

# Tourist Attraction Signing APPLICATION FORM

Please use the **Tourist Signing Guidelines** booklet for details of the eligibility criteria, necessary supporting information and advice on completing this Application Form.

There are specific criteria that apply for different types of tourist attractions and these are outlined in Section 2 of this application form.

NOTE: To be favourably considered for signing, applicants must demonstrate that they meet all of the relevant criteria. Please provide as much detail as possible, including documentary evidence and supporting material, to demonstrate that all eligibility criteria are met in ALL relevant parts of the application form. If insufficient space is provided on the application form, please attach additional pages as required.

## SECTION 1: To be completed by ALL applicants

### Question 1: Name of Tourist Attraction

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### Question 2: Street Address of the Attraction to be Signed

Please give full address:

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In which local government area is the attraction located?

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### Question 3: Name of Applicant

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Address: \_\_\_\_\_

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Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### Question 4: Description of Business

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

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### Question 5: Location/s of Proposed Tourist Attraction Signs

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Please supply a map indicating the proposed signing location/s and photographs of any existing signs at these locations.

### Question 6: Proposed Signface Design

Please give details of the proposed words and symbols to be used on the Tourist Attraction Sign/s:

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### Question 7: Existing On-site Property and Advertising Signs

7a. Please provide details (including photographs) of on-site signing at your establishment:

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7b. Is the business identification signage within your property line easily seen from the road? If not, give details:

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7c. Are there any existing off-site advertising signs (temporary or permanent, such as A frame signs) relating to the facilities?

- Yes
- No

If yes, please give details including location and photographs:

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7d. Are there any existing signs which will become redundant and/or could be removed if new signs are approved?

- Yes
- No

If yes, please give details:

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#### Question 8: Declared Road

8a. Is the facility entrance located on a declared road?

- Yes
- No

If yes, please give details:

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8b. Is the entrance point to your facility easy to locate by travellers unfamiliar with the area? If not, give details:

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#### Question 9: Other Tourism Facilities in the Area

9a. Are there other tourism facilities in the vicinity that could benefit from a group signing scheme?

- Yes
- No

9b. Please give details of other tourism facilities in the vicinity:

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9c. Do these facilities already have tourist or services signs?

- Yes
- No

9d. If no, do you consider that these facilities are likely to be interested in tourist or services signs in the future?

- Yes
- No

#### Question 10: Advertising and Promotional Activities

10a. Please give brief details of your target audience and how you promote your business to visitors from outside the local area:

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10b. Please provide evidence and key examples of promotional literature, together with details of where this is distributed:

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10c. Do you have a website for the tourist attraction?

- Yes
- No

If yes, how is it promoted?

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Web address: \_\_\_\_\_

10d. Are details of your tourist attraction, including opening times and directions, available to visitors at the nearest accredited Visitor Information Centre?

- Yes
- No

If yes, please give details:

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#### Question 11: Clear Directions to the Attraction

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

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#### Question 12: Car Parking Facilities

Do you provide a parking area for coaches and other large vehicles?

- Yes
- No

If yes, please give details:

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#### Question 13: Normal Opening Times

Please specify the normal opening times of the tourist attraction. Give full details of day of the week, hours of the day, school holidays and public holidays.

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#### Question 14: Open to Casual Visitors

Are the facilities open to the public without prior booking during normal opening times?

- Yes
- No

#### Question 15: Customer Service Training

Has at least one member of your visitor contact staff undertaken appropriate customer service training?

- Yes
- No

If yes, please give details and submit evidence:

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#### Question 16: Prior Consultation

Have you consulted with a Council or VicRoads' signing officer prior to submitting this application?

- Yes
- No

If yes, please give details and submit evidence:

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#### Question 17: Licences and Approvals

Please provide evidence of relevant licences and approvals to operate as an establishment, including a copy of the original town planning permit and any subsequent amendments.

#### Question 18: Visitor Numbers

18a. Do you record the number of people who visit your tourist attraction?

- Yes
- No

If yes, please indicate the annual visitor numbers for your attraction for the last 3 years:

Year 20\_\_ : \_\_\_\_\_  
Year 20\_\_ : \_\_\_\_\_  
Year 20\_\_ : \_\_\_\_\_

18b. How are these visitor numbers collected?

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**Question 19: Substantive Tourism Experience**

19a. What percentage of your annual revenue is generated from tourism activities?

\_\_\_\_\_ %

19b. Does your business provide an educational experience or demonstrate the manufacture of goods or crafts, as distinct from retail sales or other use of the premises? For example, can the public watch a demonstration or display without necessarily making any purchases of the products or goods on offer?

- Yes
- No

If yes, please give details:

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19c. Is this experience available on a regular basis so as to enable advertising of the experience in your promotional activities?

- Yes
- No

If yes, please give details:

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19d. Is the experience available during school holidays, public holidays and on at least one day of each weekend?

- Yes
- No

**Question 20: Local/Regional Tourism Association membership**

Is your attraction a paid member of a local or regional tourism association?

- Yes
- No

If yes, please give details:

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**Question 21: Tourism Accreditation**

Has your attraction gained tourism accreditation through a program formally recognised and endorsed by the Australian Tourism Accreditation Association (ATAA)?

- Yes
- No

If yes, please give details:

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## SECTION 2: Please complete if relevant to your attraction

### Art Galleries and Craft Outlets

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

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

Does your attraction feature a resident artist/craftsperson?

- Yes  
 No

If yes, please give details:

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How much exhibition space does the gallery or outlet have (specify in m<sup>2</sup>)? \_\_\_\_\_

What percentage of the art/craft works on permanent display are of local and/or regional artists/craftspeople?

\_\_\_\_\_ %

Does your attraction display a production process, together with associated explanatory information?

- Yes  
 No

If yes, please give details:

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## Museums and Historic Properties

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

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

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Please provide details of the relationship with the National Trust of Australia, or similar organisations.

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Please provide details of the interpretive material available to explain the museum's theme or historic properties significance (i.e. copies of leaflets, brochures, etc)?

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## Primary and Secondary Industry-based Attractions

Factories, manufacturing plants and agricultural operations must:

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

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

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What opportunities to sample the produce are available to visitors?

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

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## Wineries

Wineries holding a Vignerons Licence or a licence which permits sales direct to the general public, which feature a purpose built facility (cellar door) for the tasting of wines, and which meet the essential criteria in 9.2.1 of the Tourist Signing Guidelines, will be considered for permanent signing.

Wineries, meeting all requirements other than 9.2.1(e), that are open on weekends, public and school holidays, may apply for temporary signing in accordance with section 4.3.7.

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Do you have tastings and cellar door sales in a purpose built facility?

- Yes  
 No

If yes, please give details:

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Please provide evidence of relevant licences and approvals to operate as an establishment, including a copy of the Vignerons Licence or a licence which permits sales direct to the general public.

Do you provide tours or opportunities for visitors to view the winery or vineyards?

- Yes  
 No

If yes, please give details:

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What other interpretive material or explanatory information is available for visitors explaining the winemaking process?

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Does at least one member of your visitor contact staff have knowledge of the winemaking process undertaken?

- Yes  
 No

If yes, please give details:

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