wine tourism region. It is essential that the region has brochures / maps available, (indicating opening hours / days, contact details, winery locations etc) at all wineries that are part of the application for wine tourism region signposting. The brochures should also be available at all of the accredited visitor information centres within the region.

While individual wineries must be eligible as major tourist attractions to qualify for guide signs on state or regional roads, wineries on local roads within recognised wine tourism regions do not have to meet all the criteria. They must, however, provide:

- a tasting facility for wines made by or for the winery,

- cellar door sales, and

- public toilets on the premises.

These wineries will not be signposted from state or regional roads but may be signposted on the local road network at the discretion of local council.

Eligible wine regions qualify for the use of the "Winery" symbol on signs, see Figure 3.1.

2.2.2 Historic towns and villages

Visits to historic towns and villages provide the opportunity to access clusters of heritage "product". They will contain heritage products that can be regarded as major tourist attractions and which generally demonstrate one or more of the following qualities:

- They provide significant insights into former lives and circumstances, or

- They paint a detailed picture of significant historic events or settlement patterns, or

- They represent historically significant lifestyles or styles of architecture, garden design or landscaping, or

- They serve to illustrate the ways in which past generations lived, worked and pursued recreational and other interests, or

- They commemorate the achievements of individual Australians or generations of Australian families.

Most places in this category are significant for social, political or cultural reasons and are highly valued by communities and individuals.

Potential applicants are encouraged to discuss their applications with TASAC and the Heritage Branch of the Department of Planning (refer to the application form for contact details) prior to preparing an application.

Specific Criteria

The following specific criteria apply:

- **Historical themes.** The town or village must present evidence of at least one of the historical themes developed by the Heritage Branch of the Department of Planning. Historical themes provide a context within which the historical significance of an item can be understood, assessed and compared. Some examples include:

  - o Aboriginal cultures
  - o exploration
  - o transport
  - o agriculture
  - o mining
  - o migration

  There is a wide range of historic themes, and more detailed information on these themes, including what they represent, is available from the Heritage Branch of the Department of Planning.

- **Interpretation.** The town or village must be supported by a well-developed interpretation / information system relating to its historical theme(s).

The system developed should use a combination of information sources, such as interpretive signposting, information bays, guided or self-guided heritage walks, information panels at key locations, museums or displays, exhibitions at Accredited Visitor Information Centres, etc. For example, a sample model would include a central information point (map, introduction to the town and other legend), a walking trail linking sites (supported by a brochure or other information source) and interpretive information at each site.

The Heritage Branch of the Department of Planning has a Heritage Incentives Program that may be able to provide financial assistance to towns, villages or precincts to assist in developing their interpretation program.

- **Sense of place.** The historic town or village must provide a sense of history to the visitor. This can be through the architecture and / or other physical evidence that reflects the historical or heritage nature of the town or village. The town can support the sense of place by ensuring that a consistent style of interpretive information is presented throughout the town, eg plaques on buildings, a consistent style of commercial advertising etc.

- **Local council commitment.** Generally, applications for signposting of historic towns and villages must be submitted by the relevant local council. Local council support must be practical (ie recognised by a legislative commitment in local planning documents) as well as conceptual. Commitment must be embodied in a strategic management plan or policy documents. Funding must be available, where necessary, to carry out or fund conservation, presentation, interpretation, maintenance or other relevant works. The council's environmental planning instruments, such as local environmental plans or development control plans, should list historic sites and contain objectives and provisions to conserve and enhance the historic town or village.

- **Community commitment.** The local community, particularly the owners of any places to be interpreted, must support the application for signposting as an historic town or village. The existence of a local heritage or historical society or other similar group(s) and their involvement in the preservation, interpretation and development of the heritage product in the town or village is highly desirable.

- **Promotional material.** The historic town or village must have a current brochure that indicates on a legible map the historic sites and places to visit, with details of opening hours, days and any relevant contact details. Historic towns or villages that do not have a brochure will not be eligible for signposting.

Promotional material must be available at Accredited Visitor Information Centres throughout the region. Any other information sources (eg web sites, etc) must position the town or village as being of historic significance.

Eligible attractions in this category qualify for the use of the "Historic Village" symbol on some signs, see Figure 3.1.

2.2.3 National parks, state conservation areas, state forests and major water storage areas

National parks* in NSW attract the highest aggregate numbers of visitors than for any other attraction or product category, with 38 million visits in 2008. At the time of the publication of this manual there were 850 national parks and other accessible reserves in the state. Access to these areas allows visitors to enjoy a variety of outdoor recreational activities and experiences.

National parks are often in remote locations and away from the state's main road corridors. Many of the larger parks have multiple access points, many of which are not internally connected, with each leading to a different collection of visitor facilities.

*Where the words "national park" are used in this policy it is intended that this refers to all parks under the management of the *Office of Environment and Heritage, Department of Premier and Cabinet* that are eligible for signposting.

Similar signposting treatments may be appropriate for eligible **state conservation areas, state forests and major water storage areas** where a range of visitor sites / facilities are available. Signposting treatments will be determined on a case by case basis. Tourist symbols relating to the land management authority are not used on signs, excepting those for national parks.

Specific Criteria

National parks are eligible for signposting where they meet all of the following criteria:

- **They meet the general eligibility criteria for all major tourist attractions (as detailed in Section 2.1.1)**. It should be noted that the criterion that "opening hours are permanently displayed at the entrance to the property" does not apply to national parks.

- **More than just basic facilities and opportunities are available for public recreation.** For example, a combination of camping areas or caravan parks, walking tracks with interpretive material, lookouts, barbeque / picnic facilities, boat ramps, toilets, café's etc. It should be noted that where any of these facilities is depicted on a road sign with a symbol, that eligibility requirements must be met. For tourist symbol eligibility, see Section 2.1. These are illustrated at the start of Section 3. Service symbol eligibility is detailed at Appendix A.

- **Interpretation is provided**. This should contain information highlighting the features within the park and their significance.

- **NPWS assesses the site as suitable for signposting**. Some publicly accessible sites may already be utilised to capacity, and for whatever reason NPWS does not wish to further promote the site through signposting. Additionally, some parks, such as most nature reserves, are not managed for visitor use and promotion may be inappropriate. It is therefore essential that NPWS initiates any signposting proposal.

All signposting proposals must be approved in accordance with internal NPWS procedures (http://www.environment.nsw.gov.au/NationalParks/) and then forwarded to TASAC.

2.2.4 Major regional tourist centres

Major regional tourist centres are defined as cities or towns located off the major traffic corridors that provide an extensive range of services, and have a large number of major tourist attractions.

Examples include:

* Port Macquarie
* Yamba, and
* Nelson Bay.

Where a number of major tourist attractions are located at the one site, precinct signs will take the form of those for major tourist centres. Accommodation would be expected within these areas.

Examples include:

* Wellington Caves precinct, and
* Jenolan Caves precinct.

Specific Criteria

To be eligible for tourist signposting the city / town must meet the following criteria:

* **Located off the major traffic corridor**. Signs in this category are intended to inform road users about the range of services and tourist attractions that are available in cities / towns located some distance away from the main traffic route. Only those towns / cities that are located off major traffic routes, and not those already situated on major corridors and through-routes, are eligible for regional tourist centre signposting.

* **Provides an extensive range of services for visitors.** To qualify for tourist signposting as a regional tourist centre, towns and cities situated off major traffic corridors are expected to provide a range of accommodation and food options that give road users confidence to leave the main traffic route with the knowledge that fuel, food, accommodation etc will be available at their destination.

* **Has a large number of major tourist attractions.** Cities and towns situated off major traffic corridors are expected to offer some specific tourist attractions or generic activities of tourist interest (eg recreation areas national parks, galleries, museums, or water based activities such as fishing / boating / swimming), in addition to food, accommodation, fuel and other services.

2.2.5 "Seaside" towns and villages

These are towns and villages, generally on the coast on a terminating road, which:

- Are located off the major traffic corridor, and

- Do not have the scale of activities and services associated with a regional tourist centre, but are nonetheless of interest to visitors.

The purpose of signs in this category is to inform road users about the services that are available at a destination rather than to promote particular towns or businesses.

Specific Criteria

To be eligible for tourist signposting the "seaside" town / village must meet the following criteria:

- **Located off the major traffic corridor**. Signs in this category are intended to inform road users about the services available on a terminating route some distance away from the main traffic route. Only those destinations that are at the end of terminating roads, and not towns / villages located on through-routes, are eligible for tourist signposting under this category.

- **Located on the coast**. Generally, terminating roads are a feature of coastal destinations, where towns / villages are commonly served by only one road in and out. However, where towns or villages are not located on the coast, they may still qualify for signs if they are located on a terminating road and otherwise comply with these criteria. Examples include Old Bar, Hat Head and Tuross Heads.

- **Provides a range of services for visitors**. As a minimum, eligible towns / villages are expected to provide a range of facilities and services that visitors can access, including accommodation, food and fuel.

It is desirable that applications in this category are submitted by or with the written support of the relevant local council.

2.3 Driving experiences

New South Wales offers a wide range of driving experiences to the visitor market. Driving experiences might occur on any part of the road network, from state through to local roads. They may vary in driving time from several days to a few hours.

Experiences, attractions and services promoted and delivered en-route and within destinations for the visitor include; tourist attractions, accommodation, dining opportunities, visitor information and rest areas.

The driving experience can vary in terms of a range of factors, including:

- using the most direct route to a destination, eg the state road network,

- using a destination as a base to explore sub-regions / regions, ie "hub and loop" trips,

- taking alternative routes of interest from the main corridors,

- visiting destinations / attractions accessed as part of an out and back route, eg Jenolan Caves, coastal villages,

- following a pre-determined route based on a promotional campaign, eg "Touring by Car",

- following a pre-determined route based on a particular theme / product / experience, eg wine trail, heritage trail or local tourist drive,

- no fixed travel plan, but utilising information provided en-route to determine destinations and other stops, or

- any combination of the above.

Driving experiences are typically developed and promoted by national, state or local governments, regional or local tourism organisations, other tourism industry interests, or any combination of the above.

All driving experiences use self drive transport and utilise a combination of sign types including existing "white on green" guide signs, "white on blue" service signs, tourist signs and warning and regulatory signs. These signs, in combination, form an essential part of guidance and information delivery to road users. The most critical in terms of guidance is the "white on green" guide signposting system. The entire road network can be navigated using the directional signs currently installed. Therefore it is not always necessary or appropriate that all driving experiences need to be identified by extra tourist signposting,

Version 2.0 of the signposting manual allowed for an additional two categories of driving experience. These were regional tourist drives and themed tourist routes. These categories no longer apply, and are superseded by this single category "touring routes". Driving experiences that were previously considered as "regional tourist drives" or "themed tourist routes" are now potentially eligible for signposting under the single category of "touring routes". These routes may be coincidental with any of the former tourist drives or themed tourist routes but the eligibility requirements and the signposting treatments have changed.

The principal reason that "themed touring routes" has been removed from this policy is the difficulty that proponents of these routes have had in demonstrating any theme. To date only one route (The Long Paddock) has been deemed eligible, although applications and enquiries have been received for at least 30 others. If a touring route under the proposed policy has a theme, then the route can be marketed and promoted as such and it will still be potentially eligible for a signposting treatment as a touring route.

2.3.1 Tourist Drives

Signposting for regional tourist drives from the state road network has been progressively installed since 1991. Whilst all tourist drives were signposted on the condition that they would be promoted with brochures or other collateral, most drives are still not supported in this way in spite of the fact that the majority having been in place for more then ten years.

An audit of all drives currently signposted found that not one of them could be navigated using signposting alone – mainly because the signs that had been removed and not replaced. This has led to the drives and the signs that support them becoming discredited. There is a broad lack of interest or commitment from local government to maintain tourist drive signs on the regional and local road network.

Many of the tourist drives currently signposted would not qualify if they were being assessed today, with a changing attraction mix or reduced tourist amenity as urban or other development has occurred. All other Australian states and territories have experienced the same shortcomings with respect to signposted regional tourist drives.

No new or replacement signs for numbered tourist drives will be provided on state roads unless:

- A review has been undertaken by TASAC and relevant councils of all the numbered tourist drives in the numbered set (generally the region in which the drives are located, eg Pacific Highway or New England Highway.) The review will assess each drive for current eligibility, existing signposting and the major tourist attractions signposted along or from the route. If an overwhelming majority of tourist drives in any numbered set are deemed ineligible, than all tourist drive signs on state roads in the numbered set will be removed.

- A written commitment is given to TASAC from relevant council general managers that signs will be maintained or replaced as appropriate. If this commitment is given but not met, signs on state roads may be removed.

2.3.2 Touring Routes

Touring routes may include:

- Themed routes of national significance,

- Themed routes of state significance,

- Named highways or other named roads, and

- Any other route satisfying the eligibility criteria below.

Specific Criteria

Touring routes are assessed for signposting where the proponent has completed the:

- Destination NSW Touring Route Audit Form (contact the Tourism Alliances Coordinator on ph: 02 9931 1483), and the

- Touring Route Application Form (visit www.destinationnsw.com.au/TASAC).

TASAC will evaluate the information provided on these forms. There must be a demonstration that the touring route has:

- attractions and experiences,

- a management structure,

- sound financial backing, and

- a route marketing strategy.

The comments and questions below will form the basis of the forms referenced above.

Attractions and Experiences

Note: *Applicants would need to have completed an audit of signposted attractions, other attractions and visitor service facilities (eg accommodation, public toilets etc) along the proposed route to be able to provide all the information required.*

- What are the major tourist attractions (eligible for signposting - open 5 days a week including weekends for a minimum of 6 hours per day) are on, or accessed from, the route?

- What other attractions are on, or accessed from, the route?

- Is the route corridor more scenically attractive than other nearby (or alternative) routes?

- If the route has a theme, outline how it relates to the intrinsic natural and /or cultural heritage of the region through which it travels?

- Does the route have a Unique Selling Proposition? If so, what is it?

- Where are tourist accommodation and other relevant services for tourists (eg petrol, toilets, food, medical facilities areas, etc) located along the route?

- Which market segment would your drive appeal to? *(eg "Pampadours", "Compatriots", "True Travellers", "Wanderers", "Groupies")*

<u>Management</u>

Applicants will need to demonstrate that there is a well established management structure and sound financial backing for the touring route. This can be demonstrated through the following:

- Provision of a copy the business and marketing plan. The plan will include sections on:
    - Governance and financial management
    - Maintenance and replacement of interpretive and or other signposting
    - Reprinting of support collateral marketing material

- Evidence of consultation with the key stakeholders.

    - Relevant tourism managers,
    - Local or regional industry representatives

    Note: *This will need to be demonstrated through more than a letter of support, eg minutes of meetings, financial and/or in-kind support, participation on the Management Committee, etc.*

- Provision of a map showing the proposed route and other relevant touring routes.

- Who is providing the initial funding for the establishment / implementation and the on-going funding for the maintenance of the project?

- Who is providing funding to maintain and replace any signposting?

- Evidence of consultation with road authorities (council and / or RMS) and seek their written advice on a range of issues including:

    - Is the route able to accommodate the expected volume of additional traffic?
    - Are sections of the route subject to seasonal closure?
    - Does the route have a marketing logo? If so, is the design of the logo, or an adapted version of it, able to be used effectively on road signs? This should be discussed with RMS Traffic Management Branch – Policy Manager Road User Guidance on 02 8588 5608 in the first instance.
    - Is the route and its road surface suitable for all vehicle types (eg buses, caravans, 2WD, motorcycles etc) in all weather conditions? If not, how will any road closures or restrictions be communicated to visitors?
    - Is the route integrated with any other touring route/s?
    - Will the route clash with already established touring route/s? If yes, how will it be integrated with the others to avoid consumer confusion?

<u>Marketing</u>

- Has consumer research been undertaken? (e.g., macro trends, site specific surveys etc)

- Applicants must provide examples of marketing collateral material produced for the route.

- Is the marketing collateral able to be used as an effective navigational aid by travellers?

- Does it clearly indicate opening hours and days for all major attractions along the route?

- Do all of the AVICs along the route carry the route marketing collateral?

- Does the marketing collateral identify key gateway points along the route?

- Please supply a distribution plan for the collateral to local visitor services. Does the route have a distribution plan for collateral outside of the local visitor services?

- Is there a website link, where further information can be found about the route and its attractions?

2.4 "Welcome" signs

Regional identification is a necessary part of tourism guidance. It can be achieved by the erection of a hierarchy of signs. These may be erected at:

- state borders, see Section 2.4.1,

- regional tourism organisation boundaries, see Section 2.4.2,

- local council boundaries, see Section 2.4.3, and at

- town or village entry points, see Section 2.4.4.

2.4.1 State border signs

This sign identifies the state border, welcomes visitors to NSW and introduces them to the accredited visitor information centre network.

See *Section 3.10.1, Welcome signs,* for the design of this sign.

2.4.2 Regional tourism signs

These signs introduce visitors to the Destination NSW tourism regions and the locations of Level 1 or 2 accredited visitor information centres (AVICs). The signs list up to the next four AVICs reached from the state or regional road network.

In some tourism regions it may be necessary to erect supplementary signs within the region where the number of Level 1 and 2 AVICs is such that they cannot all be included on the signs at the boundary. On these signs, the "Welcome to" message is not required.

See *Section 3.10.1, Welcome signs,* for examples of both sign types.

2.4.3 Local council "welcome" signs

Many local councils wish to promote their local council areas through the use of signs at their respective entry points, particularly on state roads.

The installation of "welcome" signs will only be undertaken following a process of consultation between RMS and the relevant local councils.

These signs (when used) would welcome visitors to individual local council areas. They cannot be used to promote aggregations of local councils.

The policy of locating local council welcome signs in road reserves has developed relatively recently. There is considerable flexibility in the design for these signs so long as they do not attempt to guide traffic or imitate any other sign type, they are safely positioned in the road reserve and they include the name of the actual local council area name in their "welcome" sign design (eg "Welcome to Wingecarribee Shire").

See *Section 3.10.1, Welcome signs,* for sign design criteria and examples.

2.4.4 Town entry signs

Many local councils wish to promote the towns and villages within their council areas, through the use of signs at their respective entry points, particularly on state roads.

The installation of "welcome" signs will only be undertaken following a process of consultation between RMS and the relevant local councils.

These signs (when used) would welcome visitors to individual towns and villages. They replace the Australian Standard TOWN NAME (G6-1) sign. See *Section 3.10.1, Welcome signs,* for sign design criteria and examples.

2.5 Visitor services signs

A comprehensive accredited visitor information centre program operates in NSW and signposting plays a significant role in communicating information to assist road users, see Section 2.5.1.

There are other sources of visitor information that do not fit under the accredited visitor information centre network. Information bays or lay-bys that meet the criteria below can be signposted on the state road network.

These can only be signposted using the "Roman" white "i" on a blue background and the sign may include descriptive wording to highlight the information type eg. bay, lay-by. Applicants must apply to TASAC for signs on the state road network – see *Application for Signposting for Product Categories* by following this link -
http://corporate.tourism.nsw.gov.au/Sites/SiteID6/objLib51/Non-accredited%20visitor%20information%20services.pdf. See Section 2.5.2.

Visitor radio is considered in Section 2.5.3.

2.5.1 Accredited visitor information centre (AVIC) signs

Signposting will only be provided for visitor information centres accredited in accordance with the national standards. The national standards, when relating to the operation of accredited visitor information centres (AVICs), are those established and administered by the Australian Tourism Accreditation Association. They are comprehensive and address all elements of an accredited visitor information centres' operation. They are designed to ensure visitors receive accurate impartial information and high quality service.

Any signposting that uses the italicised yellow "i" and that does not relate to an accredited visitor information centre under the national standards will be removed. Visitor information centres that are unable to align with the national standards may still operate however they will not be signposted on the classified road network.

Aurora Practical Solutions (see below) will be using www.visitorinformation.net to distribute information to existing and potential AVIC members. You may wish to visit the site to obtain the latest information.

Destination NSW has contracted Aurora Research to administer the accreditation program. Application forms, the full criteria and further information about the program are available from:

> Aurora Research
> PO Box 1000
> Dubbo NSW 2830
> Ph: 02 6885 5558
> Or at **vic@auroraresearch.com.au**

Applications may be for Level 1, 2 or 3 accreditation. Each level has its own list of criteria to meet, with Level 1 having the highest criteria and Level 3 having the lowest. It should be noted that only accredited Level 1 and level 2 centres may be signposted with an italicized' '*i*' symbol on the road network. Accredited Level 3 visitor centres can have the italicized '*i*' symbol on their property subject to Aurora guidelines.

If the application is approved the applicant and RMS will be formally advised by Aurora. RMS will design appropriate signs, see Section 3.10.2. The applicant will NOT need to apply to TASAC for signs; RMS will contact the applicant after Aurora has confirmed the approval for accreditation.

2.5.2 Non-accredited visitor information services

These comprise information bays or lay-bys or signposted roadside rest areas where an information component is included in its design.

These facilities must provide an accurate high quality map of the region and local area showing:

- Locations of accredited visitor information centres with the AVIC symbol,

- Locations of major and other tourist attractions,

- Locations of accommodation and other visitor services,

- Relevant driving and / or road safety tips as appropriate for the region,

- Contact details for attractions and accommodation providers that are included on the map, and

- Emergency services contact numbers.

2.5.3 Visitor radio

Visitor radio broadcasts promote attractions, experiences, events, facilities, accommodation options and road safety messages. Where advertising is a component of a broadcast, the advertising relates to services or products that meet the needs of visitors.

The broadcast mix takes into account the average driving time whilst in the broadcast range. The content of the broadcast ensures that a passing motorist receives a range of visitor information highlighting the experiences and services of the destination.

Visitor Radio is seen as enhancing the provision of visitor information especially as it operated on a 24 hour a day, and providing up-to-date information to visitors.

The specific nature of the broadcast (defined in the criteria below) distinguishes a visitor radio broadcast from other radio broadcasters who may include visitor information as a component of their general broadcast.

Broadcast Mix

The information mix must provide the basic tourism information and promotional information described below.

<u>Basic Tourist Information</u>

May include the following topics:

- Location and opening times of a visitor information centre (to be repeated at least every 15 minutes of the broadcast) or alternative information sources especially where no Visitor Information Centre exists.

- Road Safety messages. For example: "Stop, revive, survive", "make sure you take a rest from driving every two hours", or "you might want to take your next break at (insert details of eg rest area, national park, restaurant or an attraction).

- Information on the availability of hospital/medical facilities and emergency arrangements.

- Location of police station.

- Location of public toilets.

<u>Promotional Material</u>

This component would be the editorial content provided by the local tourism manager, visitor information centre manager and/or local tourism operators. It would inform the motorist of the local and regional features of tourist interest eg signposted attractions, points of interest, experiences, events, festivals, historical and cultural information and the range of accommodation styles available.

