

Manual

**Traffic and Road Use Management
Volume 3 – Signing and Pavement Marking**

Part 7: Tourist, service and welcome signs

November 2020

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1 Introduction

The purpose of this manual is to help applicants (person/s, businesses, organisations and/or community groups), government officers and Regional Tourist Organisations (RTOs) understand the application, assessment and administration processes for the installation of tourist, service and welcome signs. Using this manual will contribute to road safety and improve the quality and consistency of this signage.

Note: This guidance applies only to Queensland state-controlled roads; however, for consistency, Transport and Main Roads encourages local governments to apply similar practices when they consider these signs on their local government roads.

This manual aligns with the requirements of key documents including the [Queensland Manual of Uniform Traffic Control Devices](#) (MUTCD) Part 6, [Australian Standard AS1742.6 Tourist and services signs](#) and the [National Tourist Signing Eligibility Guidelines](#), covering a range of considerations specific to the State of Queensland.

This manual describes:

- types of signage
- governing legislation, standards and key documents
- the application process
- eligibility requirements
- signage principles
- administrative arrangements, and
- design and installation.

This manual was developed in consultation with Queensland's Department of Innovation and Tourism Industry Development.

1.1 Purpose of tourist, service and welcome signs

The purpose of tourist, service and welcome signs is to assist visitors navigate safely to their destination. Road signs give advance notice of attractions and services, reinforce facility locations and reassure visitors that they are travelling on the correct route. Tourists are a distinct category of motorists who are usually non-local and unfamiliar with the surrounding road network.

Such signs are not a substitute for effective marketing, and they are not for promotional purposes. Visitors who follow a 'white on brown' tourist sign or a 'white on blue' service sign must be assured that the tourist attraction or service is of a high standard.

Tourism businesses and service providers are encouraged to provide clear, detailed driving directions on their marketing material and websites to assist visitors safely navigate to the facility.

Although tourist, service and welcome signage are not to be used as marketing tools, Queensland's tourism industry and peak bodies believe that tourism signage on roads are fundamental to the success of the industry.

Transport and Main Roads supports the installation of tourist, service or welcome signs on the state-controlled road network, where it is satisfied that:

- road safety is not adversely affected
- the number of signs and messages is within acceptable limits
- the proposed application of signs meets relevant engineering standards, and
- the signs direct travellers to attractions and services of appropriate merit.

1.2 Types of signs used by travellers

Direction signs

Direction signs facilitate movement in the safest and most direct way to towns, cities and other destinations. They are the primary means of directional information for visitors and are designed to supplement road maps, streets or Global Positioning System (GPS) devices. Direction signs provide reassurance to motorists that they are travelling in the correct direction.

Figure 1.2(a) provides examples of direction signs.

Figure 1.2(a) – Examples of direction signs



Tourist signs

Tourist signs indicate non-commercial and commercial tourist attractions. To qualify for tourist signs, the core business must be tourist-based, with a strong commitment to serving visitors. Refer to Section 5 for criteria specific to tourist signs.

Figure 1.2(b) provides examples of tourist signs.

Figure 1.2(b) – Examples of tourist signs



Service signs

Service signs indicate commercial and non-commercial services available to road users adjacent to the road, along a side road or reached via an exit ramp. The categories of services that may be approved for signing include commercial services and visitor information facilities. Refer to Section 6 for criteria specific to service signs.

Figure 1.2(c) provides examples of service signs.

Figure 1.2(c) – Examples of service signs



Community facilities name signs

Community facility name signs may be installed for facilities that are generally non-commercial based, which a significant number of visitors is likely to seek out. Community facilities to be considered for this type of signing include: airports, civic centres, hospitals, police stations, post offices, railway stations, shopping centres and sporting and recreational grounds and facilities. Refer to Section 6 for criteria specific to community facility signs.

Figure 1.2(d) provides examples of community facilities name signs.

Figure 1.2(d) – Examples of community facilities name signs



Welcome signs

Welcome signs are designed to introduce the road traveller to a specific area and provide an easily identifiable milestone marker in the journey. The use of standard designs will help tourists recognise these types of signs easily throughout their journey. Refer to Section 7 for criteria specific to welcome signs.

Figure 1.2(e) provides examples of welcome signs.

Figure 1.2(e) – Examples of welcome signs

Driving experience signs

Queensland offers a wide range of driving experiences to the tourist market. Driving experiences might occur on any part of the road network, from state-controlled roads to local government roads. They may vary in driving time from a few hours to several days. Driving experiences are typically developed and promoted by local governments, regional or local tourism organisations or other tourism-related industry bodies. Refer to Section 8 for criteria specific to driving experience signs.

Figure 1.2(f) provides examples of driving experience signs.

Figure 1.2(f) – Examples of driving experience signs

1.3 Governing legislation, standards and key documents

There are legislation and standards that govern the appearance of tourist, welcome and service signs, as well as where and how they are placed.

In Queensland, Clause 72A of the [Transport Operations \(Road Use Management\) Act 1995](#) states that an official traffic sign must be installed in a way specified by Queensland's [Manual of Uniform Traffic Control Devices](#) (MUTCD).

Part 6 of Queensland's MUTCD is titled *Service and Tourist Signs*. It describes tourist and service signs and specifies the requirements to direct road users to tourist facilities including attractions, features of tourist interest and to service facilities. Queensland has now harmonised with the corresponding [Australian Standard](#) AS1742.6, meaning that, instead of the MUTCD duplicating information in the Australian Standard, it instead directs the reader to the relevant national guidance. Part 6 of Queensland's MUTCD now essentially only contains Queensland-specific practices.

Because the *Transport Operations (Road Use Management) Act 1995* states that traffic signs must be installed according to the MUTCD, the user must follow the requirements of the MUTCD Part 6 and AS1742.6.

Another key document is the [National Tourist Signing Eligibility Guidelines](#). This document outlines the primary benchmarks that an attraction (for example, a gallery) or product cluster (for example, wine region) must meet before it can be considered eligible for tourist signing. The assessment process outlined following aligns with these guidelines.

Documents relevant to this Part 7 are listed in Table 1.3.

Table 1.3 – Related documents

Publisher	Title
National Tourism Signing Reference Group	National Tourist Signing Eligibility Guidelines
Standards Australia	AS 1742.5 <i>Street name and community facility name signs</i>
	AS 1742.6 <i>Service and tourist signs</i>
	AS 1742.15 <i>Direction signs, information signs and route numbering</i>
	AS 1743 <i>Road signs – specifications</i>
	AS 1744 <i>Standard alphabets for road signs</i>
Transport and Main Roads	Queensland Manual of Uniform Traffic Control Devices Part 5 Street name and community facility name signs
	Queensland Manual of Uniform Traffic Control Devices Part 15 Direction signs, information signs and route numbering
	Technical Note TN170 Township entry treatment
	Technical Note TN177 Guidelines for the installation of electric vehicles charging station signs
	Technical Specifications (regarding erection of signs and manufacture of road signs)
	Traffic and Road Use Management (TRUM) manual Volume 3 Signing and pavement marking Part 5 Design guide for roadside signs (regarding placement, supports and fittings)
	Traffic and Road Use Management (TRUM) manual Volume 3 Signing and pavement marking Part 6 State Strategic Touring Routes sign revitalisation

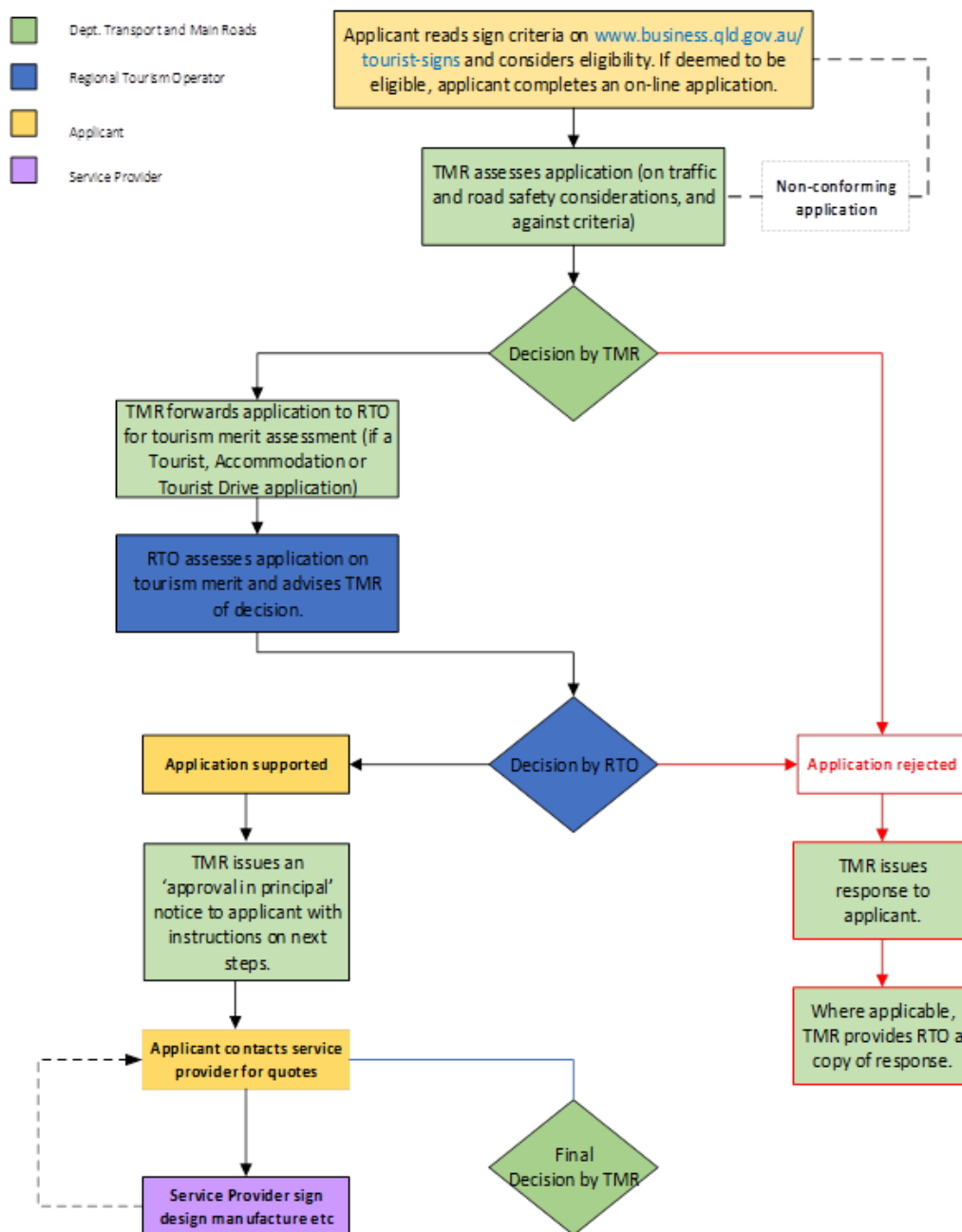
2 Application process

The application, assessment, approval and installation process is as follows:

- Stage 1: Application (undertaken by the Applicant)
- Stage 2: Engineering assessment (undertaken by Transport and Main Roads)
- Stage 3: Tourism merit assessment (undertaken by the Regional Tourism Organisation – if applicable)
- Stage 4: Sign design and installation (undertaken by the Applicant through a Transport and Main Roads-preferred supplier).

This process is depicted in the following Figure 2.

Figure 2 – Flowchart for application process



The process depicted in Figure 2 is for signage on state-controlled roads only – applications for signage on local government roads should be directed to the local council. Local governments are encouraged to implement a process similar to that described in this document.

Note that this flowchart excludes the application process for State Strategic Touring Routes (SSTRs). Refer to Section 8.1 for the SSTR information.

2.1 Stage 1: Application

Applications to install tourist, service or welcome signs within the state-controlled road reserve are to be lodged using the online application tool:

<https://www.business.qld.gov.au/industries/hospitality-tourism-sport/tourism/accreditation-signage/applying-sign>

Applicants should read the information at this website, consider if their application meets all the criteria and, if so, complete the application and attach electronic copies of any required documents. Once submitted, the application is automatically sent to the department.

If the Applicant is unable to complete an online application, a hard copy form can be requested through the local Transport and Main Roads District office. The list of roads offices and contact details is available at <https://www.qld.gov.au/transport/contacts/roads> or the business and industry website <https://www.business.qld.gov.au/industries/hospitality-tourism-sport/tourism/accreditation-signage/applying-sign/support-contacts>.

Note: If signage is required along both state and local council roads, applications to both the local council (which may have its own application and assessment process) and the department must be made.

Applicants should also note they may be proposing signage for an area where the department may have entered into an Indigenous management agreement or in an area that may be subject to joint management. If so, the completed application form and relevant supporting documentation may be disclosed to the relevant Indigenous organisation/s (including to any relevant Native Title Body Corporates) for the purpose of the department consulting with or seeking the consent of that organisation (on the basis that an Applicant's information may only be used for that purpose and is not to be disclosed to any other person).

2.2 Stage 2: Engineering assessment (Transport and Main Roads)

The department will assess the application's potential to affect traffic safety, including items such as:

- crash history at the proposed sign location or along the route
- any planned construction projects that may change the road environment
- the provision of existing signs and information already at the proposed site
- ability for motorists to absorb additional signed information at the subject location/s
- traffic volumes and vehicle types travelling along route and potential effects installation of the signage may cause along the route on road conditions, traffic volume and/or vehicle types, and
- possible effects on road maintenance programs.

The department will also assess:

- the wording and language of the proposed sign so it is appropriate, not offensive, and aligns with requirements

If a requested sign location is unsuitable, the department may recommend a more appropriate location.

Signs for eligible tourist attractions / services will only be provided where there is available space in the road reserve. If no space is available, no signs can be installed.

Where the department does not support the application, formal written advice will be provided outlining why the application was unsuccessful.

Successful applications will progress to Stage 3 if a tourism merit assessment is required, or Stage 4 if a tourism merit assessment is not required. Please refer to sections 5 and 6 to determine whether a

tourism merit assessment is required, as well as the criteria such applications will be assessed against.

2.3 Stage 3: Tourism merit assessment (RTO)

The RTO assesses whether the attraction or accommodation service meets the tourism criteria. This includes confirming the business draws visitors and satisfies their expectations of providing a quality tourism experience.

The RTO undertakes a consistent assessment approach so the attraction or accommodation service meets all the required tourism merits, core and specific criteria outlined in this manual.

The RTO will provide the department with a written recommendation regarding approval or non-approval in line with its assessment.

Where the RTO does not support the application based on the tourist criteria and/or assessment, formal advice from the department will be provided to the Applicant outlining why the application was unsuccessful.

2.4 Stage 4: Sign design, manufacture and installation

To manage the installation of approved tourist, service or welcome signs (except for entry statement signs), the department has established a pre-approved panel of sign designers and manufacturers. If the application is approved, the Applicant must use one of these service providers.

The Applicant will receive an 'approval to proceed to design' notice, along with details of the Transport and Main Roads pre-approved sign designers and manufacturers in the Applicant's local district. They will also receive a [Road Corridor Permit \(RCP\)](#) application form to confirm the location and timeframe for installing the signs.

