Manual

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

Part 7: Tourist, Service and Welcome Signs

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1 Introduction

The primary purpose of this manual is to provide assistance to applicants, the Department of Transport and Main Roads, and Regional Tourist Organisations (RTOs) in the application and assessment process, and administrative arrangements for the installation of Tourist, Service and Welcome Signs on state-controlled roads in Queensland. The use of this manual will improve road safety and lead to a major improvement in the quality and consistency of this signage throughout the state.

In the interest of signage consistency, Transport and Main Roads encourages local governments to apply similar provisions when considering Tourist, Service and Welcome Signs on roads under their control.

While this manual is in line with Australian Standards (AS1742.6), adopting national consistency for Tourist, Service and Welcome signage, it also covers a range of situations which relate specifically to the state of Queensland.

This manual assists with:

- the criteria required for applying for and assessing signage proposals for Tourist, Service and Welcome signs of both national and/or state significance and regional and/or local tourist drives, and
- the process under which these applications will be considered.

Transport and Main Roads developed this manual to ensure a safer road network and in conjunction with and supported by the Department of Innovation, Tourism Industry Development and the Commonwealth Games.

1.1 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 GPS devices. Direction signs provide reassurance to motorists that they are travelling in the desired direction.

Figure 1.1(A) – Examples of Direction signs

![Direction Signs Example](image)

Tourist signs

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

Community facilities name signs

Community facility name signs may be installed for facilities that are generally non-commercial based, which are likely to be sought by a significant number of visitors. The types of facilities that may 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.

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 assist tourists to easily recognise these types of signs throughout their journey. Refer to Section 7 for criteria specific to 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 through 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. Refer to Section 8 for criteria specific to Driving Experience signs.

1.2 Referenced documents

Any tourist sign needs to conform strictly to the following standards:

- AS1743:2018 Road signs–specifications
- AS1744:2015 Standard alphabets for road signs
- TRUM Volume 3 Signing and Pavement Marking Part 5 Design Guide for Roadside Signs regarding placement, supports and fittings
- Transport and Main Roads Technical Specifications regarding erection of signs and manufacture of road signs
The Department of Transport and Main Roads wish to acknowledge the following resources, references and specifications in contributing to this manual.

- National Tourist Signing Eligibility Guidelines
- Queensland Manual of Uniform Traffic Control Devices Part 6 Tourist and Service Signs
- Technical Note TN170 Township Entry Treatment
- Technical Note TN177 Guidelines for the Installation of Electric Vehicle Charging Station Signs
- Traffic and Road Use Management (TRUM) manual Volume 3 Signing and Pavement Marking Part 6 State Strategic Touring Routes Sign Revitalisation

2 Eligibility for Tourist, Service and Welcome signs

Eligibility for Tourist, Service and Welcome signs are also assessed based on:

- road and traffic considerations
- core and specific criteria, outlined in each relevant chapter of this manual, and
- tourism merit (where applicable).

2.1 Road and traffic considerations

2.1.1 General

Tourist, Service and Welcome signs must not affect traffic safety and efficiency and should not detract from the effectiveness of other road signs.

2.1.2 Proliferation of signs

Motorists can only absorb a limited amount of information and proliferation of signs, particularly at intersections, is not desirable. Too many signs can be a safety hazard for motorists and can create visual pollution so, generally, the rationalising of existing signs should be considered by the applicant and Transport and Main Roads when processing applications for new tourist, service or welcome signs.

When a request will result in exceeding the maximum limit, Transport and Main Roads and/or the applicant should 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.

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

Refer to the relevant section of this manual for specific sign proliferation management criteria.
2.2 Tourism merit

The RTO will assess the tourism merit assessment based on the core and specific criteria outlined in the applicable sections.

3 How to apply for Tourist, Service and Welcome signs

3.1 General

Transport and Main Roads will support the installation of commercial Tourist, Service or Welcome signs within the boundaries of state-controlled roads where it is satisfied that:

- road safety is not adversely affected
- the number of signs and messages is controlled to acceptable limits
- the proposed application of signs meets relevant engineering standards, and
- signs directs travellers to places of appropriate merit

Applications to install Tourist, Service or Welcome signs within the state-controlled road reserve must be lodged using the following online application tool:


Where applicants want signs to a single facility along state-controlled and local council roads, separate applications must be submitted to local council and the department.

The application, assessment, approval and installation process for Tourist, Service or Welcome signs within the state-controlled road reserve is outlined in the following.

3.2 Application process

The application, assessment, approval and installation process for Tourist, Service and Welcome signs consists of the following four stages:

- Stage 1: Application
- Stage 2: Engineering assessment
- Stage 3: Tourism merit assessment (if applicable)
- Stage 4: Sign design and installation.

Stage 1: Application

The applicant is required to:

- read the information guide available on https://www.business.qld.gov.au/industries/hospitality-tourism-sport/tourism/accreditation-signage/applying-sign and assess whether the application meets the core criteria and any additional specific criteria (where applicable)
- where the applicant decides to proceed, the applicant needs to gather electronic copies of information required as detailed in the online application form, and
- complete the online application and attach the requested documents.

Upon completion of the online application, details are automatically emailed to the department.
Stage 2: Transport and Main Roads engineering assessment

The department assesses the application’s potential effect on traffic safety and efficiency including:

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

If a requested sign location is unsuitable, the department may encourage the applicant to consider installation at the more suitable location.

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 see individual sections to determine whether a tourism merit assessment is required, where they will be assessed in accordance in the core and specific criteria outlined in each section.

Stage 3: RTO tourism assessment (if applicable)

Transport and Main Roads will forward the application to the RTO for tourism merit assessment based on the core and specific criteria outlined in the applicable sections.

The RTO will provide the department with a recommendation regarding approval.

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

Stage 4: Sign design, manufacture and installation process (excluding Welcome sign – Entry Statement signs)

To manage the installation of approved Tourist, Service or Welcome signs (excluding Entry Statement signs), the department has established a pre-approved panel of sign designers, manufacturers and installers. Applicants must use the service providers from the pre-approved panel.

- The applicant will receive an ‘approval in principle’ notice along with a list of pre-approved sign designers, manufacturers and installers and a Road Corridor Permit (RCP) application form available at https://www.tmr.qld.gov.au/Community-and-environment/Planning-and-development/Other-matters-requiring-approval/Road-Corridor-Permit to confirm the location and timeframe for installing the signs.
- The applicant submits a sign design scheme prepared by the service provider, along with the RCP application form to the department for formal approval. The signing scheme must include sign face and sign structure designs, final locations and clearance heights.
- To ensure a consistent application across the state, TrasiCad should be used to design all sign faces and TraSIS available at https://www.tmr.qld.gov.au/business-industry/Road-
systems-and-engineering/Software/TraSiS to calculate sign structures or supports, based on sign parameters, terrain profiles and environmental conditions.

- 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’ notice, along with a RCP (including conditions).
- 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 engaged by the applicant will be required to apply for a Traffic Controller Permit available at https://www.tmr.qld.gov.au/business-industry/Accreditations/Traffic-Controller-Accreditation-Scheme to carry out works on the certain roads during the sign installation process.

Note for Welcome signs applications only – 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 RCP, the applicant will ensure the installer is 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 7.2.9 for sign design, manufacture and installation process for Welcome sign – Entry Statement signs.

3.3 Timeframes

The department will provide a written response regarding the outcome of an application within 90 days of receipt of the application. This timeframe is subject to the applicant supplying all the necessary information, with the exception of Driving Experience signs which are dependent on the complexities of the route and the consultation activities required.

3.4 Approval or refusal of application

Written consent or approval of an application for a Tourist, Service or Welcome sign will take the form of a road corridor permit (RCP).

A RCP will detail a number of conditions including:

- standards and specifications relating to sign construction, installation and maintenance
- responsibilities in relation to cost, maintenance and removal
- conditions under which Transport and Main Roads may remove any sign
- conditions relating to the continuing need for the sign, and
- the RCP is non-transferable

The department may also impose special conditions on a permit if required.
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.

3.5 **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 State Development, Manufacturing, Infrastructure and Planning 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 State Development, Manufacturing, Infrastructure and Planning for consideration. In such instances, the department and the Department of State Development, Manufacturing, Infrastructure and Planning 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.