<u>Paid Advertising and Sponsorship</u>

It is optional for the broadcast to include paid advertising or sponsorship, however where it is, it must comprise no more than 50% of the broadcast. In addition, no more than 50% of the paid advertising or sponsorship can be for non-specific tourism product.
The operator must be able to present a case that <u>all</u> the advertised services or businesses are of interest to visitors.

<u>Alcohol and Gambling</u>

Visitor Radio cannot promote the consumption of alcohol or gambling. Where Visitor Radio promotes any venue that serves alcohol or provides gambling, care must be taken to promote the experience the venue offers, eg the dining opportunities, the setting, entertainment, events, the local characters etc, whilst not mentioning alcohol consumption or gambling.

Broadcast Transmission Range

The amount of information broadcast should be related to the average drive time through the transmission range. Where it takes a motorist approximately 15 minutes to travel through the transmission range, the content broadcast within this time must include the 'Basic Tourist Information', above. This ensures that if a visitor is passing through, they have access to a range of information that may encourage them to stop and / or raise their awareness of the area as a tourist destination.

Presentation Quality

The operator must provide a professional service that provides good sound quality and presents information to the visitor. It is recognised that personal taste and preference makes this subjective and it is not intended to prescribe a particular style of presentation. However the purpose of the broadcast is to provide Visitor Information to the visitor which aims to promote a quality tourism experience to visitors.

This aim cannot be achieved by unprofessional, poor quality broadcasts.

Frequency of Updates

The local council and visitor information centre manager (if there is one) must provide formal approval of the broadcast content. The visitor radio operator must agree to make any amendment to the content if it is factually incorrect or no longer meets the eligibility criteria (ie Indicates the wrong opening hours for an attraction). A request of amendment can come from the local council tourism manager, an operator or TASAC. Any cost associated with the amendments will be met by the operator.

Where a formal complaint is received regarding businesses that are no longer operating and / or not correctly describing the services available the operator agrees to investigate the complaint and make any necessary changes to maintain the accuracy of the information included in the broadcast.

The operator must outline their strategy for ensuring the content remains accurate, eg 3 monthly liaison with the tourism manager to monitor the content, etc.

Local Support & Endorsement of the Broadcast

The operator must have the written support of both the local council and tourism manager (if there is one) for the proposed service. An agreed representative of either council or the industry must be identified as having authority to endorse the proposed broadcast content.

Licence

The operator must have a valid Open Narrowcast Licence for the broadcast location.

Professional Association Membership

The operator must have membership to Australian Subscription Television and Radio Association (ASTRA) or a similar association which requires members to operate according to a strict Code of Practice. http://www.astra.org.au/

Approval in Principle

Visitor Radio may be approved in principle by TASAC subject to the Visitor Radio being established in accordance with the criteria. This would allow for the manufacture of the signposting so that it can be installed as close as possible to the service being approved and operational. For approval in principle to be given the Visitor Radio operator would need to supply written:

- Support from the local council and local tourism industry.

- Notification regarding the person to sign-off on the broadcast content.

- Agreement to pay all costs for the sign manufacture and installation as they occur.

When the service is operational TASAC can assess the service to ensure all the criteria have been met and notify the RMS that the product is eligible for signposting.

Assessment by TASAC

To obtain approval in principle applicants would be required to:

- Provide letters of support from their local council and the nearest accredited visitor information centre, which also identifies who will sign-off on the broadcast content to ensure it accurately reflects the local and regional features of tourist interest.

- Provide written, signed and dated agreement to cover the signposting costs as they occur.

To determine the eligibility for tourist signposting applicants would be required to:

- Provide a formal letter of approval for the broadcast content from the person identified above.

- Provide a copy of the broadcast so that TASAC can assess the broadcast mix, duration, quality and content.

- Provide a copy of the license under which the broadcast will be transmitted.

- Provide a copy of their current Australian Subscription Television and Radio Association (ASTRA) or similar membership.

- Outline the strategy for ensuring the content remains accurate, eg 3 monthly liaison with the tourism manager to monitor the content, etc.

3 Sign types, location and legends

This section provides design details and the location considerations that apply for the range of tourist signposting in NSW. It is intended to be used by RMS and local council officers involved in the design and location of 'white on brown' signs. Applicants whose attractions have been assessed as eligible for tourist signposting are NOT required or authorised to design and choose their own sign(s).

An individual attraction must satisfy the requirements in Section 2, *Eligibility.* However signs for eligible attractions will only be provided where there is available space within the road reserve. Whilst this is not normally a problem, if no site(s) can be found, no sign(s) can be erected.

Typically, the maximum number of signs that can be installed at an intersection and be able to be read, understood and acted upon with safety is about four (depending on the lengths of legends). This would include a road name sign, a "white on green" geographic destination sign and up to two tourist or service signs. This policy conforms to Australian Standard signposting principles.

Where an attraction is located on the local council's road network, tourist signs will only be erected on the state and regional roads where the relevant local council agrees to similar signs being erected on their road network, so that road users can be easily directed to tourist attractions once they leave the state and /or regional road.

State significant attractions will be the only attractions that can be signposted from motorways. For the purposes of these guidelines, motorways are defined as roads with multiple lanes, divided carriageways and limited property access. All tollways, freeways and expressways as well as the upgraded divided carriageway sections of the Hume, Princes and Pacific Highways are included in this definition.

The principles for locating signs are detailed in the RMS *Guide Signs* policy and the *Erection and Maintenance of Signs* policy.

Use of symbols

Symbols are used to overcome language barriers or to minimise the number of words used on signs. Symbols depict services found at the destination.

The range and criteria for use of road related service and tourist symbols are contained in Australian Standard, AS 1742, Part 6, *Service and tourist signs for motorists.* The RMS *Service Signposting* policy contains more detailed criteria as they apply in NSW. See www.rms.nsw.gov.au/doingbusinesswithus/guidelines/documentregister/techdirectionscurrent.html

Service symbols

Service symbols have a Class 1 white legend on a Class 1 blue background.

For the purpose of this manual, service symbols are used in association with the following product categories only:

- national parks, state recreation areas, state forests and major water storage areas, see Section 3.4,

- major regional tourist centres, see Section 3.5, and

- "seaside" towns and villages, see Section 3.6.

Tourist symbols

Tourist symbols have a Class 1 white foreground on a Class 1 brown background.

Approved tourist symbols are shown in Figure 3.1. See Section 2.1 for eligibility requirements.

Use only approved tourist symbols, and only after complying with the requirements of this manual.

Aboriginal	Winery	(no longer used) Gallery
Historic Village	Scenic Lookout	Walking Track
Whale Watching	National Park	

Figure 3.1 Approved tourist symbols

3.1 Individual attractions

Sign types and location

Eligible individual attractions may be signposted on and / or from the nearest state road* or regional road irrespective of whether the attraction is located in an urban or rural environment. See Figure 3.2.

> *Except where the nearest state road is a motorway. State significant attractions will be the only attractions that can be signposted from motorways where the access to the attraction is via a grade separated interchange. A grade separated interchange is one where there are deceleration lanes and exit ramps. For the purposes of these guidelines, motorways are defined as roads with multiple lanes, divided carriageways and limited property access. All tollways, freeways and expressways as well as the upgraded divided carriageway sections of the Hume, Princes and Pacific Highways are motorways. See Figures 3.9 and 3.10.

> This policy position is further explained in "**Attractions signposted from motorways**", below.

Where an attraction is located on a regional road, signs may also be located at the nearest state road junction, when:

- The regional road does not form part of a signposted touring route, and

- The regional road carries significantly less traffic than the nearest state road, and

- The attraction is located close to the state road intersection. This would generally mean less than 5km, but up to a maximum of 10km for a regionally significant attraction, except where the state road is a motorway (see note*, above) and

- There is sufficient space at the state road intersection for any signs (see introduction to Section 3).

Where an attraction is located on a local council's road network, the council must erect any necessary signs on these roads before signs will be erected on the state and regional road network.

Generally an attraction should be within 10km of any signposting. However the size of the attraction, the relevance to the local community or industry, and the remoteness from large population centres would allow for some flexibility.

Where the attraction is deemed to be of state significance (see Section 2.1.13), signs may be erected from more remote locations on the state road network, dependant on the availability of suitable sites for their erection. RMS will determine these locations.

Where a state significant attraction is closed for more than one month per year, the months that the attraction is open are permanently displayed on any signs, see Figure 3.6.

Tourist Attraction Signposting
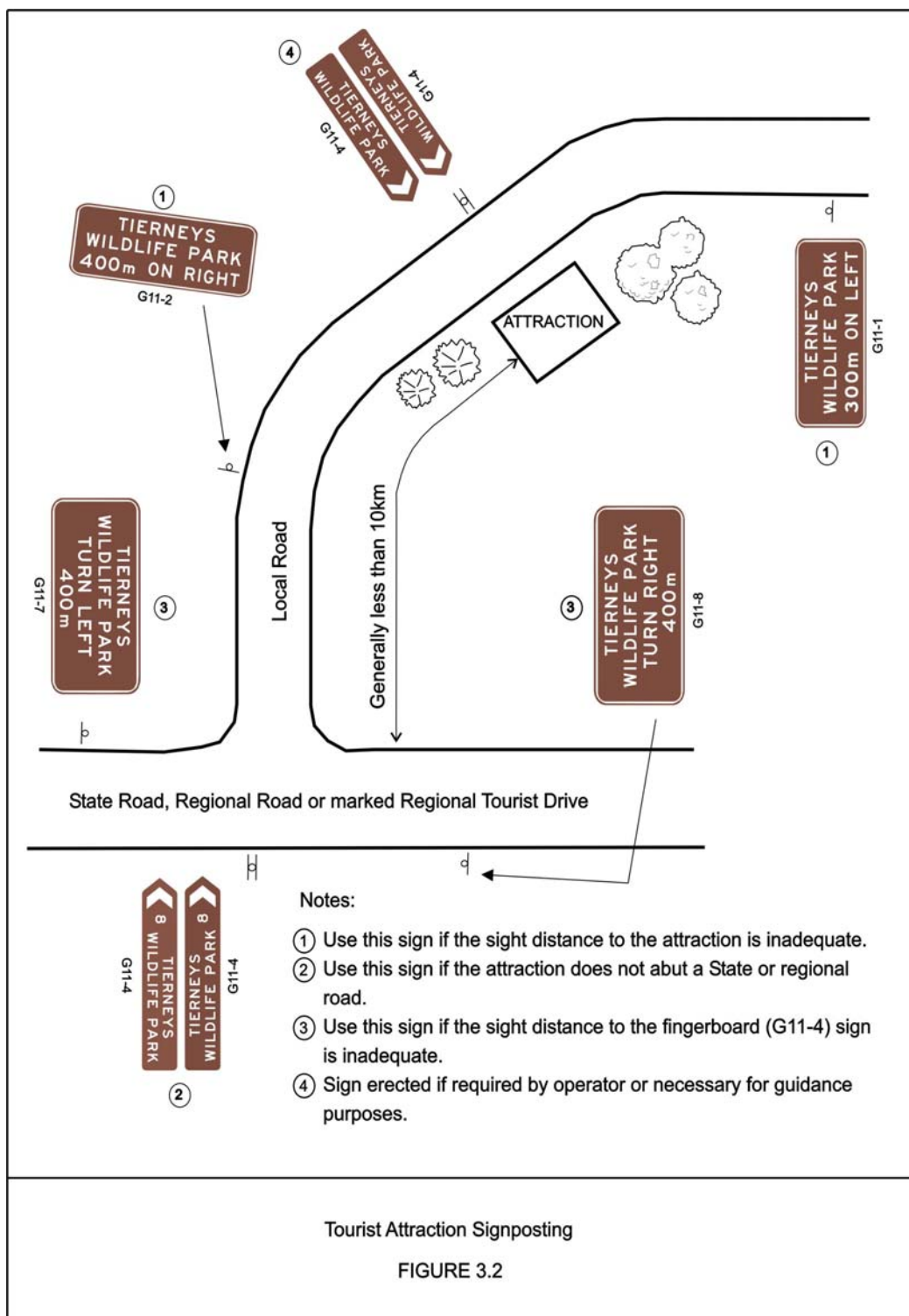
FIGURE 3.2

Attractions on state or regional roads

Where an attraction is located on a state or regional road, a FINGERBOARD (G11-4) (see Figures 3.2 and 3.3), is allowed opposite the attraction, particularly if the entrance cannot be clearly and safely identified.

ADVANCE (G11-1) and (G11-2) signs may be allowed on either approach to an attraction if sight distances are restricted either vertically or horizontally. Where the attraction is on the:

- left, use ADVANCE (G11-1) sign, see Figure 3.4, and on the

- right, use ADVANCE (G11-2) sign, see Figure 3.5.

Figure 3.3 Example of FINGERBOARD (G11-4)

As a guide, the ADVANCE (G11-1) and (G11-2) signs are erected at a distance of 300 - 400m if the approach speed is greater than 75 km/h and approximately 200m if the approach speed is 75 km/h or less.

Figure 3.4 Example of ADVANCE (G11-1) sign
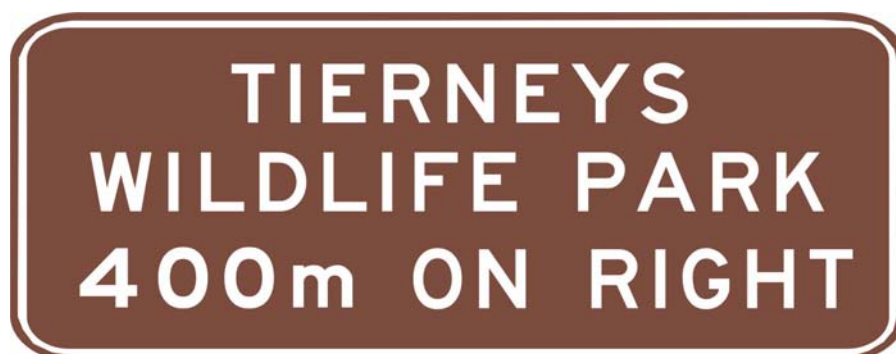
Figure 3.5 Example of ADVANCE (G11-2) sign

Figure 3.6 Example of FINGERBOARD (G11-4) where an eligible state significant attraction is closed for part of the year

Attractions on local roads

Where an attraction is located on a council road, a FINGERBOARD (G11-4), see Figures 3.2 and 3.3, is allowed at the nearest intersection with a state road, regional road or marked touring route. Distances are shown to the nearest kilometre or if less than 500m, to the nearest 100m.

ADVANCE (G11-7) and (G11-8) signs may be allowed on either approach to a turn-off to a local road leading to an attraction, if sight distances are restricted either vertically or horizontally, for reasons of safety.

Where the turn-off is on the:

- left, use ADVANCE (G11-7) sign, see Figure 3.7, and on the

- right, use ADVANCE (G11-8) sign, see Figure 3.8

Legends

The legend shown on any sign should adequately describe the attraction with a minimum of words. Care should be taken over the selection of legends of attractions with obscure names. Whilst they may have local recognition, many may be meaningless to the majority of road users. The business or commercial name is allowed provided it relates directly to the attraction or experience for which signposting approval is given.

See also the start of Section 3 for the use of *Service symbols* and *Tourist symbols*.

Commercial man-made attractions such as wineries, wildlife parks and museums are shown in upper case lettering. Geographic features such as national parks, lookouts, waterfalls and lakes (including dams) are shown in upper and lower case lettering.

The minimum letter height is 140mm. A larger letter height may be appropriate in certain circumstances for the purpose of legibility, as assessed by RMS.

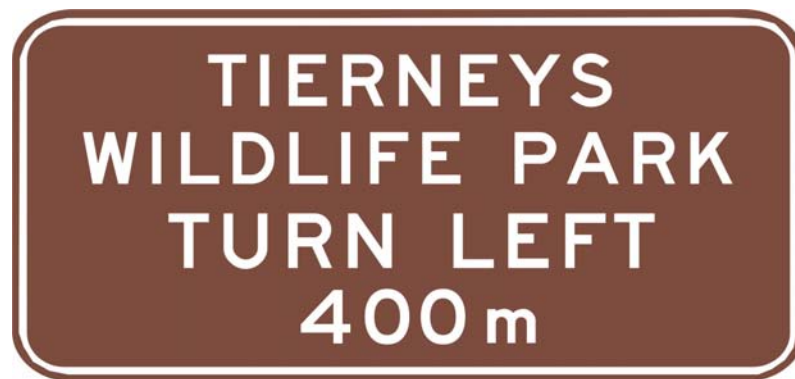All signs display Class 1 white legends on a Class 1 brown background.
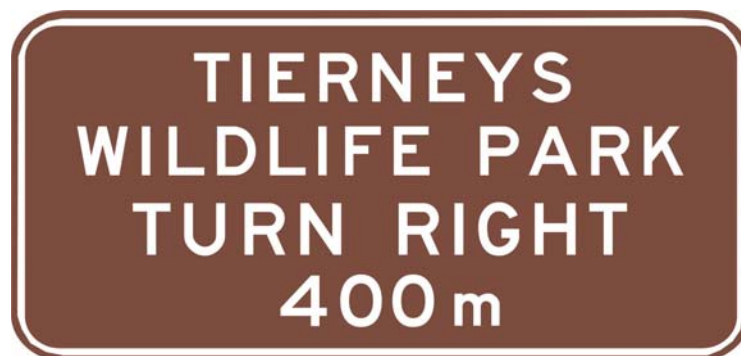
Figure 3.7 Example of ADVANCE (G11-7) sign

Figure 3.8 Example of ADVANCE (G11-8) sign

Attractions signposted from motorways

State significant attractions will be the only attractions that can be signposted from motorways. For the purposes of these guidelines, motorways are defined as roads with multiple lanes, divided carriageways and limited property access. All tollways, freeways and expressways as well as the upgraded divided carriageway sections of the Hume, Princes and Pacific Highways are included in this definition.

Eligible major tourist attractions can, however, be signposted from motorway exit ramps where there are sites available for the erection of any signs. The configuration of the exit terminal will determine the nature of any signs. For example, if the exit ramp terminates at a roundabout, then signs indicating which direction eligible attractions can be accessed are erected either on the exit ramps or at the roundabout (depending on its complexity) or both. If the exit ramp terminates as shown on Figure 3.9, then FINGERBOARD (G11-4) signs would normally be erected. There is a maximum of two fingerboards allowed for any direction on a "first come, first served basis".

The reason that signs are not allowed on the carriageway for non-State significant attractions is that the signposting required to adequately guide traffic to destinations, route names, route numbers, by-passed services (if relevant), State significant tourist attractions (if any) normally occupies all the available space for the erection of signs, whilst allowing them to be read, understood and

acted upon safely. It should be noted that all Australian States that have a motorway network either disallow all tourist signs on any motorway, or have similar policies to this one. NSW has the most liberal policy of all Australian States for the determination of State significant attractions.