The Applicant will source quotes and select a service provider/s from the pre-approved list for the sign design, manufacture and installation. The sign design scheme prepared by the selected service provider must include sign face and structure design details, final sign locations and clearance heights.

For a consistent application across the state, the Transport and Main Roads software [TraSiCAD](#) should be used to design all sign faces, and the Transport and Main Roads software [TraSiS](#) must be used to calculate sign structures or supports, based on sign parameters, terrain profiles and environmental conditions.

The applicant submits the sign design scheme and associated details through an RCP application. Applicants should remember to include sign face and sign structure designs, final locations and clearance heights.

The department will review the proposed signs against current departmental standards and guidelines. The Applicant will be required to arrange necessary changes where non-conformances are identified.

Where proposed signs meet departmental requirements, Transport and Main Roads will issue an 'Approval to proceed to installation' notice, along with an RCP (including conditions).

The RCP will detail several conditions including:

- standards and specifications relating to sign construction, installation and maintenance
- responsibilities in relation to cost, maintenance and removal
- conditions under which the department may remove any sign, and
- conditions relating to the continuing need for the sign.

Note: The RCP is non-transferable and the department may also impose special conditions on a permit if required.

It is essential that signs be supplied only from pre-approved manufacturing companies, as retroreflective sheeting used in sign manufacturing requires specialised equipment and handling.

Once manufactured, the sign installer (must be an approved Transport and Main Roads contractor to undertake the work) engaged by the applicant may require a [Traffic Control Permit](#) to carry out works on certain roads during the sign installation process. The installer can be the preferred supplier, the department's road maintenance crew or, in some areas, the local council is contracted by the department to provide maintenance works on sections of the state-controlled road network.

Note: Where the local government is the Applicant, the installation of approved signs may be organised through Council's sign depot and workforce with approval from Transport and Main Roads, or by using the department's preferred supplier.

Upon completion of installation, and as a condition of the Road Corridor Permit, the Applicant may be requested to have the installer present when inspected by a Transport and Main Roads-appointed delegate. The sign installer will be required to arrange rectification of any identified non-conformances.

Please refer to Section 7.2 for specific sign design, manufacture and installation process for *Welcome sign – Entry Statement* signs.

2.5 Timeframes

The department will provide a written response to the Applicant regarding the outcome of the assessment within 90 days of receipt of the application. This timeframe is subject to the Applicant supplying all the necessary information. The exception to this timeframe is for driving experience-type signs, which may be dependent on the complexities of the route, proposed signage scheme and the consultation activities required.

2.6 Refusal of application

Transport and Main Roads will advise the Applicant in writing of a result where an application has been rejected. Rejection of an application because of tourism considerations would be based on advice from the RTO.

2.7 Dispute resolution

The department will make reasonable attempts during the assessment process to explain reasons why an application may not be approved.

If an Applicant feels aggrieved with the outcome of an application, he or she may formally submit concerns in writing requesting the matter be reviewed. For applications rejected based on traffic safety and efficiency, the local Transport and Main Roads region will review the engineering assessment. For

applications rejected based on the tourism merit criteria, the Department of Industry and Tourism Development will review the tourism merit assessment.

Requests to review unsuccessful applications will be escalated separately to either Transport and Main Roads' senior management or the Department of Industry and Tourism Development for consideration. In such instances, the department and the Department of Industry and Tourism Development may elect to further discuss and/or review the matter in consultation to finalise the dispute in a timely manner and provide the Applicant with formal written advice of the final decision.

As required under current Queensland legislation, Transport and Main Roads is the final arbiter in decisions to approve road traffic signs within the state-controlled road reserve.

3 Signage principles

3.1 Road and traffic considerations

Tourist, service and welcome signs must not affect road safety and should not detract from the effectiveness of other road signs.

3.2 Proliferation of signs

For safety reasons and to reduce proliferation of signs, there is a limit to the number of tourist or service signs that will be permitted on state-controlled roads. The number of signs permitted will be determined by Transport and Main Roads as part of an Engineering Assessment and will be dependent on road environment and existing signage (including directional signage).

When a request will result in exceeding the maximum limit determined as appropriate for the road environment, Transport and Main Roads individually or in consultation with the RTO may consider the combination of smaller signs into one sign (where appropriate). This may often involve the replacement of references to individual attractions or services with a generic descriptor or a standard symbol type sign.

Tourist attraction and service signs are usually not provided on motorways. These roads usually have access to other arterial roads for which tourist attractions should be signed. The motorways signs are limited to signing of major routes and towns, which should be used by individual attractions or services in their marketing material. Exception to this may be tourist attractions of state or regional significance; however, this is subject to available space within the road corridor.

The need to rationalise signs will be made in consultation with existing stakeholders; however, the department is the final arbiter in these decisions.

3.3 Managing existing tourist, service and welcome signs

It is recognised, that there are a number of existing signs currently located on state-controlled roads and some of which would not conform to the current guidance.

It is not Transport and Main Roads' intent to require the immediate bulk replacement of non-conforming tourist, service and welcome signs.

For all non-conforming signs, the Applicant (owner) will need to reapply and meet the current requirements, either on the expiry of the sign's RCP, or when the sign needs to be replaced due to age or damage, or when the sign is subject to significant repairs or design modifications. If the attraction or service is still supported, the sign can be upgraded.

All tourist, service and welcome signs, including Entry Statements located within the state-controlled road reserve should have a current RCP in place.

Tourist, service and welcome signs owned and maintained by the department are not subject to RCP requirements.

4 Administrative arrangements

4.1 Costs

It is the Applicant's responsibility to meet all costs associated with the signage and associated infrastructure required by his or her application.

Signing to non-commercial tourist attractions or roadside services and public facilities, such as parking areas, picnic facilities, toilets, emergency telephones, rest areas and emergency medical services, is the responsibility of the relevant road authority (that is, Transport and Main Roads is only responsible for signing these services and facilities on the state-controlled road network, with the relevant council being responsible on council roads).

The costs of signs vary, depending on the location, type and number of signs required to direct visitors safely around the road network to the tourist attraction or service, and the equipment required to comply with installation standards. The factors that may influence the overall sign costs include:

- the posted speed limit of the roads
- if signage is on a motorway or motorway-standard road
- if signage is located on a gantry
- patronage of the area and size of approved sign
- intersection / interchange configuration and size / location / number of existing signage
- if the new sign is a standalone sign or a plate to an existing sign
- if the existing sign face can support a new plate, or requires a completely new sign design
- if the existing signposts are suitable and can maintain clearance heights underneath new sign faces or require completely new posts to be installed
- terrain and/or environmental conditions, offset from the road and type of footings and/or posts required
- geometry of the road; for example, mountainous road with winding alignments may necessitate installing additional advance signage in addition to signage at the entrance, and/or
- the extent of traffic control required, lane closures (whether works could be completed during the day or night) – may add additional costs in the delivery.

The department's pre-approved sign suppliers (sign designer, manufacturer and installer) will provide a quote once a specific signage treatment (number of signs, design location and so on) has been approved. The Applicant (not the department) is responsible for organising the quote through one of the pre-approved sign suppliers.

Transport and Main Roads is responsible for funding these types of tourist signs for government-owned attractions such as national parks, state conservation areas and state forests on state-controlled roads.

4.2 Ownership of signs

The Applicant who has paid for the design, manufacture and installation of a tourist or service sign remains responsible for the maintenance and removal, subject to, and in accordance with conditions of the RCP.

4.3 Compliance with Road Corridor Permit

The RCP issued by Transport and Main Roads grants the Applicant the right to place a sign in the road reserve for a period of seven years, after which time the appropriateness and effectiveness of the sign will be reassessed. The Applicant must reapply for the relevant signage under the current application process and, depending on the condition of the sign(s), new signs may or may not be required, which will be at the Applicant's cost.

The RCP cannot be transferred to another operator in the case where the attraction, service or facility is sold. The new operator must reapply.

It is the Applicant's responsibility to notify Transport and Main Roads immediately to arrange for the removal of all road signs to the property if the business closes or it is no longer an eligible tourist attraction or service.

Transport and Main Roads will periodically check compliance with the sign application. Failure to comply with any condition of the application may result in the termination of the approval and the removal of the sign. The Applicant will be liable for any costs the department incurs to remove the signs.

4.4 Alterations to sign

An RCP is granted for the original sign face and structure design. The sign face and structure must not be altered without written consent from Transport and Main Roads. Any alteration to a sign design is subject to a new application.

An unauthorised alteration to a sign to include commercial information or the unauthorised addition of private / commercial signing to a Transport and Main Roads structure is strictly prohibited.

4.5 Sign maintenance

The Applicant must comply with the conditions of the RCP in relation to maintenance of the signs.

All signs in Queensland need to be maintained to a minimum standard. While a manufacturer's warranty may apply, signs can be damaged by traffic or vandalism. The need for sign repairs or replacement for any reasons shall be at the discretion of Transport and Main Roads. It is the responsibility of the Applicant to fund the maintenance, replacement and reinstatement of the approved signs, regardless of the cause of damage.

Only approved Transport and Main Roads contractors are permitted to install, maintain, and replace or re-erect signs on state-controlled roads.

In line with the conditions outlined in the RCP, the permit owner must notify the department and obtain written consent before any sign maintenance, urgent repairs or graffiti removal works and so on are undertaken.

4.6 Removal of signs

Transport and Main Roads maintains the right to replace or remove any signs installed on roads under its control when any of the following occurs:

- where it may affect major road projects, roadworks and/or the installation of public utility services
- changes in the nature of traffic or the alignment of the road in the vicinity of the sign
- the Applicant no longer conforms to the conditions of the RCP
- there is a demonstrated need for combining signs in a particular location
- the tourist attraction or service is no longer open to visitors
- at the expiry of the approved permit, or
- the road authority needs to resume the land.

5 Tourist signs

5.1 Eligibility requirements for tourist signs

The Queensland Government has adopted the categories and criteria developed by the National Tourist Signing Reference Group (NTSRG), which is an advisory body to the Australian Standing Committee on Tourism and includes representatives from federal, state and territory tourism organisations and road authorities.

This manual also includes some additional Queensland-specific requirements, providing some flexibility to allow for new and unusual attractions whilst still upholding the credibility of the national requirements.

Visitors who follow 'white on brown' tourist signs must be assured that the quality of the attraction is of a high standard. The visitor experience is, therefore, the primary consideration when determining eligibility for tourist signing.

For consistency, attractions must meet all the core criteria, and the individual attraction category or product cluster specific criteria outlined in the tables following.

5.1.1 Sign information

On any tourist sign, the legend will only include two or three words maximum, plus any relevant symbol, as a sign is primarily positioned to guide tourists to their destinations.

5.1.2 Logo on signs

Individual logos will normally not be considered as they are unsuitable for use on road signs because they cannot be clearly distinguished by an occupant of a moving vehicle. There are some cases where a logo may be considered, such as a theme park or state significant attraction. If the facility can demonstrate its logo will be more distinguishable / distinctive compared to its name – for example, the logo must be well-established, have been extensively marketed and used for advertising purposes – Transport and Main Roads may use such a logo on direction signs instead of the attraction's name. The logo must incorporate the facility's name and must be used instead of, not as well as, the facility's name.

5.1.2.1 World Heritage logo

Natural attractions which are listed by the United Nations Educational, Scientific and Cultural Organisation (UNESCO) as being World Heritage Area (WHA) may be identified as a WHA on the roadside signs for that attraction. There are five WHA sites in Queensland:

- Fraser Island
- Gondwana Rainforest (on the border of New South Wales and Queensland)
- Great Barrier Reef
- Riversleigh (fossil site in north-west Queensland), and
- Wet Tropics (wet tropics rainforests in north Queensland).

World Heritage Area logo on roadside signs

In accordance with the World Heritage Emblem Guidelines for use in Australia, there are a number of emblem options; however, there is one emblem (logo without text) to be used on all roadsides where the logo is required.

Where applicable, the WHA logo should be included on all direction signs. Exclusion may be for the pictorial signs to natural attractions. These signs have a lot of information, and to include the logo may upset the readability or balance of the sign. This will depend on the sign size and design to suit the sign location.

Figure 5.1.2.1 provides examples of use of the World Heritage Area logo on signs.







Figure 5.1.2.1 – Examples of World Heritage Area logo on signs




5.1.3 Symbols for tourist attractions

For tourist signs, the MUTCD Part 6 and Australian Standard AS 1742.6 have a number of standard symbols for use to describe features or attractions. These symbols are an effective way of communicating with drivers and, in many cases, these standard symbols are used instead of words. For standard symbol examples, refer to Table 5.1.3.

Table 5.1.3 – Approved symbols for tourist attractions

Heritage symbol	
<ul style="list-style-type: none"> denotes the location of attractions, display / interpretive centres, sites, monuments and other objects of historical interest, and is not used to denote towns of historic interest (in which case the words 'historic town' or 'historic village' are considered more appropriate on road signing) 	
Museum symbol	
<ul style="list-style-type: none"> denotes a building used as a museum frequently open to the public, which displays items of a general or thematic nature and features a high level of interpretation does not include small historical centres or interpretive displays attached to visitor information outlets, in which case the heritage symbol may be more appropriate, and may be subject to the approval of and/or accreditation by Museums Australia or other appropriate agencies 	
Whales symbol	
<ul style="list-style-type: none"> denotes an area designated for the seasonal viewing of whale migratory activity, although it may also feature other marine life can be used when the area provides adequate car parking, viewing areas and safety precautions / traffic management facilities that meet state and local government requirements, and can be used when the area features high-level interpretive information, which is of interest to the public during periods when whales are not visible 	
Winery symbol	
<ul style="list-style-type: none"> denotes a winery that holds a Vignerons Licence or a licence that permits direct sales to the general public, and which features a purpose-built facility (cellar door) for the tasting and interpretation of wine, and denotes all variations of wine production and sales, including fruit wines 	
Walking trail symbol	
<ul style="list-style-type: none"> denotes a trail designed for the safe passage of pedestrians that complies with all safety requirements of state and local government authorities, and can be used for trails which also provide some level of interpretation. 	
Lookout symbol	
<ul style="list-style-type: none"> denotes a lookout point readily accessible to vehicular traffic that complies with all safety and traffic management requirements of state and local government authorities 	

Aboriginal attraction symbol	
<ul style="list-style-type: none"> denotes an attraction, cultural centre or a site of Aboriginal significance, which has been approved for general visitation by relevant traditional owners and/or other authorised authorities; such sites should feature interpretive material, although, for cultural reasons, this may not always be appropriate, and it is not to be used to denote purely retail attractions, nor for commercial galleries 	

5.1.4 Tourist sign distance limits

Tourist signs are usually limited to intersections where tourist traffic is exiting the state-controlled road network.

They are not normally approved for installation at multiple intersections along state roads.

In general, tourist attractions should not be signed where they are located further than 10 kilometres from the closest state-controlled road intersection where signs have been requested. There may be a justification for a relaxation to this general rule, such as in remote localities where driving greater distances is more readily accepted or high visitor numbers or where tourism development is minor and proliferation is low.