3.6 **Flowchart for application process**

A flow chart of the application and approval process for Tourist, Service and Welcome signs is illustrated following. Note that this flowchart excludes the application process for State Strategic Touring Routes (SSTRs), see Section 8.1.3.3 *SSTR application process flow chart.*
Figure 3.6 – Flowchart for application process
4 Contact details

The following link includes local Transport and Main Roads regional offices and contact phone numbers:


For further information, email an enquiry direct to Tourist.Signs@tmr.qld.gov.au.

5 Tourist Signs

5.1 Additional eligibility requirements for Tourist signs

5.1.1 Proliferation of signs

Tourist signs are usually not provided on motorways. These roads usually have access to other arterial roads for which tourist attractions should be signed. The motorway signs are limited to signing of major routes and towns, which should be used by individual attractions in their marketing material. Exception to this may be tourist attractions of a state or regional significance.

A maximum of five Tourist sign components is allowed at any given location. When a request will result in exceeding the maximum limit, Transport and Main Roads and/or the applicant should consider the combination of smaller signs into one sign; for example, instead of signing to several individual galleries, a larger general sign may be appropriate.

5.1.2 Sign information

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

Individual logos will normally not be considered as they are unsuitable for use on road signs because they cannot be clearly distinguished from 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 that 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 it 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.

For Tourist signs, Australia Standard AS1742.6 has 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 5.1.2.

Table 5.1.2 illustrates and gives the meaning of all standard symbols which are specified for use on tourist signs describe certain tourist features.

Table 5.1.2 – Approved symbols for use on tourist signs

<table>
<thead>
<tr>
<th>Heritage Symbol</th>
</tr>
</thead>
<tbody>
<tr>
<td>Denotes the location of attractions, display / interpretive centres, sites, monuments and other objects of historical interest. This symbol 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).</td>
</tr>
</tbody>
</table>
Museum Symbol
Denotes a building used as a museum regularly 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. Use of this symbol in some states / territories may be subject to the approval of and/or accreditation by Museums Australia or other appropriate agencies.

Whales Symbol
Denotes an area designated for the seasonal viewing of whale migratory activity, although it may also feature other marine life. The area must incorporate adequate car parking, viewing areas and safety precautions / traffic management facilities that meet state and local government requirements. The area should feature high-level interpretive information, which will be of interest to the public during periods when whales are not visible.

Winery Symbol
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. Note: this symbol denotes all variations of wine production and sales, including fruit wines.

Walking Trail Symbol
Denotes a trail designed for the safe passage of pedestrians that complies with all safety requirements of state and local government authorities. Generally trails using this symbol will also provide some level of interpretation.

Lookout Symbol
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
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. It is not to be used to denote purely retail attractions, nor for commercial galleries.

5.1.3 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 located further than 10 kilometres from the closest state-controlled road intersection where signs have been requested; however, there may be a justification for a relaxation to this general limit, 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.

5.1.4 Core criteria for individual tourist attraction signs

To assess the tourism merit criteria, the Queensland Government has adopted the 10 core criteria developed by the National Tourism Signing Reference Group (NTSRG), which is an advisory body to the Australian Standing Committee on Tourism. NTSRG includes representatives from federal, state and territory tourism organisations and road authorities.

1. The attraction must be well established and have been operating for at least six months. Operating for at least six months helps demonstrate the viability and sustainability of the business. The attraction should provide a significant tourism experience – be more than just a retail outlet. 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.

2. Government approvals

The attraction must have all relevant local, state and commonwealth licences and approvals to operate as a tourist attraction.

3. Pre-booking must not be required to visit the attraction

Tourist attractions requesting signs should be open to the public without pre-booking. While it is acceptable for attractions to require pre-booking for coach groups, the experiences on offer must also be available to casual visitors. Attractions that only cater for pre-bookings are NOT eligible for tourist signs.

4. Opening times

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, it is generally expected that attractions will operate for a minimum of six hours per day (for example, 10am to 4pm).

5. Parking

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, 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.
6. Interpretation

Tourist attractions must provide visitors with high-quality interpretation. The methods and means used to enable visitors to engage more deeply with an experience or activity may differ widely. Examples of high-quality interpretation include 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 products to rely solely on verbal interpretation provided by an operator or staff member.

7. Toilets

All attractions are required to provide conveniently-located toilet facilities and comply with disability access legislation.

8. The entry to the property must be clearly identified

An attraction sign that is identifiable to passing motorists should be installed within the property line and should provide information about the opening hours, days of operation and contact details.

9. Marketing collateral

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.

10. Seasonal attractions

Attractions not opened all year must be open for a minimum of nine months of the year to be eligible for a permanent sign.

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. See the sample signs following for signing of seasonal attractions.

Figure 5.1.4 – Examples of seasonal attractions signs

![Signs for seasonal attractions](image)

An attraction open for fewer than nine months of the year needs to show why it legitimately cannot deliver a year-round experience; for example, climatic seasonal factors that affect the quality of the experience.

Signed seasonal tourist attractions – for example, wildlife viewing – must include relevant interpretative panels / displays to explain the experience, so visitors can appreciate it even at times when it cannot be seen or undertaken.
5.1.5 Desirable criteria

Membership

It is desirable that tourist operators participate in the activities of the local and/or regional or peak sector tourist organisation. The business should be listed on the Australian Tourism Data Warehouse, which can be done by contacting Tourism and Events Queensland.

National accreditation

The Australian Government has developed a new tourism accreditation framework, marketed as T-QUAL Accreditation to promote quality experiences for tourism consumers. Tourist operators complying with recognised quality assurance schemes are given the T-QUAL Tick, which is a national symbol for consumers to easily recognise quality products and services.

Currently, tourism accreditation is desirable, but is not essential. T-Qual Accreditation will help identify the business is offering a high-quality, bone fide tourism experience.

5.1.6 Additional criteria for specific categories

In addition to the core criteria, certain major individual types of tourist attractions may have additional specific criteria that need to be applied and met.

5.1.6.1 Galleries and craft outlets

Galleries and craft outlets, which may operate as public facilities, like the major public galleries, or as commercial galleries, feature a broad range of media, including wood, glass, ceramics, jewellery, metal, textile / fabrics and mixed media that are usually locally sourced.

This category does not include museums, which are subject to the requirements in Section 5.1.6.2.

Specific criteria

In addition to the core criteria outlined in Section 5.1.4, galleries and craft outlets must also meet the following:

Galleries

- Have a professionally presented exhibition space greater than 50 square metres. Smaller spaces are considered to be retail shops.
- More than 30% of the art / craft works displayed must be by local and or regional artists.

Art / craft outlets

- 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 50 square metres – smaller spaces are considered to be retail shops.
- More than 30% of the art / craft works displayed must be by local and/or regional artists.

5.1.6.2 Museums

Museums form a major component of the tourism infrastructure of Queensland and include local history museums, museums devoted to specialised collections or topics and major state and national museums.
Collections of artworks, such as paintings, sculpture are classed as galleries, and are subject to the requirements in Section 5.1.6.1.

For museums to be eligible for tourist signs, they must provide informative experiences for the visitor. Museums must 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.

**Specific criteria**

In addition to the core criteria outlined in Section 5.1.4, museums must also meet the following:

- consistent displays / presentations which relate to the local community and its identity, or to a specific theme
- displays of adequate material, quality or significance to convey knowledge of the particular theme or identity to visitors
- 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
- the exhibition space must be greater than 50 square metres.

### 5.1.6.3 Aboriginal and Torres Strait Islander attractions

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.

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 purpose of showcasing their heritage and cultures.

Care needs to be exercised to strike a balance between the desires of visitors and respecting Aboriginal and Torres Strait Islander individuals and communities.

**Specific criteria**

In addition to the core criteria outlined in Section 5.1.4, Aboriginal and Torres Strait Islander attractions must also meet the following:

- where an attraction, classified as Aboriginal and Torres Strait Islander, is owned and operated by non-Indigenous persons, they must provide evidence that they have consulted with the Traditional Owners for the area.
5.1.6.4 Historic sites, buildings or monuments

Historic sites, buildings or monuments that may be regarded as eligible tourist attractions will generally demonstrate one or more of the following qualities:

- 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 past generations lived, worked and pursued recreational and other interests. and/or
- commemorate the achievements of individual Australians and/or generations of Australian families.

Specific criteria

In addition to the core criteria outlined in Section 5.1.4, historic sites, buildings and monuments attractions must also meet the following:

- must be registered on the Queensland Heritage Register and/or the local heritage register.