Some routes, like the upgraded sections of the Pacific Highway are predominantly motorways, yet may have some at-grade junctions (junctions that are accessed on the same level as the through carriageway and where the side roads are controlled by "Stop" or Give Way" signs). Many at-grade junctions service local roads or other intersections where turning traffic is relatively low. At these intersections all major tourist attractions (State significant or otherwise) can be signposted from the carriageway if sites are available for the erection of any signs. See Figure 3.10.
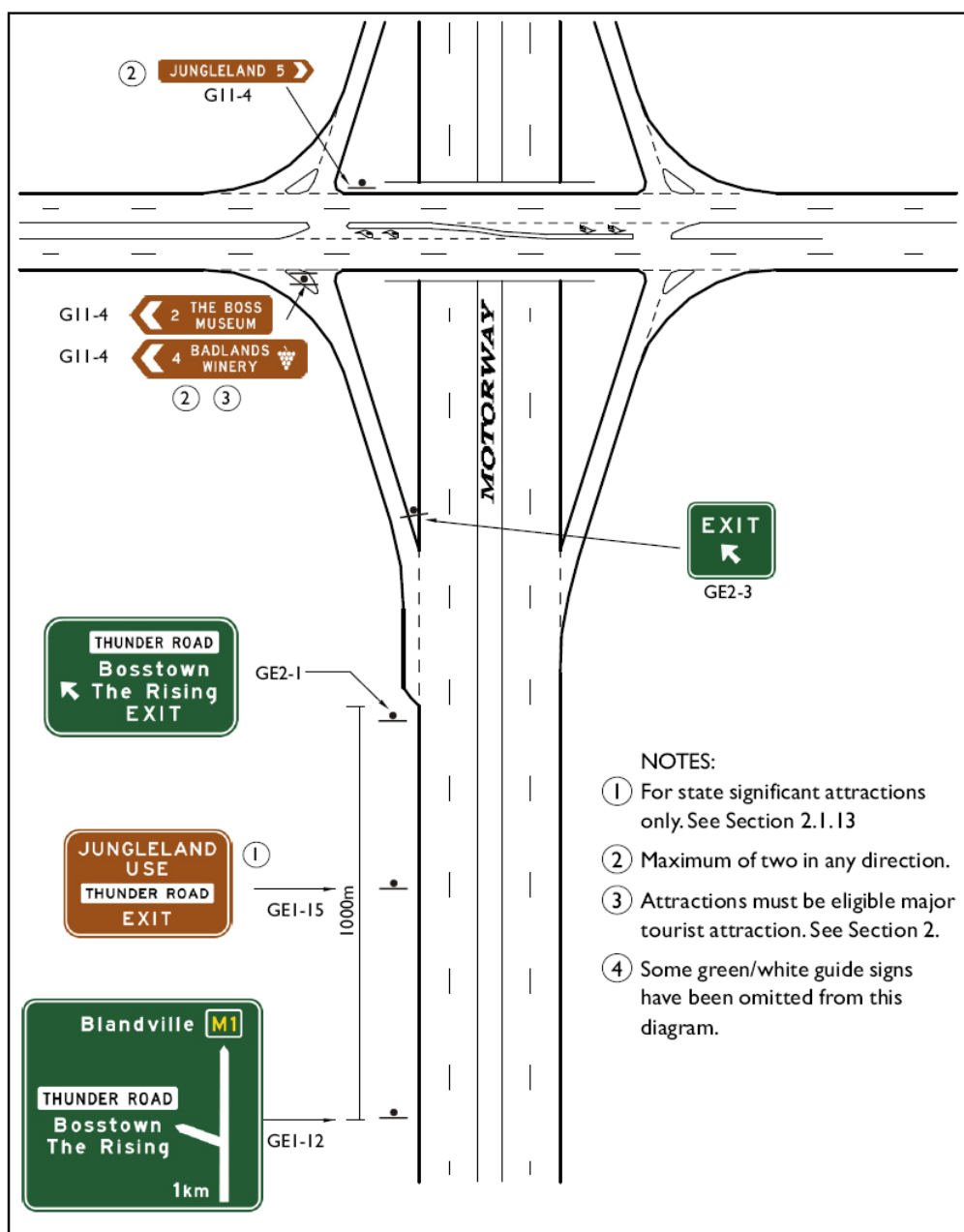
Figure 3.9 Example of signs for tourist attractions located from a motorway exit
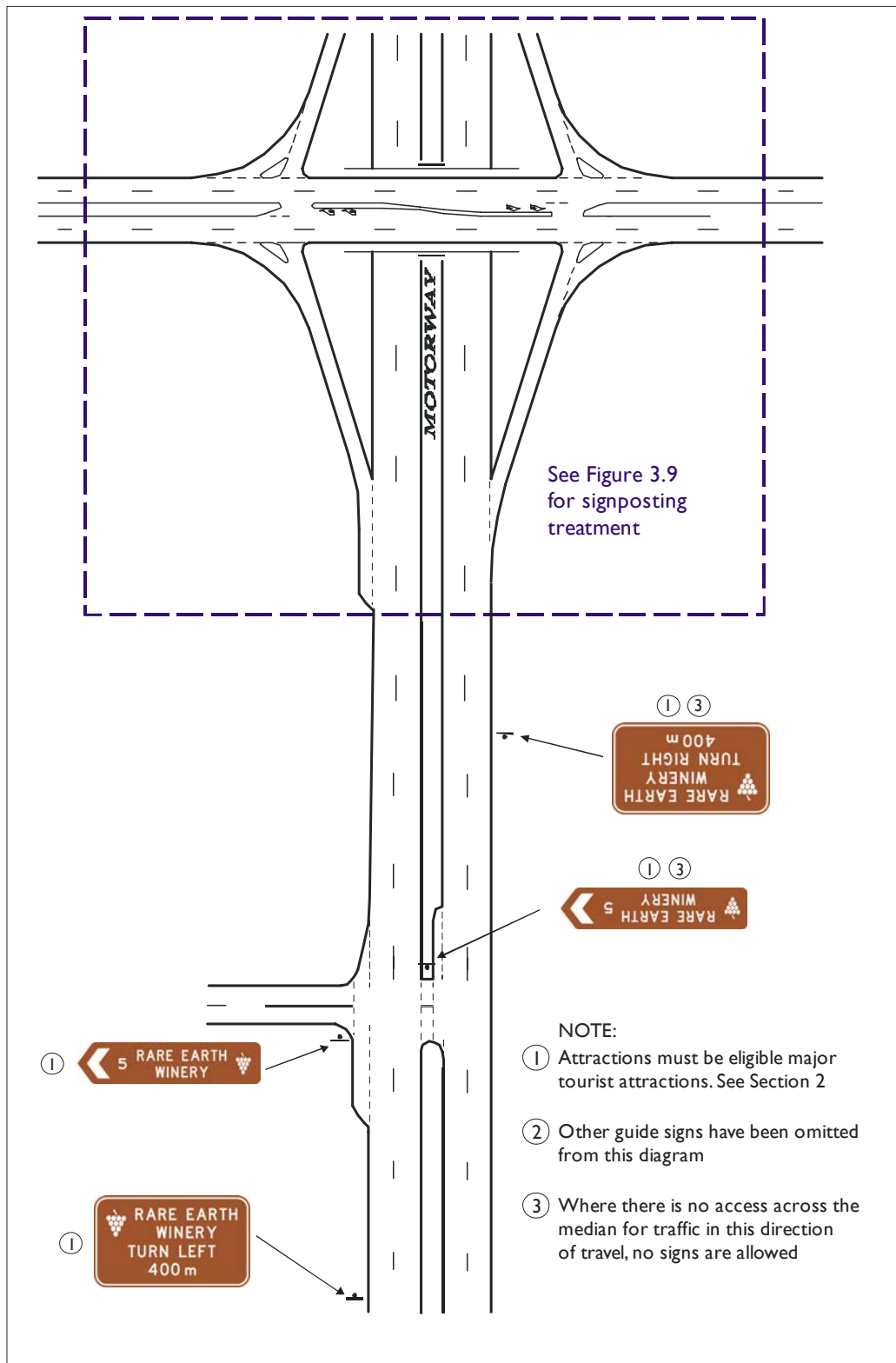
Figure 3.10 Example of signposting to a major tourist attraction accessed from an isolated at-grade intersection on a motorway

3.2 Wineries and wine tourism regions

Figures 3.11 to 3.15 detail the signposting treatments to be followed to satisfy the range of situations that may exist throughout NSW. Where the location of wineries is such that they cannot be accommodated using one of these treatments, TASAC should be consulted to provide advice on the most suitable adaptation of them.

3.2.1 Individual wineries

For individual wineries located on a state or regional road, Figure 3.11 details the treatment to be followed.

Figure 3.12 details the treatment when a single winery is accessed from a state or regional road along a local road. Where one or more local road intersections need to be negotiated before reaching the winery, then local council approval must be gained for follow up guide signs of a similar design to be placed on the local road network. It is important to recognise that if and when another winery, accessed from the same intersection, qualifies as a major tourist attraction, then Figure 3.13 dictates the treatment to be followed. As a consequence the name of the first winery signposted no longer appears on the state or regional road.

3.2.2 Two or more wineries

Figure 3.13 details the treatment where two or more wineries are accessed from a state or regional road but where the general area is not recognised by the WIA as a winegrowing region.

3.2.3 Wine tourism regions

Figure 3.14 details the treatment for a recognised wine tourism region, where it is all located remotely from a state or regional road. Where some of the wineries are directly located along the state or regional road, then use Figure 3.15.

Significant features of the treatment are:

- The naming of the wine tourism region on ADVANCE (G11-7 / 8 or G1-202) signs and FINGERBOARD (G11-4) signs located on the state or regional road,

- The provision of winery information in association with the signposted entry point(s) of the wine tourism region. This would typically be provided in an information bay, lay-by, rest area or AVIC car park.

- A comprehensive rural road naming treatment using enhanced ADVANCE ROAD NAME (G11-206 or G11-207) and enhanced RURAL ROAD NAME (G11-204 and G11-205) signs. The ADVANCE ROAD NAME signs have been enhanced by the inclusion of the "grape" symbol, and placed on a larger sign with a brown background where wineries are located along these roads,

- The use of WINE TOURISM REGION REASSURANCE DIRECTION (G11-202) signs beyond intersections listing the wineries located further along the local road network. Where more than five wineries exist the WINE TOURISM REGION REASSURANCE DIRECTION (G11-202) signs are erected parallel to the road at an area where vehicles can safely pull on to the shoulder to read them. These signs are designed with changeable panels, and

- The introduction of a WINE TOURISM REGION EXIT (G11-208) sign to alert tourists that they are leaving the wine tourism region.

Figure 3.15 details the treatment for a recognised wine tourism region that is located within the state, regional and local road network. In addition to the features outlined for Figure 3.14 (above) a sign welcoming tourists from each state or regional road approach is allowed (G11-215). This sign refers tourists to an information bay or AVIC.

On Figures 3.13 to 3.15 signs in advance of the wineries (signs G11-1 and G11-2 on Figure 3.11) are not shown. In the case of wine tourism regions (Figures 3.13 and 3.14) these signs would be generally unnecessary. On Figures 3.12 and 3.13 signs may be allowed, if necessary, and where local council approval is gained.

Details of sign locations and legends are shown on the figures.
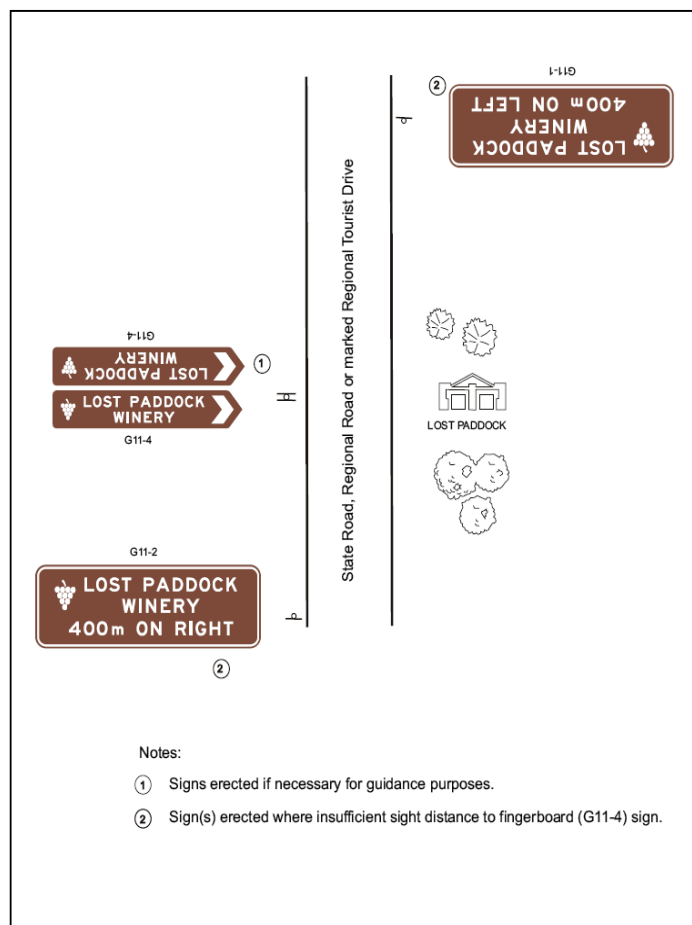

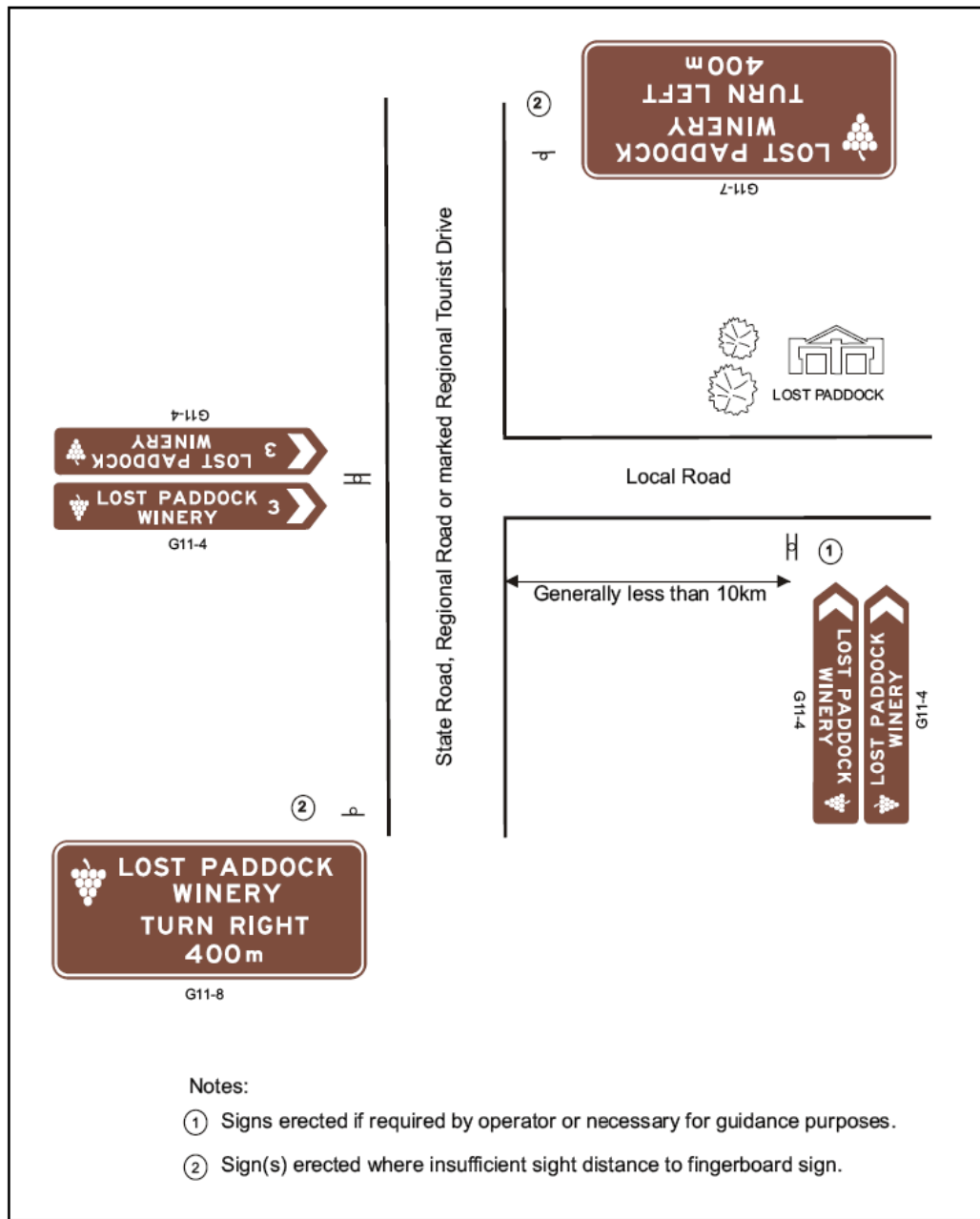Figure 3.11 Single Winery located on a State or Regional Road

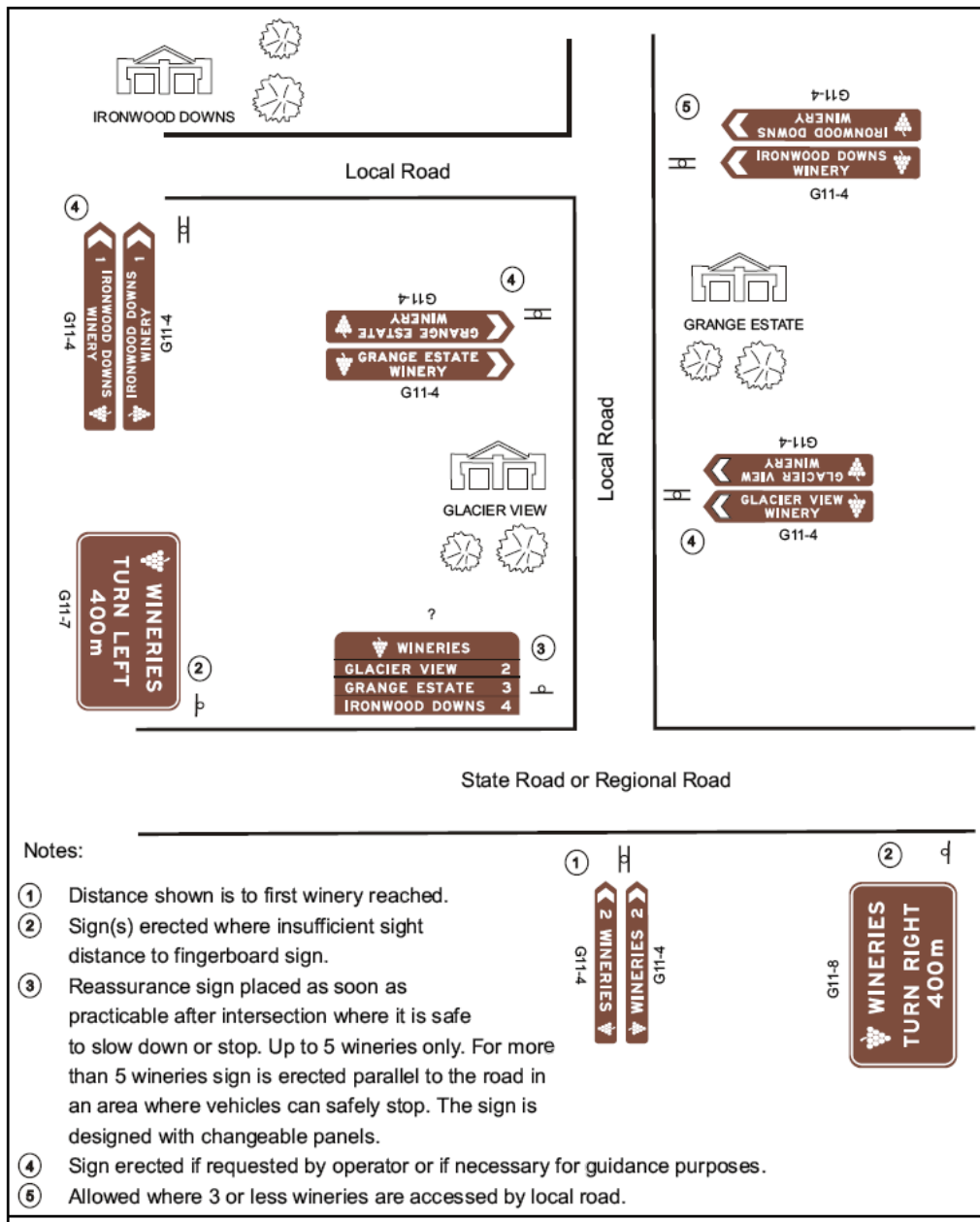Figure 3.12 Single Winery accessed from a State or Regional Road

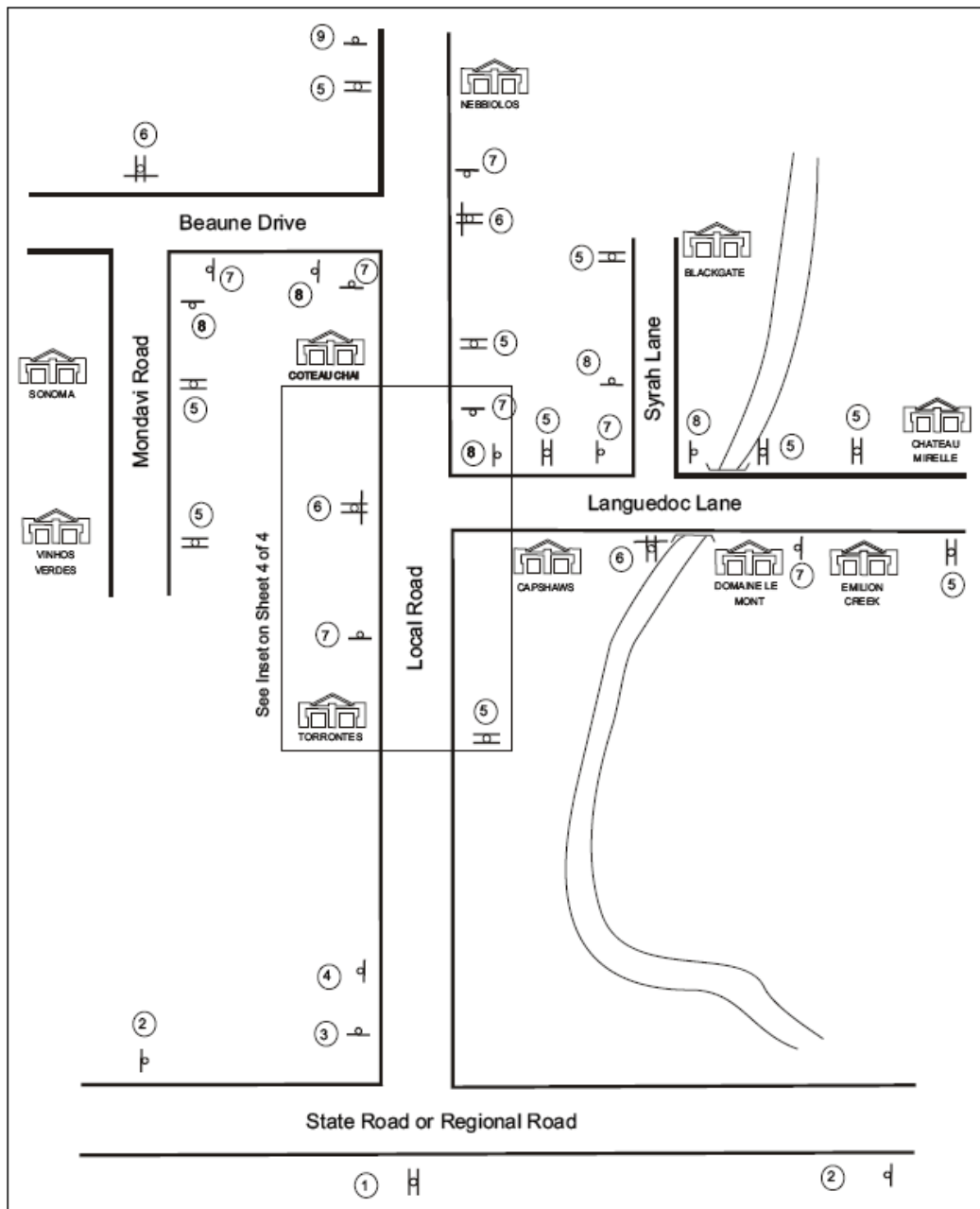Figure 3.13 Two or more wineries accessed from a State or Regional Road

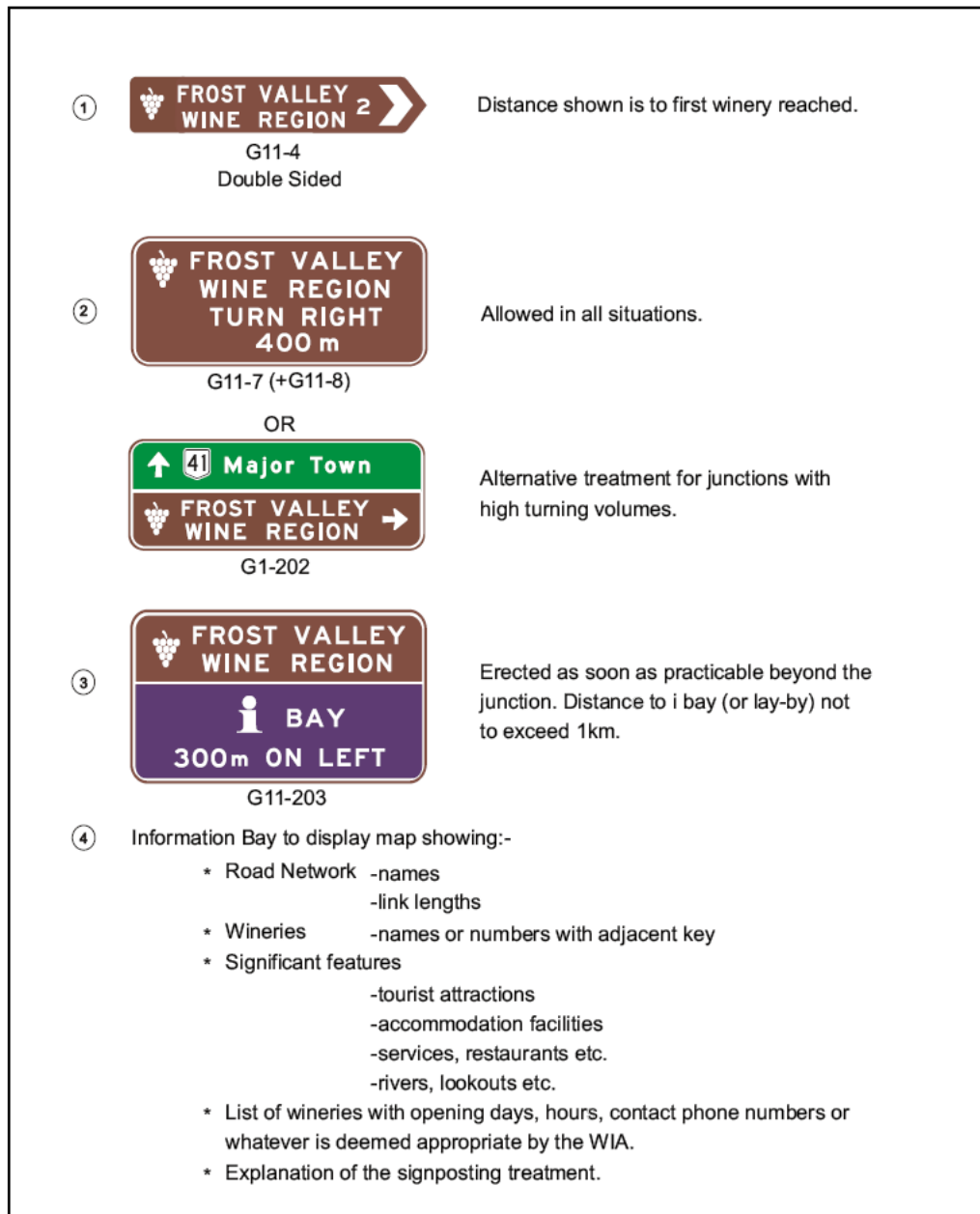Figure 3.14 (Sheet 1 of 4) Wine Tourism Region accessed from a State or Regional Road