Where tourist attractions are a considerable distance from the state-controlled road, the distance to the establishment should be clearly shown.

5.1.5 Core criteria for individual tourist attractions

An individual tourist attraction is a place or feature of interest to visitors. It can be either a built structure or a natural feature. It should be capable of drawing tourists and satisfying their expectations by providing a tangible visitor experience and reasonable level of visitor amenity.

Table 5.1.5 provides further detail on the core criteria to be met to determine if a feature qualifies as an individual tourist attraction.

Table 5.1.5 – Core criteria for tourist signs – individual tourist attractions

Must be well established and operating as a tourist facility	
Core criteria	<ul style="list-style-type: none"> The attraction must have been operating for at least six months. Operating for at least six months helps demonstrate the viability and sustainability of the business. The primary function of the tourist facility is to provide a tourism experience. The attraction should have a strong commitment to serving, caters for, or is of interest to tourists – examples include Sea World, Scenic Lookouts and so on. <p>Note: The attraction is not eligible if it does not provide an adequate tourism experience. Ineligible attractions include businesses where the primary function is a retail outlet (includes rental or hire of equipment / vehicles).</p>
Government approvals	
Core criteria	<ul style="list-style-type: none"> The attraction must have all relevant local, state and Commonwealth licences and approvals to operate as a tourist attraction.

Pre-booking must not be required to visit the attraction	
Core criteria	<ul style="list-style-type: none"> It is expected that tourist attractions requesting signs should cater for casual visitors, without the need for pre-booking. This avoids inconvenience to tourists and ensures 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. <p>Note: Attractions that only cater for pre-bookings are NOT eligible for tourist signs.</p>
Opening times	
Core criteria	<ul style="list-style-type: none"> Attractions, with the exception of seasonal attractions, are expected to be open daily or at least for a minimum of five days a week, including weekends, and public holidays (excluding Good Friday, ANZAC Day and Christmas Day). When open (including seasonal attractions), it is generally expected that attractions will be open for a minimum of six hours, for example, 10am–4pm. Attractions must be open when visitors would expect the attraction to be open – for example an observatory would be eligible for tourist signs if its opening hours were 1pm–7pm as it would be reasonable to assume an observatory to be open during the evening.
Parking	
Core criteria	<ul style="list-style-type: none"> Adequate car parking must be available either onsite or within close and convenient proximity to the attraction. It is expected that designated car parking will be provided onsite, clear of the road and verge and be able to cater for buses, tourist coaches and, if necessary, cars with caravans. While onsite parking is desirable in urban areas, if this is not feasible, adequate on- or off-street parking needs to be provided within a convenient distance of the attraction. The adequacy of car parking is assessed on a case-by-case basis. Where onsite parking is unavailable, adequate on- or off-street parking must be provided within a convenient walking distance or convenient and frequent shuttle bus service. The attraction must provide the shuttle service at no expense to tourists.
Interpretation	
Core criteria	<ul style="list-style-type: none"> Tourist attractions must provide visitors with high-quality interpretation. The methods and means to enable visitors to engage more deeply with an experience or activity may differ widely. Examples of high-quality interpretation include: <ul style="list-style-type: none"> – guided tour – self-guided tour brochure – audio tour – brochure / pamphlet – labels / text panels – annotated displays, and so on. It is not acceptable for attractions or product clusters to rely solely on verbal interpretation provided by an operator or staff member. Applicants must provide copies of marketing material or a detailed explanation on the interpretation offered as part of the experience.
Toilets	
Core criteria	<ul style="list-style-type: none"> All attractions are required to provide conveniently-located toilet facilities and comply with disability access legislation. Onsite toilet facilities must be appropriately maintained, and available to visitors during attraction opening hours.

The entry to the property must be clearly identified	
Core criteria	<ul style="list-style-type: none"> An attraction sign that is identifiable to passing motorists should be installed at the entrance within the property line. It should clearly identify the name of the attraction and provide information about the opening hours, such as days / hours of operation, and contact details. This name will be used on the 'white on brown' directional signage.
Marketing collateral	
Core criteria	<ul style="list-style-type: none"> Attractions should be supported by relevant marketing collateral material; for example, a brochure available from the nearest visitor information centre, or an established website that includes printable information, that clearly states the street address, opening days and hours, and contact phone numbers. It should also include a map that provides clear navigation to the attraction, without relying entirely on signs.
Seasonal attractions	
Core criteria	<ul style="list-style-type: none"> Must meet the core criteria and any specific category criteria. Attractions that are not open all year must open for a minimum of nine months of the year to be eligible for a permanent sign. When open, the attraction is expected to be open for a minimum of six hours; for example, 10am–4pm. Signs for approved seasonal attractions should indicate the months of operation (or be covered when not operating). Signs should not indicate closed dates and should not indicate opening hours. An attraction open for less than 9 months of the year that seeks tourist signing needs to prove why it legitimately cannot deliver a year-round experience, for example, climatic seasonal factors that affect the quality of the experience. Where a seasonal activity (for example, wildlife viewing), is signed, it is expected that relevant interpretative panels / displays will be provided to explain the experience, so that it can be appreciated by visitors, even at times when it cannot be seen or undertaken. Where no interpretative / information displays are provided, signs should not be allowed. Examples of seasonal attraction signs

5.1.6 Specific criteria for individual tourist attractions

In addition to the core criteria, individual tourist attractions may have additional specific criteria that need to be applied and met. The individual attractions' specific criteria are detailed in Table 5.1.6.

Table 5.1.6 – Specific criteria for tourist signs – individual tourist attractions

Art galleries and craft outlets	
Specific criteria	<p>Art galleries and craft outlets form a major component of tourism infrastructure in Australia. They may be operated as public facilities, like the major public galleries, or as commercial galleries, featuring a broad range of media, including wood, glass, ceramics, jewellery, metal, textile / fabrics and mixed media, usually locally-sourced and operated.</p> <p>The <i>Art galleries and craft outlets</i> category does not include museums, which are subject to requirements in the <i>Museums</i> category following.</p> <p>Galleries must have:</p> <ul style="list-style-type: none"> • a professionally-presented exhibition space greater than 50m²; galleries with exhibition spaces less than 50m² are considered to be retail shops rather than galleries, and • more than 30% of the art / craft works displayed must be by local and or regional artists. <p>Art / craft outlets must:</p> <ul style="list-style-type: none"> • be a studio-type gallery, featuring a resident artist / craftsperson • display a production process together with associated interpretation • have a professionally-presented exhibition space greater than 50m²; art / craft outlets with exhibition spaces less than 50m² are considered to be retail shops rather than art / craft outlets, and • more than 30% of the art / craft works displayed must be by local and/or regional artists.
Museums	
Specific criteria	<p>For museums to be eligible for tourist signs, they must provide informative experiences for the visitor.</p> <p>The <i>Museums</i> category includes local history museums, museums devoted to specialised collections or topics, or major state and national museums.</p> <p>Museums must:</p> <ul style="list-style-type: none"> • have a collection of adequate size and quality; the collection needs to be displayed in a way that enables visitors to gain an appreciation of its technical, social or cultural significance • have coherent displays / presentations which relate to the local community and its identity, or to a specific theme • have displays of adequate substance, quality or significance to convey knowledge of the particular theme or identity to visitors • have management policies and practices that ensure the collection, its display and interpretation are maintained to a high standard • represent a specific theme; applicants must demonstrate how the collections or displays represent a particular theme or local/ regional identity, and • have adequate exhibition space. The exhibition space must be greater than 50m². <p>Note: The term 'museum' does not include collections of artworks, such as paintings, sculpture and so on. These are classed as galleries and are assessed under the <i>Art galleries and craft outlets</i> tourist sign category.</p>

Aboriginal and Torres Strait Islander attractions	
Specific criteria	<p>Attractions in this category reflect the rich and diverse culture and heritage of Aboriginal and Torres Strait Islander Australians. They may include sites that have historic or contemporary significance to Aboriginal and Torres Strait Islander peoples, which may include purpose-built cultural centres that feature varied displays representative of Aboriginal and Torres Strait Islander culture.</p> <p>Centres and sites in this category are either owned and/or operated by Aboriginal and Torres Strait Islander peoples or organisations or employ Aboriginal and Torres Strait Islander peoples for the specific purposes of showcasing their heritage and cultures.</p> <p>Care needs to be exercised to strike a balance between the desires of visitors and respecting Aboriginal and Torres Strait Islander individuals and communities.</p> <p>In addition to the core criteria, Aboriginal and Torres Strait Islander attractions must also meet the following:</p> <ul style="list-style-type: none"> • where an attraction is classified as Aboriginal and Torres Strait Islander, the Applicant must provide evidence that he or she has consulted with the Traditional Owners for the area, and • the Applicant must provide written approval from the relevant Aboriginal or Torres Strait Islander organisation to display directional signs to these attractions.
Historic sites, buildings and monuments	
Specific criteria	<p>Visits to historic sites, buildings and monuments have long been an important element of the tourism experience. Historic sites, buildings or monuments that can be regarded as eligible tourist attractions will generally demonstrate one or more of the following qualities:</p> <ul style="list-style-type: none"> • provide significant insight into former lives and circumstances • paint a picture of significant historic events or settlement patterns • represent historically-significant lifestyles or styles of architecture, garden design or landscaping • serve to illustrate the ways in which past generations lived, worked and pursued recreational and other interests, and/or • commemorate the achievements of individual Australians and/or generations of Australian families <p>In addition to the core criteria, historic sites, buildings, or monuments must:</p> <ul style="list-style-type: none"> • be registered on the Queensland Heritage Register and/or the local heritage register, and • have interpretive material and supporting literature available for the visitor that provides adequate insights into the heritage values and/or significance of the attraction.
Wineries (includes non-grape wineries, breweries, and distilleries)	
Specific criteria	<p>Queensland's wineries and vineyards add another dimension to the state's tourism experiences, encouraging additional visits and spending across the state. Businesses that benefit from wine tourism include cellar door wineries, tour operators, gift shops, restaurants and accommodation providers.</p> <p>Note: This category includes non-grape wineries, breweries, and distilleries.</p> <p>In addition to the core criteria, wineries must meet the following:</p> <ul style="list-style-type: none"> • there must be a purpose-built facility for tasting (cellar door) and sales, and • the tasting facility must be located where either: <ul style="list-style-type: none"> – wine production processes can be viewed and interpreted, or – the vineyard can be viewed and visited.

Primary and secondary industry	
Specific criteria	<p>Note: Brewery and Distillery applicants should apply under the <i>Wineries</i> category.</p> <p>In addition to their economic contribution, some primary and secondary industries also offer a significant experience for visitors. The appeal generally relates to the production process itself. This may involve innovative or unusual technology, the size, scale or the opportunity for visitors to learn about industrial processes.</p> <p>Attractions in this category generally involve an agricultural activity (for example, lavender farm) or factory / mill process (for example, cheese factory).</p> <p>It is acknowledged that these attractions are primarily commercial operations and that the tourist component may not be the most lucrative aspect of the business. The economic contribution or the commercial element of an industry-based attraction in this category is not considered when assessing applications for tourist signs. The experiences offered to visitors through viewing the processes and learning about the industry are the deciding factors.</p> <p>In assessing attractions in this category, a useful question to ask is: would the attraction still warrant visitation if any retail component was removed; for example, sale of produce / merchandise?</p> <p>There are no additional specific criteria for this category; however, primary and secondary industries must meet the core criteria outlined in Section 5.8.</p>
Nature-based attractions and natural features	
Specific criteria	<p>Queensland enjoys highly diverse and distinctive natural environments, including rainforests, deserts, mangrove swamps, eucalypt forests, grasslands and coastal reefs, many of which are renowned for their natural beauty and biodiversity. Access to significant natural areas allows visitors to undertake a wide variety of outdoor recreational activities and experiences ranging from outdoor adventure to relaxation.</p> <p>Natural attractions consist of landforms and ecosystems which are not manmade. No two natural features are the same because they have been shaped by the unique natural forces of the surrounding environment. Natural features can include mountains, rivers, lakes, islands, waterfalls, lookouts, rocks, caves, cliffs, gorges and so on</p> <p>Attractions in this category are considered nature-based activities and may include:</p> <ul style="list-style-type: none"> • walking tracks and boardwalks • botanic gardens • zoos, wildlife parks and aquariums • natural attractions, and • national parks. <p>For outdoor / nature-based attractions to be eligible for tourist signposting, they must provide informative experiences for the visitor, irrespective of whether they are operated by a government agency, a non-profit organisation or a commercial operator.</p> <p>These nature-based and natural feature type attractions:</p> <ul style="list-style-type: none"> • should have clear markers • should be well-maintained and easily accessible • should provide appropriate standards of safety, and • must provide an informative experience for the visitor. <p>In addition to the core criteria, outdoor / nature-based attractions must meet the following requirements:</p> <ul style="list-style-type: none"> • Zoos, wildlife parks and aquariums must meet the Queensland licensing requirements.

	<p><i>National parks</i></p> <p>National parks in Queensland are vital to the success of nature-based tourism and conservation activity. Special care needs to be taken so tourism activity does not damage or diminish conservation efforts. National parks are often in remote locations, away from main corridors. Many of the larger parks or sites have multiple access points, each leading to a different collection of visitor facilities. Many of these may not be internally connected. To be eligible for national park signs:</p> <ul style="list-style-type: none"> • the national park authority is the Applicant, or the Applicant has consulted with and has written approval from the owner, for example the traditional owners, appropriate government department or local government and so on • the site must provide an informative experience for the visitor • where national parks have multiple access points, only the points that have significant tourism experience should be signed • it is expected that hard copy collateral material / websites and so on be available for the visitor to research the type of experience / activities available in the national park, and • all national parks signage will be located on the nearest arterial road. This is the same treatment as for individual attractions. More remote signage will only be approved if the national park meets the eligibility criteria for state significance. <p>Note: Pictorial signage will not be approved for commercial type attractions or services.</p>
Theme parks	
Specific Criteria	<p>Attractions in this category reflect a wide variety of specific / multiple themes. Applicants must demonstrate that the park is regionally recognised as a major tourist attraction that attracts high visitor numbers, a significant proportion of whom are drawn primarily from outside the local catchment area.</p> <p>This category does not include sport and recreational facilities that primarily cater for the local community, including – but not limited to – sports-based activities, go-karting, local amusement parks, skating rinks, bowling alleys, golf courses, mini golf, swimming complexes, sporting grounds, racecourses or trotting tracks.</p> <p>In addition to the core criteria, theme parks must also meet the following:</p> <ul style="list-style-type: none"> • must have a readily-identifiable, consistent theme, which could include moviemaking, goldmining, wildlife and so on.
State significant attractions	
Specific criteria	<p>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. They are inextricably associated with the image of Queensland or its regions: for example: Australia Zoo, Movie World and the Great Barrier Reef World Heritage Area.</p> <p>World Heritage sites that offer an accessible and genuine tourism experience may qualify as a state significant attraction because of their international profile and the high frequency of first-time domestic and international visitors to these sites.</p> <p>Attractions that meet all the core requirements outlined in Section 5.1.5 may qualify as a state significant attraction if they also meet both of the following:</p> <ul style="list-style-type: none"> • the attraction must open daily (with the exception of Good Friday, Anzac Day and Christmas Day), and • visitation must exceed 500,000 visitors per annum (independent professional verified audit by a certified practising accountant).

