



Getting started

For assistance filling out this form, please contact the local [TMR Region office](#).

To apply for a tourist sign you must:

- meet all of the relevant eligibility criteria applicable for your signage request
- comply with the Tourist and Service Signs Guideline
- be responsible for all sign costs, including sign design, manufacture, installation and maintenance (as detailed in the Tourist and Service Sign Guideline).

Please use the [Tourist-and-Service-Signs Guideline](#) for details on eligibility criteria, necessary supporting information and advice on completing this application form.

Please refer to Queensland [MUTCD Part 6 and the AS1742.6](#) for requirements.

**Section 1 - Type of attraction**  
Please select the tourist sign category and sub-category (if applicable) below.

**Individual attraction**

- Art galleries and craft outlets
- Museums
- Aboriginal and Torres Strait Islander attractions
- Historic sites, buildings and monuments
- Wineries (including non-grape wineries, breweries and distilleries)
- Primary and secondary industry
- Theme parks
- State significant attractions
- None of the above (other attractions)

**Nature-based attractions and natural features**

- Zoo, wildlife park or aquarium
- Other natural features
- National Park

**Group of attractions**

- Historic towns and precincts
- Wine regions
- Tourist towns and precincts
- Local tourist area sign
- Special tourist area sign
- Key tourist feature region sign

**Applicant business details**

Australian Business Number

Name of tourist attraction (facility to be signed)

Address of attraction to be signed

Suburb

State

Postcode

Postal address (if different from above)

### Contact details

Proprietor/Owner/Applicant name

Phone

Email

Name of key contact (if different from above)

Phone

Email

### Department of Transport and Main Roads (TMR) regions and districts

Please choose all relevant options below ([click to view district map](#))

Far North Queensland (Local Government Areas (LGAs) - Aurukun, Cairns, Cassowary, Cook Shire, Croydon, Douglas, Etheridge, Mapoon, Mareeba, Napranam, Northern Peninsula, Tablelands, Torres Strait Island, Torres Shire)

Northern Queensland (LGAs - Burdekin, Charters Towers, Hinchinbrook, Townsville)

North West Queensland (LGAs - Burke, Carpentaria, Flinders, McKinley, Mt Isa, Richmond)

Fitzroy (LGAs - Banana, Central Highlands, Emerald, Gladstone, Livingstone, Rockhampton)

Central West (LGAs - Barcaldine, Barcoo, Blackall-Tambo, Boulia, Diamantina, Winton)

Mackay/Whitsunday (LGAs - Isaac, Mackay, Bowen, Whitsunday)

Darling Downs (LGAs - Goondiwindi, Lockyer Valley, Southern Downs, Toowoomba, Western Downs)

South West (LGAs - Balonne, Bulloo, Maranoa, Murweh, Paroo, Quilpie)

Wide Bay-Burnett (LGAs - Bundaberg, Fraser Coast, Gympie, North Burnett, South Burnett)

North Coast (LGAs - Moreton Bay, Noosa, Somerset, Sunshine Coast)

Metropolitan (LGAs - Brisbane City, Ipswich, Redland)

South Coast (LGAs - Gold Coast, Logan, Scenic Rim)

### Signage details

Is there currently signage in place?

Yes  No

If yes, please provide details including road name (or attach a diagram/photo to email)

Number of signs proposed

Proposed signage location details (please also attach a map and/or diagram to email)

Proposed wording for sign(s). Optional - copy of mock-up sign design can be attached to email

**Section 2 - Criteria (all individual and group attractions)**

**Core criteria**  
 Describe the business (what tourism experience is provided?)

Has the attraction been operating for six months or more?

Yes  No

If yes, how long has the attraction been operating in its present form?

Do you record visitor numbers?

Yes  No

If yes, please indicate the annual visitor numbers for your attraction for the past three years in the table below.

If no, please provide visitor numbers for the number of years attraction has been in operation, and visitor projection numbers for years remaining.

Year	Visitor numbers

Please provide evidence of all licences, permits and approvals (including expiry dates) required to operate as an establishment.

What are the attraction opening days and hours?

Day	Opening time	Closing time
Monday <input type="checkbox"/>		
Tuesday <input type="checkbox"/>		
Wednesday <input type="checkbox"/>		
Thursday <input type="checkbox"/>		
Friday <input type="checkbox"/>		
Saturday <input type="checkbox"/>		
Sunday <input type="checkbox"/>		

Which months of the year is the attraction open?

<input type="checkbox"/> January	<input type="checkbox"/> February	<input type="checkbox"/> March	<input type="checkbox"/> April	<input type="checkbox"/> May	<input type="checkbox"/> June
<input type="checkbox"/> July	<input type="checkbox"/> August	<input type="checkbox"/> September	<input type="checkbox"/> October	<input type="checkbox"/> November	<input type="checkbox"/> December

Please provide a reason if the attraction is open less than nine months of the year.

Is the attraction open on public holidays (except Christmas Day, Good Friday and ANZAC Day)?

Yes  No

Does the attraction have the opening hours/days displayed on-site?