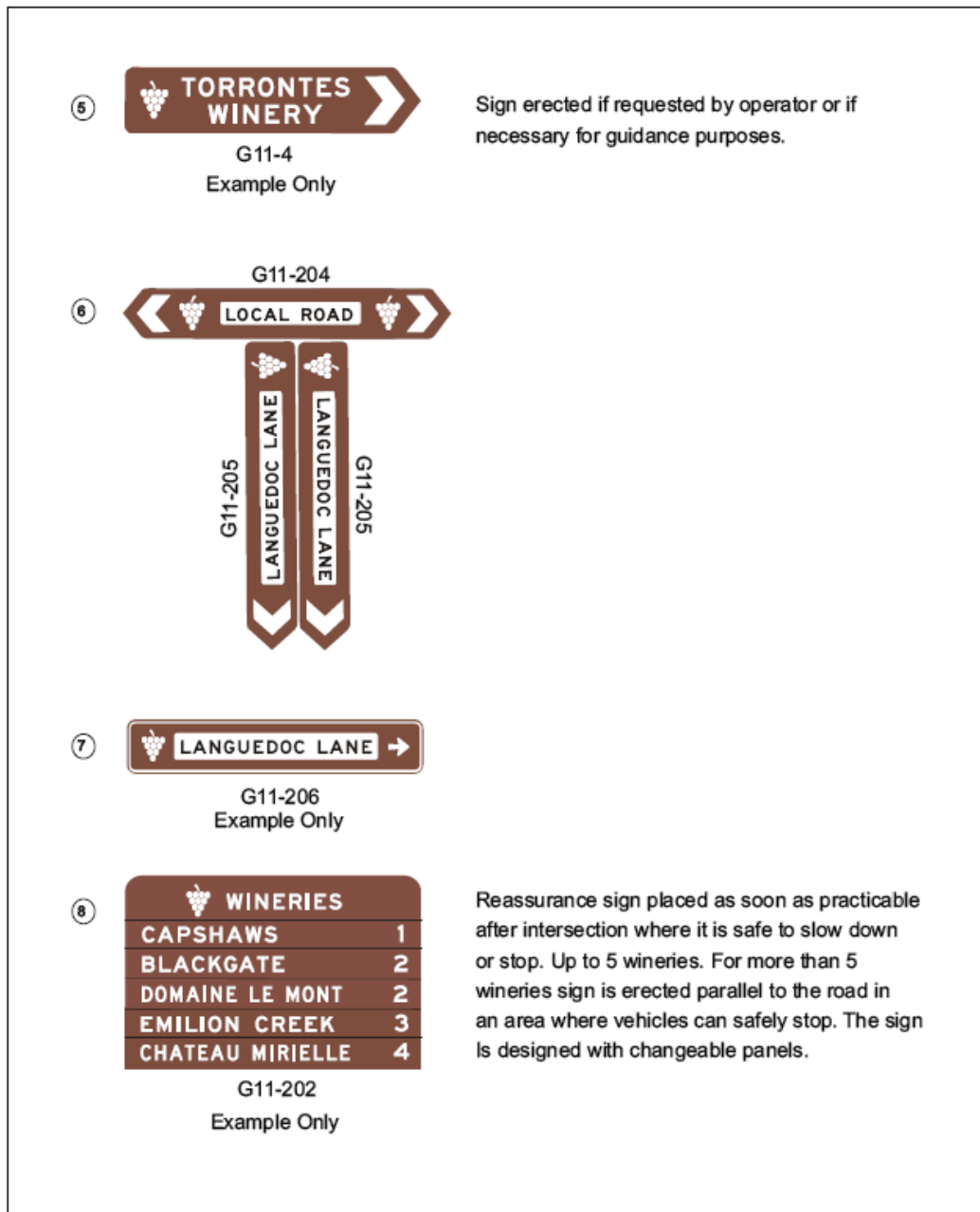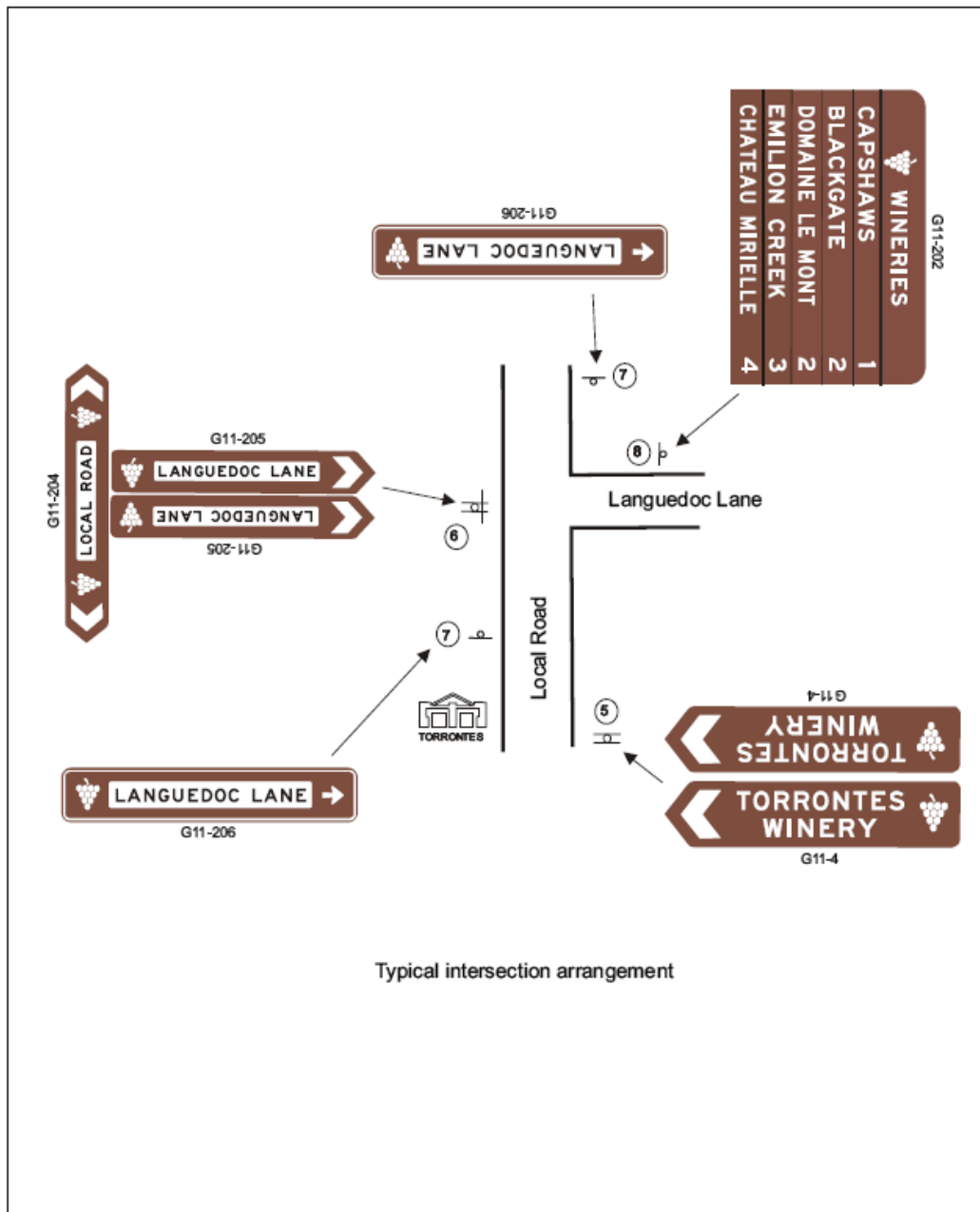① FROST VALLEY WINE REGION 2
G11-4
Double Sided

Distance shown is to first winery reached.

② FROST VALLEY WINE REGION TURN RIGHT 400 m
G11-7 (+G11-8)

Allowed in all situations.

OR

↑ 41 Major Town
FROST VALLEY WINE REGION →
G1-202

Alternative treatment for junctions with high turning volumes.

③ FROST VALLEY WINE REGION
ℹ BAY 300m ON LEFT
G11-203

Erected as soon as practicable beyond the junction. Distance to i bay (or lay-by) not to exceed 1km.

④ Information Bay to display map showing:-

* Road Network   -names
                 -link lengths
* Wineries   -names or numbers with adjacent key
* Significant features
                 -tourist attractions
                 -accommodation facilities
                 -services, restaurants etc.
                 -rivers, lookouts etc.
* List of wineries with opening days, hours, contact phone numbers or whatever is deemed appropriate by the WIA.
* Explanation of the signposting treatment.

Figure 3.14 (Sheet 2 of 4) Wine Tourism Region accessed from a State or Regional Road

⑤ TORRONTES WINERY
G11-4
Example Only

Sign erected if requested by operator or if necessary for guidance purposes.

G11-204
⑥ LOCAL ROAD

G11-205 LANGUEDOC LANE

G11-205 LANGUEDOC LANE

⑦ LANGUEDOC LANE →
G11-206
Example Only

⑧

WINERIES	
CAPSHAWS	1
BLACKGATE	2
DOMAINE LE MONT	2
EMILION CREEK	3
CHATEAU MIRIELLE	4

G11-202
Example Only

Reassurance sign placed as soon as practicable after intersection where it is safe to slow down or stop. Up to 5 wineries. For more than 5 wineries sign is erected parallel to the road in an area where vehicles can safely stop. The sign Is designed with changeable panels.

Figure 3.14 (Sheet 3 of 4) Wine Tourism Region accessed from a State or Regional Road

Figure 3.14 (Sheet 4 of 4 - detail from Sheet 1) Wine Tourism Region accessed from a State or Regional Road
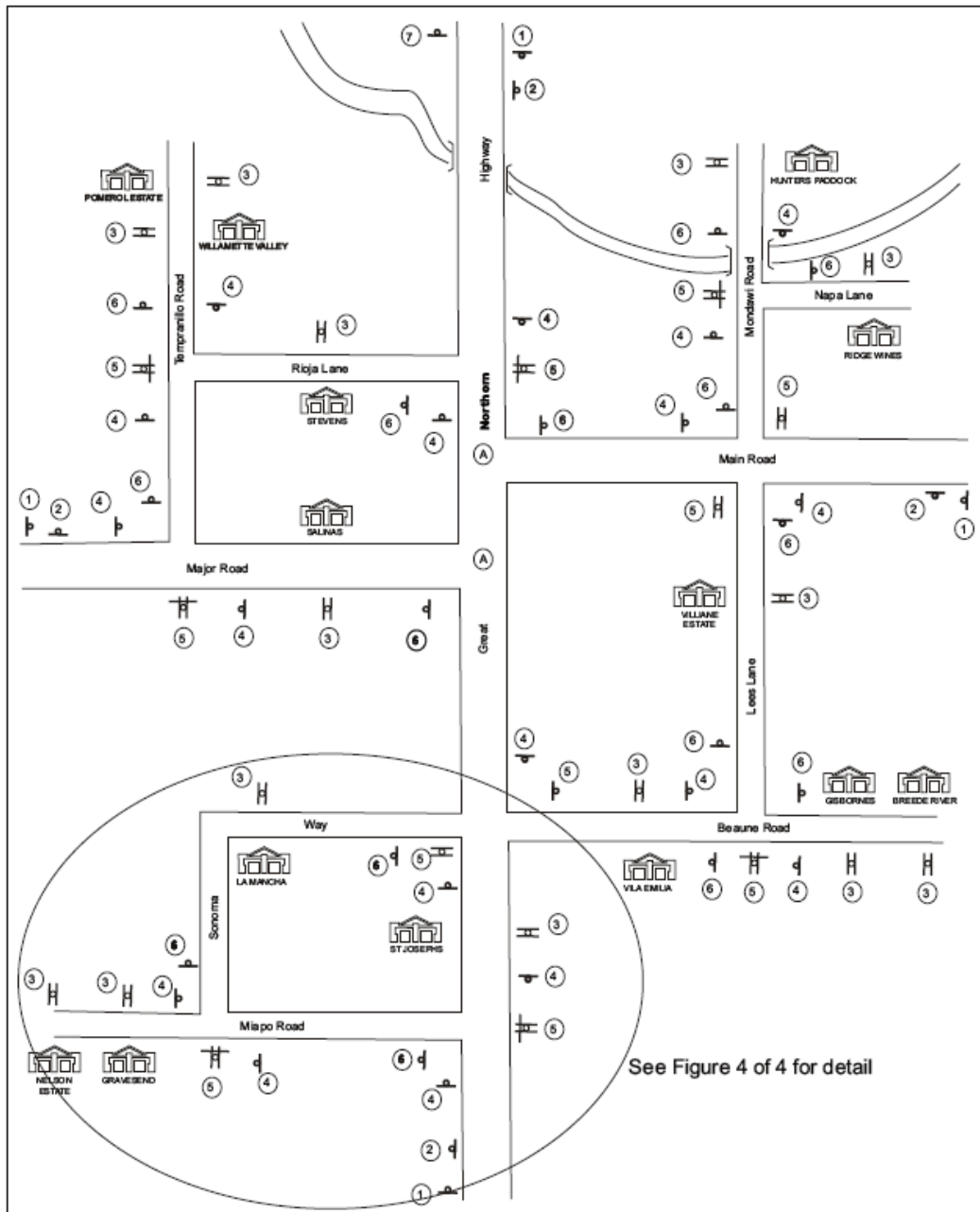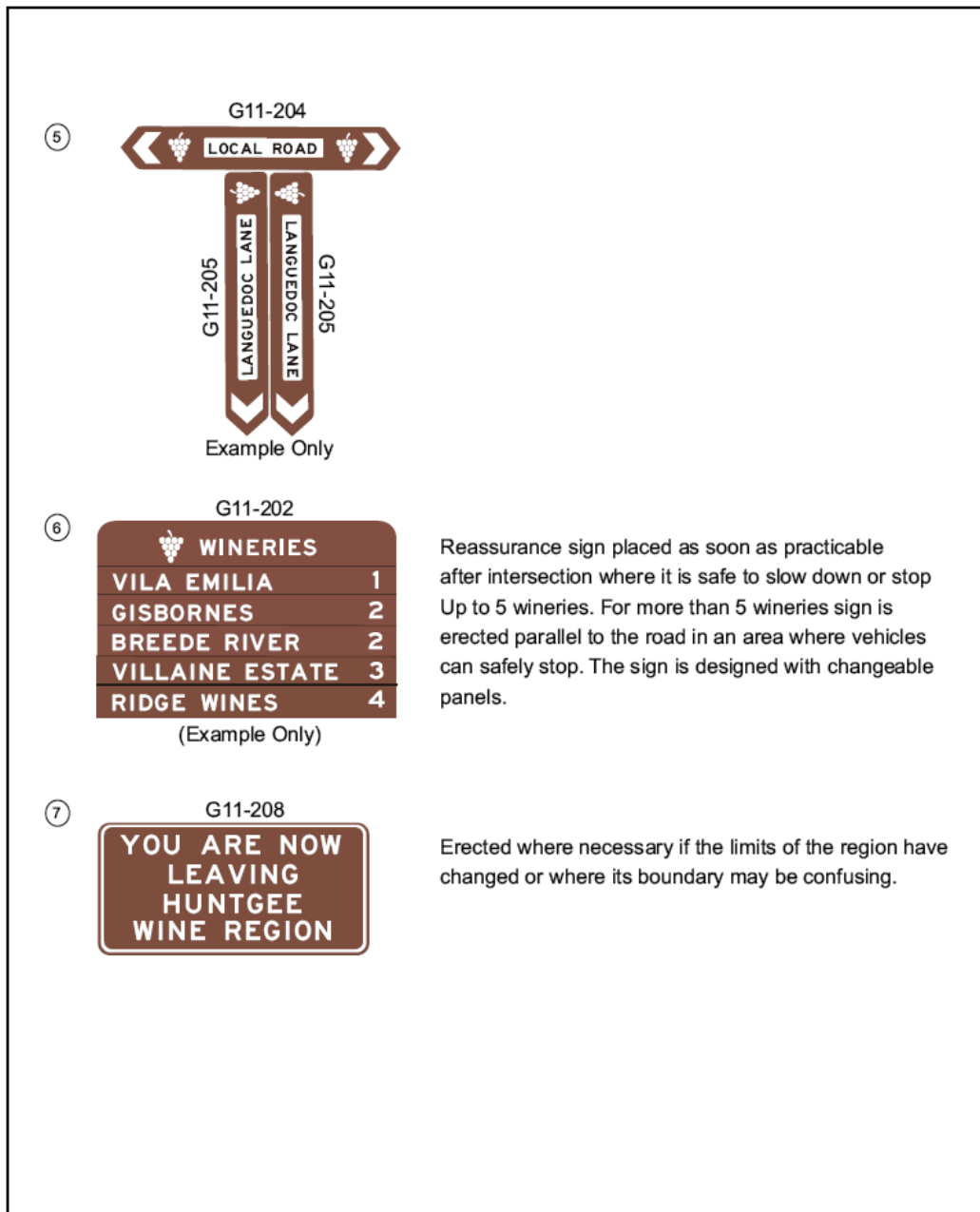
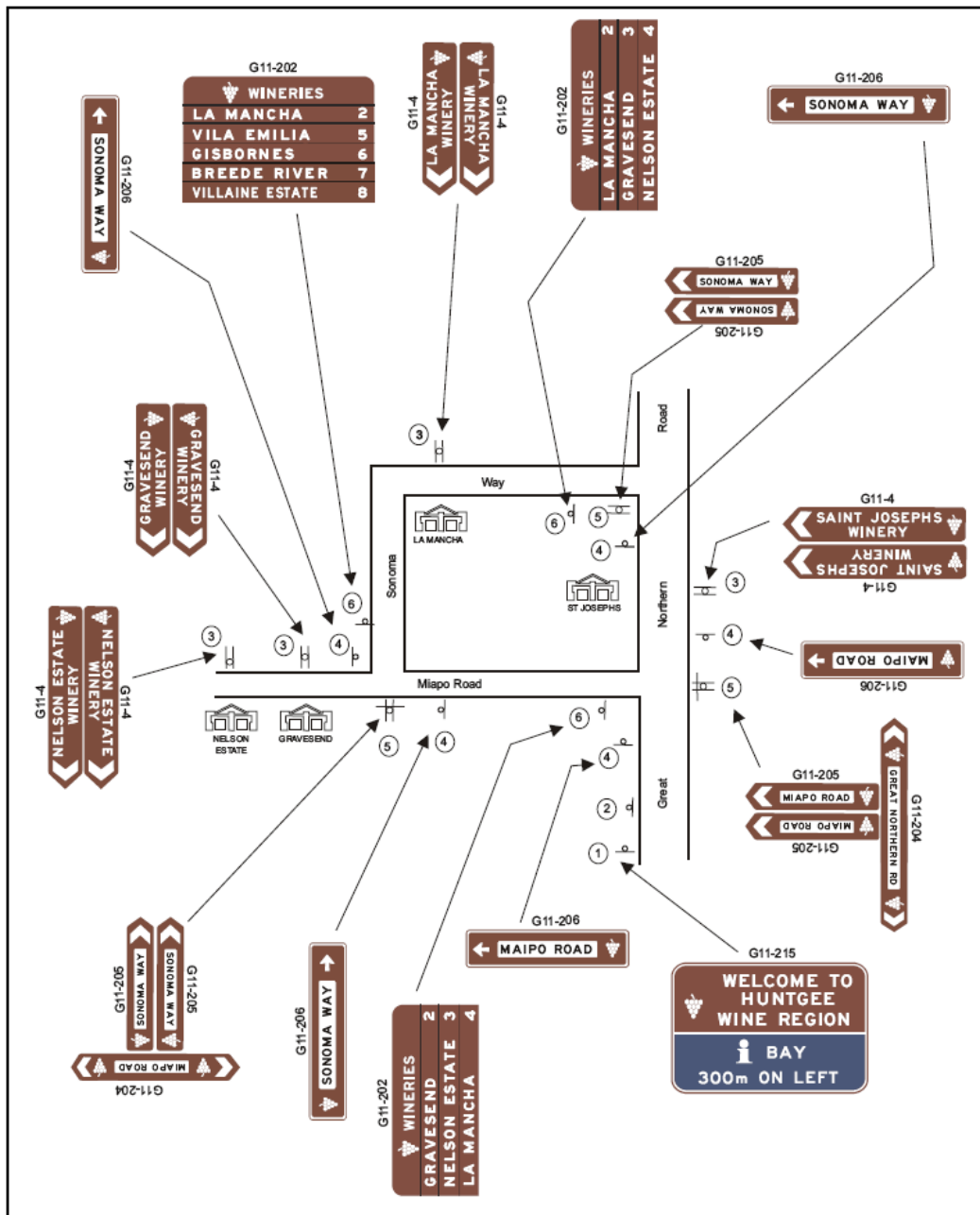Figure 3.15 (Sheet 1 of 4) Wine Tourism Region within a State or Regional Road Network

Ⓐ   Normal State/ regional road intersection guide signposting treatment.

①   **WELCOME TO HUNTGEE WINE REGION** / **i BAY 300m ON LEFT**

   Located in advance of the first winery located on or accessed from the State or Regional road.
   Distance to "i" bay not to exceed 1km.