5.1.6.5 Wineries

Queensland’s wineries and vineyards add another dimension to the State’s tourism experiences, encouraging additional visits and spending in the wine regions. Businesses that benefit from wine tourism include cellar door wineries, tour operators, gift shops, restaurants and accommodation providers.

Wine tourism signage is provided for areas and regions of Queensland with a demonstrated wine tourism industry. In 2001, there were 91 licensed wine producers and merchants active across Queensland. In 2013, this had grown to 153 wine producers and 12 wine merchants operating across the State’s wine regions which extend from Queensland’s southern Granite Belt to the northern fruit wine region.

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

Over 75% of wine produced in Queensland is sold from designated cellar door outlets operated by regional winemakers. Regional cellar doors traditionally adjoin the winemakers’ actual vineyard or winery facility and provide visitors with allocated parking and related facilities such as a winery viewing room or café. There are now over 200 cellar door and satellite cellar door outlets across Queensland.

Specific criteria

In addition to the core criteria outlined in Section 5.1.4, wineries must also meet the following:

- there must be a purpose-built facility for tasting (cellar door) and sales, and
- the tasting facility must be located where either:
  - wine production processes can be viewed or interpreted, and
  - the vineyard can be viewed and visited.
5.1.6.6 Primary and secondary industries

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

Attractions in this category generally involve an agricultural activity; for example, lavender farms or a factory / mill process such as cheese factories.

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; however, the experiences offered to visitors through viewing the processes and learning about the industry are the deciding factors for tourism signs.

In assessing primary and secondary attractions, a useful question to consider is: if any retail component was removed – for example, sale of produce – would the attraction still warrant visitation? A solely retail outlet would not qualify for a tourist sign, for example.

Specific criteria

Primary and secondary industries must meet the core criteria outlined in Section 5.1.4.

There are no additional specific criteria for primary and secondary industries to meet.

5.1.6.7 Nature-based attractions

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 experience a wide variety of outdoor recreational activities and experiences ranging from outdoor adventure to relaxation.

Attractions in this category are considered nature-based activities and may include:

- walking tracks and boardwalks
- natural features (for example, lookouts, waterfalls)
- botanic gardens, and
- zoos and wildlife parks.

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

Non-commercial attractions, such as walking tracks and boardwalks, natural features and botanic gardens that are owned and/or operated by government agencies, will be processed under a different methodology (contact Transport and Main Roads’ local region for information). The cost to install and maintain signs for non-commercial attractions will be borne by the Department of Transport and Main Roads.
Specific criteria

In addition to the core criteria outlined in Section 5.1.4, outdoor / nature-based attractions must also meet the following:

- Zoos and wildlife parks must meet the Queensland licensing requirements.

5.1.6.8 Theme parks

Theme parks are only eligible for tourist signs where their themes are identifiable, consistent and integrated. Applicants must demonstrate that the park is a major tourist attraction that attracts high visitor numbers, a significant proportion of whom are drawn from a large catchment area.

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

Specific criteria

In addition to the core criteria outlined in Section 5.1.4, theme parks must also meet the following:

- have an identifiable and consistent theme, which could include movie making, gold mining, wildlife and so on.

5.1.6.9 State significant attractions

State significant attractions are those that, by virtue of their size, nature and/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.

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.

Specific criteria

Where attractions meet all the other requirements for the relevant attraction outlined in Section 5.1.4 and/or product category they may qualify as a ‘state significant’ attraction if they meet both of the following:

- 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).

5.1.6.10 Other attractions

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.

Applications may be submitted; however, the responsibility is on the applicant to present a strong case to warrant signs as a tourist attraction. 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) for more information prior to preparing a written case.

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.

In addition to meeting the core criteria outlined in Section 5.1.4, the written case must:

- provide 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, and
- describe the experience(s) offered to visitors.

5.1.7 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 are still integral components of the tourist attraction sector.

All product clusters are expected to reach the core criteria outlined in Section 5.1.4 and the criteria outlined in the specific category.

5.1.7.1 Historic towns and precincts

Historic towns and precincts provide the opportunity to access clusters of heritage ‘product’. It is expected that they will feature indepth interpretation to highlight their historical significance.

Specific criteria

In addition to the core criteria outlined in Section 5.1.4, these attractions must also meet the following:

- the town / precinct is 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.

5.1.8 Wine tourism region

Where there are concentrated numbers of wineries, the local wine industry association may apply for regional signing; however, to justify regional signing, there needs to 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). This is to provide a genuine tourism experience to road users for a whole day and ensure that their reasonable expectation will be met when they visit the district.
Specific criteria

To qualify for a wine region sign, the area must include the following:

- 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 need to be open, without appointment, on any given day, including both days of the weekend to comply with the individual attraction outlined in Section 5.1.4, and
- promotion as an integrated wine region; for example, a brochure 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.

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.

5.1.9 Tourist town or precinct

A tourist town or precinct is a geographical region that consists of a mixture of tourist products and experiences. To warrant signs, these towns or precincts must provide an extensive range of services (dining, accommodation and attractions) for visitors.

5.2 Types of tourist attraction signs

5.2.1 Advance signs

Advance signs are used to provide advance notice of an upcoming turnoff at an intersection or entrance to a roadside tourist attraction. They provide motorists with improved decision-making time regarding the turning manoeuvre.

A general guide to the use of advance signs is as follows:

a) Advance signs 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.

b) Advance signs will usually be required on rural roads where traffic speeds are normally 90 km/h or above.

c) Advance signs 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.

d) Advance signs may be required where there are multiple lanes on the approach and advance lane indications are necessary.

e) On approach to intersections, advance signs shall only be installed where intersection signs are also in place for the same tourist site.

f) Advance signs 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.
g) Advance signs may be incorporated into other standard forms of direction signing where rationalisation of information is required.

On approaches to intersections, advance signs normally include the wording TURN LEFT or TURN RIGHT, as illustrated in examples following.

*Figure 5.2.1(a) – Examples of advance signs*

![Advance Signs](https://via.placeholder.com/150)

The advance tourist sign may take an alternative format where it is supplementary to an advance direction sign on approach to an intersection, as illustrated following.

On approaches to roadside entrances, advance signs generally include the wording ON LEFT or ON RIGHT, as illustrated in examples following.

*Figure 5.2.1(b) – Examples of advance signs – supplementary*

![Advance Signs](https://via.placeholder.com/150)

The distance shown on the sign (for example, 300 m) is dependent upon the speed environment as outlined in Part 6 of the Queensland *Manual of Uniform Traffic Control Devices* (MUTCD).

The description of the tourist site on advance signs must match the description on intersection or position signs for the same attraction.

### 5.2.2 Intersection signs

Intersection signs are placed at intersections to direct motorists to the actual turnoff to the tourist attraction.
A general guide to the use of intersection signs is as follows:

a) Signs 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.

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

c) Intersection signs should include a distance to the tourist attraction if the distance is more than one km, unless a reassurance sign is placed after the intersection.

d) Intersection sings may be incorporated into other standard forms of direction signing where rationalisation of information is required.

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. The different type of intersection signs are illustrated following.

**Figure 5.2.2 – Examples of intersection signs**

![Intersection Signs](image)

The description of the tourist site on intersection signs must match the description on any advance or position signs for the same site.

5.2.3 Position signs

Position signs are used to indicate the point of entry to a tourist site.

A general guide to the use of position signs is as follows:

a) 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.

b) Position signs 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.

c) Position signs may be incorporated into other standard forms of direction signing where rationalisation of information is required. Examples of position signs are illustrated following.

**Figure 5.2.3 – Examples of position signs**

![Position Signs](image)

The description of the tourist site on position signs must match the description on any previous signs for the same attraction.
5.2.4 Reassurance signs

Reassurance signs are installed to reassure motorists they are travelling towards their intended destination, and to indicate the distance to the destination.

A general guide to the use of reassurance signs is as follows:

a) A sign 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.

b) Reassurance signing is not permitted on the state-controlled road network, except for major attractions.

c) Reassurance signing will not be required where the intersection sign includes a distance to the tourist site.

d) 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 volume roads).

e) Where applicable, a generic name or description should be placed at the top of the reassurance sign to describe similar tourist sites, such as 'WINERIES'

f) Reassurance to a tourist site 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 MUTCD).

Destinations on reassurance signs should be in order of distance to the destination as shown following.

