

Tourist Accommodation Signing APPLICATION FORM

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

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

NOTE: To be favourably considered for signing, applicants must demonstrate that they meet all of the relevant criteria. Please provide as much detail as possible, including documentary evidence and supporting material, to demonstrate that all eligibility criteria are met in ALL relevant parts of the application form. Do not be limited by the space provided on the application form, please attach additional pages as required.

SECTION 1: To be completed by ALL Applicants

Question 1: Name of Establishment

Question 2: Street Address of the Establishment to be Signed *Please give full address.*

In which local government area is the accommodation located?

Question 3: Name of Applicant

Address:

Telephone:

Fax:

Email:

Question 4: Description of Business

Please give a brief description of the nature and operation of the business:

Question 5: Location/s of Proposed Tourist Accommodation Signs

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

Question 6: Proposed Signface Design

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

Question 7: Existing On-site Property and Advertising Signs

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

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

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

Yes

No

If yes, please give details including location and photographs:

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

Yes

No

If yes, please give details:

Question 8: Declared Road

8a. Is the entrance to the establishment located on a declared road?

Yes

No

If yes, please give details:

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

Question 9: Other Tourism Facilities in the Area

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

Yes

No

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

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

Yes

No

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

Yes

No

If yes, please give details:

Question 10: Other Tourism Facilities Located at the Site

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

Yes

No

If yes, please give name and brief description of the nature of the other facilities:

Question 11: Advertising and Promotional Activities

11a. Please give brief details of your target audience and how you promote your business to visitors from outside the local area:

11b. Please provide evidence and key examples of promotional literature, along with details of where this is distributed:

11c. Do you have a website for the business?

- Yes
- No

If yes, how is it promoted?

Web address:

11d. Are details of your business, including opening times and directions, available to visitors at the nearest accredited Visitor Information Centre?

- Yes
- No

If yes, please give details:

Question 12: Clear Directions to the Accommodation.

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

Question 13: Normal Opening Times

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

Question 14: Open to Casual Visitors

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

- Yes
- No

If yes, please give details:

Question 15: Customer Service Training

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

- Yes
- No

If yes, please give details and submit evidence:

Question 16: Prior Consultation

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

- Yes
- No

If yes, please give details and submit evidence:

Question 17: Licences and Approvals

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

Question 18: Local/Regional Tourism Association membership

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

- Yes
- No

If yes, please give details:

Question 19: Tourism Accreditation

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

- Yes
- No

If yes, please give details:

SECTION 2: Please complete if relevant to your accommodation

Caravan Parks

Does your caravan park provide a mixture of accommodation, powered caravan sites and camping sites?

- Yes
 No

If yes, please give details:

Is the facility operated and maintained by an on-site manager 7 days per week?

- Yes
 No

If yes, please give details:

Does the facility provide bed linen and towels?

- Yes
 No

If yes, please give details:

Camping Areas

Is the camping area serviced by fresh water for drinking purposes?

- Yes
 No

If yes, please give details:

Are toilets provided in the camping area?

- Yes
 No

Bed & Breakfast Establishments

Do you provide on-site management?

- Yes
 No

If yes, please give details:

Farmstays / Host Farms

Please describe the farm experience offered to clients:
