

# Tourism Business Signage Application

Signage approvals are based on the "Tourist Signing Guidelines" developed by Tourism Victoria and VicRoads in cooperation with local Councils. In order for a business to be considered eligible for tourist signs, tourism must clearly be the core business activity of the attraction.

The primary role of these signs is to give visitors direction or guidance, not for marketing or promotion. Signs should not be expected to compensate for a poorly located facility / business. Any sign will be limited to a maximum of two lines and two or three words. VicRoads-approved symbols should be used in place of text wherever possible. No business logos.

Signs will not be approved for individual businesses applying for signage if the business is located within a shopping centre or industrial precinct. In this instance, the priority for signage is a street name sign and a sign providing direction to the named area or group of shops, not the individual business.

Tourism operators who are registered with Great Ocean Road Regional Tourism may apply for a sign as part of a total way finding system, to assist visitors in finding their business. The application must meet the requirements of the Council Signage Policy and Management Procedures. Each application will be assessed on an individual basis.

Council's **Economic Development & Tourism Unit** will handle your application, including forwarding it if appropriate to the VicRoads Regional Signing Officer. Failure to supply all necessary information will delay the assessment of this application. You can expect an initial response from the unit within 14 days of the delivery of this application.

The applicant is responsible for any costs associated with design, production and installation of sign/s. The expected minimum cost is \$450 (ex GST). This cost represents a minimum cost for a standard business road sign assessment and installation. If the installation costs exceed this amount, a quote will be provided for approval by the applicant. The costs of production of any signs are in addition to the assessment and installation costs.

**Tourism Business Sign applications should be sent to: [info@surfcoast.vic.gov.au](mailto:info@surfcoast.vic.gov.au)**

## Essential Criteria for all applicants - Accommodation & Attractions (including restaurants & cafes)

In order to qualify for tourist attraction signing, a tourist attraction or accommodation provider must satisfy all of the following criteria as set out in the **Tourist Signing Guidelines** available at [www.surfcoast.vic.gov.au](http://www.surfcoast.vic.gov.au)

- Have tourism as a core business activity;
- Provide a substantive tourism experience in addition to, or as part of, any commercial/retail activity;
- Have all relevant State and local government licences and approvals to operate as a tourist attraction;
- Be open to the public without prior booking during the attraction's normal opening hours;
- Be open on weekends and at least three other days of the week, plus public and school holidays;
- Be open for a minimum of seven hours per day on the days the attraction is open;
- Be listed on the database of the nearest accredited Visitor Information Centre ;
- Promote the location and clear directions to the attraction to visitors from outside the local area;
- Be appropriately signed within the property line so that it is easily identifiable by passing motorists;

**Additional to the Essential Criteria above is the:**

- Specific Criteria for Accommodation Signing – section 9.3 of the Tourist Signing Guidelines
- Specific Criteria for Restaurants – section 9.4 of the Tourist Signing Guidelines

1. Business Details	
<b>Business Name</b>	
<b>Business Street Address</b>	
<b>Suburb</b>	<b>Post Code</b>
<b>Hours of Operation</b>	<b>Website</b>
<b>Briefly describe the nature and operation of your business</b>	

## 2. Applicant Details

<b>Last Name</b>	<b>First Name</b>
<b>Postal Address</b>	
<b>Suburb</b>	<b>Post Code</b>
<b>Phone</b>	<b>Mobile</b>
<b>Email</b>	<b>Fax</b>

## 3. Proposed sign-face design

*Please give details of the proposed words and symbols to be used on the tourism sign/s*

## 4. Location of proposed sign(s) eg. corner of Surf Coast Highway and Grossmans Road, Northbound

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

## 5. Existing on-site property and advertising

*Please provide details (including photographs) of on-site signing at your establishment*

## 6. Is the entrance point to your facility easy to locate by travellers unfamiliar with the area? If NOT, give details

### 7. Other tourism facilities in the area

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

*If yes, please give details of other tourism facilities in the vicinity and do they already have tourist or service signs?*

### 8. Other tourism facilities located at the site

*Please indicate if there are any other tourism facilities located at the site.*

### 9. Advertising and promotional activities

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

*Please provide evidence and key examples of promotional literature, along with details of where this is distributed, including website and brochures.*

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

No

Yes                    If yes, please give details:

### 10. Clear directions to the business

*Please give brief details of maps or directions that you provide visitors to help them find your business.*

### 11. Normal opening times

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

### 12. Open to casual visitors

Is the business open to the public without prior booking during normal opening times?