Figure 5.2.4 – Examples of reassurance signs

5.3 Administrative arrangements

5.3.1 Costs

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

Indicative costs for different types and number of signs can vary significantly from $900 for a small sign mounted on an existing post to $37,000 for a signing scheme on a motorway environment.
The costs of signs vary, depending on the location, type and number of signs required to safely direct visitors around the road network to the tourist attraction, 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
- 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 stand-alone sign or a plate to an existing sign
- if the existing sign face can support a new plate, or requires a complete new sign design
- 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.

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

5.3.2 Ownership of signs

Signs in the state-controlled road reserve remain the property of Transport and Main Roads.

5.3.3 Compliance with Road Corridor permit

The RCP permit issued by Transport and Main Roads grants to the applicant the right to place a sign in the roadside reserve for a period of seven years, after which time the appropriateness and effectiveness of the sign will be reassessed and the applicant must reapply for a tourist sign under the current application process.

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.

It is the applicant’s responsibility to immediately notify Transport and Main Roads 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.

5.3.4 Alterations to sign

A RCP is granted for the original sign face design. The sign face 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.

### 5.3.5 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 tourist signs regardless of the cause of damage.

Only approved Transport and Main Roads contractors are permitted to install, maintain, 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.

### 5.3.6 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 liability 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 road corridor permit
- there is a demonstrated need for aggregating signs in a particular location
- the tourist attraction is no longer open to visitors
- at the expiry of the approved permit, or
- the road authority needs to resume the land.
6 Service signs on state-controlled roads

6.1 Additional eligibility requirements for service signs

6.1.1 Proliferation of signs

A desirable maximum of two facilities and an absolute maximum of three facilities should be signposted at any one location. When a request will result in exceeding the maximum limit, Transport and Main Roads and/or the applicant should consider the combination of smaller signs into one sign; for example, instead of signing to several individual accommodation services, a larger symbol sign may be appropriate.

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.

6.1.2 Sign information

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.

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 742.6 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 6.2.5(B) Symbols for use on tourist signs in AS1742.6.

6.2 Service signs criteria

6.2.1 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.

To ensure consistency, accommodation businesses seeking signs must meet the core criteria outlined at Section 6.2.1.1, while also satisfying all specific criteria outlined in the relevant category of Section 6.2.1.3.
6.2.1.1 Core criteria

Signs may be provided to accommodation facilities that comply with the following conditions:

- 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.

6.2.1.2 Desirable criteria

Operators of accommodation facilities wishing to obtain signs are also encouraged to meet the following:

- be quality assured – accommodation providers should aim to be assessed by an independent accreditation program (for example, AAA Tourism, 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.

6.2.1.3 Specific criteria

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

6.2.1.3.1 Caravan parks

Caravan parks typically provide a mixture of onsite vans, powered caravan parks, camping sites or motel-style cabins with private facilities.

Specific criteria

In addition to the core accommodation criteria outlined in Section 6.2.1.1, caravan parks must also meet the following:

- provide a mixture of accommodation, powered sites and camping sites, and
- are managed by onsite personnel seven days a week.

6.2.1.3.2 Camping sites

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.

**Specific criteria**

In addition to the core accommodation criteria outlined in Section 6.2.1.1, camping sites must also meet the following:

- be serviced by fresh water for drinking purposes, and
- have a designated area set aside for camping with toilet and bathroom facilities.

**6.2.1.3.3 Backpacker accommodation**

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.

**Specific criteria**

In addition to the core accommodation criteria outlined in Section 6.2.1.1, backpacker accommodation must also meet the following:

- 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.

**6.2.1.3.4 Bed and Breakfast (B and B)**

B and B accommodation is mostly provided on an overnight or short-stay basis within private homes and featuring separate guest bathroom/s.

**Specific criteria**

In addition to the core accommodation criteria outlined in Section 6.2.1.1, B and Bs must also meet the following:

- provide onsite management
- normally within private homes with a separate guest bathroom, and
- breakfast is to be provided by the host.

**6.2.1.3.5 Farm stays / host farms**

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.

**Specific criteria**

In addition to the core accommodation criteria outlined in Section 6.2.1.1, farm stays / host farms must also meet the following:

- be a working farm, and
- offer a range of farm-type activities.
6.2.1.3.6 Self-contained

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.

Specific criteria

In addition to the core accommodation criteria outlined in Section 6.2.1.1, self-contained accommodation facilities must also meet the following:

- have a permanent onsite manager
- have a minimum of five rooms of dwelling units to allow for independent booking and casual accommodation.

6.2.2 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.

6.2.2.1 Core criteria

Signs may be provided for tourist / visitor information radio services:

- where the transmission operates solely as a visitor / motorists information service
- that provide information for the education, enjoyment and benefit of the visitor, which relates to attractions and facilities within the broadcast area
- that 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
- that present a balance between commercial advertising content and non-commercial information, and
- where evidence of consultation with the relevant tourism association and/or the state / territory tourism organisation regarding program format and the accuracy of broadcast content is provided.

6.2.3 Minor airports / aerodromes

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

6.2.4 Tourist information facilities

6.2.4.1 Visitor Information Centres

Visitor Information Centres (VIC) 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.

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. The white on blue roman ‘i’ symbol is not to be used on roadside signs to direct visitors to non-accredited visitor information centres. 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’ – refer Section 6.2.4.2.

To become an accredited visitor information centre, visit the Tourism and Events Queensland website to download the criteria and application form

https://teq.queensland.com/Industry-Resources/How-To-Guides/Become-an-Accredited-Visitor-Information-Centre

6.2.4.2 Information bays and interpretive signs

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.

6.2.4.3 Roadside Fuel Facilities (including Service Centres)

There are four types of Roadside Fuel Facility: Unattended Facilities; Service Stations; Remote Service Centres and the largest facility which is the Service Centre.

Service Centres are large service station facilities that provide a range of essential services for the safety, comfort and convenience of all road users typically 24 hours a day, seven days per week. They are usually installed along motorways or highways. Service Centres, together with rest areas and stopping bays, are strategically located to encourage long-distance drivers to take breaks and minimise fatigue-related incidents. Signs to Service Centres and other Roadside Fuel Facilities will be permitted if they meet this description and at the discretion of Transport and Main Roads.

The department is currently developing Roadside Fuel Facilities Policy and Guidelines to provide further clarity on the signage options available to Roadside Fuel Facilities on state-controlled roads. Note that Transport and Main Roads is no longer using the previous Service Centre Policy.

6.2.5 Community facility signs

Community facility signing is used for facilities that are generally non-commercial based, which are likely to be sought by a significant number of visitors.

To ensure consistency, community facilities seeking signs must be included in the list following and meet the relevant requirements as outlined in Table 6.2.5(A).

Table 6.2.5(A) – Community facility signs criteria

<table>
<thead>
<tr>
<th>Community facility</th>
<th>Specific requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Churches</td>
<td>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.</td>
</tr>
<tr>
<td>Civic centres and town halls</td>
<td>These may be signed by name.</td>
</tr>
<tr>
<td>Tertiary educational institutions</td>
<td>These may be signed by name. Primary and secondary schools should only be signed if they have some special facility sought by significant numbers of visitors to the area.</td>
</tr>
</tbody>
</table>
Community facility | Specific requirements
--- | ---
Golf courses | 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 members of the public. Golf courses are to be signed using the symbol S28 (as shown in Table 6.2.5(B)), and not the golf course name.

Hospitals | These may be signed by name. Symbol S1 is only to be used where the hospital provides a 24-hour emergency service.

Libraries | 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 | These may be signed where the institution is not readily visible from the road and they are used by a significant number of visitors to the area.

Parks | These may be signed where the park is not readily visible from the road and they are used by a significant number of visitors to the area.

Police stations | These may be signed where the police station is not readily visible from the road.

Post offices | These may be signed by name where the post office is not readily visible from the road.

Public toilets | These may be signed whereby the toilet facilities are accessible 24 hours per day / seven days per week.

Railway stations | These may be signed by name where the station is not readily visible from the road.

Recreation centres (for example, tennis courts) | These may be signed where the recreation centre is not readily visible from the road and they are used by a significant number of visitors to the area.

Rural fire stations | No criteria apply.

Shopping centres | 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. The destination town centre is preferred in towns and smaller provincial cities.

Sports facilities | These may be signed by name, if they are used by a significant number of visitors to the area.

Swimming pools | 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 to the area.

Theatres / performing arts centres | These may be signed where the centre is not readily visible from the road.