   G11-215

②   Information Bay to display map showing:-
   * Road Network   - names
                                      - link lengths
   * Wineries   - names or numbers with adjacent key

   * Significant features   - tourist attractions
                                      - accommodation facilities
                                      - services, restaurants, etc.
                                      - rivers, lookouts, etc

   * List of wineries with opening days, hours, contact phone numbers or whatever is .
     deemed appropriate by the WIA.
   * Explanation of the signposting treatment.

   G11-4
③   **GRAVESEND WINERY** ▶

   Sign erected if requested by operator or if necessary for guidance purposes.

   G11-206
④   **BEAUNE RD →**   (Example only)

   OR
   G11-207
   ← LEES LANE
   MONDAVI RD →   (Example only)

Figure 3.15 (Sheet 2 of 4) Wine Tourism Region within a State or Regional Road Network

⑤ G11-204

LOCAL ROAD

G11-205   LANGUEDOC LANE
G11-205   LANGUEDOC LANE

Example Only

⑥ G11-202

🍇 WINERIES
VILA EMILIA   1
GISBORNES   2
BREEDE RIVER   2
VILLAINE ESTATE   3
RIDGE WINES   4

(Example Only)

Reassurance sign placed as soon as practicable after intersection where it is safe to slow down or stop Up to 5 wineries. For more than 5 wineries sign is erected parallel to the road in an area where vehicles can safely stop. The sign is designed with changeable panels.

⑦ G11-208

YOU ARE NOW
LEAVING
HUNTGEE
WINE REGION

Erected where necessary if the limits of the region have changed or where its boundary may be confusing.

Figure 3.15 (Sheet 3 of 4) Wine Tourism Region within a State or Regional Road Network

Figure 3.15 (Sheet 4 of 4 – detail from Sheet 1) Wine Tourism Region within a State or Regional Road Network

3.3 Historic towns and villages

FINGERBOARDS (G3-201) see Figure 3.16, will be allowed from the nearest state or regional road junctions on each approach to the historic town or village. The sign includes the historic village tourist symbol and the word "HISTORIC". Some flexibility may be possible where signs at more remote junctions are critical in terms of guidance.

Figure 3.16 Example of FINGERBOARD (G3-201) for an historic town or village

A TOWN NAME (G11-201) sign, see Figure 3.17, which incorporates the historic town tourist symbol, the word HISTORIC and a statement of heritage interest can replace the standard TOWN NAME (G6-1) sign.

Focal point towns / cities (e.g. *Goulburn* and *Bathurst*) which are also historic towns would not use modified designs for standard ADVANCE DIRECTION (G1 series) signs or for standard INTERSECTION DIRECTION (G2 series) signs. In other words, signing of focal points uses standard guide signs without the historic town tourist symbol and the word HISTORIC.

For further information on TOWN NAME (G6-1) signs, G1 series, G2 series signs and focal points, refer to RMS *Guide Signs* policy*.*

Figure 3.17 Example of TOWN NAME (G11-201) sign for an historic town or village

Legends

In the examples above the letter heights on the TOWN NAME (G11-201) sign, see Figure 3.17, are 180mm upper case for the town name and 140mm upper case for all other legends. On the FINGERBOARD (G3-201), see Figure 3.16, the letter height for the town name is a minimum 160mm upper case / lower case and 140mm upper case for the word HISTORIC.

Standard TOWN NAME (G6-1) signs have a black legend on a Class 2 white background, and FINGERBOARDS (G3-201) have a Class 1 white legend on a Class 1 green background. All modified designs, see Figures 3.16 and 3.17, would carry a Class 1 white legend on a Class 1 brown background.

3.4 National parks, state conservation areas, state forests and major water storage areas

Attractions in this category are often in remote locations, and have a wide variety of visitor facilities. These factors necessitate a more comprehensive and descriptive set of signs than for other tourist attraction types.

<u>National parks</u>

Many of the larger national parks have multiple access points, each leading to a different visitor site with a range of visitor facilities. Many of these are not internally connected. To clarify the range of visitor services that exists within these parks and from their various entry points, the use of service and tourist symbols is allowed on some signs.

Most national parks are located away from the state road network. Signposting for this category may be allowed more remotely than the nearest state or regional road or touring route.

The NPWS and RMS have both demonstrated a long standing clarity issue regarding the identification of parks and sites within them that are located on NPWS land (and possibly subject to park entry fees) from other major recreation areas eligible for signposting. To address this issue a national park symbol is allowed on some signs. The rationale for the use of the symbol is further explored below:

- In some instances the signposted names of eligible recreation areas may mislead some visitors into thinking that they are national parks when they are not, and vice versa. This is particularly the case with some historic sites or regional parks where NPWS is the management authority.

- Some national parks sit within a road network that includes internal access to towns or villages that lie outside the parks. Examples can be found in Royal and Ku-ring-gai Chase national parks, amongst others. Often visitors can be confused in terms of whether a signposted location is within the park (and

  thereby possibly attracting an entrance fee), and locations which are not. Some of these locations may be eligible major tourist attractions in their own right, so the use of the national park symbol provides clarity.

- Commercially operated businesses may be sited on land within a national park. Such is the case in Kosciuszko National Park, with the whole of Thredbo Village located on park land. An entry fee is charged for visitors to the village. However most road users are not aware that the land manager for Thredbo Village is the NPWS.

- The large number of eligible attractions in this product category will further expose the symbol, adding to its currency and understanding.

The national park symbol to be used in association with eligible sign types is identical to the NPWS logo. See example on Figure 3.18. This logo translates well for use as a symbol as it has an ideal shape and is well known by a high percentage of potential visitors.

<u>State conservation areas, state forests and major water storage areas</u>

Similar signposting treatments to those shown below for national parks may be appropriate for eligible state conservation areas, state forests and major water storage areas where a range of visitor sites / facilities are available. Signposting treatments will be determined on a case by case basis. Tourist symbols relating to the land management authority are not used on these signs.

Sign types, legends and location

In general terms, three different treatments are applicable:
1. If the national park is relatively small, a FINGERBOARD (G11-221) sign, see Figure 3.20, may be all that is necessary.
2. For some national parks, particularly in rural areas, the treatment shown at Figure 3.26 would generally be sufficient.
3. For national parks with high visitation or where a range of visitor sites and services are available, a more comprehensive entry treatment is allowed, see Figure 3.27. It may be that not all the sign types depicted in Figure 3.27 are necessary. If the sign types shown are not considered appropriate or extra signs are considered necessary, the sign types shown at Figure 3.27 and described below should NOT be adapted, and the Senior Projects Planning Officer, Parks & Wildlife Group (NPWS), ph. 9895 7726, should be contacted for advice in the first instance. It is anticipated that this will apply to many national parks in the NPWS's Western Branch.

An ADVANCE DIRECTION (G11-209) sign, see Figure 3.19, is used in advance of an intersecting road leading to or into a national park. Where a "green and white" ADVANCE DIRECTION (G1 series) sign is already installed then the G11-209 sign should be erected before the G1 series sign. The sign is typically erected at a distance of 500m so that the range of tourist and service symbols indicated on it can be considered by intending visitors.

This sign indicates the name of the national park and a combination of up to five service or tourist symbols selected from those listed below. Appendix A, Service Symbols, lists the eligibility requirements for service symbols used on signs within this policy. It should be noted that the national park symbol is not included on this sign, as the amount of information shown is at the limit of what can be read, understood and acted upon safely.

Tourist symbols:

- Aboriginal, (see also Section 2.1.5)

- Historic village, (see also Section 2.2.2)

- Scenic lookout, (see also Section 2.1.9)

- Walking track, (see also Section 2.1.9), and

- Whale watching, (see also Section 2.1.9).

Service symbols:

- Italic "*i*", where a visitor centre is accredited by national guidelines, (see Section 2.5.1),

- Camping area,

- Caravan park,

- Boat ramp,

- Restaurant (fork and spoon), or light refreshments (cup and saucer),

- Picnic tables,

- Drinking water (where town water is supplied), and

- Toilets.

No other symbols are allowed.

Where a site has more than five of these facilities, the toilet and / or picnic table symbols would not be displayed, as there would be a reasonable expectation that these facilities existed.

Figure 3.18 Example of an ADVANCE DIRECTION (G11-209) sign

INTERSECTION DIRECTION (G11-216) signs for national parks, see Figure 3.19, are used at the intersection leading to the national park. These signs include the national park symbol. The symbol is displayed at the opposite end of the sign to that of the chevron.

This sign is used where the national park is a focal point. In other words the park is the primary destination along the intersecting side road. In every case where this sign is used there must be a NATIONAL PARK REASSURANCE DIRECTION (G11-219) sign, see Figure 3.25, erected after the turn has been made, to indicate the distance to the park, or, where there are multiple major visitor sites, the distances to those sites.

If the road leading to the national park provides access principally to a single major visitor site, then a FINGERBOARD (G11-221) sign, see Figure 3.20, may be used in place of the NATIONAL PARK INTERSECTION DIRECTION (G11-216) sign.

Figure 3.19 Example of a NATIONAL PARK INTERSECTION DIRECTION (G11-216) sign

Figure 3.20 Example of a NATIONAL PARK FINGERBOARD (G11-221) sign

Visitor sites within some national parks can often be dispersed over a large area and within a network of roads. In some cases visitors need access to an information bay, lay-by or visitor centre to explore their visitor site options. Where an information bay, lay-by or visitor centre is provided, a NATIONAL PARK WELCOME TO (G11-217) sign, see Figure 3.21, can be erected, to give advance notice to the information point's location.

This sign welcomes visitors to the particular national park, includes the national park symbol and describes the type of information point (information bay, lay-by or visitor centre) and the distance to it.

The distance on the sign is normally dependent on the approach speed as follows:

- 80km/h and above – 300m
- Below 80km/h – 200m

Figure 3.21 Example of a NATIONAL PARK WELCOME TO (G11-217) sign and the supplementary PARK USE FEE (G11-218) panel

Where a NATIONAL PARK WELCOME TO (G11-217) sign is used, and the information point is an information bay or lay-by, an INFORMATION BAY or LAY-BY INTERSECTION (G7-4-1) sign, see Figure 3.22, is also used, opposite the entry point to the facility.

Where the information point is a staffed accredited visitor information centre, then a NATIONAL PARK VISITOR CENTRE INTERSECTION (G7-286) sign, see Figure 3.23, is used.

The parking symbol "P" is optional. This symbol should be included if the car park is not immediately adjacent to the centre.

Figure 3.22 Example of an INFORMATION BAY or LAY-BY INTERSECTION (G7-4-1) sign

Figure 3.23 Example of a NATIONAL PARK VISITOR CENTRE INTERSECTION (G7-286) sign

Where there is a staffed accredited visitor information centre within a national park remote from the park's entry point and any information bay or lay-by that may be provided, then a NATIONAL PARK VISITOR CENTRE ADVANCE (G7-285) sign, see Figure 3.24, is used on the approaches to the centre. It should be noted that the italic "*i*" is not able to be used to signpost visitor centres in national parks unless they have been accredited in accordance with the national standards. The Roman "i" is not to be used on signs for visitor centres.

The parking symbol "P" is optional. This symbol should be included if the car park is not immediately adjacent to the centre.

The distance on the sign is normally dependent on the approach speed as follows:

- 80km/h and above – 300m
- Below 80km/h – 200m

Figure 3.24 Example of NATIONAL PARK VISITOR CENTRE ADVANCE (G7-285) sign

Where a national park has a variety of major visitor sites it may be necessary to install a NATIONAL PARK REASSURANCE DIRECTION (G11-219) sign, see Figure 3.25. This sign is erected as soon as practicable along the entry road into the park and generally within 500m.

These signs display:
- the name of the park,
- the national park symbol,
- up to four visitor sites within the park, and
- the distances to the visitor sites in whole kilometres.

Major visitor sites must be important tourist attractions in their own right and not minor walking trails or other access points.

Where these signs are used it is essential that all the listed major visitor sites are signposted at any subsequent intersection where a visitor needs to turn. See the examples at Figures 3.28 and 3.30. Where an information bay, lay-by or staffed accredited visitor centre is provided this sign should be erected after the NATIONAL PARK WELCOME TO (G11-217) sign but precede the information bay, lay-by or visitor centre. See Figure 3.27 for the typical layout of signs on the approach road to a national park.

Where an entry fee applies, the supplementary PARK USE FEE (G11-218) panel shown should be erected.
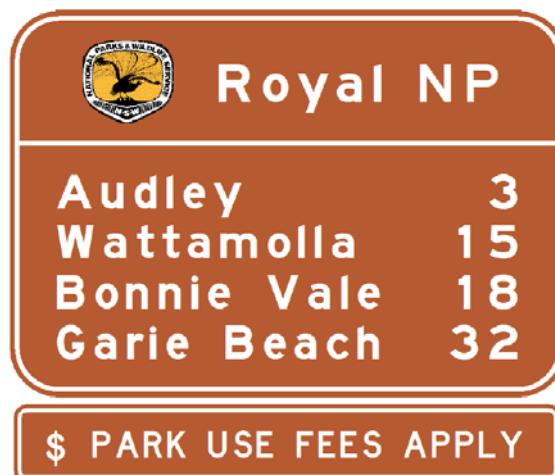
Figure 3.25 Example of a NATIONAL PARK REASSURANCE DIRECTION (G11-219) sign and the supplementary PARK USE FEE (G11-218) panel
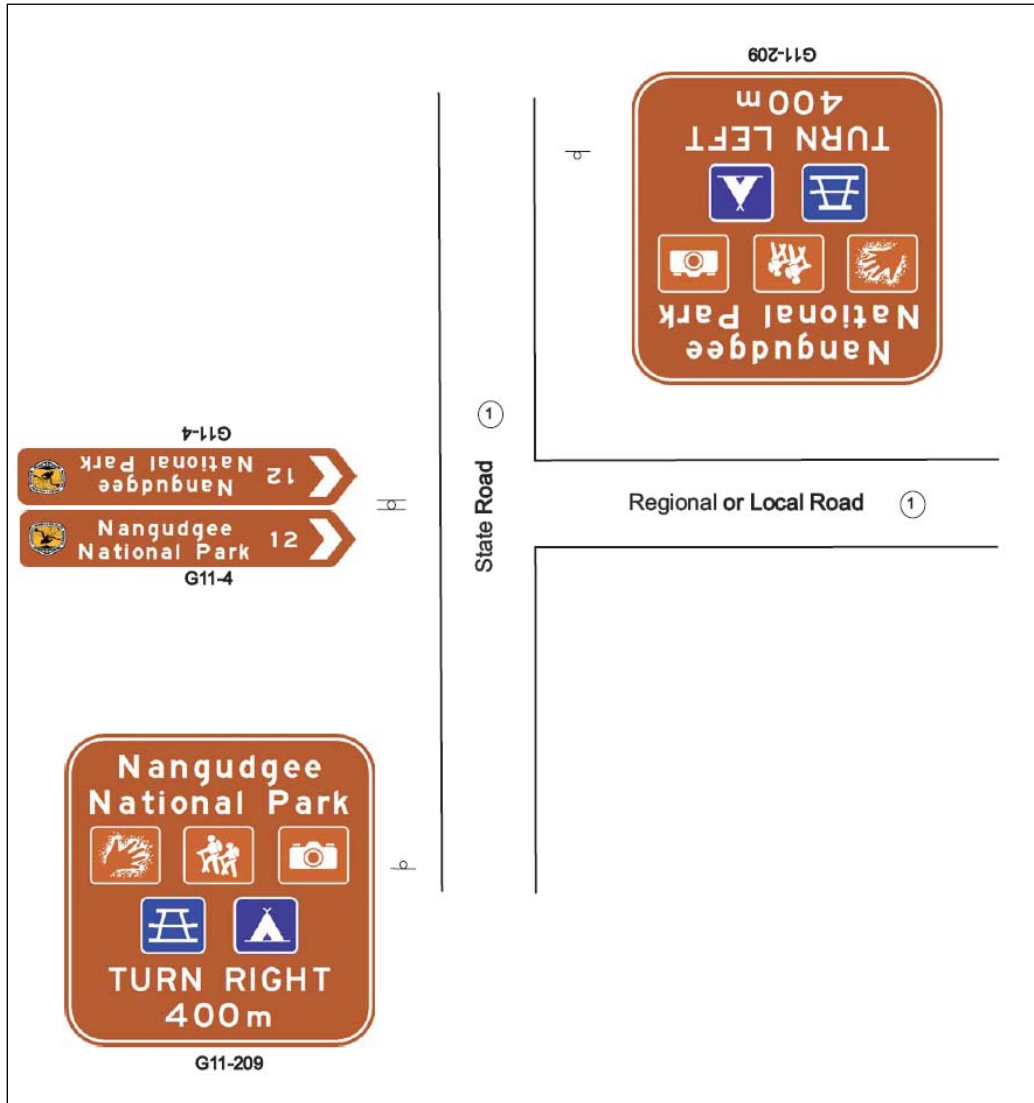
Figure 3.26 – Example of a typical signposting arrangement to a National Park
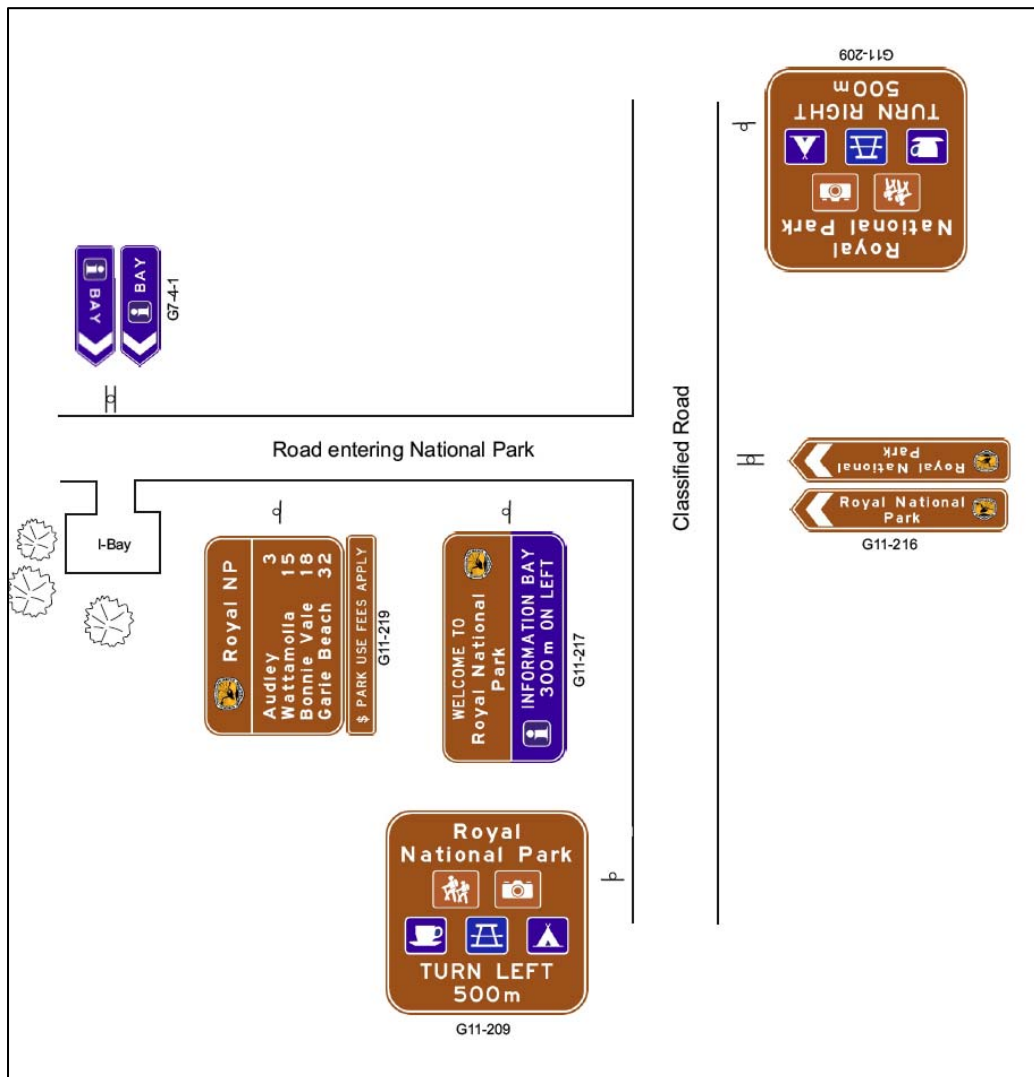
Note:
See Section 3.4 – Sign Types, Location and Legends Location for information on sign location.

Figure 3.27 Example of a typical signposting arrangement on approach to a National
Park with high visitation and / or a large range of visitor sites

NATIONAL PARK VISITOR SITE ADVANCE DIRECTION (G11-220) signs, see
Figure 3.28, are used in advance of the turnoff to a major visitor site(s). These
signs replace standard ADVANCE DIRECTION (G1 series) signs at the same
locations.

These signs display the:
• through route destination, if any,
• name of the intersecting road (this is optional depending on whether the
  road name is well understood or considered necessary),
• name of the visitor site,
• national park symbol, and
• up to three tourist or service symbols.

Figure 3.28 Example of a NATIONAL PARK VISITOR SITE ADVANCE DIRECTION (G11-220) sign

NATIONAL PARK VISITOR SITE ADVANCE DIRECTION (G11-220) signs are followed by a NATIONAL PARK VISITOR SITE FINGERBOARD (G11-221) sign, see Figure 3.29. This sign indicates the name of the site, the national park symbol and the distance to the site in whole kilometres. Where the distance is 500 metres or less then the distance can be shown in multiples of 100 metres. These signs are normally doublesided but may be split to two sites to satisfy sight distance requirements.