Other attractions	
Specific Criteria	<p>There are other attractions within Queensland that may be tourist attractions but do not easily fit with any of the specific categories listed previously. The Queensland Government recognises the importance of providing some flexibility to allow for new, unusual or other tourist products that may comprise elements of a number of different attraction types.</p> <p>Applications may be submitted; however, the responsibility is on the Applicant to provide a strong case to warrant signs for the tourist attraction.</p> <p>Applicants may contact the local Transport and Main Roads regional office (contact details are listed on https://www.business.qld.gov.au/industries/hospitality-tourism-sport/tourism/accreditation-signage/applying-sign/support-contacts) for more information prior to preparing a written case.</p> <p>Applicants should provide a comprehensive application demonstrating why they should be considered eligible. In these cases, the tourism merit for the proposed attraction will be determined by the local regional tourism organisation.</p> <p>In addition to meeting all the core criteria outlined in Section 5.1.5, a written case must be submitted:</p> <ul style="list-style-type: none"> • providing a detailed description of the attraction; for example, details about the type, nature and significance of the attraction to visitors, supported with documented evidence – photographs, diagrams, and so on • describes the experience(s) offered to visitors, and • providing details on current visitation numbers.

5.1.7 Desirable criteria for individual tourist attractions

Table 5.1.7 provides further detail on the desirable criteria to be met for individual tourist attractions.

Table 5.1.7 – Desirable criteria for tourist signs – individual tourist attractions

National accreditation	
Desirable criteria	<p>The Australian Tourism Accreditation Program (ATAP) certifies tourism businesses that meet specific quality assurance criteria, ensuring they are committed to exceeding consumer expectations with great customer service and the highest standards of business practice.</p> <p>Currently, tourism accreditation is desirable but not essential. The accreditation will help identify the business is offering a high-quality bone fide tourism experience.</p>
Membership	
Desirable criteria	<p>It is desirable that tourist operators participate in the activities of the local and/or regional tourism organisation. The business should be listed on the relevant state / territory tourism organisation product database, which feeds the Australian Tourism Data Warehouse.</p>

5.1.8 Specific criteria for tourist product clusters

There are 'clusters' of tourist attractions with shared themes that exist at a much broader level than individual tourist attractions and can be signed as such.

These categories of tourist attractions include wine regions, historic towns and national parks, and may be quite distinct in form and character from one another but still integral components of the tourist attraction sector.

All product clusters are expected to conform to the core criteria in Section 5.1.5 and the criteria outlined in the specific category. The product cluster specific criteria are detailed in Table 5.1.8.

Table 5.1.8 – Specific criteria for tourist signs – tourist product clusters

Historic towns and precincts	
Specific criteria	<p>Historic towns and precincts provide the opportunity to access clusters of heritage 'product'. It is expected that they will feature in-depth interpretation to highlight their historical significance.</p> <p>In addition to the core criteria outlined in Section 5.1.5, historic towns and precincts must meet the following:</p> <ul style="list-style-type: none"> • the town / precinct has a concentrated number of heritage attractions recognised on the Queensland Heritage Register or by the relevant Federal Heritage office, and • applications are endorsed by the relevant local authority and, in most cases, the Chief Executive Officer of the local council should be the Applicant.
Wine region	
Specific criteria	<p>Where there is a concentrated number of wineries, the local wine industry association may apply for regional signing; however, to justify regional signing,</p> <ul style="list-style-type: none"> • there needs to be a critical mass of at least four wineries and at least 75% of these needs to be open to the general public, without appointment, on any given day (including both days of the weekend). This is to provide a genuine tourism experience to the visitors for the whole day and ensure that their reasonable expectations will be met when they visit the district. <p>To qualify for a wine region signage, the area must include the following:</p> <ul style="list-style-type: none"> • be recognised by Wine Australia and be identified with a regional name • there must be a critical mass of at least four wineries and at least 75% of these needs to be open, without appointment, on any given day, including both days of the weekend to comply with the individual attraction outlined in Section 5.1.5, and • be promoted as an integrated wine region; for example, a brochure / map available at the nearest visitor information centre, or an established website that includes printable information. It should include details of the wineries in the region and a map that provides clear navigation to the region without relying entirely on signs (indicating opening hours/ days, contact details, winery locations and so on), and at all wineries that are part of the application for wine region signage. <p>Note: Although it is necessary for wine regions to be recognised by Wine Australia, the official boundaries are not always suitable locations for welcome signs. Where possible, all wine region welcome signs should be within a short distance of the first winery, information bay or visitor centre. An information bay or visitor centre should be located at the beginning of the region, where relevant information can be obtained; for example, the number of wineries, operation hours, contact details and map showing indicative locations of the wineries and the overall region.</p>
Tourist town or precinct	
Specific criteria	<p>A tourist town or precinct is a geographical region that consists of a mixture of tourist products and experiences.</p> <p>These towns or precincts must provide an extensive range of services (dining, accommodation and attractions) for visitors.</p>

5.2 Tourist signs design and installation requirements

5.2.1 General installation requirements

Tourist signs are:

- limited to intersections where tourist traffic is exiting the closest state-controlled road. For this reason, they are not installed at multiple intersections along state-controlled roads.

Note: Tourist signs are not to be installed for tourist attractions which are located further than 10km from the closest state-controlled road intersection. Cases where tourist signs may be installed in this situation include when:

- the attraction is in remote localities where driving greater distances is more readily accepted, or
- the attraction records high visitor numbers, or
- where tourism development is minor and sign proliferation is low.

Where tourist attractions are a considerable distance from the state-controlled road, the distance to the establishment must be clearly shown.

5.2.2 Sign types and specific installation requirements

5.2.2.1 Advance signs

The purpose is to provide advance notice of an upcoming turnoff at an intersection or entrance to a roadside tourist attraction. They are to provide motorists with improved time to make decisions regarding the turning manoeuvre.

Advance signs:

- may be incorporated into other standard forms of direction signing where rationalisation of information is required
- normally include the wording TURN LEFT or TURN RIGHT on approach to intersections
- may take an alternative format where it is supplementary to an advance direction sign on approach to an intersection
- include the wording ON LEFT or ON RIGHT on approach to roadside entrances
- must contain a description that is consistent across any advance, intersection, and or position signs
- will show distances (for example 300m) that is dependent upon the speed environment as outlined in Part 6 of the Queensland MUTCD
- are not normally permitted in built-up areas on the state-controlled road network, except in cases where road safety is a concern or there are exceptional navigational difficulties, such as on a divided road where a U-turn is required and the attraction is obscured from the approaching motorist
- will usually be required on rural roads where traffic speeds are normally 90 km/h or higher
- may be required if there is a combination of high traffic volume and high volumes of users entering or leaving the tourist site which may lead to traffic safety problems
- may be required where there are multiple lanes on the approach and advance lane indications are necessary

- shall only be installed on approach to intersections where intersection signs are also in place for the same tourist site, and
- may be installed without position signs where the entrance to a tourist site is clearly evident to approaching motorists, and/or onsite signing provides assistance.

Figure 5.2.2.1 provides examples of advance signs.

Figure 5.2.2.1 – Examples of advance signs



5.2.2.2 Intersection signs

The purpose of intersection signs is to direct motorists to the actual turnoff to the tourist attraction.

Intersection signs:

- should include a distance to the tourist attraction if the distance is more than one kilometre, unless a reassurance sign is placed after the intersection
- may be incorporated into other standard forms of direction signing where rationalisation of information is required
- must contain a description that is consistent across any advance, intersection, and or position signs

Note: Chevron end signs are used at major intersections. The chevron should be replaced with an arrow if the turn is 45 degrees or less. At minor intersections and in built-up areas, fingerboard signs mounted on a single pole may be used.

- may be installed at the nearest intersection within a state-controlled road, where the distance to the tourist site along the side road does not exceed 10 km.

Note: Distances greater than 10 km can be considered for remote rural tourist site or tourist attractions.

Figure 5.2.2.2 provides examples of intersection signs. Chevron end signs are mostly used at major intersections. The chevron should be replaced with an arrow if the turn is 45 degrees or less. At minor intersections and in built-up areas, fingerboard signs mounted on a single pole may be used.

Figure 5.2.2.2 – Examples of intersection signs



5.2.2.3 Position signs

The purpose of position signs is to indicate the point of entry to a tourist site.

Position signs:

- may be incorporated into other standard forms of direction signing where rationalisation of information is required
- must contain a description that is consistent across any advance, intersection, and/or position signs
- may be placed at the entrance to the parking area for the tourist site, or at the appropriate vantage point for geographical features visible from the road, or
- may not be required where the entrance is clearly visible to approaching motorists, such as clear sight to the car park entrance and/or onsite signing.

Figure 5.2.2.3 provides examples of position signs.

Figure 5.2.2.3 – Examples of position signs



5.2.2.4 Reassurance signs

The purpose of reassurance signs is to reassure motorists they are travelling towards their intended destination and to indicate the distance to the destination.

Reassurance signs:

- should contain a generic name or description at the top of the sign to describe similar tourist sites, such as 'WINERIES'
- may be incorporated into standard 'white and green' reassurance signing where the overall number of destinations does not exceed five (as outlined in Part 15 of the Queensland MUTCD)
- should direct drivers to destinations of distance to the destination
- may be installed on a side road (local council road) beyond major intersections where advance and intersection signing for the same tourist site is also installed

- are not permitted on the state-controlled road network, except for major attractions (which includes theme parks, state significant or regional significant attractions)
- will not be required where the intersection sign includes a distance to the tourist site, and
- where the number of tourist sites to be signed on a reassurance sign exceeds four, the sign should be located in an off-road information bay or a safe roadside stopping area clear from through traffic on low speed and low volume roads.

Figure 5.2.2.4 – Examples of reassurance signs



6 Service signs

6.1 Eligibility requirements for service signs

Service signs are not intended for use at facilities that motorists can see well in advance and with the ability to erect property signs or that are located in areas where it is reasonable to expect such services.

Signing of commercial services on side roads is generally not permitted in built-up areas. In other areas, signing of a commercial service on a side road will only be permitted in cases where there are no comparable services located in close distance along the state or regional road.

6.2 Sign information

On any service sign, the legend will only include two or three words, plus up to six relevant symbols maximum as the sign is primarily there to guide tourists to their destination. Individual logos will usually not be considered, as they are unsuitable for use on road signs because they cannot be clearly distinguished from a moving vehicle.

Accommodation classification ratings and/or chain logos, or any other form of business logo or trademark, are not permitted on any road sign.

Accommodation names are not permitted on signs if there are multiple services signed at one location. Otherwise, the name used on the sign should be restricted to a minimum number of words to distinguish the accommodation or service – no more than three words, plus any relevant symbol.

Australian Standard AS 1742.6 has a number of standard symbols for use on service signs to describe the service. These symbols are an effective way of communicating with drivers and, in many cases, these standard symbols are used instead of words. For standard symbol examples, refer to Table 6.4.6.

6.3 Categories of service signs

Table 6.3 details categories of service signs.

Table 6.3 – Categories of service signs

Category	Facility or service
Accommodation	Hotels, motels, caravan parks, camping sites, backpacker accommodation, bed and breakfast (B&B), farm stays / host farms and self-contained
Tourist information	Accredited Visitor Information Centres (VICs) and information bays and interpretive signs and tourist or visitor information radio
Airports	Major and minor airports or aerodromes
Roadside fuel facilities	Service stations, unattended fuel station, remote service centre and service centres, roadside establishments offering refreshments or with a restaurant, electric charging stations
Community facilities / community information	<p>Churches, refuse / recycling centres, post office, shopping centres, sporting facility / swimming pool, library, education institution, theatres / recreation centres and public parks</p> <p>Non-profit institutions (for example: Red Cross and RSL Club and so on)</p> <p>Public areas – rest areas, public toilets, accessible toilets, drinking water, truck parking area, public phone, help phone, emergency services (Police / hospital / Rural Fire Stations, dump points, public car park, boat ramps, rail / light rail stations, ferry or bus stations, public transport parking and so on)</p> <p>Community information – fire warning ratings</p> <p>Note: For other community service-type clubs (for example, Lions and Rotary Clubs and so on) or events that are largely targeted to the local audience, a limited number of visitors or conducted on an infrequent or recurring basis (for example, a monthly or annual event) should be promoted in information bays or on local community message boards, mounted on a common support structure (usually managed by the local council and installed in a low-speed environment on entry to the town) with the individual signs of a consistent size and design (for example the club's emblem and club contact phone number or email). Alternatively, for a specific event attracting a large number of visitors to the area, an application for temporary event advertising signs can be made through the local Transport and Main Roads District office.</p>

6.3.1 Recreational vehicles (RVs) or other town friendly-type signs

The department does not support the installation of these sign types (for example 'RV-friendly town', 'Motorbike friendly town', 'Friendliest town', 'Tidy town' and so on) on state-controlled roads. These types of signs can be included on local council community facility boards.

The department does, however, support the signing of facilities and services required by the traveller such as dump points, designated parking areas or bays and so on for vehicles with trailers, boat trailers, caravans and recreational vehicles, using the appropriate approved standard service sign and symbols.

6.4 Service signs criteria

6.4.1 Accommodation

Directional signing for accommodation is provided to inform casual travellers that suitable facilities are available to meet their overnight needs (that is, for informational, not marketing, purposes). Directional

signs are not intended to promote an accommodation facility or to enable the accommodation industry to increase patronage.

For consistency, accommodation businesses seeking signs must meet the core criteria outlined following, while also satisfying all specific criteria outlined in the relevant category.

6.4.1.1 Accommodation core criteria

Table 6.4.1.1 provides details of the core criteria to qualify for accommodation signage.

Table 6.4.1.1 – Core criteria for service signs – accommodation

Accommodation	
Core criteria	<p>Signs may be provided to accommodation facilities that comply with the following conditions:</p> <ul style="list-style-type: none"> • dedicated to providing for the needs of short-term tourists (allow overnight stays) • well-established, have been operating for at least six months and open daily • available to the general public (that is, not exclusively for coach tours and other organised groups) • pre-booking must not be required • meet all statutory state and local government regulations and planning requirements • located within suitable distance of a state or regional road (the distance along a side road to the establishment should not exceed five kilometres), and • be distinctly signed at the property entrance, so that the facility is easily identifiable by passing motorists.

6.4.1.2 Accommodation specific criteria

In addition to the core criteria, accommodation service facilities may have additional specific criteria that need to be applied and met to be eligible for accommodation service signage.

Table 6.4.1.2 details the specific criteria to meet for accommodation signage.