The following symbols illustrate and give the meaning of all standard symbols, which are specified for use on white on blue service signs.
Table 6.2.5(B) – Approved symbols for use on service signs

<table>
<thead>
<tr>
<th>No.</th>
<th>Symbol</th>
<th>No.</th>
<th>Symbol</th>
<th>No.</th>
<th>Symbol</th>
</tr>
</thead>
<tbody>
<tr>
<td>S1</td>
<td><img src="image" alt="First aid, casualty service, hospital" /></td>
<td>S8</td>
<td><img src="image" alt="Camping area" /></td>
<td>S14-Q02</td>
<td><img src="image" alt="Parking Area – Bus" /></td>
</tr>
<tr>
<td>S2</td>
<td><img src="image" alt="Public phone" /></td>
<td>S9</td>
<td><img src="image" alt="Caravan park or site" /></td>
<td>S14-Q03</td>
<td><img src="image" alt="Parking Area – Ferry" /></td>
</tr>
<tr>
<td>S3</td>
<td><img src="image" alt="Motor fuel" /></td>
<td>S11</td>
<td><img src="image" alt="Airport" /></td>
<td>S16</td>
<td><img src="image" alt="Toilets" /></td>
</tr>
<tr>
<td>S4</td>
<td><img src="image" alt="Information" /></td>
<td>S12</td>
<td><img src="image" alt="Rest area" /></td>
<td>S16A</td>
<td><img src="image" alt="Accessible toilets" /></td>
</tr>
<tr>
<td>S5</td>
<td><img src="image" alt="Restaurant, licensed restaurant" /></td>
<td>S13</td>
<td><img src="image" alt="Truck parking area" /></td>
<td>S18</td>
<td><img src="image" alt="Fireplace" /></td>
</tr>
<tr>
<td>S6</td>
<td><img src="image" alt="Accommodation, hotel, motel, guest house" /></td>
<td>S14</td>
<td><img src="image" alt="Parking area" /></td>
<td>S20</td>
<td><img src="image" alt="Drinking water" /></td>
</tr>
<tr>
<td>S7</td>
<td><img src="image" alt="Refreshments" /></td>
<td>S14-Q01</td>
<td><img src="image" alt="Parking Area – train" /></td>
<td>S21</td>
<td><img src="image" alt="Boat ramp" /></td>
</tr>
<tr>
<td>No.</td>
<td>Symbol</td>
<td>No.</td>
<td>Symbol</td>
<td>No.</td>
<td>Symbol</td>
</tr>
<tr>
<td>------</td>
<td>--------------</td>
<td>------</td>
<td>-------------</td>
<td>------</td>
<td>--------------------</td>
</tr>
<tr>
<td>S22</td>
<td>Symbol of access</td>
<td>S26</td>
<td>Dump point</td>
<td>SQ03</td>
<td>Ferry</td>
</tr>
<tr>
<td>S23</td>
<td>Unsuitable for trucks</td>
<td>S28</td>
<td>Golf Course</td>
<td>SQ04</td>
<td>Accredited Visitor Information Centre</td>
</tr>
<tr>
<td>S24</td>
<td>Police station</td>
<td>SQ01</td>
<td>Train</td>
<td>S25</td>
<td>Help phone</td>
</tr>
<tr>
<td>SQ02</td>
<td>Bus</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

6.3 Administrative arrangements

6.3.1 Costs

The cost of signing to commercial services and facilities is paid for by the applicant.

Signing to non-commercial 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.

The costs of signs vary, depending on location, type and number of signs required to direct visitors safely around the road network to the establishment and the equipment required to comply with installation standards; for example, the factors that may influence the overall sign costs include:

- the posted speed of the roads
- if signage is on a motorway or motorway standard road
- size of approved sign
- intersection / interchange configuration and size / location / number of existing signs
- if the new sign is a stand-alone or a plate to an existing sign
• if the existing sign face can support a new plate or requires a complete new sign design to incorporate the new facility (may also include new sign supports)

• 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 additional 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.

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.

6.3.2 Ownership of signs

Signs in the state-controlled road reserve remain the property of Transport and Main Roads.

6.3.3 Compliance with Road Corridor Permit

The RCP issued by the department grants to the applicant the right to place a sign in the roadside reserve for a period of seven years, after which time the appropriateness of the sign will be reassessed. The applicant must reapply for a service sign under the current application process which applies at that time. Depending on the condition of the sign(s), new signs may or may not be required.

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

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.

It’s the applicant’s responsibility to immediately notify Transport and Main Roads to make arrangements for the removal of all road signs to his or her property if the service closes or it is no longer an eligible service.

6.3.4 Alterations to sign

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

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

6.3.5 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 their service sign regardless of the cause of damage.

Only approved Transport and Main Roads contractors are permitted to install, maintain, 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.

6.3.6 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 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 aggregating signs in a particular location
- the service facility is no longer open to visitors, and/or
- at the expiry of the approved road corridor permit.
7 Welcome signs

7.1 Additional eligibility requirements for Welcome signs

7.1.1 Managing existing Welcome signs

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

It is not Transport and Main Roads' intent to require immediately the bulk replacement of non-conforming Welcome signs.

All non-conforming Welcome signs will need to be upgraded to meet the requirements of this manual, either on the expiry of the sign's RCP, when the sign or Entry Statement needs to be replaced due to age or damage or when the sign or Entry Statement is subject to significant repairs or design modifications.

All Welcome signs and Entry Statements located within the state-controlled road reserve should have a current RCP in place. Signs owned and maintained by the department are not subject to RCP requirements.

7.1.2 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

The types of Welcome signs available include:

- The State of Queensland (refer Section 7.2.1)
- Tourism Region (refer Section 7.2.2)
- Local Government area (refer Section 7.2.3)
- Town or City (refer Section 7.2.4)
- Wine Region (refer Section 7.2.5)
- Country (Recognising the Traditional Owners) (refer Section 7.2.6)
- Other (refer Section 7.2.7)
- Electronic Displays (refer Section 7.2.8)
- Entry Statements (refer Section 7.2.9).

The following sections will define each of the Welcome sign types identified above and their specific applications, design features and other requirements.
7.2.1 Welcome to the State of Queensland signs

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

There are three designs which can be used for Welcome to Queensland signs:

- Welcome to Queensland signs with images – TC1286 (refer Section 7.2.1.1), primarily for major entry points to Queensland.
- Welcome to Queensland sign without images – TC1687 (refer Section 7.2.1.2), for all other locations.
- Standard State Border Sign – G6-3 (Section 7.2.1.3), alternative design for all other locations.

7.2.1.1 Welcome to the State of Queensland sign with images (TC1286)

The Welcome to Queensland sign with images, illustrated at Figure 7.2.1.1, is designed to be located at the major entry points into Queensland.

These signs must be installed at all entry points into Queensland on the SSTR network. The signs are to be placed near to the border, but within Queensland, at suitable on-road locations or adjacent off road areas (for example, rest areas or information bays).

If desired, they may also be located on exit roads from major airports or at other selected key entry points into Queensland.

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, Tourism Industry Development and the Commonwealth Games and Tourism and Events Queensland.
Costs – 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 the Queensland Touring Routes Interdepartmental Committee (QTIC) prior to submitting an application.

7.2.1.2 Welcome to the State of Queensland sign without images (TC1687)

The Welcome to Queensland sign without images are designed to be at other locations (which are not on the SSTR network).

If desired, these signs are to be placed near to the border, but within Queensland, at suitable on-road locations at entry points into Queensland. They may also be located on exit roads from airports or at other selected entry points into Queensland.

The sign design has the ‘Welcome to Queensland’ text as the predominant message and the accredited VIC symbol.
Costs – 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 at state border crossings on local roads, at their own cost.

7.2.1.3 Standard state border sign (G6-3)

The Australian Standard state border sign (G6-3 in the Queensland MUTCD – refer Part 15 Clause 5.1.8) may be erected as an alternative to the Welcome to Queensland sign without images (refer Section 7.2.1.2).

If desired, these signs are to be erected on the left side of the road to face traffic passing on entry into Queensland from another state.

Costs – 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 at state border crossings on local roads, at their own cost.

7.2.2 Welcome to Tourist Region signs (TC2044)

These signs introduce visitors to one of the 13 recognised Queensland tourist regions (refer Appendix B for list of recognised Qld 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 accredited VIC symbol.

Welcome to Tourist Regions signs are erected at or near the boundaries of an approved tourist region. These signs may not necessarily be located at the exact location of the tourist region boundary, but in a suitable location inside the region.