Figure 3.29 Example of a NATIONAL PARK VISITOR SITE FINGERBOARD (G11-221) sign

Where a side road within a national park leads to focal point destinations that lie outside the park along with a significant national park visitor site within it, an ADVANCE DIRECTION (G1 series) sign, see Figure 3.30, can be used on the approaches to the turn-off. The sign will indicate the national park visitor site's name and the national park symbol. Service and tourist symbols would not be shown on this sign, but would be included on the sign in advance of the final turn-off to the visitor site, as shown at Figure 3.28.
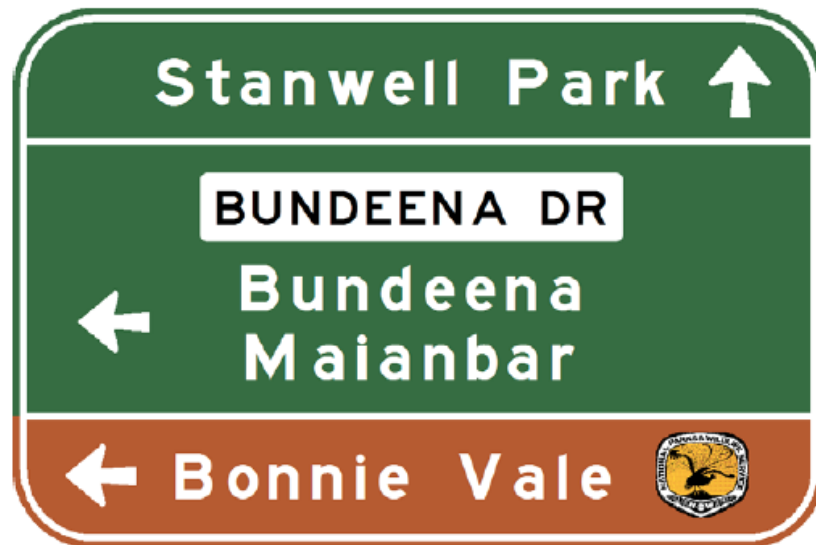
Figure 3.30 Example of ADVANCE DIRECTION (G1 series) sign

ADVANCE DIRECTION (G1 series) signs are followed by a NATIONAL PARK INTERSECTION DIRECTION (G11-216), see Figures 3.19 or 3.31, or by a NATIONAL PARK VISITOR SITE FINGERBOARD (G11-221) sign, see Figure 3.29.
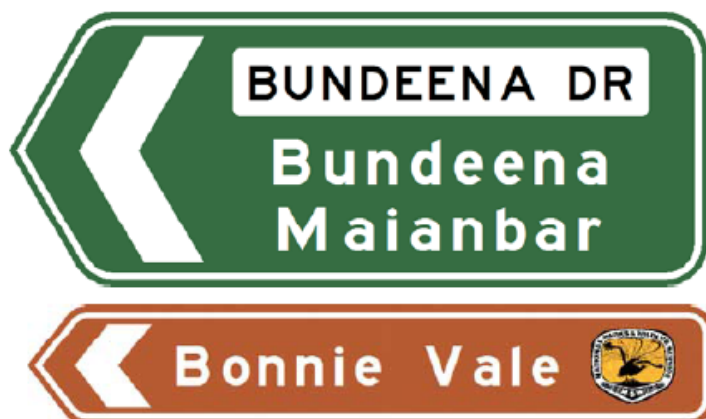
Figure 3.31 shows a standard INTERSECTION DIRECTION (G2 series) sign in combination with a NATIONAL PARK INTERSECTION DIRECTION (G11-216) sign. It should be noted that both signs are intersection direction signs, all of which lack distances. If fingerboard signs – which include distances - are to be used, then both signs must be in the fingerboard format. The decision whether to use intersection direction signs or fingerboards is made on the basis of whether REASSURANCE DIRECTION (G4 series) signs, see Figure 3.32, are installed. If no reassurance direction signs are installed then fingerboard signs should be used.

Figure 3.31 Example of an INTERSECTION DIRECTION (G2 series) sign in combination with a NATIONAL PARK INTERSECTION DIRECTION (G11-216) sign
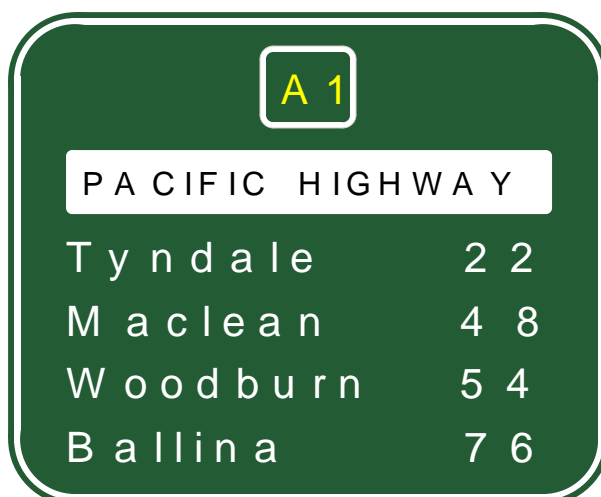
Figure 3.32 Example of a REASSURANCE DIRECTION (G4 series) sign

Where formal car parks are provided within national parks to service walking tracks or other facilities where off-road parking is needed, then a NATIONAL PARK CAR PARK ADVANCE (G11-8) sign, see Figure 3.33, may be erected. Only those car parks assessed to be adequate by the park's manager should be considered for signposting.

This sign displays the national park symbol, the name of the car park or walking track, the "P" symbol, the walking track symbol and the distance to the turning point into the car park.

The distance on the sign is normally dependent on the approach speed as follows:
- 80km/h and above – 300m
- Below 80km/h – 200m

Figure 3.33 Example of a NATIONAL PARK CAR PARK ADVANCE (G11-8) sign

NATIONAL PARK CAR PARK ADVANCE (G11-8) signs are followed by a PARKING POSITION (G7-4-1) sign, see Figure 3.34, opposite the entry point to the car park. Theses signs are normally doublesided but may be split depending on access characteristics.

Figure 3.34 Example of a PARKING POSITION (G7-4-1) sign

3.5 Major regional tourist centres

Sign types and location

A special TOURIST INFORMATION (G11-210) sign, see Figure 3.35, is provided at approximately 1km in advance of the turn-off.

Standard "white on green" ADVANCE DIRECTION (G1 series), INTERSECTION DIRECTION (G2 series), FINGERBOARD (G3 series) and REASSURANCE DIRECTION (G4 series) signs must be in place at the turn-off to the major tourist area. For details of these signs, refer to RMS *Guide Signs* policy*.*

Figure 3.35 Example of TOURIST INFORMATION (G11-210) sign

Legends

The TOURIST INFORMATION (G11-210) sign names the town, gives the distance from the turn-off, and lists up to three specific attractions or generic activities of tourist interest, and up to five service symbols.

The top and middle panels have a Class 1 white legend on a Class 1 brown background, whilst the bottom panel has a Class 1 white legend (yellow for the "*i*") on a Class 1 blue background.

The town name has a minimum letter height of 160 / 120mm upper case / lower case and the other legends 140mm upper case.

3.6 "Seaside" towns and villages

Sign types and location

The SEASIDE TOWN ADVANCE (G6-234) sign, see Figure 3.36, is erected approximately 400m in advance of the turn-off.
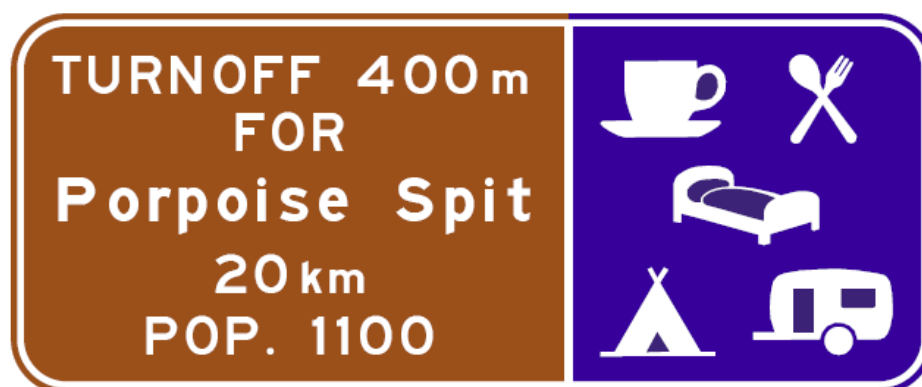
Figure 3.36 Example of SEASIDE TOWN ADVANCE (G6-234) sign

Legend

The right hand side of the sign has a Class 1 white legend on a Class 1 blue background and includes up to five relevant service symbols.

The left hand side has a Class 1 white legend on a Class 1 brown background and details the distance to the turn-off, the name of the town / village, its distance from the junction and its population.

3.7 Tourist drives

Eligible regional tourist drives are marked by a number of different sign types that, in combination, allow the user to:

- identify the start and end points of the drive,

- be informed of major attractions or towns and villages of interest along the drive,

- negotiate any intersections where the drive may turn,

- access attractions along the route, and

- be made aware of sections of the route which are unsealed, unsuitable for vehicles towing caravans, for example, or where services are unavailable for long distances.

Advance signs

The ADVANCE (G8-207) sign, see Figures 3.37 and 3.49, is used on a state or regional road at the approach to the turn-off to a regional tourist drive.

The distance from the sign to the turn-off should be 300 - 400m (rural) and 100 - 200m (urban), depending on approach speeds and sight distance.

The legend on this sign simply numbers the regional tourist drive and advises which way to turn at the intersection following.

The route marker does not carry the words TOURIST DRIVE as this legend is displayed on the sign. This allows a larger numeral. The minimum letter size is 140mm Series E.

Figure 3.37 Example of ADVANCE (G8-207) sign

If an ADVANCE DIRECTION (G1 series) sign exists on the approach to the regional tourist drive, then an ADVANCE (G8-207) sign, see Figures 3.38, can be used which can be mounted below the existing sign. For details of G1 series signs, refer to the RMS document *Guide Signs.*

The width should be the same as the existing sign. The format allows for the words "TOURIST DRIVE" to be on either one or two lines, so that the letter height approximates the lower case height of the existing sign.

Where an existing ADVANCE DIRECTION (G1 series) sign is replaced, the regional tourist drive route marker is incorporated into the new sign design, see Figure 3.39.

Figure 3.38 Example of ADVANCE (G1-202) and (G8-207) signs

Figure 3.39 Example of ADVANCE DIRECTION (G1-202) sign
incorporating regional tourist drive route marker

Where a regional tourist drive has a major regional tourist focus or foci, a
DIAGRAMMATIC ADVANCE DIRECTION (G8-208) sign, see Figures 3.40 and
3.48, may be allowed by TASAC. See *Section 4, Approval.* The use of this sign
is restricted to regional tourist drives where a variety of attractions are
concentrated or accessible within particular town or regions.

Examples include:

- Port Macquarie

- Foster,

- Byron Bay, and

- SKI RESORTS, in the case of the ALPINE WAY.

Figure 3.40 Example of DIAGRAMMATIC ADVANCE DIRECTION (G8-208) sign

The legend on a DIAGRAMMATIC ADVANCE DIRECTION (G8-208) sign must show:

- the next focal point beyond the remote terminal point of the drive, ie Bathurst in the example shown,

- the major focus or foci, i.e. Oberon and Jenolan Caves in the example shown,

- the words "TOURIST DRIVE" and the drive number OR where the route of the regional tourist drive is signposted and promoted with a route name, the words "TOURIST DRIVE" may be replaced with the route name, eg Lakes Way or Bucketts Way,

- the through route number, and

- the distance to the start of the drive. This distance should nominally be 400 - 500m.

The minimum letter heights are 160 / 120mm upper case / lower case for town names and 140mm Series E upper case for TOURIST DRIVE.

Intersection direction signs

The INTERSECTION DIRECTION (G8-9-5) sign, see Figures 3.41 and 3.49, should be erected at the turn-off to the regional tourist drive from the state or regional road.

The route marker does not carry the words TOURIST DRIVE as this legend is displayed on the sign.

This sign would normally be mounted below any INTERSECTION DIRECTION (G2-1) signs if such signs exist. See Figure 3.42.

The minimum letter size for INTERSECTION DIRECTION (G8-9-5) sign is 140mm Series E. If it is mounted with an existing INTERSECTION DIRECTION (G2-1) sign then the letter height of INTERSECTION DIRECTION (G8-9-5) should match the lower case legend of the INTERSECTION DIRECTION (G2-1) sign.

Where an existing INTERSECTION DIRECTION (G2 series) sign is replaced, the regional tourist drive route marker is incorporated into the new sign design, see Figure 3.43.

For details of G2 series signs, refer to the RMS document *Guide Signs.*

Figure 3.41 Example of INTERSECTION DIRECTION (G8-9-5) sign

Figure 3.42 Example of INTERSECTION DIRECTION (G2-1) and (G8-9-5) signs

Figure 3.43 Example of INTERSECTION DIRECTION (G2-1) sign
incorporating regional tourist drive route marker

Regional tourist drive reassurance signs

REGIONAL TOURIST DRIVE REASSURANCE (G8-206) signs, see Figures 3.44, 3.48 and 3.49:

- reassure drivers that they have made the correct turn,

- detail the length of the drive, together with any length of unsealed road,

- list, with appropriate distances, up to four intermediate tourist attractions, towns or villages along the drive, and

- detail the end point of the drive. This is the fifth town shown on Figure 3.44.

Commonly the end point of the drive is a town in which case the town name and distance is used. If the drive terminates some distance from any town then the highway or route name is used as the terminal point.

TOURIST DRIVE ①
LENGTH 115 km
UNSEALED 10 km

Jenolan Caves 46
Oberon 75
Kanangra–Boyd N.P. 80
O'Connell 100
Bathurst 120

THE LAKES WAY
TOURIST DRIVE ⑥
LENGTH 82 km

Seal Rocks Turnoff 25
Pacific Palms 37
Forster–Tuncurry 61
Hallidays Pt Turnoff 74
Taree 94
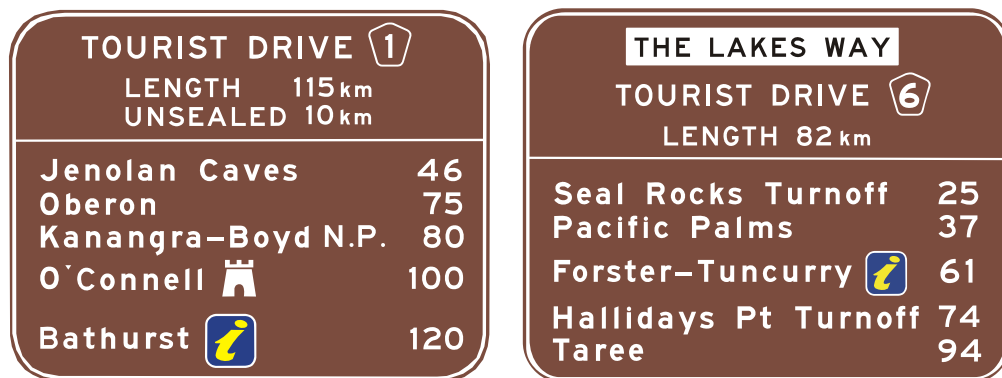
Figure 3.44 Examples of REGIONAL TOURIST DRIVE REASSURANCE (G8-206) signs

If the regional tourist drive is coincident with a route name, such as THE LAKES WAY, this legend should be displayed on the top of the sign. See Figure 3.44.

If a town along the drive has an accredited visitor information centre, then the VISITOR INFORMATION symbol can be displayed next to the town name, see Figure 3.44. See also *Section 2.5, Visitor information services signs*.

This sign is located 100 - 400m beyond the start of the regional tourist drive in a location where drivers slowing to read the sign would not create a hazard. The letter heights are 140mm.

Advance guidance markers

ADVANCE GUIDANCE MARKERS (G8-203), see Figure 3.45, are erected approximately 50 - 100m in advance of intersections where there could be doubt as to which road to follow. The legend TOURIST DRIVE is to be incorporated in the route marker. The height of the route marker is 280mm.

Figure 3.45 Example of ADVANCE GUIDANCE MARKER (G8-203)

Intersection guidance marker

When considered necessary for traffic guidance, INTERSECTION GUIDANCE MARKERS (G8-204), see Figure 3.46, are displayed at intersections beneath the INTERSECTION DIRECTION (G2 series) sign, FINGERBOARD (G3 series) or STREET NAME (G3-4) sign. The legend TOURIST DRIVE is incorporated in the route marker. The height of the route marker is 280mm.

For details of G2 series and G3 series signs, refer to the RMS document *Guide Signs.*

Figure 3.46 Example of INTERSECTION GUIDANCE MARKER (G8-204)

End markers

END MARKERS (G8-205-1 and G8-205-2), see Figures 3.47, 3.48 and 3.49, are erected at the end of the drive. They have the word END displayed either to the left of the route marker, when used to supplement an existing ADVANCE DIRECTION (G1 series) sign or above the route marker, when erected stand-alone. For details of G1 series signs, refer to the RMS document *Guide Signs.*

(G8-205-1)

(G8-205-2)

Figure 3.47 Examples of END MARKERS
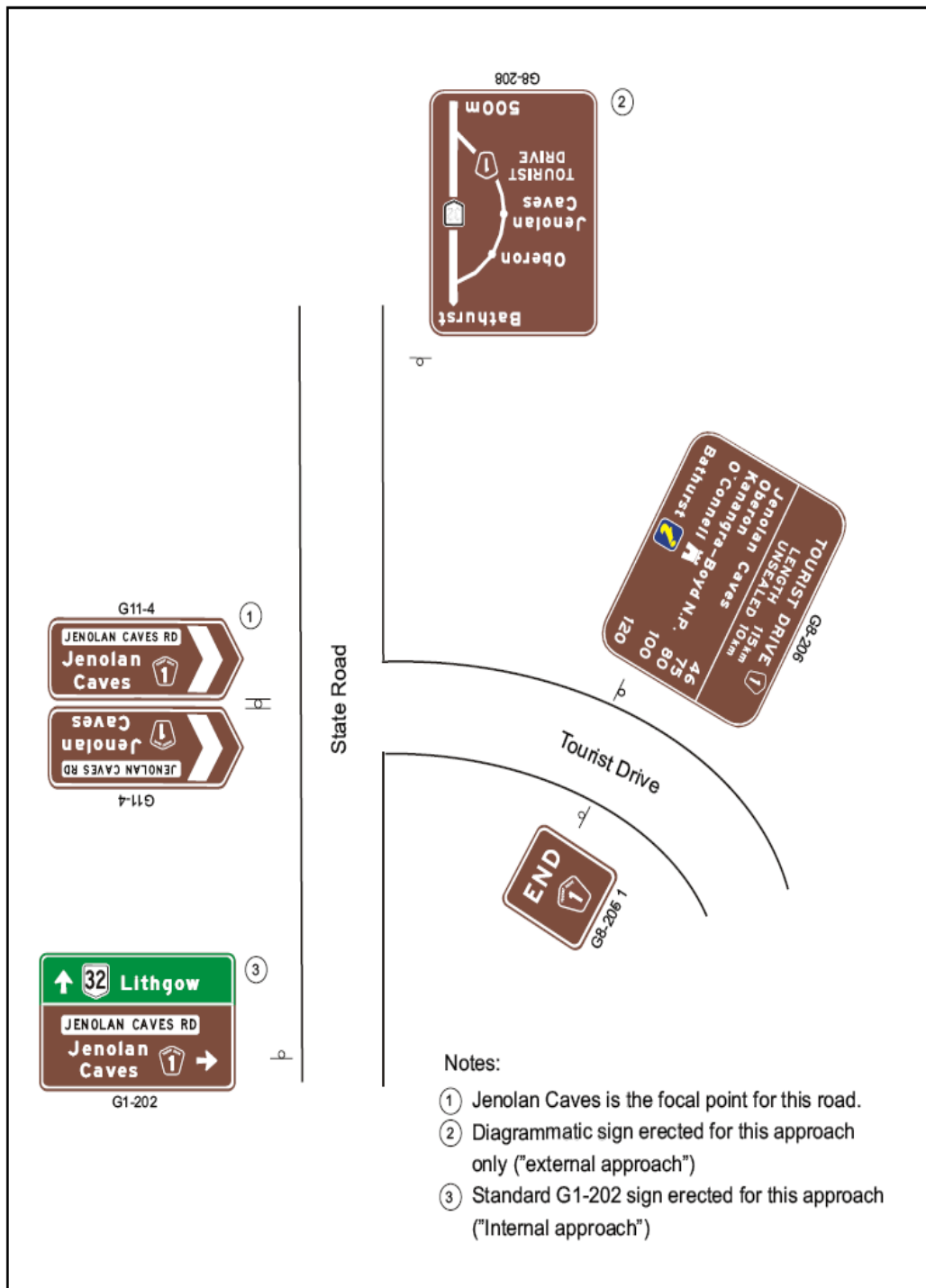
Figure 3.48 Typical arrangement of Tourist Signs at the start / finish of a Regional
Tourist Drive with a Major Tourist Focal Point(s)
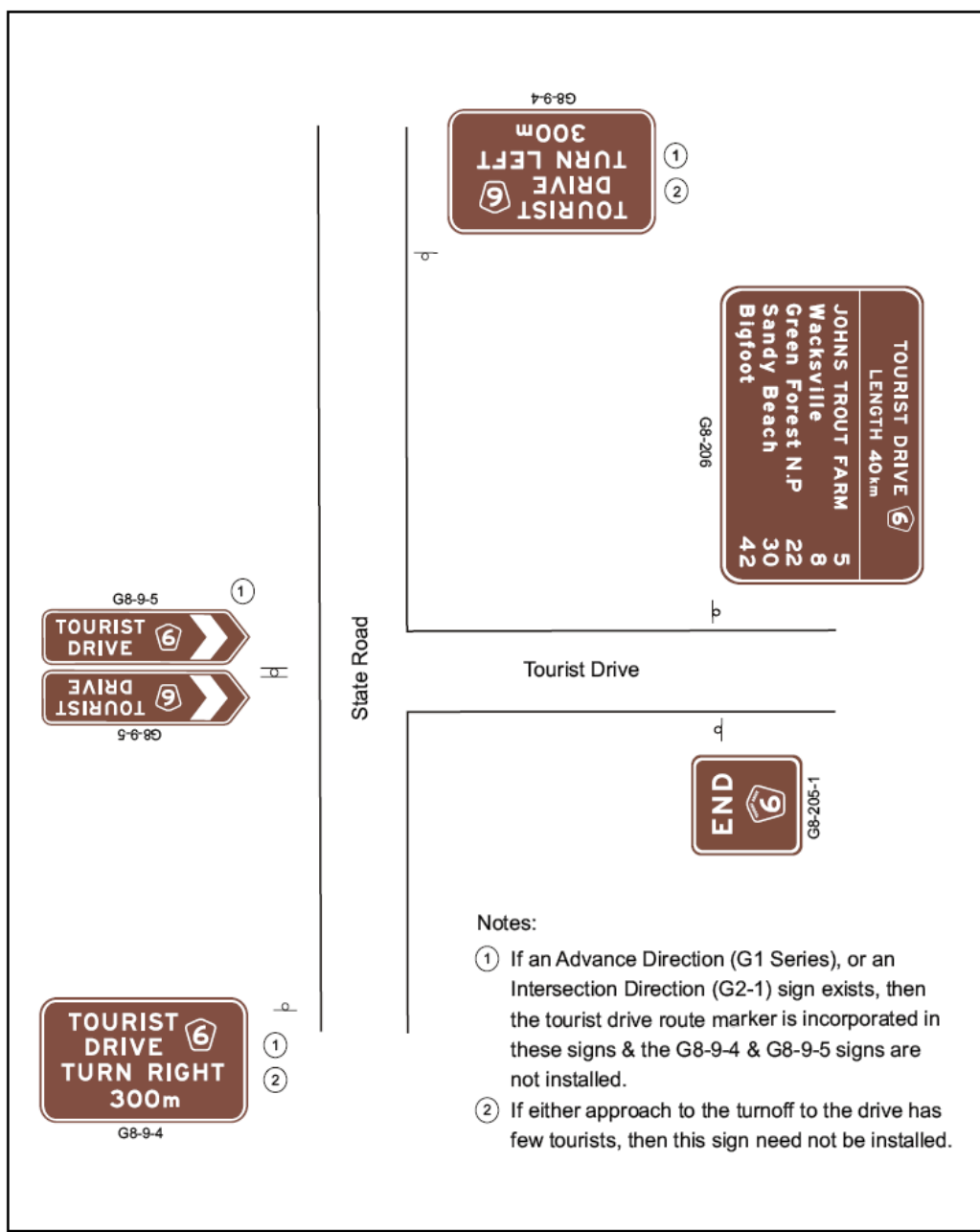
Figure 3.49 Typical arrangement of Tourist Signs at the start / finish of a Regional Tourist Drive that has no Major Tourist Focal Point

3.8 Themed touring routes

Themed touring routes are marked by a number of different sign types that, in combination, allow the user to:

- identify the start and end points of the route,

- be made aware of the highway or road name(s) for the route,

- be informed at the start of the route of major attractions supporting the theme,

- negotiate any intersections where the route may turn,

- access attractions along the route, and

- be made aware of sections of the route which are unsealed, unsuitable for vehicles towing a caravan, for example, or where services are unavailable for long distances.