Table 6.4.1.2 – Specific criteria for service signs – accommodation

Caravan parks	
Specific criteria	<p>Caravan parks typically provide a mixture of onsite vans, powered caravan parks, camping sites or motel-style cabins with private facilities. Caravan parks must:</p> <ul style="list-style-type: none"> • provide a mixture of accommodation, powered sites and camping sites, and • be managed by onsite personnel seven days a week.
Camping sites	
Specific criteria	<p>Camping sites are areas set aside for temporary accommodation, which is supplied by the traveller. This may range from tents to recreational vehicles, such as caravans, camping trailers and motorhomes with varying degrees of on-board facilities. Camping sites may be on land dedicated for that purpose within national parks, state forests, local government areas, private land or as an adjunct to a caravan park.</p> <p>Camping sites must:</p> <ul style="list-style-type: none"> • be serviced by fresh water for drinking purposes, and • have a designated area set aside for camping with toilet and bathroom facilities.

Backpacker accommodation	
Specific criteria	<p>Backpacker or hostel accommodation is normally lower-cost lodging, featuring dormitory-style sleeping, with a mixture of shared and private bathrooms, laundry facilities and a communal kitchen.</p> <p>Backpacker accommodation must provide:</p> <ul style="list-style-type: none"> • lodging with dormitory-style sleeping arrangements ('dormitory-style' includes rooms with quad and double sleeping arrangements) • adequate shared bathroom and laundry facilities, and • equipped communal kitchen and dining facilities.
Bed and breakfast (B&B)	
Specific criteria	<p>B&B accommodation is mostly provided on an overnight or short-stay basis within private homes and featuring separate guest bathroom/s.</p> <p>B&B accommodation must:</p> <ul style="list-style-type: none"> • provide onsite management • operate normally within private homes with a separate guest bathroom, and • have breakfast provided by the host.
Farm stays / host farms	
Specific criteria	<p>Farm stay / host farm accommodation is provided within rural properties. The form of the accommodation may range from self-contained cabins or cottages to rooms in a homestead. Properties normally place emphasis on atmosphere and individual character.</p> <p>Farm stay / host farm accommodation must:</p> <ul style="list-style-type: none"> • be a working farm, and • offer a range of farm-type activities.
Self-contained	
Specific criteria	<p>Self-contained accommodation is a room or suite of rooms designed as a residence and generally located in a building occupied by more than one household.</p> <p>Self-contained accommodation must:</p> <ul style="list-style-type: none"> • have a permanent onsite manager, and • have a minimum of five rooms of dwelling units to allow for independent booking and casual accommodation.

6.4.1.3 Accommodation desirable criteria

Table 6.4.1.3 provides details of the desirable criteria to meet for accommodation signage.

Table 6.4.1.3 – Desirable criteria for service signs – accommodation

Accommodation	
Desirable criteria	<p>Operators of accommodation facilities wishing to obtain signs are also encouraged to meet the following:</p> <ul style="list-style-type: none"> • be quality assured – accommodation providers should aim to be assessed by an independent accreditation program (for example, Star Ratings Australia, Eco Tourism Australia, and so on) • be a member of a recognised local, regional or peak sector tourism organisation • show a location map of the property on brochures and other marketing collateral (for example, website), and • be listed on the database of the nearest Accredited Visitor Information Centre.

6.4.2 Tourist / visitor information radio

Tourist / visitor information radio services must be licensed to operate by the Australian Communications Authority (ACA) and operate in accordance with the Australian Broadcasting Authority (ABA) conditions outlined in Schedule 2 of the *Broadcasting Services Act 1992*.

6.4.2.1 Tourist / visitor information radio core criteria

Tourist / visitor information radio services must:

- transmit solely as a visitor / motorist information service
- provide information for the education, enjoyment and benefit of the visitor, which relates to attractions and facilities within the broadcast area
- provide any other special information to assist the visitors / motorists – for example, snow or surf reports, weather conditions, road and traffic updates, and so on
- present a balance between commercial advertising content and non-commercial information, and
- demonstrate evidence of consultation with the relevant tourism association and/or the state / territory tourism organisation regarding program format and the accuracy of broadcast content.

6.4.3 Airports and aerodromes

6.4.3.1 Major airports / aerodromes

Major airports are signed by name and are included on directions signs as a destination.

6.4.3.2 Minor airports / aerodromes

Minor airports and aerodromes may be signed where the airport and/or aerodrome is not readily visible or the entrance is not identifiable from the road.

6.4.4 Tourist information facilities

6.4.4.1 Tourist information facilities core criteria

Table 6.4.4.1 provides details of core criteria to qualify for tourist information facility signage.

Table 6.4.4.1 – Core criteria for service signs – tourist information facilities

Visitor Information Centres	
Core criteria	<p>Visitor Information Centres (VICs) should provide the major source of information to a visitor in a city, town or region. VICs are usually operated and funded by the local council and/or tourist association. The principal tourist signing in any urban area should direct visitors to the nearest accredited VIC.</p> <p>As part of a national strategy to achieve a high-quality network of visitor information services, only accredited VICs are provided with signs showing the trademarked 'yellow on blue' italicised 'i' symbol.</p> <p>The 'white on blue' roman 'i' symbol is not to be used on roadside signs to direct visitors to non-accredited VICs. It shall only be used for onsite property signing of non-accredited centres; however, the 'white on blue' roman 'i' can be used on roadside signs for signing to information bays. In this case, the word 'bay' is to be used in conjunction with the blue roman 'i'.</p> <p>To become an accredited VIC, visit the Tourism and Events Queensland website to download the criteria and application form.</p>

Information bays and interpretive signs	
Core criteria	Information bays are off-road areas established by, or with, the consent of the relevant road authority where visitor information displays are provided and maintained by the local council, tourist association or community group. Information bays and interpretive signs can be staffed or unstaffed establishments. Initially, applications to establish tourist information bays should be made to the appropriate road authority.
Roadside fuel facilities	
	<p>There are four types of roadside fuel facilities; unattended facilities, service stations, remote service centres and the largest facility which is the service centre.</p> <p>The purpose of roadside fuel facilities is to encourage drivers to break their journey to avoid driver fatigue.</p> <p>Roadside fuel facilities must meet the essential needs of road users which is to provide safe, comfortable and enjoyable motoring on limited access roads. As a service to road users, it is also necessary that a sufficient number of roadside fuel facilities be provided to minimise the frequency of vehicles running out of fuel.</p> <p>Note: New roadside fuel facilities policy and guidelines are currently under development. These facilities are processed under a different methodology (contact Transport and Main Roads' local regional office for additional information on the signage options available and criteria for roadside fuel facilities).</p>

6.4.5 Community service signs criteria

Community or recreation service signing is used for facilities (generally non-commercial) not necessarily related to travel, but which are likely to be sought by a significant number of visitors unfamiliar to the area, and which include recreational facilities (library, swimming pool), public facilities (telephone and emergency medical services) and administrative facilities (town hall, post office).

For consistency, community facilities seeking signs must be include in the list following and meet the specific requirements outlined in Table 6.4.5.

Table 6.4.5 – Specific criteria for service signs – community services

Business Centre	
Specific criteria	These may be signed where the business or town centre is not readily visible from the road.
Cemetery/crematorium	
Specific criteria	These may be signed where the facility is not readily visible from the road or the route to the entrance is not obvious.
Churches	
Specific criteria	These may be provided on request from the church where it is not readily visible from the road. A denominational name may be included on the sign.
Civic centres and town halls	
Specific criteria	These may be signed by name.



Educational institutions	
Specific criteria	Tertiary institutions such as a University or TAFE campus may be signed by name. Note: Schools are not eligible for signing on state-controlled roads This includes pre-schools, day care centres, early childhood learning centres, kindergartens, primary, secondary and other schools, both public and private. The exception is where a primary or secondary school provides special facilities or programs that are regularly sought by a significant number of visitors unfamiliar to the area.
Golf courses	
Specific criteria	<ul style="list-style-type: none"> These may be signed where the golf course is not readily visible from the road or the route to the entrance is not obvious and caters for the general public
Hospitals	
Specific criteria	<ul style="list-style-type: none"> These may be signed by name. The hospital symbol is to represent first aid, casualty service, hospital, doctor, ambulance services. Symbol S1 is only to be used where the hospital provides a 24-hour emergency service.
Industrial areas	
Specific criteria	May be eligible for signs where the area is set aside and zoned exclusively as industrial and are major traffic generators.
Libraries	
Specific criteria	These may be signed where the library is not readily visible from the road or the route to the entrance is not obvious.
Non-profit institutions	
Specific criteria	These may be signed where the institution is not readily visible from the road and it is used by a significant number of visitors unfamiliar to the area (for example, Red Cross, RSL and so on).
Parks	
Specific criteria	These may be signed where the park is not readily visible from the road and it is used by a significant number of visitors to the area.
Police stations	
Specific criteria	These may be signed where the police station is not readily visible from the road.
Post offices	
Specific criteria	These may be signed by name where the post office is not readily visible from the road.
Public toilets	
Specific criteria	These may be signed if the toilet facilities are accessible 24 hours per day, seven days per week.
Railway stations	
Specific criteria	These may be signed by name where the station is not readily visible from the road.
Recreation centres	
Specific criteria	These may be signed where the recreation centre is not readily visible from the road and it is used by a significant number of visitors unfamiliar to the area.











Refuse / recycling centres	
Specific criteria	These may be signed where the facility is not readily visible from the road.
Rural fire stations	
Specific criteria	No criteria apply.
Shopping centres	
Specific criteria	<p>These may be signed where the centre is not readily visible from the state or regional road, or where the centre is visible from the state or regional road, but the route to the centre is not obvious. Signs are only provided if the distance from the state or regional road to a regional shopping centre is not greater than 2 km or the distance from the state or regional road to a local shopping centre is not greater than 1 km. The name of the shopping centre would only be shown on the sign if there could be confusion as to which shopping centre the sign references.</p> <p>The destination 'Business Centre' or 'Town Centre' is preferred in towns and smaller provincial cities.</p> <p>Note: Not all shopping centres are eligible for signage.</p>
Sports facilities	
Specific criteria	These may be signed by name, if they are regularly used by a significant number of visitors that are not familiar with the facility or to the area.
Swimming pools	
Specific criteria	These may be signed where the swimming pool is not readily visible from the road or the route to the entrance is not obvious when it caters for members of the public and is open to casual visitors and is used by a significant number of visitors unfamiliar to the area.
Theatres / performing arts centres	
Specific criteria	These may be signed where the centre is not readily visible from the road.














6.4.6 Approved symbols for use on service signs











The symbols shown in Table 6.4.6 illustrate and give the meaning of all standard symbols, which are specified for use on 'white on blue' service signs.

Table 6.4.6 – Approved symbols for use on service signs

No.	Symbol	Availability / associated facilities	No.	Symbol	Availability / associated facilities
S1		24 hrs / day 7 days / wk Hospitals have to be emergency services at all times	S2		24 hrs / day 7 days / wk
	First aid, casualty service, hospital, doctor, ambulance			Public phone	

No.	Symbol	Availability / associated facilities	No.	Symbol	Availability / associated facilities
S3		Approx. 16 hrs / day 7 days / wk Restroom, drinking water, telephone	S4		Staff and unstaffed information bays
	Motor fuel petrol and repairs			Information facilities	
S5		At least 12 hrs / day (normal mealtimes included) 7 days / wk	S6		7 days / week Overnight accommodation, bed and linen, towels, telephone and so on
	Restaurant, licensed restaurant			Accommodation, hotel, motel, guesthouse	
S7		At least 12 hrs / day (normal mealtimes included) 7 days / wk 24 hrs / day	S8		Approx. 16 hrs / day 7 days / wk At least 20 spaces with a minimum of 20% spaces available for tourists, adequate parking, modern toilet facilities and drinking water
	Refreshments cafeteria			Camping area	
S9		Approx. 16 hrs / day 7 days / wk At least 20 spaces with a minimum of 20% spaces available for tourists	S11		N/A
	Caravan park or site			Airport	
S12		N/A	S13		N/A
	Rest area			Truck parking area	

No.	Symbol	Availability / associated facilities	No.	Symbol	Availability / associated facilities
S14		N/A	S14-Q01		N/A
	Parking area			Parking area – train	
S14-Q02		N/A	S14-Q03		N/A
	Parking area – bus			Parking area – ferry	
S14-Q04		N/A			
	Parking area – light rail				
S16		N/A	S16A		N/A
	Toilets			Accessible toilets	
S18		N/A	S20		N/A
	Fireplace			Drinking water	
S21		N/A	S22		N/A
	Boat ramp			Symbol of access	
S23		N/A	S24		N/A
	Unsuitable for trucks			Police station	

No.	Symbol	Availability / associated facilities	No.	Symbol	Availability / associated facilities
S25		N/A	S26		N/A
	Help phone			Caravan / motorhome effluent dump point	
SQ01		N/A	SQ02		N/A
	Train			Bus	
SQ03		N/A	SQ04		N/A
	Ferry			Accredited VIC	
SQ06		N/A	SQ07		N/A
	Unsuitable for caravans				
SQ08		N/A			
	Light rail				

Note: Symbols S10, S15, S17 and S19 have been deleted.

7 Welcome signs

Welcome signs provide a milestone marker in a driver's journey, welcoming visitors to a particular area, such as at state borders, tourist regions, local government boundaries, towns and cities.

7.1 Proliferation of signs

Over the years, especially as towns grow (or areas change), there may be multiple Welcome signs or Entry Statements installed on the same approach. Ideally, only one Welcome sign or Entry Statement should be required for any town or area.

As new Welcome signs or Entry Statements are approved under this manual, any existing Welcome signs or Entry Statements should be removed.

While not preferred, the department will normally not object to both a Welcome sign and an Entry Statement existing on the same approach to a town or area.

The application of these signs will improve road safety and lead to a major improvement in the quality and consistency of welcome signage throughout the state.

7.2 Welcome sign types

Transport and Main Roads has defined a number of categories for Welcome signs with the purpose of assisting road users. The Welcome sign categories include:

- The State of Queensland (refer Section 7.2.1.1)
- tourism region (refer Section 7.2.1.2)
- local government area (refer Section 7.2.1.3)
- town or city (refer Section 7.2.1.4)
- wine region (refer Section 7.2.1.5)
- Country (refer Section 7.2.1.6)
- other (refer Section 7.2.1.7)
- Entry Statements (refer Section 7.2.1.8), and
- electronic displays (refer Section 7.2.2).

To be eligible for Welcome signs, applications must meet the core and specific criteria detailed in the following tables.



7.2.1 Welcome signs criteria


7.2.1.1 The State of Queensland criteria

These Welcome signs are designed to introduce the road traveller to the State of Queensland. These signs are located at border entry points to Queensland to welcome visitors.

Table 7.2.1.1 – Criteria for Welcome signs – The State of Queensland

The State of Queensland	
Core criteria	The Welcome to the State of Queensland signs: <ul style="list-style-type: none"> • must be installed in Queensland but near the State border, at suitable on road locations at entry points into Queensland.