These signs include up to a maximum of two images (a single image may be used). The selection of images to use on these signs must be done in consultation with the RTO, the local Council and Transport and Main Roads (via tourist.signs@tmr.qld.gov.au) prior to submitting an application. For guidance on the selection of images for use on roadside signs, see Figure 7.2.2 sign examples.
Figure 7.2.2 – Welcome to Tourist Region sign (TC2044)

<table>
<thead>
<tr>
<th>Welcome to Tourist Region Sign TC2044</th>
<th>Option: two images, no tag line.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome to Tourist Region Sign TC2044</td>
<td>Option: one image, no tag line.</td>
</tr>
<tr>
<td>Welcome to Tourist Region Sign TC2044</td>
<td>Option: two images, with tag line.</td>
</tr>
<tr>
<td>Welcome to Tourist Region Sign TC2044</td>
<td>Option: one image, with tag line.</td>
</tr>
</tbody>
</table>

**Costs** – all aspects for the design, manufacture, delivery, maintenance and replacement of welcome to tourist region signs shall remain the responsibility of the applicant.

There may be circumstances where Transport and Main Roads has a specific program which could include funding for these signs. In this case, the department, in consultation with the tourism organisation, may cover the cost of these at selected locations across Queensland.
7.2.3 Welcome to Local Government area signs

Welcome to local government area signs introduce the visitor to an individual local government area. Many local governments wish to promote their local areas through the use of Welcome signs at their respective entry points, particularly on state-controlled roads.

The following types of local government signs are available:

- Standard Local Government boundary signs (G6-5), and
- Welcome to Local Government area signs (TC1689).

7.2.3.1 Standard Local Government boundary sign (G6-5)

The Australian Standard Local Government boundary sign (G6-5 in the Queensland MUTCD – refer Part 15 Clause 5.1.9) is to be erected parallel to the centre-line of the road at the boundary between two local government areas.

The names of the local government areas should be placed, one on each half of the appropriate side of the board.

Figure 7.2.3.1 – Standard Local Government boundary sign (G6-5)

| IPSWICH CITY COUNCIL | SCENIC RIM REGIONAL COUNCIL |

Costs – 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.

7.2.3.2 Welcome to Local Government area sign (TC1689)

These Welcome to Local Government area signs are to 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. Where possible, these signs 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).

The sign design includes the local government area name and logo, ‘Welcome to’ message and may include an approved tourist slogan if desired.

The signs can be manufactured using one of the design templates in the TC1689 range (refer Figure 7.2.3.2).
Costs – all aspects for the design, manufacture, delivery, maintenance and replacement of Welcome to Local Government area signs shall remain the responsibility of the applicant.

7.2.4 Welcome to Town or City signs

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

These signs welcome visitors to individual towns, cities or suburbs within a city and are located at their respective entry points. Determining the entry point to a town or city is more difficult than for a suburb which is to be placed at (or near to) the actual suburb boundary. Welcome to Town signs are to be located where (or a short distance prior to: within two kilometres) the road environment changes from a rural type to urban or semi-urban on approach to towns. Drivers should not be travelling too far (or long) after being welcomed to a town before they feel they have entered or arrived at the town.

The following types of town / city and suburb name signs are available:

- Standard town name sign (G6-1)
- Welcome to town name with image (TC1345), and
- Welcome to town name without image (TC1692).

7.2.4.1 Standard town name sign (G6-1)

The Australian Standard town name sign (G6-1 in the Queensland MUTCD – refer Part 15 Clause 5.1.6) are to be erected facing traffic on the left side of the road at the entrance to the town or at the boundary between city suburbs.

Costs – 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.
7.2.4.2 Welcome to Town name sign with images (TC1345)

The Welcome to Town sign with images includes the ‘Welcome to’ message with the inclusion of an image which reflects the town or city. The design uses a consistent standard blue background and may include an approved tourist 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 within the sign design.

These signs must be used for all Welcome to Town signs on SSTRs and include the supplementary VIC panel. They may also be used on any other road in Queensland if desired.

If a slogan is being used on the sign, it must be approved and supported by both the relevant RTO and local government.

The selection of images for these Welcome signs must be done in consultation with the RTO, local Council and Transport and Main Roads (via tourist.signs@tmr.qld.gov.au) prior to submitting an application. For guidance on the selection of images for use on roadside signs, refer Appendix C.

If a town on an SSTR already has town Welcome signs in place, one of the following two options may be applied:

- Existing town Welcome signs may be removed and new town Welcome signs installed (but only with the prior agreement of the local government authority (LGA).
- 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.

**Figure 7.2.4.2 – Welcome to Town name sign with image (TC1345)**

<table>
<thead>
<tr>
<th>Welcome to CAIRNS</th>
<th>Welcome to LONGREACH</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Image of Cairns sign]</td>
<td>[Image of Longreach sign]</td>
</tr>
<tr>
<td>Cairns 15</td>
<td>LONGREACH Capital of the Outback</td>
</tr>
</tbody>
</table>

**Costs** – all aspects for the design, manufacture, delivery, maintenance and replacement of Welcome to Town or City signs with images shall remain the responsibility of the applicant.

There may be circumstances where Transport and Main Roads has a specific program which could include funding for these signs. In this case, the department, in consultation with the relevant tourism organisation, may cover the cost of these signs at selected locations across Queensland.

7.2.4.3 Welcome to Town name sign without image (TC1692)

The Welcome to Town name sign without image include the ‘Welcome to’ message and may include an approved tourist slogan if desired. A Council logo is not to be included within the sign design.

The signs may be manufactured using any of the sign design templates in the TC1692 range (refer Figure 7.2.4.3).
Figure 7.2.4.3 – Welcome to Town name sign without image (TC1692)

Costs – all aspects for the design, manufacture, delivery, maintenance and replacement of Welcome to Town name sign without image shall remain the responsibility of the applicant.

7.2.4.4 Recreational Vehicle (RV) Friendly town signs

The Department of Transport and Main Roads does not support the installation of these sign types on state-controlled roads.

The department does, however, support the signing of facilities and services required by RV travellers such as dump points and so on, with the appropriate approved standard service sign and symbols.

7.2.5 Welcome to Wine Region signs

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.

Figure 7.2.5 – Welcome to Wine Region (TC1382)

Costs – all aspects for the design, manufacture, delivery, maintenance and replacement of Welcome to Wine Region signs shall remain the responsibility of the applicant.

7.2.6 Welcome to Country (Traditional Owners) signs (TC1894)

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.
The following stakeholders are eligible to apply for Welcome to Country signage:

- Traditional owner groups
- Registered Aboriginal Parties
- Department of Aboriginal and Torres Strait Islander Partnerships
- Any parties acting on behalf of one of these.

Signs must follow the standard Welcome to Country sign design format as outlined following. This ensures that Welcome to Country signage is consistent across Queensland.

**Figure 7.2.6 – Welcome to Country (TC1894)**

**Costs** – all aspects for the design, manufacture, delivery, maintenance and replacement of Welcome to Country signs shall remain the responsibility of the applicant.

There may be circumstances where Transport and Main Roads (or another government department) has a specific program which could include funding for these Welcome to Country signs. In this case, the department, in consultation with local government and the Traditional Owners, may cover the cost of these signs at certain selected locations across Queensland.

**7.2.7 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. Applicants may contact the local Transport and Main Roads regional office (contact details listed on [https://www.business.qld.gov.au/industries/hospitality-tourism-sport/tourism/accreditation-signage/applying-sign/support-contacts](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.
Applicants should provide a comprehensive application demonstrating why their Welcome sign design should be considered. The proposed sign design must conform to the following broad design parameters:

- The design must be a roadside sign (Entry statements are covered in Section 7.2.9) and resemble the key design features of a standard roadside sign.
- Supports must be frangible, protected by safety barrier 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.
- A single image may also be considered for inclusion on the sign; however, the image would need to be large enough to ensure legibility. If using an image, the selection of images for use on roadside signs section (Appendix C) will provide some guidance. The image selection should be done in consultation with the RTO, local Council and Transport and Main Roads (via tourist.signs@tmr.qld.gov.au) prior to submitting an application.
- If an image is used, text must not be placed over any area of the image as this severely affects legibility.

Examples of some other sign designs can be found in Table 7.2.9.1 – Sign Examples.