Use of logos

Themed touring routes must carry a logo and the following signs are eligible to carry that logo (see Figure 3.55):

- THEMED TOURING ROUTE ADVANCE DIRECTION (G11-216), see Figure 3.50,

- THEMED TOURING ROUTE INTERSECTION DIRECTION (G11-210), see Figure 3.51,

- THEMED TOURING ROUTE WELCOME (G11-215), see Figure 3.52,

- TOURING ROUTE INFORMATION BAY ENTRY (G11-220) sign, see Figure 3.53, and

- all ADVANCE and FINGERBOARD (G11 series) signs to major tourist attractions supporting the theme (see Figure 3.55).

Advance signs

Where the themed touring route terminates at a state road junction at either end, THEMED TOURING ROUTE ADVANCE DIRECTION (G11-216) signs, see Figure 3.50, are erected. They should be no more than 1km from the junction and preferably 2-300m in advance of the green ADVANCE DIRECTION (G1 series) signs already in place.

Figure 3.50 Example of THEMED TOURING ROUTE ADVANCE DIRECTION (G11-216) sign

Intersection signs

Where the themed tourist route terminates at a state road junction at either end, THEMED TOURING ROUTE INTERSECTION DIRECTION (G11-210) signs, see Figure 3.51, are erected.

Figure 3.51 Example of THEMED TOURING ROUTE INTERSECTION DIRECTION (G11-210) sign

Themed touring route welcome sign

A THEMED TOURING ROUTE WELCOME (G11-215) sign, see Figure 3.52, must be erected as soon as practicable after the existing green reassurance sign, or else in advance of the site of the "*i*" lay-by or bay. In either case it should not be more than about 1km from the start of the route.

Figure 3.52 Example of THEMED TOURING ROUTE WELCOME (G11-215) sign.

"*i*" bay or lay-by position sign

An INFORMATION BAY or LAY-BY (G7-3-1) sign, see Figure 3.53, directs traffic to an information bay or lay-by.

Figure 3.53 Example of TOURING ROUTE INFORMATION BAY ENTRY (G11-215) sign

Figure 3.54 Example of ADVANCE (G11 series) sign with a themed touring route logo
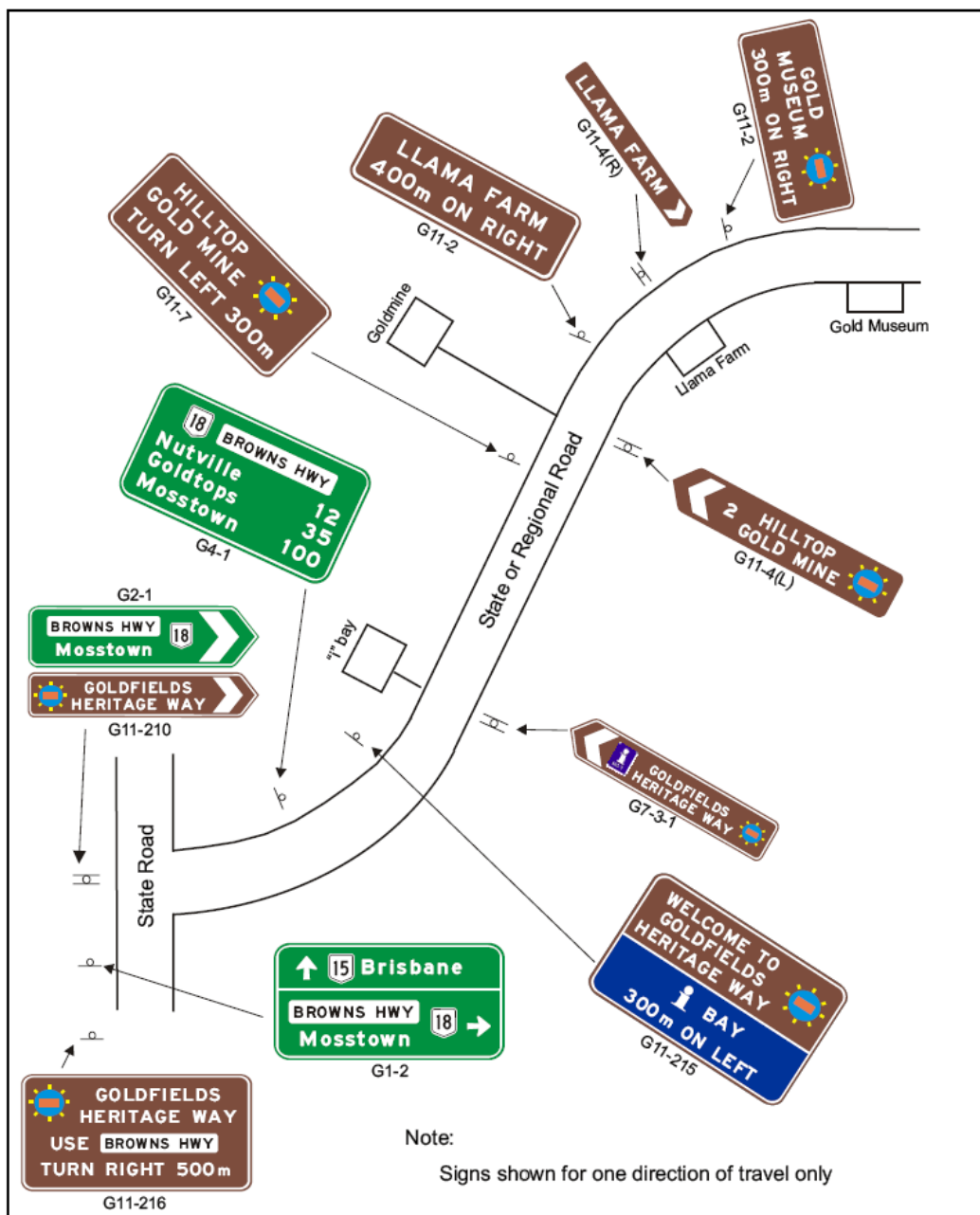
Figure 3.55 Typical Signposting Arrangement for a Themed Touring Route

3.9 Touring routes without themes

Touring routes without themes are marked by a number of different sign types that, in combination, allow the user to:

- identify the start and end points of the route,

- be made aware of the highway or road name(s) for the route,

- be informed at the start of the route of major attractions along the route or accessed from it,

- negotiate any intersections where the route may turn,

- access attractions along the route, and

- be made aware of sections of the route which are unsealed, unsuitable for vehicles towing a caravan, for example, or where services are unavailable for long distances.

Touring routes without themes may be coincident with a gazetted road name, and be marketed with that road name, eg Kidman Way in the sign design examples below (see also Figure 3.57), or they may follow a number of named routes or roads (see Figure 3.58). A slightly different signposting treatment is applicable in each case.

Use of logos

Touring routes without themes must carry a logo and the following signs are eligible to carry that logo (see also Figures 3.63 and 3.64):

- TOURING ROUTE ADVANCE DIRECTION (G11-217 and G11-218), see Figures 3.56 and 3.57,

- TOURING ROUTE INTERSECTION DIRECTION (G11-219), see Figure 3.58,

- TOURING ROUTE WELCOME (G11-215), see Figure 3.59,

- TOURING ROUTE INFORMATION BAY ENTRY (G11-215) sign, see Figure 3.60, and

- TOURING ROUTE LOGO ADVANCE and INTERSECTION (G11-221 and G11-222) signs, see Figures 3.61 and 3.62.

Advance signs

Where a touring route departs and returns to a through route (eg many regional tourist drives, Grand Pacific Drive etc), the advance sign may be in a diagrammatic format – the DIAGRAMMATIC TOURING ROUTE ADVANCE DIRECTION (G11-217) sign – see Figure 3.56. This would generally only be the case where recognised tourist towns or features were located along the route and not simply where a route name and logo is used.

The sign would carry the name of the route (eg Grand Pacific Drive, Sapphire Coast Drive, Tweed Valley Way), a logo and up to two foci. When the touring route name and the gazetted road name are the same, the road and route name would appear in a black and white road name panel. See Figure 3.57, for an example with a road name panel. When the touring route name and the gazetted road name are not the same, the touring route name would not appear in a black and white road name patch, as in the example at Figure 3.56. This sign would only be erected facing traffic approaching the start of the touring route in the direction of travel where the touring route and through route reach a common focal point (see Figure 3.63).

If the DIAGRAMMATIC TOURING ROUTE ADVANCE DIRECTION (G11-217) sign was not required for any reason, then a TOURING ROUTE ADVANCE DIRECTION (G11-218) sign, see Figure 3.57, must be erected. For traffic approaching the start of the drive from the other (internal) direction a TOURING ROUTE ADVANCE DIRECTION (G11-218) sign might also be erected, if needed.

Irrespective of which advance touring route sign is used, the sign would be located before any existing green / white advance direction sign, and up to a maximum distance of 1km from the start of the touring route.

Figure 3.56 Example of DIAGRAMMATIC TOURING ROUTE ADVANCE DIRECTION (G11-217) sign

Figure 3.57 Example of TOURING ROUTE ADVANCE DIRECTION (G11-218) sign

Where a touring route is a linear route that does not return to the through route (eg Kidman Way, Mid Western Highway), the DIAGRAMMATIC TOURING ROUTE ADVANCE DIRECTION (G11-217) is not used. The TOURING ROUTE ADVANCE DIRECTION (G11-218) sign is used instead and indicates the touring route name and logo. The existing directional green and white signs would guide users to the start of the touring route.

Intersection signs

A TOURING ROUTE INTERSECTION DIRECTION (G11-219) sign, see Figure 3.58, is required at the start of the touring route when the touring route name is not the gazetted road name. When the touring route name is the same as the gazetted road name the sign is not required if a green and white intersection direction sign is installed with the road and route name displayed. If this sign is not installed then a TOURING ROUTE INTERSECTION DIRECTION (G11-219) sign will be necessary, and the road or route name will appear in a black and white road name panel. These signs are double sided.

Figure 3.58 Example of TOURING ROUTE INTERSECTION DIRECTION (G11-219) sign

Welcome sign

A TOURING ROUTE WELCOME (G11-215) sign, see Figure 3.59, welcomes visitors to the touring route, maintains the use of the logo and direct visitors toward an information bay.

This sign is erected as soon as practicable after turning onto the touring route and at least 200m before the location of the subsequent information bay.

Figure 3.59 Examples of TOURING ROUTE WELCOME (G11-215) signs

Information Bay Entry sign

A TOURING ROUTE INFORMATION BAY ENTRY (G11-220) sign, see Figure 3.60, directs visitors into the 'i' Bay. It would generally only be erected as a single-sided sign facing traffic starting the touring route. It would only be made double-sided if there was a demonstrated need, eg if it is in association with a rest area or other relevant visitor information. The information bay must be located within 1km of the start of the touring route, unless exceptional circumstances apply, eg if an accredited visitor information centre was in close proximity. This situation would be assessed on a case by case basis.

Figure 3.60 Example of TOURING ROUTE INFORMATION BAY ENTRY (G11-220) sign

Interpretation within the information bay

Information bay interpretive sign(s) are installed within the information bay and would include the following information:

- A map which shows the touring route in the context of the surrounding road network. Major roads must be named with relevant travel times and distances. The map must show all tourist attractions along with accommodation and other services, and the location of accredited visitor information centre(s) or other visitor information services, and

- Contact details for attractions or services relevant to tourists using the route.

Touring Route Logo signs

TOURING ROUTE LOGO ADVANCE and INTERSECTION (G11-221 and G11-222) signs, see Figures 3.61 and 3.62, display the route logo only, and are only provided for routes where the touring route name is not the gazetted road name. Theses signs are erected, where necessary for guidance purposes in advance of, and at the intersections where the touring route turns. Note that the touring route name is not displayed on any guide signs after the information bay. So Grand Pacific Drive would need guidance with signs of this type but the Kidman Way would not, as Kidman Way is the gazetted name of the road and existing green and white guide signs display this road name at intersections along the route.

Figure 3.61 Example of TOURING ROUTE LOGO ADVANCE (G11-221) sign

Figure 3.62 Example of TOURING ROUTE LOGO INTERSECTION (G11-222) sign
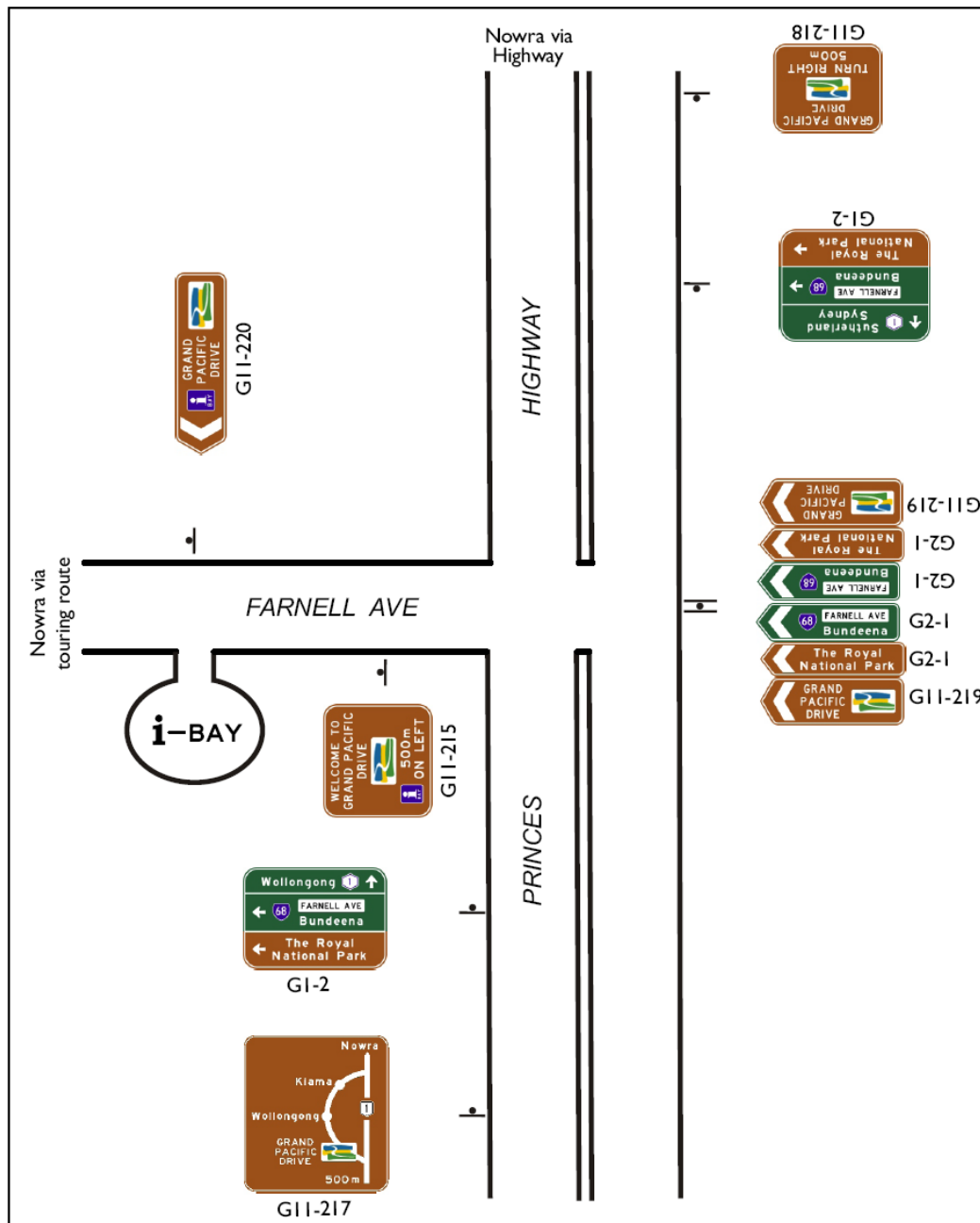
Figure 3.63 Typical arrangement of signs at the start of a touring route where the touring route name is not the gazetted road name
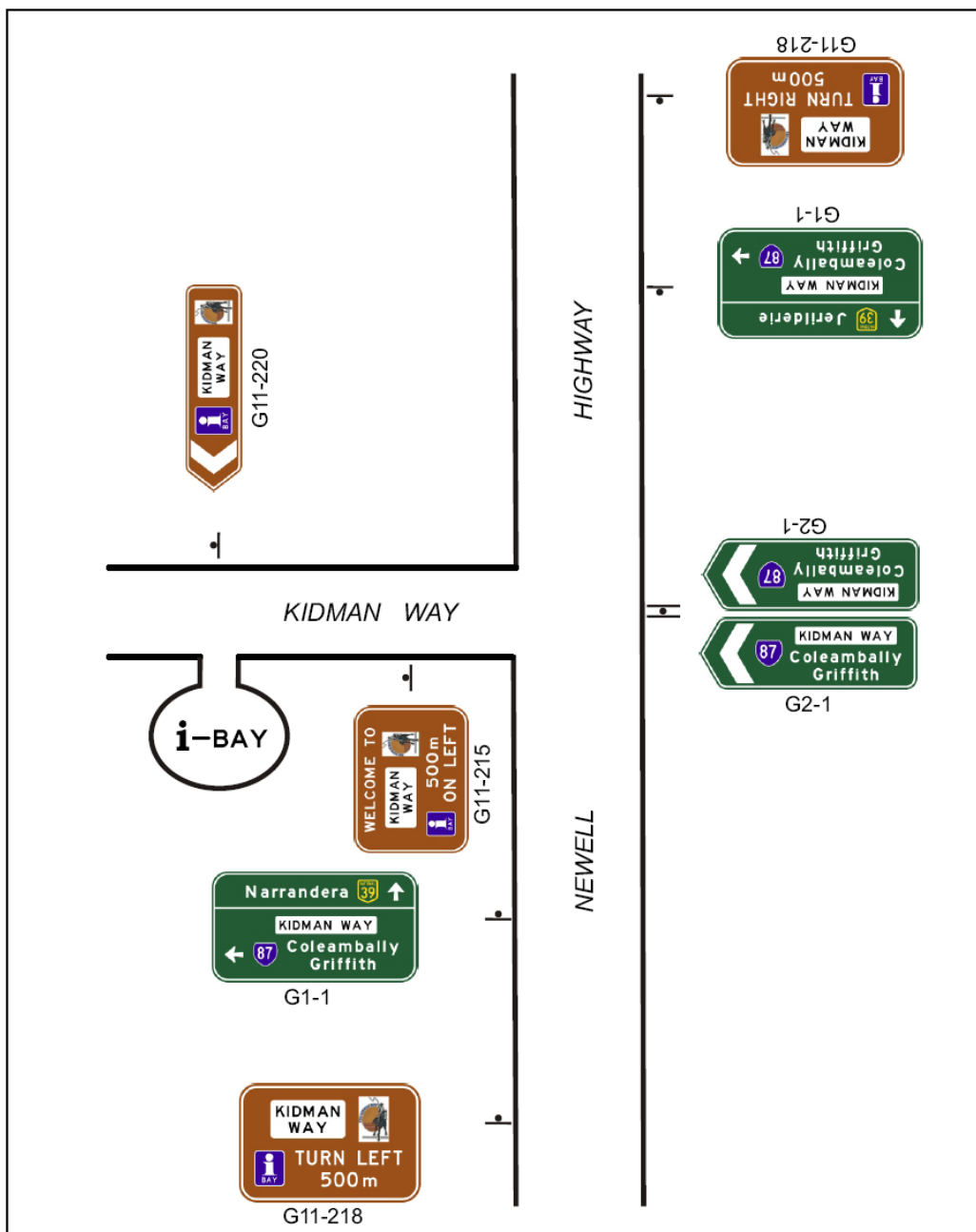
Figure 3.64 Typical arrangement of signs at the start of a touring route where the touring route name is the gazetted road name

The RMS document *Guide Signposting* details the requirements for signposting any named route in terms of -

- ADVANCE DIRECTION (G1 series) signs,

- INTERSECTION DIRECTION (G2 series) signs,

- FINGER BOARD (G3 series) signs, and

- REASSURANCE DIRECTION (G4 series) signs.

3.10 Identification and information signs

3.10.1 "Welcome" signs

State border sign

The STATE BORDER (G11-211) sign, see Figure 3.65, is erected at state road border crossings as close as practicable to the state border. Local councils may also erect these signs on regional or local road state border crossings if they wish, at their cost.

Figure 3.65 STATE BORDER (G11-211) sign

Regional tourism signs

REGIONAL TOURISM (G11-212) signs (see Figure 3.66) are erected at or near the boundaries of the fourteen Destination NSW tourism regions. The signs may not necessarily be located at the exact location of the boundaries but in a location that is relevant to tourists as they approach each region.
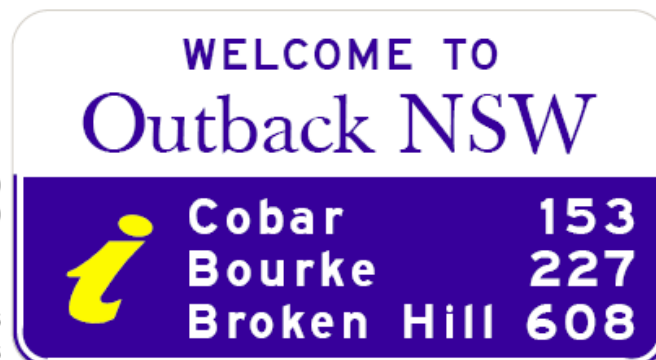
Figure 3.66 Example of REGIONAL TOURISM (G11-212) sign

Local council welcome signs

The LOCAL COUNCIL WELCOME (G11-213) signs, welcome visitors to individual local council areas. They cannot be used to promote aggregations of local councils. The design of these signs will conform to the following:

- Welcome road users to a local government area name and not a regional name on any other basis. Signs may include logos and other text but this is not a requirement.