The State of Queensland	
Specific criteria	Sign design
	<p>The State of Queensland (with images)</p> <p>The sign design has the 'Welcome to Queensland' text as the predominant message, with a selection of four key pictorial images which have been selected and approved in consultation with the Department of Innovation and Tourism Industry Development and Tourism and Events Queensland.</p> <p>These signs:</p> <ul style="list-style-type: none"> are designed and must be installed at all entry points into Queensland on the SSTR network. are primarily used for major entry points into Queensland; however, may be used at other suitable entry points at border crossing (for example local government roads) may also be located on exit roads from major airports or at other selected key entry points into Queensland, and may be installed nearest the border but within Queensland in adjacent off-road areas (for example, rest areas or information bays)
	 <p>TC1286</p>
	<p>Cost</p> <p>These signs, when located on state-controlled roads, are usually erected and maintained by Transport and Main Roads; however, should these sign(s) require replacement due to design changes (prior to the need for replacement due to age or damage), the Applicant will be responsible for the signage replacement costs. All Welcome to Queensland sign design changes must be endorsed by the department (via tourist.signs@tmr.qld.gov.au) and Tourism and Events Queensland.</p>
	<p>The State of Queensland (without images)</p> <p>The sign design has the 'Welcome to Queensland' text as the predominant message and the accredited VIC symbol.</p> <p>These signs:</p> <ul style="list-style-type: none"> are designed to be installed at entry points into Queensland that are not on the SSTR network if desired, may also be located on exit roads from major airports or at other selected key entry points into Queensland.
	 <p>TC1687</p>
	<p>Cost</p> <p>These signs, when located on state-controlled roads, are usually erected and maintained by Transport and Main Roads. Local government may erect and maintain these signs at state border crossing on local roads at their own cost.</p>

The State of Queensland	
<p>Standard State Border</p> <p>These signs:</p> <ul style="list-style-type: none"> are designed to be an alternative option to the State of Queensland (without images) sign are to be erected on the left side of the road to face traffic passing on entry into Queensland from another state. 	
	G6-3
<p>Cost</p> <p>These signs, when located on state-controlled roads, are usually erected and maintained by Transport and Main Roads. Local government may erect and maintain these signs at state border crossing on local roads at their own cost.</p>	





7.2.1.2 Tourist region criteria

These signs introduce visitors to one of the 13 recognised Queensland tourist regions (refer Appendix B for a list of recognised Queensland tourist regions).

Their design features a Welcome statement and the inclusion of one or two images which reflect the tourism experiences available in the region. They also include the VIC symbol.

Table 7.2.1.2 provides details of the specific criteria to meet to qualify for Welcome: Tourist region signage.

Table 7.2.1.2 – Specific criteria for Welcome signs – tourist region




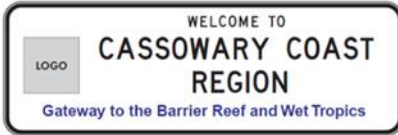

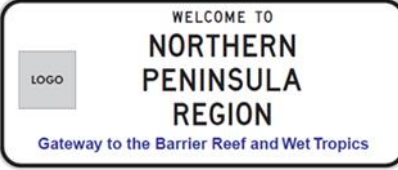
Tourist region	
Specific criteria	Sign design
	<p>These signs must:</p> <ul style="list-style-type: none"> be installed at or near the boundaries of an approved tourist region; the sign location may depend on the road environment and other safety considerations and may not be placed on the exact boundary, but within a suitable location inside the tourist region, and have been designed in consultation with the relevant RTO, local Council, and Transport and Main Roads (via tourist.signs@tmr.qld.gov.au) prior to the application submission. <p>Design requirements include:</p> <ul style="list-style-type: none"> the official tourism region name an optional tag line one or two images which reflect the tourism experiences available in the tourism region, and the accredited VIC symbol.
	
	
	
	
	TC2044
	<p>Cost</p> <p>All aspects for the design, manufacture, delivery, maintenance, replacement of welcome to tourist region signs shall remain the responsibility of the applicant.</p>

7.2.1.3 Local government area criteria

The purpose of these signs is to introduce the visitor to an individual local government area. Many local governments wish to promote their local areas by installing Welcome signs at their respective entry points, particularly on state-controlled roads.

Table 7.2.1.3 provides details of the specific criteria to meet to qualify for Welcome: Local government area signage.

Table 7.2.1.3 – Specific criteria for Welcome signs – local government area

Local government area		
Specific criteria	Sign design	
	<p>Standard local government boundary</p> <p>These signs must</p> <ul style="list-style-type: none"> be installed parallel to the centre line of the road at the boundary between two local government areas, and display the names of the local government areas 	
		
		G6-5
	<p>Cost</p> <p>These signs, when located on state-controlled roads, are generally erected and maintained by Transport and Main Roads. Local councils may erect and maintain these signs on local roads at their own cost.</p>	
	<p>Local government area</p> <p>These signs must:</p> <ul style="list-style-type: none"> be installed on the left side of the road and face traffic at the boundary (or very close to the boundary) between two local government areas, and include the local government area name and logo, 'Welcome to' message, and may include an approved tourist slogan if desired. <p>If possible, these signs:</p> <ul style="list-style-type: none"> are to be installed at the location of the boundary point and for both local governments involved (for both directions of travel on the road). 	
		
		
		
		TC1689
	<p>Cost</p> <p>All aspects of the design, manufacture, delivery, maintenance and replacement of Welcome to local government area signs shall remain the responsibility of the Applicant.</p>	




7.2.1.4 Town or city criteria


Many local governments wish to promote a town, city, or suburb within their local government area through Welcome signs, particularly on state-controlled roads.



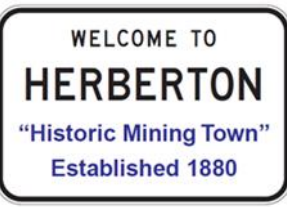
The purpose of these signs is to welcome visitors to individual towns, cities or suburbs within a city.

Table 7.2.1.4 provides details of the specific criteria to meet to qualify for Welcome: Town or city signage.

Table 7.2.1.4 – Core and specific criteria for Welcome signs – town or city

Town or city					
Core criteria	<p>The Welcome to town or city signs must be installed:</p> <ul style="list-style-type: none"> • at their respective entry points (for example a Welcome to suburb sign must be installed at the suburb boundary) • where (or a short distance before: within two kilometres) the road environment changes from a rural type to urban or semi-urban on approach to towns, and • where drivers feel they have entered or arrived at the town; for example: drivers should not be travelling too far (or long) into a town before they are welcomed. <p>Note: Council logos are not permitted within the sign designs.</p>				
Specific criteria	Sign design				
	<table border="1" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>Standard town name</p> <p>These signs are to be installed facing traffic on the left side of the road at the entrance to the town or at the boundary between city suburbs.</p> </td> <td style="width: 50%; text-align: center;">  </td> </tr> <tr> <td></td> <td style="text-align: center;">G6-1</td> </tr> </table>	<p>Standard town name</p> <p>These signs are to be installed facing traffic on the left side of the road at the entrance to the town or at the boundary between city suburbs.</p>			G6-1
<p>Standard town name</p> <p>These signs are to be installed facing traffic on the left side of the road at the entrance to the town or at the boundary between city suburbs.</p>					
	G6-1				
	<p>Cost</p> <p>These signs, when located on state-controlled roads, are generally erected and maintained by Transport and Main Roads. Local councils may erect and maintain these signs on local roads, at their own cost.</p>				

Town or city	
<p>Town name (with image)</p> <p>The Welcome to town sign with image includes the Welcome message and an image which reflects the uniqueness of the town or city. The design uses a consistent standard blue background and may include an approved slogan if desired. A supplementary panel for accredited VICs can also be attached at the bottom of the sign. A Council logo is not to be included with the sign design.</p> <p>If a town on a SSTR already has town Welcome signs in place, one of the following two options may be applied:</p> <ul style="list-style-type: none"> existing town Welcome signs maybe removed and new town Welcome signs installed (but only with prior agreement of the local government authority (LGA), or if the LGA has installed a town Entry Statement or Welcome sign and the LGA does not want it removed and commits to maintaining such, it should remain (provided it is not a road safety or other hazard). In this case, no additional town Welcome signs are to be installed. <p>The Welcome to town (with image) signs must:</p> <ul style="list-style-type: none"> be installed on all SSTR entry points into a town that have an accredited VIC and include the supplementary accredited VIC panel, and have been designed in consultation with the relevant RTO, local Council, and Transport and Main Roads for the image selection and slogan (via tourist.signs@tmr.qld.gov.au) prior to submitting the application. <p>Design requirements include:</p> <ul style="list-style-type: none"> the official town name an optional tag line, and one image which reflects the town or city. <p>These signs may:</p> <ul style="list-style-type: none"> be installed on a non-SSTR. In this situation these signs are not required to include the supplementary accredited VIC panel. 	 <p>TC1345</p>

Town or city	
Cost	All aspects of the design, manufacture, delivery, maintenance and replacement of Welcome to town or city signs with images shall remain the responsibility of the Applicant.
Town Name (without image)	The Welcome to town name sign without image includes the 'Welcome to' message and may include an approved tourist slogan if desired. A Council logo is not to be included with the sign design. Sign design requirements include: <ul style="list-style-type: none"> • the official town name • the 'Welcome to' message, and • an optional tag line.
	
	
	
	TC1692
Cost	All aspects of the design, manufacture, delivery, maintenance and replacement of Welcome to town name signs without image shall remain the responsibility of the Applicant.

7.2.1.5 Wine region criteria

Where there is a concentrated number of wineries in an area, the local wine industry association may apply for regional signing and, as part of that signing scheme, a Welcome sign may be requested.


The main regional areas across Queensland offering wine tourism experiences are the Granite Belt, Gold Coast Hinterland, Sunshine Coast, Scenic Rim, Darling Downs, Somerset Valley and the South and North Burnett regions.

The official boundaries of these regions are not always suitable locations for Welcome signs. Where possible, all wine region Welcome signs should be located within a short distance of the first winery, information bay or VIC. An information bay or VIC should be located at the beginning of the wine region (near the Welcome sign), where relevant information about the wine region can be obtained.

The accredited VIC supplementary panel may be provided under the Welcome to wine region sign.

Table 7.2.1.5 provides details of the specific criteria to meet to qualify for Welcome to wine region signage.

Table 7.2.1.5 – Specific criteria for Welcome signs – wine region

Wine region	
Specific criteria	<p style="text-align: center;">Sign design</p> <p>Wine region signs may be installed:</p> <ul style="list-style-type: none"> where there is a concentrated number of wineries in an area, and within a short distance of the first winery, information or VIC of the wine region (where relevant information about the wine region can be obtained). <p>The accredited VIC supplementary panel may be provided under the Welcome to wine region sign.</p>
	<div style="text-align: center;">  </div> <p style="text-align: center;">TC1382</p>
	<p>Cost</p> <p>All aspects for the design, manufacture, delivery, maintenance and replacement of Welcome to wine region signs shall remain the responsibility of the Applicant.</p>


7.2.1.6 Welcome to Country criteria

Welcome to Country signage is a roadside sign indicating that the road user is entering or is in the traditional country of a particular Aboriginal or Torres Strait Islander group.

Signs must follow the standard 'Welcome to Country' sign design format as outlined for [traffic control sign](#) TC1894. This ensures that Welcome to Country signage is consistent across Queensland.

Table 7.2.1.6 provides details of the specific criteria to meet to qualify for Welcome to Country signage.

Table 7.2.1.6 – Specific criteria for Welcome signs – Country

Country	
Specific criteria	<p>Sign design</p> <p>The following stakeholders are eligible to apply for Welcome to Country signage:</p> <ul style="list-style-type: none"> • registered native title holders as determined by the Federal Court • a Prescribed Body Corporate (PBC) or Registered Native Title Body Corporate (RNTBC) which represents the interests of holders under Point 1, and/or • any parties acting on behalf of one of these.
	 <p>TC1894</p>
	<p>Cost</p> <p>All aspects for design, manufacture, delivery, maintenance and replacement of Welcome to Country signs shall remain the responsibility of the Applicant.</p>


7.2.1.7 Other Welcome sign designs (local government or town / city)

There may be circumstances where other types of Welcome sign designs are desired.

Applications may be submitted; however, the responsibility is on the Applicant to present a strong case to warrant a specific new design outside of the suite of Transport and Main Roads standard Welcome sign designs.

Table 7.2.1.7 provides details of the specific criteria to meet to qualify for Welcome to other (local government or town / city) signage.

Table 7.2.1.7 – Specific criteria for Welcome signs – other (local government or town / city)

Other	
Specific criteria	<p>Sign design</p>
	<p>Applicants should:</p> <ul style="list-style-type: none"> • contact the local Transport and Main Roads regional office for more information prior to preparing a written case • provide a comprehensive application demonstrating the reasoning to consider the proposed Welcome sign design • provide a proposed sign design which meets the following broad parameters: <ul style="list-style-type: none"> – the design must be a roadside sign and resemble the key design features of a standard roadside sign
	

Other	
	<ul style="list-style-type: none"> – supports must be frangible, protected by safety barriers or be located outside the clear zone – the sign must be visible during the day and night (for example, by using retroreflective sign face sheeting) – the prominent text on the sign must be either town / city name or local government area name (depending on sign type requested), – the prominent message must 'Welcome' visitors to either the town / city or local government area – fonts used are to be (or similar to) standard roadside signage fonts with good legibility and clear contrast between font colour and background colour; the preferred colour combination is black font on a white retroreflective background – any range of colours (or combinations of colours) may be considered; however, colours which may look like (or resemble) replica directional, regulatory or warning signs are not permitted – a coloured banner at the top or bottom of the sign (which could be in the local government area's corporate colours) may be considered, and – a single image may also be considered for inclusion on the sign; however, the image would need to be large enough to be legible. If using an image, the sign must be designed in consultation with the relevant RTO, local Council, and Transport and Main Roads (via tourist.signs@tmr.qld.gov.au) prior to the application submission. <p>If an image is used, text must not be placed over any area of the image as this severely affects legibility.</p>
	<p>Cost</p> <p>All aspects for the design, manufacture, delivery, maintenance and replacement of other welcome signs shall remain the responsibility of the Applicant.</p>

7.2.1.8 Entry Statements



Entry Statements are welcome structures (which may or may not include signage elements) to announce to visitors that they have reached a milestone point in their journey.

Usually, Entry Statements have been installed for local government areas and towns / cities or suburbs in cities and are often installed in addition to Welcome signs.

The Queensland Government recognises the importance of providing some flexibility in the design options of Entry Statements and provides the following broad design parameters for consideration.

Table 7.2.1.8 provides details of the specific criteria to meet to qualify for Entry Statements signage.