<table>
<thead>
<tr>
<th>Sign design</th>
<th>Example image</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome to Local Government boundary sign (TC1689)</td>
<td></td>
</tr>
<tr>
<td>Refer Section 7.2.3.2</td>
<td></td>
</tr>
<tr>
<td>Standard town name sign (G6-1)</td>
<td></td>
</tr>
<tr>
<td>Refer Section 7.2.4.1</td>
<td></td>
</tr>
<tr>
<td>Welcome to wine region (TC1382)</td>
<td><img src="image" alt="Welcome to South Burnett Wine Region" /></td>
</tr>
<tr>
<td>---------------------------------</td>
<td>-----------------------------------------------</td>
</tr>
<tr>
<td>Refer Section 7.2.5</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Other design – Welcome to Local Government area</th>
<th><img src="image" alt="Welcome to Barcaldine Regional Council" /></th>
</tr>
</thead>
<tbody>
<tr>
<td>Refer Section 7.2.7</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Entry Statement</th>
<th><img src="image" alt="Welcome to Esk" /></th>
</tr>
</thead>
<tbody>
<tr>
<td>Refer Chapter 3: Section 3</td>
<td></td>
</tr>
</tbody>
</table>

**Costs** – all aspects for the design, manufacture, delivery, maintenance and replacement of non-standard Welcome signs shall remain the responsibility of the applicant.
7.2.8 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.

7.2.9 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.

The design of Entry Statements located in the state-controlled road reserve should conform to the following:

- 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 would need to be large enough to ensure legibility
- may incorporate landscaping elements (plants, rocks and so on)
- installation of Entry Statements 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 a RCP application and may be subject to conditions issued under the RCP approval.

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 Entry Statement must conform to the following:

- The Entry Statement and any support structures 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).
- Applicants for Entry Statements should provide a comprehensive proposal demonstrating their consideration of each of the design parameters.
**Costs** – 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.

### 7.2.9.1 Sign design, manufacture and installation process for Entry Statements

Applicants are able to seek a service provider of their choice for the design, manufacture and installation of Welcome signs – Entry Statement signs.

- The applicant will receive an ‘approval in principal’ notice along with a RCP application form to confirm the location and timeframe for installing the Entry Statement.
- 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 also.
- 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.
- 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.
8 Driving Experience signs

This section identifies the various types of Driving Experience signs on state-controlled roads in Queensland and will include:

- the criteria required for 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 through 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, as well as supporting navigation.

While Driving Experience routes on state-controlled roads are managed by the Department of 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

<table>
<thead>
<tr>
<th>Type</th>
<th>Description/example</th>
<th>Signage permitted</th>
<th>References</th>
</tr>
</thead>
</table>
| SSTRs                       | These routes are identified and recognised by the state tourism authority and the state road authority. Currently there are 10 SSTRs in Queensland (for example, Savannah Way – refer to Section 8.2.1 for a complete list). | Special welcome signage may be installed at state borders, major entry points to the state, RTO boundaries and at towns located along the routes. The touring route logo (or initials) is used as a route identifier. These are not to be used on white on green direction signs. The alphanumeric numbers on the existing direction signs are used as the key navigational aid. Note: Welcome to themed route signage is not permitted. | Refer to:  
  - Section 8.1.1 *State Strategic Touring Routes (SSTR)* of this Manual.  
  - TRUM Manual Volume 3 Part 6 – *SSTR Sign Revitalisation*  
  - AS1742.6:2014  
  - QLD MUTCD Part 6 |
| International marketing routes | These routes are for drive tourism marketing purposes only and are subject to change, dependent on international consumer demand. Some parts or sections of these international marketing routes may use parts of the SSTRs. International marketing routes provide map-based guidance for drive tourism over a selected area or region. Examples include:  
  - The Great Tropical Drive (North Queensland)  
  - The Great Sunshine Way (planned for Southern Queensland)  
  - Reef to Outback (planned for Central Queensland). | 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 manuals (such as Australian Standards, QLD MUTCD and TRUM). | Refer to:  
  - Section 8.1.2 *International Marketing Routes* in this manual.  
  - No other specific technical guidelines currently exist (due primarily to specific roadside signage not being permitted). |
<table>
<thead>
<tr>
<th>Type</th>
<th>Description/example</th>
<th>Signage permitted</th>
<th>References</th>
</tr>
</thead>
</table>
| Tourist drives | Tourist drives provide travellers with an alternative route that also encompasses drive tourism features and may be either regional or locally oriented. Regional tourist drives provide an alternative route to major touring routes or highways and which 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. Examples include:  
- Cobb and Co Tourist Drive  
- The Great Bunya Tourist Drive  
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. Examples include:  
- Mission Beach Tourist Drive  
- Canecutter Way Tourist Drive. | 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 their journey. Tourist drives may qualify for roadside signage in accordance with the relevant guidelines (such as Australian Standards, QLD MUTCD and TRUM). Tourist drives should provide a level of signage that will assist drivers negotiate the tourist drive and return to either their starting location or a point further along the direct route to continue their journey. | Refer to:  
- QLD MUTCD Part 6  
- AS 1742.6 2014  
- Section 5: Tourist signs of this manual. |
Some of the key points from Table 8.1 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.
- 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)

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 the Department of Transport and Main Roads and the tourism agencies.

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

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

Prior to submitting an application for signage under the SSTR category, the route must first be approved and recognised as an official SSTR.
Transport and Main Roads, in conjunction with Tourism Events Queensland, revitalised tourism signage across the SSTR network during 2013 to 2018. For further details of these works, refer to TRUM Volume 3, Part 6: State Strategic Touring Routes Signs Revitalisation.

8.1.1 Recognition as a State Strategic Touring Route

To be recognised as a SSTR, proposals need to be submitted to tourist.signs@tmr.qld.gov.au.

The proposal is to include:

- Details (including a map) outlining the location of the proposed SSTR
- Details of the tourism experiences available along the route including natural attractions
- Details to align with core criteria (refer Section 8.1.1.1)
- Support of relevant state agencies and RTOs, and
- If the route extends across a state border, support from the interstate road authority and tourism body is required.

8.1.1.1 Core criteria

To be recognised as a SSTR and be eligible for signage, routes must comply with the following conditions:

- An active SSTR committee or representing body needs to be in place (membership may comprise members from local tourism industry organisations, local Council(s), regional tourism associations, Transport and Main Roads and road government agencies). Evidence of consultation between these parties needs to be demonstrated through meeting minutes and relevant correspondence.
- It must use roads of a significant standard of construction and traffic safety on a year-round basis to justify its promotion to the international travel and tourism industry.
- Roads subject to seasonal closure (for example, as a result of flooding) may be used, provided that the likely closure of the road conditions and the reasons for this are adequately referenced in supporting marketing material and information bays.
- Navigation by users shall primarily be by maps, electronic devices or other promotional material provided by the relevant management committee and distributed along the route.
- The theming, marketing and signing of the route shall not replace the gazetted names of roads which comprise the route.
- Information is available for driving tourists along the route to support and enhance their touring experience. Information may be located at VICs, rest areas or other places of interest along the route.

8.1.1.2 Assessment

- The Queensland Touring Routes Interdepartmental Committee (QTRIC) consisting of representatives from the Department of Innovation, Tourism Industry Development and the Commonwealth Games, Tourism and Events Queensland, Department of State Development, Manufacturing, Infrastructure and Planning and the Department of Transport and Main Roads will make the decision.
Transport and Main Roads will advise the applicant and RTO(s) of the assessment outcome if the proposal is not approved; it may be eligible to be signed as a tourist drive (see Section 8.3).

### 8.1.1.3 Approved State Strategic Touring Routes

Following the approval of a new SSTR, the Department of Transport and Main Roads is to:

- advise the departments’ Corporate Mapping Unit of the new route for inclusion in the relevant mapping products, and
- notify RACQ of the new route for inclusion on their Tourist Drive Map.

Figure 8.1.1.3 illustrates the process for a SSTR proposal to be considered.

**Figure 8.1.1.3 – Flowchart for State Strategic Touring Route application process**

8.1.2 Existing State Strategic Touring Routes

To apply for additional signage such as to a natural attraction accessible along an existing SSTR or a Welcome to Town sign, applicants must consider:

- the core criteria outlined in Section 8.1.1.1
- sign design is consistent with current sign types (refer Section 8.1.3), and
- access roads to the natural attraction must:
  - allow for safe passage for private vehicles at all times
  - use only suitably maintained roads, preferably sealed, which are also capable of handling the volumes of traffic attracted to the attraction, and
  - have suitable signage for visitors to safely navigate to the attraction once they exit the SSTR, such as intersection and reassurance signage.
8.1.3 Signage types

Type of signs the department will provide along SSTRs are Welcome to Town, Natural Attraction and Route Identification.