- They must show a permanent message. There must not be any changeable panels or seasonal or event promotions.

- They need not be retro-reflective.

- They may use any range of colours providing that they do not look like replica directional, regulatory or warning signs.

- They must not contain photographic images.

- They must not direct traffic in any way. This includes listing towns and the distances to them.

- They must be erected in a safe location with structures located outside the "clear zone". Councils must obtain the concurrence of RMS as to the suitability of the location and design as required under Section 138(2) of the *Roads Act 1993.*

- All signs are subject to a space being available in the road reserve for their erection.

- No signs will be erected on any motorways.

Town entry signs

TOWN ENTRY WELCOME (G11-214) signs, if used, welcome visitors to individual towns and villages. The design of these signs will conform to the following:

- All signs must use retro-reflective material.

- The essential elements of the G6-1 sign must be maintained (black on white, 180mm letters in series D or E) in a patch. This is particularly important where the town or village is signposted as a focal point from elsewhere in the road network.

- Other colours for other legend or background may be used excepting predominantly red or yellow backgrounds. Local governments can select any fonts for other legend.

- No signs will be erected on any motorways.

3.10.2 Visitor information services signs

Accredited network

Signs for the accredited visitor information centre (AVIC) network incorporate a yellow italicised *"i"* on a blue background.

A style manual relates to the use of the application of the *"i"* sign for use on buildings and associated internal signposting and also for use on collateral material. The style manual outlines the correct use of the italicised yellow *"i"* and is also available from Aurora Practical Solutions, see Section 2.4.2. Applicants to the AVIC network will be forwarded a copy on approval of their application.

Figures 3.67 to 3.69 detail the signposting arrangements for these centres. The distances shown on these figures are examples only. ADVANCE (G7-1-1, G7-2-1, G7-7-1 and G7-8-1) signs are generally placed no further than 500m from the Centre, with 300-400m being ideal, and 200m the desirable minimum. Only accredited Level 1 and Level 2 centres may be signposted with an italicized '*i*' symbol on the road network. Accredited Level 3 visitor centres can have the italicized '*i*' symbol on their property subject to Aurora guidelines.
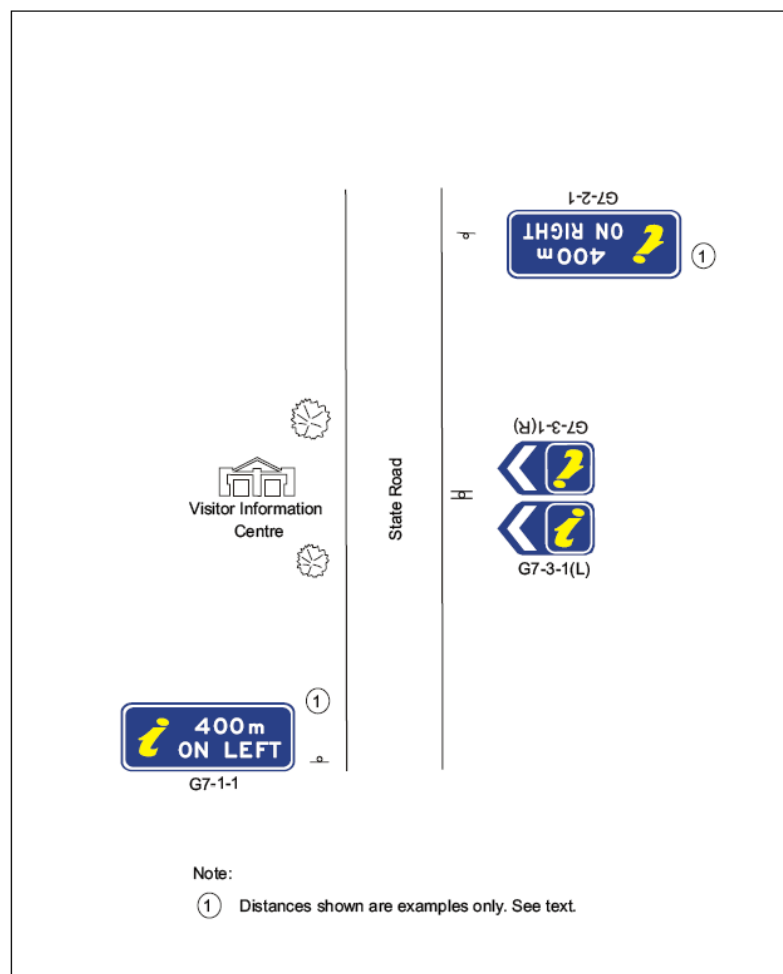
Figure 3.67 Accredited Visitor Information Centre located on a State Road
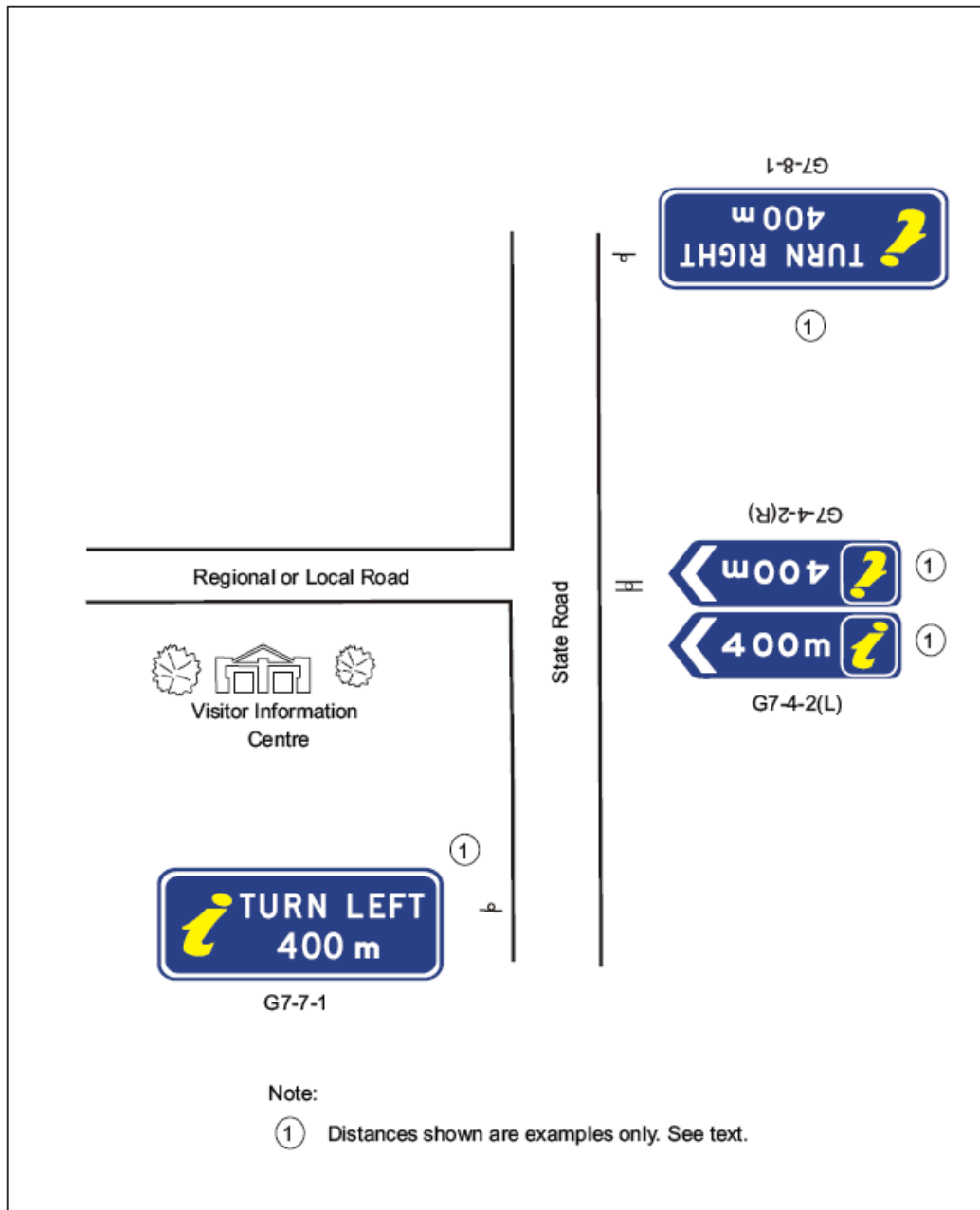
Figure 3.68 Accredited Visitor Information Centre accessed from a State Road
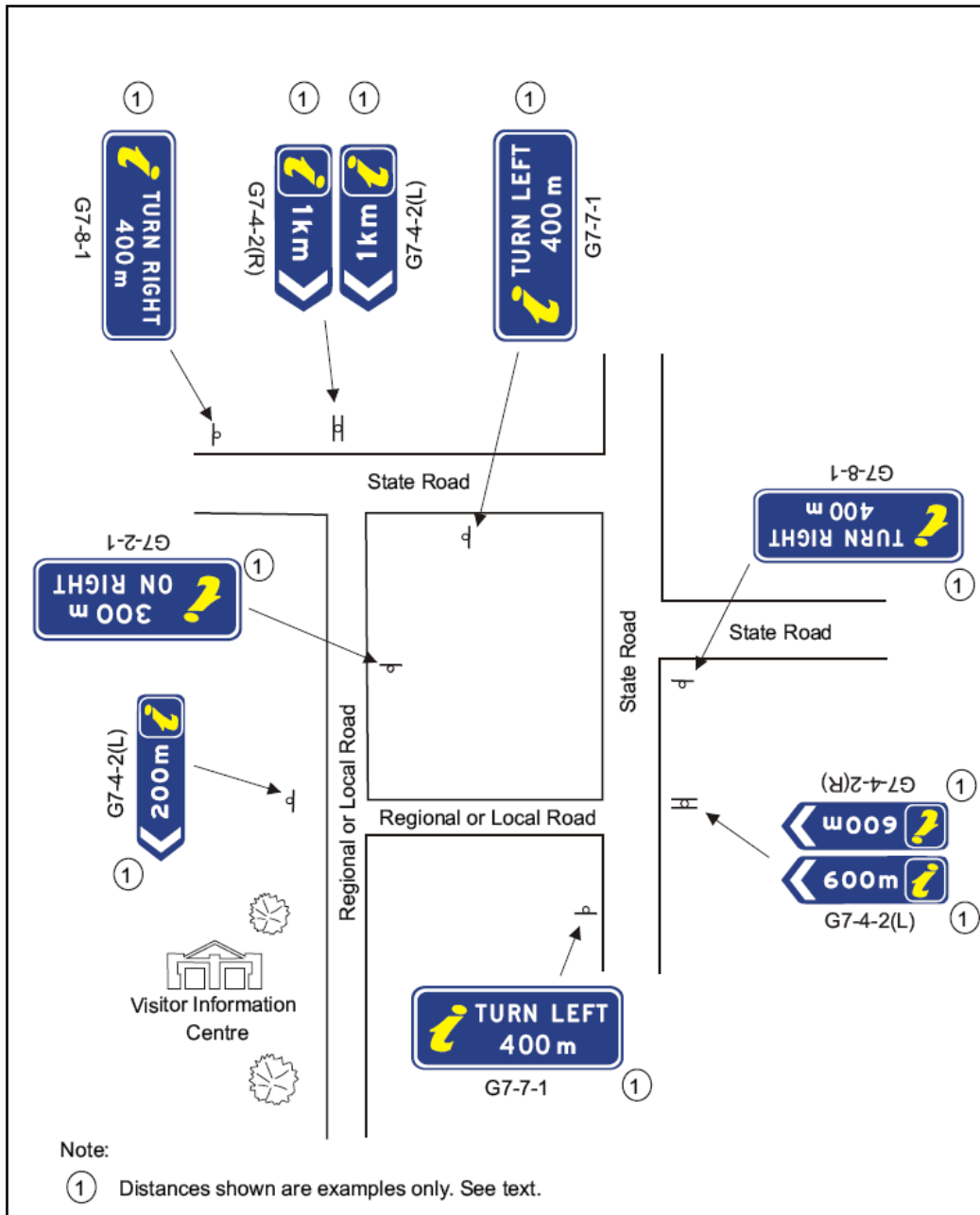
Figure 3.69 Accredited Visitor Information Centre accessed from two State Roads

Non-accredited network

Non-accredited visitor information sources include:

- roadside information bays or lay-bys,

- local visitor information centres, and

- town or other maps.

These can only be signposted using the old (roman) white "i" on a blue background. Sign may include a sub-text to identify the information source. See Figures 3.70 and 3.71.

Figure 3.70 Example of NON-ACCREDITED INFORMATION BAY (G7-1-1) sign

Figure 3.71 NON-ACCREDITED INFORMATION BAY (G7-3-1) sign

3.10.3 Visitor radio sign

Figure 3.72 VISITOR RADIO (G7-237) sign

4. Assessment of Applications

4.1 Assessment committee

Tourist signs are managed by the Tourist Attraction Signposting Assessment Committee (TASAC). TASAC is a group formed by the NSW State Government to have overall responsibility for the planning and implementation of tourist signposting systems in NSW.

The Committee is responsible for the assessment of applications for tourist signposting on the state and regional road network. TASAC comprises representatives from Destination NSW and RMS with assistance from regional tourism organisations and local councils.

TASAC is supported by a Secretariat. The Secretariat prepares agendas and minutes for TASAC meetings, assists applicants to access signage application forms and advises applicants of TASAC's decisions. This service is provided by a consultant retained by Destination NSW and RMS.

Address all correspondence to the Secretariat, as follows:

> TASAC Secretariat
> Angelini Planning Services
> Shop 7, 108 Penshurst Street
> Willoughby NSW 2068
> Phone: (02) 9967 0688
> Fax: (02) 9967 0681
> Email: tasac@dnsw.com.au

Enquiries about the development of this policy and assessment criteria should be directed to:

> Tourism Alliances Coordinator   Phone: (02) 9931 1483
> Destination NSW   Fax: (02) 9931 1490
> Strategy and Alliances   Email: david.douglas@dnsw.com.au
> GPO Box 7050
> Sydney NSW 2001

4.2 Assessment procedures

Approval and installation of tourist signposting is a two-stage process:

1. TASAC eligibility assessment – Applications are reviewed against all criteria to determine their eligibility for signage, and

2. Roads and Maritime Services technical assessment - Once an application is deemed eligible by TASAC, RMS will assess and determine the design and location of signs.

More details are provided below.

4.2.1 TASAC Eligibility Assessment

TASAC meets once per month to consider individual applications received during the previous month. TASAC also provides a framework to assess regional signposting issues.

Meetings are held twice each year in each of the six RMS regions. The meeting venues are rotated within each region to allow the committee to meet in different towns and inspect sites of interest. All meetings are open to delegations from interested tourism industry representatives, including local councils, industry bodies or individuals.

Inquiries concerning the upcoming meeting venues or signposting eligibility criteria should be directed to the TASAC Secretariat (details above).

The Secretariat can provide the relevant application forms and give advice on what is required to complete the application. The Destination NSW website (www.tourism.nsw.gov.au/tasac) also contains the application forms and information to assist applicants in preparing their application.

It is essential that these forms are completed comprehensively and accurately in order that TASAC can efficiently assess and process them.

Applications are assessed based on the information provided. Conflicting or inadequate information could lead to delays in processing, and any omissions may result in TASAC being unable to make a decision on the application.

The criteria used by TASAC to assess tourist signposting applications are outlined in *Section 2, Eligibility*.

TASAC assumes that the attraction has all the approvals, licenses and insurances necessary to legally operate.

In addition to assessing the written application, TASAC and/or their representatives may conduct a site inspection or visit. This may be done to fully assess the application and to ensure that the attraction meets visitor requirements and expectations.

The approval arrangements are summarised in Table 4.1 below:

Attraction type	Assessing arrangement
Individual attractions • Galleries • Museums • All other individual attractions	Museums and Galleries NSW and TASAC Museums and Galleries NSW and TASAC TASAC
Historic towns and villages Historic properties, sites and tracks	Heritage Branch of Dept of Planning and TASAC
National parks, state conservation areas, state forests and major water storage areas	Relevant agency and TASAC
Wine tourism regions	NSW Wine Industry Association and TASAC
Major regional tourist centres	TASAC
Seaside towns and villages	TASAC
"Welcome" signs	TASAC
Visitor information services – accredited	Aurora Research – see Section 2.5.1
Visitor information services – non-accredited	TASAC

Table 4.1 Assessment arrangements for tourist signposting

4.2.2 Roads and Maritime Services Technical Assessment

All signage must comply with RMS requirements for the design and location of road signs, as well as the eligibility criteria in this manual.

If TASAC assesses an application as eligible for tourist signposting, it is referred to RMS. RMS is responsible for authorising and installing signs on state roads. Regional officers of RMS will review the possible location(s) of the sign(s) to:

- identify the appropriate type of sign to direct road users to the attraction, and

- ensure that suitable sites are available within the road reserve.

It is important to note that:

(i)   Signs for eligible attractions will only be provided where there is available space in the road reserve. In other words, a major tourist attraction that meets all the signposting criteria might not receive "white on brown" signposting because the space within the road reserve has no capacity for any more signs. If no site is available no sign can be installed.

(ii) Signs will only be erected on state roads where the local council agrees to similar signs (where necessary) being erected on their road network, so that road users can be easily directed to tourist attractions from the first sign they see.

Inquiries concerning the technical aspects of signposting should be directed to:

Manager, Road User Guidance   Phone: (02) 8588 5608
Roads and Maritime Services   Fax: (02) 8588 4164
Network Services Directorate   Email:
Locked Bag 928   Wayne.Wilson@rms.nsw.gov.au
NORTH SYDNEY NSW 2059

4.3 Maintenance of standards to satisfy criteria

Any approval for tourist attraction signposting is dependent on meeting the requirements of the criteria for assessment outlined in *Section 2, Eligibility*.

It is the responsibility of the operator to ensure their attraction continues to comply with the relevant criteria. If the attraction is found to no longer comply with the criteria, RMS consults TASAC regarding the status of the attraction. If it is found that the attraction no longer complies, RMS will remove the sign. Operators who are granted a sign should therefore regularly review their attraction against the criteria to ensure it still complies. All tourist signposting is provided on this basis. It is therefore a requirement that operators indicate that they accept this condition as part of their application.

RMS has an electronic database of all guide signs including tourist signs erected on the state road network. This database provides ready access to TASAC to ensure conformity to this manual for tourist signposting.

It is expected that any attraction for which tourist signs are sought has all the approvals, licenses and insurances necessary to legally operate.

All approvals for tourist signposting are granted for a maximum period of 5 years, after which they are subject to review by TASAC.

5 Funding, implementation and maintenance

5.1 Funding

It is the applicant's responsibility to meet all costs associated with the signposting and associated infrastructure required by their application.

For government-owned attractions (national parks, state conservation areas, state forests, etc) the relevant government agency (eg Office of Environment and Heritage, Department of Premier and Cabinet for national parks, Department of Lands for state parks, Department of Primary Industries for state forests) is responsible for funding tourist signs.)

Neither RMS nor Destination NSW is liable for refunding any money to applicants who have paid for signs and whose signposting arrangements have changed.

The costs for signs vary, depending on the type and number of signs required. Generally, costs will start from around $500 per sign. RMS will provide an estimate once a specific signage treatment (number, location, design etc) has been approved.

5.2 Sign Design and Installation

Eligible attractions are referred to RMS to determine where the signs can be placed and give advice on their design and installation. The initial contact is the RMS representative on the local council's traffic committee. The TASAC Secretariat will notify applicants of the appropriate RMS contact.

RMS will consult with the applicant regarding sign design details including the wording, and provide a cost estimate for the sign(s) once a specific signage treatment (number, location, design etc) has been determined.

RMS has a list of preferred manufacturers who are able to produce signs that meet the relevant standards. It is essential that signs be supplied only from these companies, as retro-reflective sheeting used in sign manufacture requires specialised equipment and handling. Only accredited manufacturers can offer a 12 year warranty.

All sign faces are designed utilising the RMS TrasiCad software to ensure a consistent application across the state.

Once the applicant has accepted the cost estimate for the recommended signage treatment, RMS will arrange the manufacture and installation of the sign(s) in conjunction with the local council.

5.3 Ongoing Sign Maintenance

All guide signs in NSW need to be maintained to a minimum standard. Whilst the manufacturer's warranty is for 12 years for a standard sign with Class 1 material, signs can be damaged by traffic or vandalism. **It is the responsibility of the applicant, to fund the maintenance of their tourist signs.**

Operators of signposted attractions who notice that their signs have become damaged or unserviceable should contact the Policy Manager Road User Guidance in RMS on 02 8588 5608.
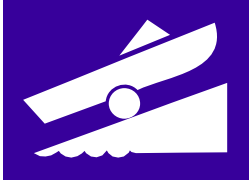
5.4 Wineries and wine tourism regions
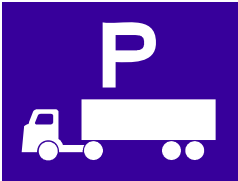
Neither RMS nor Destination NSW is liable for refunding any money to operators who have paid for signs and whose signposting arrangements change as a result of new wineries being approved for signposting.

Appendix A   Service Symbols

These symbols are for use on eligible tourist signs under Sections 2.2.3, 2.2.4 and 2.2.5 ONLY.

S1 – hospital – 24hr emergency facilities available	S2 – public phone - available to the public 24hrs/day and is not readily visible from the road	S3 – petrol – petrol must be available 16hrs/day See also S3a
S3a - petrol – petrol must be available 24hrs/day	S4 – accredited visitor information centre See also S4a	S4a – for use with Information bay or lay-by ONLY
S5 – restaurant – sit-down meals available 16hrs/day	S6 – bed (accommodation) – accommodation of at least 5 units and listed by the NRMA	S7 – refreshments – take away meals or light refreshments available 16hrs/day

S8 – camping area – must provide toilets and drinking water	S9 – caravan park – provides at least 20 spaces and listed by the NRMA	S11 – airport with commercial services timetable
S12 – rest area – identified by NSW Centre for Road Safety as a rest area	S13 – truck parking area	S14 – parking
S15 – petrol and repairs – petrol and minor repairs for parts such as exhausts, radiators and windscreens available at least 16hrs/day	S16 – public toilets – toilets must be open 16hrs/day. For new or replacement signs, toilets must have disabled access	S20 – drinking water – used only where town water is supplied
S21 – boat ramp – surfaced boat ramp available to the general public		