Table 7.2.1.8 – Specific criteria for Entry Statements

Entry Statements	
Specific criteria	Sign design
	<p>The design of Entry Statements located in the state-controlled road reserve should conform to the following:</p> <ul style="list-style-type: none"> • usually located outside the clear zone • should be visible during the day and night (for example, by using retroreflective materials or through lighting) • have a prominent and clear message • fonts used are to be (or similar to) standard roadside signage fonts with good legibility and clear contrast between font colour and background colour • any range of colours (or combinations of colours) may be considered; however, colours which may look like (or resemble) replica directional, regulatory or warning signs are not permitted • should not provide directions or instructions to traffic • may incorporate the use of an image, in which case, the image must be large enough to be legible • may incorporate landscaping elements (plants, rocks and so on) • are subject to space being available in the state-controlled road reserve for their erection and maintenance, and • all Entry Statements are subject to individual approval by the department via an RCP application and may be subject to conditions issued under the RCP approval. <p>There may be some circumstances whereby an Entry Statement is erected inside the clear zone. This will be assessed on a case-by-case basis. If approved to be erected inside the clear zone, the following must be taken into consideration:</p>
	 

Entry Statements	
	<ul style="list-style-type: none"> • the Entry Statement and support structure must be frangible (certification must be provided by a suitably qualified structural engineer) or it is protected by a road safety barrier (designed in accordance with manufacturer's specifications) and • the Applicant should provide a comprehensive proposal demonstrating their consideration of each of the design parameters.
	<p>Applicants can seek a service provider of their choice for the design, manufacture and installation of Welcome signs – Entry Statement signs.</p> <p>The Applicant will receive an 'approval to proceed to design' notice along with an RCP application form to confirm the location and timeframe for installing the Entry Statement.</p> <p>The Applicant submits the final Entry Statement design, along with the completed RCP application form, to the department for formal approval. The final design must include all structure designs and dimensions. If the Entry Statement to be installed in the clear zone, certification by a suitably qualified structural engineer is be included.</p> <p>Once manufactured or ready for installation, the sign installer engaged by the Applicant will be required to apply for a Traffic Control Permit to carry out works on certain state-controlled roads during the sign installation process.</p> <p>Upon completion of the installation and as a condition of the RCP, the Applicant will ensure the installer is present when inspected by a Transport and Main Roads-appointed delegate. The installer will be required to arrange rectification of any identified issues.</p>
	<p>Cost</p> <p>All aspects for the design, manufacture, delivery, erection, maintenance and replacement of Entry Statements and structures, including liability, shall remain the responsibility of the Applicant.</p>

7.2.2 Electronic displays

The Department of Transport and Main Roads recognises the importance of innovation and is willing to work with applicants who wish to use electronic displays as (or as part of) a Welcome sign.

Please contact Transport and Main Roads (via tourist.signs@tmr.qld.gov.au) for more information prior to submitting an application.

8 Driving experience signs

This section identifies the various types of driving experience signs on state-controlled roads in Queensland and includes:

- the criteria to be met when applying for and assessing signage proposals for driving experiences of both national and/or state significance and regional and/or local tourist drives, and
- the process under which these applications will be considered.

The Applicant for tourist drives or additional signage along existing SSTRs could be any of the following:

- local government authority
- regional / local tourism organisation, and/or
- tourism organisation representing a large group (for example, a group of wineries).

Queensland offers a wide range of driving experiences to the tourist market. Driving experiences might occur on any part of the road network, from state-controlled roads to local government roads. They may vary in driving time from several days to a few hours. Driving experiences are typically developed and promoted by local governments, regional or local tourism organisations or other tourism-related industry bodies.

All driving experience signage schemes use a combination of sign types, including 'white on green' direction signs, 'white on blue' service signs, 'white on brown' tourist signs, Welcome signs, warning and regulatory signs. These sign types, in combination, form an essential part of guidance, milestone markers and information for tourists. The most critical in terms of navigation are the 'white on green' direction signs and specific 'white on brown' route direction signs in conjunction with the supporting use of good quality road maps and other electronic devices.

The entire road network can be navigated using the direction signs currently installed; therefore, it is not always necessary or appropriate that all driving experiences need to be identified by extra tourist signing. Printed and electronic material is an effective way of both promoting the route highlighting the significance of a drive experience and supporting navigation.

While driving experience routes on state-controlled roads are managed by Transport and Main Roads, the establishment of a successful driving experience route normally requires the support of Tourism Queensland, Transport and Main Roads and local government.

Routes may be supported by means of roadside signage (where warranted), maps and other descriptive literature.

Table 8 identifies the different types of driving experience routes in Queensland, along with some key characteristics, types of signs permitted and references for each route type.

Table 8 – Types of driving experience routes and signage

Type	Description / example	Signage permitted	References
SSTRs	<p>These routes are identified and recognised by the state tourism authority and the state road authority.</p> <p>Currently, there are 10 SSTRs in Queensland (for example, Savannah Way – refer to Section 8.2.1 for a complete list).</p>	<p>Special welcome signage may be installed at state borders, major entry points to the state, RTO boundaries and at towns located along the routes.</p> <p>The touring route logo (or initials) is used as a route identifier. These are not to be used on 'white on green' direction signs.</p> <p>The alphanumeric numbers on the existing direction signs are used as the key navigational aid.</p> <p>Note: Welcome to themed route signage is not permitted.</p>	<p>Refer to:</p> <ul style="list-style-type: none"> • Section 8.1 <i>State Strategic Touring Routes</i> of this manual. • TRUM Manual Volume 3 Part 6 • AS 1742.6, and • Queensland MUTCD Part 6.
International marketing routes	<p>These routes are for drive tourism marketing purposes only and are subject to change, depending on international consumer demand.</p> <p>Some parts or sections of these international marketing routes may use parts of the SSTRs.</p> <p>International marketing routes provide map-based guidance for drive tourism over a selected area or region.</p> <p>Examples include:</p> <ul style="list-style-type: none"> • The Great Tropical Drive (North Queensland) • The Great Sunshine Way (planned for Southern Queensland), and • Reef to Outback (planned for Central Queensland). 	<p>No special roadside route signage is permitted.</p> <p>International marketing routes are to use established direction signage and specific marketing maps to guide tourists throughout an area or region and onto selected destinations.</p> <p>Some small parts or sections of these international marketing routes may qualify for tourist drive signage in accordance with the relevant manuals (such as Australian Standards, Queensland MUTCD and TRUM).</p>	<p>Refer to:</p> <ul style="list-style-type: none"> • Section 8.2 <i>International Marketing Routes</i> of this manual. <p>No other specific technical guidelines currently exist (due primarily to specific roadside signage not being permitted).</p>

Type	Description / example	Signage permitted	References
Tourist drives	<p>Tourist drives provide travellers with an alternative route that also encompasses drive tourism features and may be either regional or locally oriented.</p> <p>Regional tourist drives provide an alternative route to major touring routes or highways and link scenic views or connect a number of regional points of tourist interest or tourist attractions. Generally, a regional tourist drive provides travellers with an alternative route between destination points that is of tourism merit.</p> <p>Examples include:</p> <ul style="list-style-type: none"> • Cobb and Co Tourist Drive, and • The Great Bunya Tourist Drive. <p>Local tourist drives provide travellers with a localised alternative route that encompasses significant scenic views or points of local tourist interest. Normally, a local tourist drive provides travellers with relatively short detours that are of local tourism merit.</p> <p>Examples include:</p> <ul style="list-style-type: none"> • Mission Beach Tourist Drive, and • Canecutter Way Tourist Drive. 	<p>Typically, a tourist drive (regional or local) provides an alternative route for drivers that encompasses some tourism or scenic value before returning the driver either to the start point (of the tourist drive – for example, a loop) or at a point further along the major route to continue his or her journey.</p> <p>Tourist drives may qualify for roadside signage in accordance with the relevant guidelines (such as Australian Standards, Queensland MUTCD and TRUM).</p> <p>Tourist drives should provide a level of signage that will help drivers negotiate the tourist drive and return to either their starting location or a point further along the direct route to continue their journey.</p>	<p>Refer to:</p> <ul style="list-style-type: none"> • Queensland MUTCD Part 6 • AS 1742.6, and • Section 5 <i>Tourist signs</i> of this manual.

Some of the key points from Table 8 include:

- the alphanumeric 'white on green' direction signs are the primary roadside sign navigational aid used on SSTRs
- international marketing routes do not qualify for route signage as a whole; however, some parts or small sections of these routes may qualify for tourist drive signage in accordance with the relevant requirements
- tourist drives are the only type of tourist route that qualifies for full route direction signage, and
- tourist facility signing is used to identify the facility only and is not used to guide motorists through the road system to that facility.

Eligibility for signing of driving experiences assessment is based on:

- road safety and traffic considerations, and
- driving experiences tourism merit criteria.

8.1 State Strategic Touring Routes

SSTRs are routes of strategic importance to the drive tourism market in Queensland. They are the primary routes tourists use to travel around Queensland, providing the main connections between tourist locations, and generally supporting high volumes of tourist traffic. SSTRs are recognised nationally through the NTSRG and at the state level by Transport and Main Roads and the tourism agencies.

SSTRs are identified on the ground by signs at significant points along the route and may include Welcome to Town (TC1345) signs, especially for towns that have an accredited VIC, or Welcome to Tourist Region (TC2044) signs. Signs directing to specific natural attractions along the route may also be provided.

There are 10 SSTRs in Queensland (refer Appendix D for map):

- The Overlanders Way (Townsville–Camooweal–Tennant Creek (NT))
- The Matilda Way (Bourke (NSW)–Barringun–Karumba)
- The Warrego Way (Brisbane–Charleville) (Warrego Extension has been extended to Birdsville)
- The Capricorn Way (Rockhampton–Barcaldine)
- The Great Inland Way (Sydney (NSW)–Hebel–Cairns)
- The Leichhardt Way (Melbourne (VIC)–Goondiwindi–Rockhampton)
- The Pacific Coast Way (Sydney (NSW)–Coolangatta–Cairns)
- Australia's Country Way (Sydney (NSW)–Wallangarra–Rockhampton)
- Savannah Way (Broome (WA)–Hells Gate–Cairns), and
- Adventure Way (Adelaide (SA)–Innamincka–Brisbane).

Transport and Main Roads, in conjunction with Department of Innovation and Tourism Industry Development, Department of State Development, Manufacturing, Infrastructure and Planning and Tourism Events Queensland, revitalised tourism signage across the SSTR network in 2013–2018. For

further details of these works, refer to TRUM Volume 3 Part 6 or email tourist.signs@tmr.qld.gov.au. Currently requests for additional SSTRs are closed and applications are not being accepted.

8.2 International marketing routes

International marketing routes are developed to promote drive tourism within a given area or region. At present, the only existing international marketing route is The Great Tropical Drive. Another two international marketing routes are proposed and include the south-east corner of the state (the Sunshine Way) and one in the central coastal area surrounding Mackay (as yet unnamed).

No special roadside route signage is permitted; international marketing routes are to use established direction signage and specific marketing maps to guide tourists throughout an area or region and onto selected destinations. Some small parts or sections of these international marketing routes may qualify for tourist drive signage in accordance with the relevant section of this manual.

8.3 Tourist drives

Tourist drives may be regional or local and provide travellers with an alternative route that also encompasses drive tourism features and attractions.

Typically, a tourist drive (regional or local) provides an alternative route for drivers that includes some tourism or scenic value before returning the driver either to the start point (of the tourist drive – for example, by way of a loop) or at a point further along the major route to continue their journeys.

Tourist drives may have specific roadside signage in accordance with the Queensland MUTCD Part 6. Tourist drives should provide a level of signage that will assist the driver to navigate the drive safely.

Tourist drives may (if desired and appropriate) have an overarching theme which is representative of the route and type of attractions located along the route. Themed tourist drives may honour a particular person(s), a specific product or cluster of attractions and use an appropriate logo to represent the route and attractions along the route.

Examples of themed tourist drives include Cobb and Co Tourist Drive or Falls Drive (at Killarney) which includes a cluster of spectacular waterfalls.

Wine tourist drives are not an additional type of tourist drive; rather, they are a type of themed drive and are subject to the same approval process, criteria and signing treatment as tourist drives. The only variation to the standard tourist drive is the potential for inclusion of the wine symbol (TC1382) on signage for the tourist drive.

Issues to be considered when developing a tourist drive (regional or local) include:

- the need to review all existing signage in the local area and, where possible, to rationalise signing
- overlap with other touring routes or tourist drives which should be well-coordinated or avoided
- the ability to review and sustain production of supporting promotional materials
- coordination of the proposed signage scheme between the department and the local Council where the Tourist Drive affects roads under each authority's control, and
- the level of stakeholder commitment to ongoing development, promotion and maintenance of the experience.

8.3.1 Core criteria for Tourist Drives

Table 8.3 provides details of the core criteria to meet to qualify for tourist drive signage.

Table 8.3 – Core criteria for tourist drives

Tourist drives	
Core criteria	<ul style="list-style-type: none"> • The route must have significant tourism and/or scenic appeal, including a reasonable frequency of quality tourist attractions to maintain the interest of the visitor. • The route MUST NOT be based on attractions which are strictly seasonal or are not a permanent feature of the route. • The route must allow for the safe passage of private passenger vehicles at all times (avoiding hazardous alignments or grades, or single lane roads). • The route must use only suitably maintained roads, preferably sealed, which are also capable of handling the volumes of traffic attracted to the route. • Promotional material (for example, map, brochure or online material) covering the drive and attractions MUST be developed and made available through VICs and other outlets on an ongoing basis. • The tourist drive should be listed on the Queensland Holidays website. Information relating to tourist drives is updated through the Australian Tourism Data Warehouse (ATDW) by the relevant regional tourism organisation and through the Queensland Holidays website. • The route must have been promoted for a period of at least 12 months. • It is expected tourist drives will not occur on motorway-type roads. • The route must have linkages to state or local government strategic priorities (for example, tourism destination plans).

8.3.2 Regional tourist drives

Regional tourist drives provide an alternative route which link scenic views or connect a number of regional points of tourism interest or attractions. Usually, a regional tourist drive provides travellers with an alternative route between destination points that offer a genuine tourism experience.

Tourist drives will normally be identified either by a numbering system, or by using an approved symbol or logo: for example, The Great Bunya Drive.

8.3.3 Local tourist drives

Local tourist drives provide travellers with a localised alternative route that includes significant scenic views or points of local tourist interest. Normally, a local tourist drive provides travellers with relatively short detours that are of local tourism merit.

Examples include:

- Mission Beach Tourist Drive, and
- Canecutter Way Tourist Drive.

Tourist drives are selected and promoted by regional or local authorities for the particular scenic attractions and types of visitor experiences they offer.

Most applications for tourist attraction signs are made by individual operators; however, a tourism region or cluster of tourist attractions may apply to the relevant road authority to establish a broader-based tourist drive.

8.3.4 Additional application requirements for tourist drives

The required supporting documentation for a new tourist drive includes:

- an outline of the promotional activities (copy of brochures or online content)
- target audience and projected visitor numbers
- marketing plan (including route name)
- proposed number and types of signage
- projected budget (including commitment for ongoing signage maintenance costs)
- letter of support from the relevant local Council (not required when Council is the Applicant), and
- statement on how the proposed drive supports the local area.

8.3.5 Signage types for tourist drives

Figure 8.3.5 provides examples of signage types for tourist drives.

Figure 8.3.5 – Signage types for tourist drives



8.4 Memorial tourist drives

The department does not support changing the name of state-controlled roads to honour or in-memory of a person(s). The exception is a gazetted road that has been listed in the Gazette as a public road (road appears on official road maps and street directories); for example, Steve Irwin Way.

Where a memorial-type road name proposal is sought, there may be an opportunity to discuss other options with the local Transport and Main Roads District office; for example: if the proposed road section meets the relevant criteria, a tourist drive may be a consideration.

8.4.1 Costs for tourist drives

The costs of signing Tourist Drives are paid by the Applicant.