*Figure 8.1.3 – Signage types for State Strategic Touring Routes*

<table>
<thead>
<tr>
<th>Welcome to Town</th>
<th>Natural Attraction</th>
<th>Route ID</th>
</tr>
</thead>
</table>

8.1.4 Costs for State Strategic Touring Route

The costs of signing state strategic touring routes is paid for 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; for example, the factors that may influence the overall costs include:

- the posted speed limits of the roads
- if signage is 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 stand-alone sign or a replacement to an existing sign
- if the existing sign face can support a new plate, or a complete 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 Road’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.

There may be circumstances where the department is provided with specific program funding to revitalise signage on SSTRs. In this case, the department in consultation with tourism organisations and route committee or representatives may cover the costs of these signs (including maintenance at the Transport and Main Roads District level) at certain locations across Queensland.

Where an applicant (for example a Local Government) is requesting additional signage along the route, the applicant is responsible for all costs including sign design, manufacture, installation and maintenance. In this case there maybe circumstances where the Transport and Main Roads District provides approval for the Local Government to install the signs (signs must be manufactured by the
department’s pre-approved sign supplier) on state controlled roads or where a Road Maintenance Performance Contract exists.

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 manuals.

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 and continue their journeys.

Tourist Drives may have specific roadside signage in accordance with the MUTCD Part 6 Section 4. Tourist Drives should provide a level of signage that will assist the driver to safely navigate the drive.

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 water falls.

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):

- 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 should be avoided or at least well-coordinated
- the ability to review and sustain production of supporting promotional materials
- the proposed signage scheme needs to be coordinated between the department and the local Council where the Tourist Drive affects roads under each authority’s control, and
8.3.1 Core criteria for Tourist Drives

Signs may be provided for Tourist Drives that comply with the following conditions:

- 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 for 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 (queensland.com). Information relating to Tourist Drives is updated through the Australian Tourism Data Warehouse (ATDW) by the relevant regional tourism organisation and through the Queensland Holiday 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 connects 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 Costs for Tourist Drives

The costs of signing Tourist Drives is 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 on 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 stand-alone sign or a replacement to an existing sign
- if the existing sign face can support a new plate, or a complete 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 Road’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 is responsible for all costs including sign design, manufacture, installation and maintenance. If the 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.

Table 8.3.5 – Example of approved signs

<table>
<thead>
<tr>
<th>Sign design</th>
<th>Example image</th>
</tr>
</thead>
<tbody>
<tr>
<td>SSTR – Welcome to Town</td>
<td><img src="image1" alt="Welcome to CAIRNS" /></td>
</tr>
<tr>
<td>SSTR – Natural attraction</td>
<td><img src="image2" alt="LAKE MARABOON TURN RIGHT 500 m" /></td>
</tr>
<tr>
<td>SSTR – Route marker</td>
<td><img src="image3" alt="CW A4 CW LEICHARDT WAY" /></td>
</tr>
<tr>
<td>Tourist Drive</td>
<td><img src="image4" alt="MOUNT MARTIN TOURIST DRIVE" /></td>
</tr>
<tr>
<td>Sign design</td>
<td>Example image</td>
</tr>
<tr>
<td>-------------</td>
<td>---------------</td>
</tr>
<tr>
<td><img src="image1.png" alt="Sign design" /></td>
<td><img src="image2.png" alt="Example image" /></td>
</tr>
</tbody>
</table>

**Traffic and Road Use Management, Transport and Main Roads, July 2018**

*Volume 3: Part 7 – Tourist, Service and Welcome Signs*
## Appendix A – Glossary of terms

<table>
<thead>
<tr>
<th>Term</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS</td>
<td>Australian Standards are prepared by committees made up of experts from industry, government, user groups and other sectors. The AS reflects latest technical and industry experience and ensures consistency through Australia, embracing national and international standards.</td>
</tr>
<tr>
<td>ATDW</td>
<td>Australian Tourism Data Warehouse is a central database made up of tourism product listings for the Australian tourism industry.</td>
</tr>
<tr>
<td>Clear zone</td>
<td>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.</td>
</tr>
<tr>
<td>Frangible</td>
<td>Means 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.</td>
</tr>
<tr>
<td>Illuminated</td>
<td>Refers to a sign or entry statement which is specifically designed with internal and/or external means of illumination (lighting) to ensure visibility at night.</td>
</tr>
<tr>
<td>LGA</td>
<td>Local Government Authority</td>
</tr>
<tr>
<td>Marketing / promotional material</td>
<td>Any material, for example, maps, guides and promotional brochures, or even an established website with printable material that provides visitor information in relation to tourist attractions.</td>
</tr>
<tr>
<td>MUTCD</td>
<td>The Queensland <em>Manual of Uniform Control Devices</em> (MUTCD) and its supplements, within the meaning of the <em>Transport Operations (Road Use Management) Act 1995</em>, contains the design of, and the methods, standards and procedures in relation to every sign, signal, marking, light or device, installed on a road.</td>
</tr>
<tr>
<td>Natural Feature</td>
<td>A geographic or other natural feature of interest to the tourist: for example, lookouts, waterfalls, lakes, wetlands, waterways, national and state parks.</td>
</tr>
<tr>
<td>NTSRG</td>
<td>National Tourism Signage Reference Group</td>
</tr>
<tr>
<td>QTRIC</td>
<td>Queensland Touring Routes Interdepartmental Committee</td>
</tr>
<tr>
<td>RCP</td>
<td>Road Corridor Permits are issued by Transport and Main Roads which plans, provides and manages Queensland’s state-controlled road network. This includes 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.</td>
</tr>
<tr>
<td>RTO</td>
<td>Regional Tourism Organisation</td>
</tr>
<tr>
<td>Sign service provider</td>
<td>A business selected by Transport and Main Roads which is responsible for delivering high quality of sign design, manufacture and installation in line with Australian Standards, MUTCD and departmental manuals and guidelines.</td>
</tr>
<tr>
<td>Term</td>
<td>Explanation</td>
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</table>
| Significant tourism experience   | 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 the following:  
  - 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 on 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           | Are the major traffic carrying roads that provide strategic links between towns, cities or other major destinations. Transport and Main Roads are the managing authority for all state-controlled roads throughout Queensland. |
| SSTRs                            | State Strategic Touring Routes are routes of strategic importance to the drive tourism market in Queensland. They are primary routes tourist use to travel around Queensland, providing the main connections between tourist locations, and supporting high volumes of tourist traffic. These routes are recognised nationally through the NTSRG and at the state level by the Department of Transport and Main Roads and state tourism agencies. |
| TC signs                          | Are a collection of non-standard traffic control (TC) signs that have been ‘officially approved’ (as required by the Transport Operations (Road Use Management) Act 1995). These signs have been designed for specialised use and designed 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                     | Tourist Drives may be regional or local and provide travellers with an alternative route that also encompasses drive tourism features. |
| TRUM manual                       | The Traffic and Road Use Management (TRUM) manual is issued under the authority of Section 166 of the Transport Operations (Road Use Management) Act 1995. The contents of the manual are issued as ‘approved notices’ under Section 166(2) of that Act. The TRUM manual contains supplements to Austroads guides which have been developed to provide guidance on matters that are 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 shall cater for casual visitors. Usually, an attraction should have been operating of at least six months to ensure the business is viable and meeting the requirements in the manual. |
Appendix B – List of recognised Queensland tourist regions

- 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
- Tropical North Queensland

A map of the Queensland tourist regions can be located on the Tourism and Events Queensland website (http://teq.queensland.com/en-AU/Destinations).
Appendix C – Image selection guidance

Selecting a final single image which best represents an area, 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 and local government and Transport and Main Roads (via tourist.signs@tmr.qld.gov.au).

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

1. The images will need to be high resolution.
   a. 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. Image selection considerations include the following:
   a. Not all images will suit the space available on the roadside sign.
      i. The height versus width aspect ratio of the space for the image on the sign will be a primary concern when selecting an image.
   b. The images will need to be interpreted at a glance while being viewed by drivers, sometimes travelling at high speed.
      i. Images should be as simple as possible.
      ii. 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.
   e. The selected image must be a complete single image.
      i. The blending of images or the use of multiple images on the one sign is to be avoided.

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.
Appendix D – State Strategic Touring Routes and Regional Tourism Organisations map
Appendix E – Geographic and administrative regions