No

Yes

If yes, please give details:

### 13. Licences and approvals

Please provide evidence of relevant licences and approvals (including insurance) to operate as an establishment, including a copy of the original town planning permit and any subsequent amendments. (attach copies to this application)

### 14. Local & regional tourism association

Is your business registered with Great Ocean Road Regional Tourism (GORRT)/ and or local tourism association?

No

Yes

If yes, please give details:

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

No

Yes

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

Year 20	Nos.	Year 20	Nos. .	Year 20	Nos. .
---------	------	---------	--------	---------	--------

### CHECKLIST that you have provided supporting documentation prior to submitting:

Map(s) of proposed signing location(s)

Photograph(s) of existing signs at proposed location(s)

Evidence of on-site signing at your business.

Copy of relevant licences and approvals to operate as an establishment eg. town planning permit, GORRT registration, business registration and or other permits.

Examples of promotional material to indicate a sustained marketing plan for your business, including opening times eg. brochure, website and a copy of any recent advertising.

Evidence of prior consultation with the Tourism Coordinator

Records of visitor numbers (if available)

Copy of public liability insurance certificate of currency with a minimum cover of \$10,000,000, noting Surf Coast Shire Council as an interested party (non-permanent signs only).

## Applicant Agreement

I have been provided with access to a copy of the Tourism Victoria "Tourist Signing Guidelines" and Surf Coast Shire Council Tourism, Directional & Commercial Signage Guidelines ([www.surfcoast.vic.gov.au](http://www.surfcoast.vic.gov.au)) and have read and understand the conditions under which I may be granted a permit for tourism signage. After reviewing the 'Eligibility for Tourist Signing', I believe that I qualify for signing under the Essential Criteria and Specific Criteria (if applicable).

I understand that a permit is valid for five years from the date of issue and that at the expiration of that time, the sign design and/or location may be reassessed to determine the suitability and the ongoing eligibility of this business. I also understand that at any time the Surf Coast Shire Council and VicRoads reserve the right to replace or remove the sign based on conditions specified in the State Tourist Signing Guidelines.

Applicant Signature

Date

## General Conditions

If an application for Tourism Signage is approved, a permit will be issued to the applicant for a period of five years in accordance with the conditions detailed herein.

- Applicant must be a member of the local tourism association in the Surf Coast Shire.
- All signs shall comply with:
  - VicRoads standard specification sections 714 and 860 for construction and installation and shall satisfy VicRoads technical requirements for legend style and size and other sign-face elements.
  - Tourism Victoria Tourism Signage Guidelines
  - Surf Coast Shire Council Tourism, Directional & Commercial Signage Policy
- Signs shall be installed at the defined location(s) in accordance with VicRoads Worksite Traffic Management Code of Practice and normal safe working practices, having regard at all times for the safety of road users and property.
- The applicant shall bear all costs in relation to the design, manufacture, installation and maintenance of the signs and such signs shall remain the full responsibility of the applicant.
- The applicant shall ensure that the sign/s is/are maintained in a safe and clean condition to the satisfaction of the road authority and shall indemnify the road authority and hold the road authority blameless for any loss or damage or injury that may result from the installation or presence or detachment of the signs or any of their mountings or fittings.
- The road authority reserves the right to cancel this approval and remove without compensation any sign which is not installed or maintained to the road authority's satisfaction or is in any way considered by the road authority to be a safety hazard. In the event the related business closes or changes in character or operation significantly from the time of approval issue, approval cancellation and sign removal may result without compensation.
- The applicant shall, at no time, alter the approved sign face design, without referral to the authorised officer of the road authority.
- The applicant shall immediately notify the relevant road authority to arrange for the removal of the signs, at the sign owners expense, in the event of the business closing or no longer being involved in the tourism industry.
- Failure to install any sign to the road authority's satisfaction within 90 days of the date of this permit shall cause the approval to lapse.
- Owners of temporary signs must adhere strictly to the special conditions of approval. Failure to do so may result in withdrawal of permit and removal of sign.
- Tourism signage is for the directional purposes not promotional or advertising. Tourism road signage should be used to give immediate notice of an attraction or service to facilitate safe access and should be supported with an integrated marketing program (eg brochures, website, advertising and on-site business signage).
- The road authority reserves the right to aggregate signage if appropriate.

## Privacy Statement

Surf Coast Shire Council is committed to protecting all personal and sensitive information consistent with the principles set out in the *Privacy and Data Protection Act 2014* and the *Health Records Act, 2001*. The personal or health information requested is being collected by Council for Tourism, Directional & Commercial Signage and will be used solely by Council for that primary purpose or directly related purposes as permitted by law. The applicant understands that the personal or health information provided is for Tourism, Directional & Commercial Signage and that they may apply to Council for access to and/or amendment of the information.