The costs of signs vary, depending on the location, type and number of signs required to direct visitors safely around the road network and along the route, as well as the equipment required to comply with installation standards.

The factors that may influence the overall costs include:

- the posted speed limits of the roads
- if signage is intended on a motorway or motorway standard road
- patronage of the area and size of approved sign
- intersection / interchange configuration and size / location / number of existing signage
- if the new sign is a standalone sign or a replacement of an existing sign
- if the existing sign face can support a new plate, or a completely new sign design is required
- terrain and/or environmental conditions, offset from the road and type of footings and/or posts required
- geometry of the road: for example, mountainous road and winding alignments may require installation of advance signing, and/or
- the extent of traffic control required, lane closures (whether works may be completed during the day or night) may add additional costs in the delivery.

Transport and Main Roads' pre-approved sign suppliers (sign designer, manufacturer and installer) will provide a quote once a specific signage treatment (number of signs, design location and so on) has been approved.

The Applicant is responsible for all costs including sign design, manufacture, installation and maintenance. If a local government is the Applicant, there may be circumstances where the Transport and Main Roads District office provides approval for the local government to install the signs on state-controlled roads or where approved contracts exist.

Appendices

Appendix A – Glossary of terms

Term	Explanation
Applicant	The person/s, business, community group or organisation applying for tourist, service and/or Welcome signage
AS	Australian Standards, prepared by committees made up of experts from industry, government, user groups and other sectors, reflecting the latest technical and industry experience, ensuring consistency through Australia and embracing national and international standards
ATDW	Australian Tourism Data Warehouse, a central database of tourism product listings for the Australian tourism industry
Clear zone	The total roadside border area starting at the edge of the travelled way, available for safe use by errant vehicles and the display of official traffic signs, this area may consist of a shoulder, a recoverable slope, a non-recoverable slope and/or a clear run out area – the minimum clear zone width depends on the speed environment and roadside geometry
Frangible	Capable of absorbing vehicular impact through breaking or designed to detach from a solid base at ground level upon the impact of motor vehicle, thereby reducing the risk of injury
Illuminated	Refers to a sign or entry statement specifically designed with internal and/or external means of illumination (lighting) to be visible at night
LGA	Local Government Authority
Marketing / promotional material	Any material, for example, maps, guides and promotional brochures, or an established website with printable material that provides visitor information in relation to tourist attractions
MUTCD	The Queensland <i>Manual of Uniform Control Devices</i> and its supplements, within the meaning of the <i>Transport Operations (Road Use Management) Act 1995</i> , and which contains the design of, and the methods, standards and procedures in relation to every sign, signal, marking, light or device, installed on a road
Natural attraction	A geographic or other natural feature of interest to the tourist: for example, lookouts, waterfalls, lakes, wetlands, waterways, national and state parks
NTSRG	National Tourism Signage Reference Group
QTRIC	Queensland Touring Routes Interdepartmental Committee
Regionally significant tourist attraction	The hero experience in an area and a standout facility / experience which attracts visitors to an area
RCP	Road Corridor Permits issued by Transport and Main Roads which plans, provides and manages Queensland's state-controlled road network, including managing the non-road transport activities, works and structures that occur within the road corridors – Applicants wishing to undertake an activity, works or erect a structure within the road corridor must have an approved RCP
RTO	Regional Tourism Organisation
Sign service provider	A business selected by Transport and Main Roads responsible for delivering high-quality sign design, manufacture and installation in line with Australian Standards, the Queensland MUTCD and departmental manuals and guidelines

Term	Explanation
Significant tourism experience	<p>In some cases, it may be difficult to decide whether a particular establishment is primarily a tourist attraction or a retail outlet (for example, craft workshops and potteries); consideration is given to:</p> <ul style="list-style-type: none"> • the experience must be for the purpose of education, or demonstration of the manufacture of goods, or demonstration of crafts, as separate from retail sales or other major use of the premises (for example, if the public can watch a demonstration or display without necessarily making any purchases of the products or goods on offer) • the experience must be available on a regular basis so as to allow advertising of the experience on brochures or websites without risk of disappointment to visitors, and • the experience must be available during weekends and public holidays (or as nominated in Section 2)
State-controlled roads	The major traffic-carrying roads that provide strategic links between towns, cities or other major destinations; Transport and Main Roads is the managing authority for all state-controlled roads in Queensland
SSTRs	State Strategic Touring Routes, of strategic importance to the drive tourism market in Queensland, being primary routes tourist use to travel around Queensland, providing the main connections between tourist locations, supporting high volumes of tourist traffic and recognised nationally through the NTSRG and at the state level by Transport and Main Roads and state tourism agencies
TC signs	A collection of non-standard traffic control (TC) signs that have been 'officially approved' (as required by the <i>Transport Operations (Road Use Management) Act 1995</i>), designed for specialised use and to comply with the requirements of the Queensland MUTCD
Tourist attraction	A commercial operator, attraction, facility or establishment which is actively managed, catering primarily for tourists and for which a charge may or may not be made (core criteria in Section 5.1.4 must apply)
Tourist drive	Regional or local alternative routes that encompasses drive tourism features
TRUM manual	The Traffic and Road Use Management (TRUM) manual issued under the authority of Section 166(2) of the <i>Transport Operations (Road Use Management) Act 1995</i> as 'approved notices' and comprising information supplementary to Austroads Guides, developed to provide guidance on matters specific to Queensland and which vary from national practice or are not adequately covered in the Austroads guides
VIC	Visitor Information Centre (accredited) – a centre that provides tourist information to visitors and carry's a formal level of accreditation
Well-established	An attraction that is of genuine interest to tourists and catering for casual visitors, usually operating for at least six months so the business is viable and meeting the requirements in this manual

Appendix B – List of recognised Queensland tourist regions

The recognised tourist regions in Queensland are:

- Brisbane
- Bundaberg North Burnett
- Capricorn Region
- Fraser Coast
- Gladstone Region
- Gold Coast
- Mackay Region
- Outback Queensland
- Sunshine Coast
- Townsville North Queensland
- The Whitsundays
- Southern Queensland Country, and
- Tropical North Queensland.

A map of the Queensland tourist regions can be located on the [Tourism and Events Queensland website](#).

Appendix C – Image selection guidance

Selecting a final image for use on a roadside pictorial sign which best represents an area, natural attractions, region or town (which also meets the following image requirements) is often difficult. The selected images will need to be approved prior to use by both the relevant RTO, local government and Transport and Main Roads (contact Transport and Main Roads via tourist.signs@tmr.qld.gov.au).

Images

The types of images suitable for use on a roadside sign is often based on the type of roadside sign being considered. The types of standard design pictorial signs include:

- Welcome to Queensland

The four images on this sign are not to be altered and have been selected to highlight the four key themes relating to tourism in Queensland (reef, outback, beach and rainforest).

- Welcome to tourist region

These signs have space available for two images; however, if one single image is preferred for a tourist region, then that must be used across the entire available image space.

The images used on this sign are to highlight the one or two key hero tourist experiences available in this region. The images used on each approach to the tourist region may differ depending on the experiences available / applicable from each approach.

It is also important to consider how the two images work together on the sign as they will join at the middle. Consider which is better suited to the left or right, depending on this central join.

- Welcome to town

This type of sign includes an image which best represents the town. The shape (aspect ratio) of this image on the Welcome to town sign often dictates the type of image to be selected as not all images will easily fit into this space.

The selected image should be something of interest, which visitors to the town can experience within the town.

- Natural attraction

The image used for a natural attraction (or national park) is a single image which best depicts the natural attraction, taken from a location where the visitor can experience the same view (seasonal variations applicable). Aerial shots are not preferred.

- Tourist drive

The image used on this sign should depict the key tourist experience available along the tourist drive. The image must not depict a commercial tourist facility along the tourist drive.

- Local tourist area

The image on this sign is similar to images for the Welcome to tourist region sign; however, only a single image is used, and the image should depict the local key hero tourist experience available in this area.

Image approvals

The selected images will need to be approved by both the relevant RTO and local government(s) prior to being considered for use on a roadside sign

The images must also be endorsed as suitable for use on a roadside sign by Transport and Main Roads prior to installation on any state-controlled road.

Image selection considerations

As a guide, consider the following when selecting an appropriate image for use on a roadside sign. The type of image that works well in a brochure may not be as well suited to display on a roadside sign.

Images for use on roadside signs will need to satisfy the following criteria:

1. The images selected will need to be of a high resolution to not become pixelated or blurry on the sign.

Due to being printed on a roadside sign, the images will need to be capable of being enlarged to the size required on the TC sign design.

2. Not all images will suit the space available on the roadside sign.

The height versus width aspect ratio of the space for the image on the sign will be a primary concern when selecting an image.

Image may need to be cropped to suit the available space on the sign.

3. The images will need to be interpreted at a glance while being viewed by drivers, sometimes travelling at high speed.

- a. Images should be as simple as possible.
- b. Avoid images which include a large amount of detail (especially fine detail as these cannot be interpreted at a glance at high speed).
- c. Images should have contrasting colours and, if possible, avoid large areas of light or dark colouring.
- d. Generally, avoid images which contain people, especially if they are the main detail in the image.

4. The selected image must be a complete single image.

- a. The blending of images or the use of multiple images on the one sign is to be avoided.

5. The image should be able to be 'viewed' by the visitor at the natural attraction or town.

It should not be taken from a location which is not accessible for a visitor or taken from a location which requires an entrance fee to be paid (such as an image taken from within a commercial tourist facility).

Seasonal variations of an image are acceptable; the most appropriate image should be selected (for example, the image of a waterfall in the wet season versus a waterfall in the dry season will be completely different).

Aerial images may not be particularly effective on roadside signs.

6. The image should not contain commercial advertising or identifiers (for example, a river with a tour boat operator's boat clearly distinguishable or a town centre, for a Welcome to town sign, with businesses clearly identifiable should be avoided).

Image size for sign types

Table C1 lists the image size for sign types.

Table C1 – Image size for sign types

Sign type	Image height (mm)	Image length (mm)
Welcome to town (A size)	730	2400
Welcome to town (B size)	1095	3600
Welcome to town (C size)	1460	4800
Natural attraction / national park (A size)	1400	1600
Natural attraction / national park (B size)	1600	2000
Natural attraction / national park (motorway)	2400	3000
Natural attraction – island (A size)	1600	1600
Natural attraction – island (B size)	2000	2000
Welcome to tourist region	1100	2000
Welcome to tourist region (motorway)	1650	3000
Local tourist area (A size)	1600	1600
Local tourist area (B size)	1800	2000
Local tourist area (motorway)	2400	3000
Tourist drive (with turn instruction)	1800	1950
Tourist drive	1500	1950

For assistance with the selection of appropriate images for use on roadside signs please contact Transport and Main Roads (via tourist.signs@tmr.qld.gov.au) prior to submitting an application.

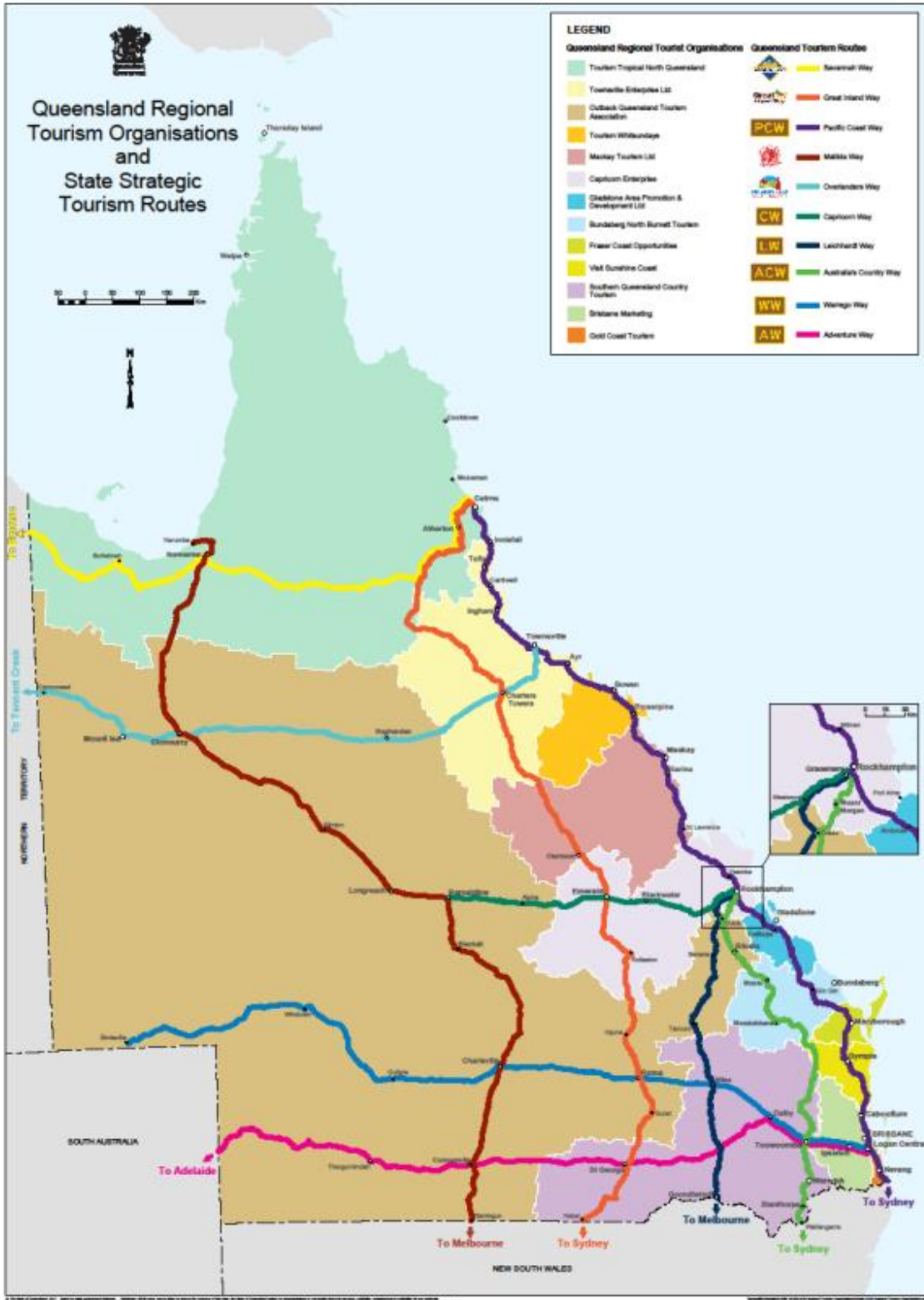
Images for commercial tourist facilities

The department does not endorse the use of pictorial signs for commercial tourist facilities.

Appendix D – State Strategic Touring Routes and Regional Tourism Organisations map

Figure D1 is a map of SSTRs and RTOs.

Figure D1 – Queensland Regional Tourism Organisations and State Strategic Tourism Routes



Appendix E – Geographic and administrative regions

Figure E1 is a map of RTOs and SSTRs with LGA and Transport and Main Roads Districts boundaries.

Figure E1 – Queensland Regional Tourism Organisations and State Strategic Tourism Routes with Local Government Authority and Transport and Main Roads Districts boundaries.