Yes  No

Is pre-booking necessary?

Yes  No

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Does the attraction have parking facilities?

Yes  No

Please describe the parking facilities available

Does the attraction provide accessible toilet facilities that comply with disability access standards?

Yes  No

If no, describe what plans are in place to comply in the future

Please provide details of existing on-site signage at your establishment

Please provide details of your target audience and how you promote the attraction outside the local area

Please briefly describe the types of promotional material you use together with details of where it is distributed. (A brochure can be attached to email if desired)

Do you have a website for your tourist attraction?

Yes  No

If yes, provide the website address(es)

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

Yes  No

Does the attraction offer high quality interpretation to visitors (for example, guided tour, self-guided tour brochure, audio tour, text panels, descriptive displays, books, fact sheets etc.)?

Yes  No

Describe all of the types of interpretation provided. These are the tourist experiences the attraction offers/provides to the visitor.

**Desirable criteria**

Is the attraction a paid member of the local or regional tourism organisation?

Yes  No

If yes, please provide details

Is the establishment listed on the Australian Tourism Data Warehouse?

Yes  No

If yes, please provide details

Is the establishment certified by the Australian Tourism Accreditation Program?

Yes  No

If yes, please provide details

**Section 3 - Specific criteria**

**Individual attractions (please refer to the relevant criteria for your selected attraction)**

**Art galleries**

Does the attraction feature a resident artist/craftsperson?

Yes  No

If yes, please provide details

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

Yes  No

If yes, please provide details

How much exhibition space does the gallery have? (specify in square metres)

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

**Craft outlets**

Does the attraction feature a resident artist/craftsperson?

Yes  No

If yes, please provide details

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

Yes  No

If yes, please provide details

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

**Museum specific criteria**

Does the museum represent a specific theme?

Yes  No

If yes, please provide details on how the collections or displays represent a particular theme or local/regional identity

Does the museum have management policies and practices in place that ensure the collection, its display and interpretation, are maintained to a high standard?

Yes  No

If yes, please provide details

How much exhibition space does the museum have? (specify in square metres)

**Aboriginal and Torres Strait Islander attractions**

Is the attraction owned and operated by Indigenous persons?

Yes  No

If yes, please provide details

Has consultation with the traditional owners for the area occurred?

Yes  No

If yes, please attach evidence in the submission email

**Historic site, building, monument etc.**

Is the attraction registered on any heritage register?

Yes  No

If yes, please provide details

**Wineries (includes non-grape wineries, breweries, and distilleries)**

Does the winery have tastings and cellar door sales?

Yes  No

Does the tasting facility provide tourists the opportunity to view wine production processes or the vineyard?

Yes  No

If yes, please provide details

**Primary or Secondary Industry**

Are tourism experiences (such as viewing the production processes and learning about the produce) offered to the visitor?

Yes  No

If yes, please provide details

**Nature based attractions and natural features**

**Zoo, wildlife park or aquarium**

Does the attraction meet all licensing for a zoo, wildlife park or aquarium for the State of Queensland or licensing authority?

Yes  No

If yes, please provide details

**Other natural features**

Please provide details on the type of natural feature to be signed

Are you the owner/authority of the natural feature?

Yes  No

If yes, please provide details

**National Park**

Are you the owner/authority of the national park?

Yes  No

If yes, please provide evidence of consultation

If no, has consultation occurred with the relevant owner/authority?

Does the national park have multiple access points?

Yes  No

**Note: National park signage will be located on the nearest arterial road.**

Provide details of the access points proposed to have signs

Does the attraction have collateral material/websites available for the visitor to research the type of experience/activities available in the national park?

Yes  No

If yes, please provide details

**Theme Park**

Describe the theme (or themes) of the park. Please provide details which highlight how the theme(s) is represented in the park.

**State significant attraction**

Is the attraction open daily (except Christmas Day, Good Friday and ANZAC Day)?

Yes  No

Does the attraction's visitation exceed 500,000 per annum?

Yes  No

If yes, please provide an attachment of an independently audited statement of the visitation for the last financial year as part of this application.

**Other**

Attractions that do not clearly fit within any of the categories listed will need to present a strong written case to warrant signage as a tourist attraction.

In addition to meeting the core criteria, the written case must:

- Provide a detailed description of the attraction (i.e. details about the type, nature and significance to visitors of the attraction). Please provide any photographs and/or diagrams etc.
- Describe the experience(s) offered to visitors.

Please attach the written case as part of your submission along with any other supporting documentation.

**Group of attractions (please refer to the relevant criteria for your selected attraction)**

**Historic town or precinct specific criteria**

Please list and describe the theme(s) represented

Is the applicant the local council?

Yes  No

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If no, has consultation with the local council occurred?

Yes  No

If yes, please provide an attachment in the email of evidence of consultation as part of this application.

Is the historic town registered on the Queensland heritage register and/or the local heritage register?

Yes  No

Please provide details

**Local Tourist Area pictorial sign (TC2270)**

This sign may be used in advance of an intersection that leads to a local tourist area. A local tourist area has a central tourist hub for the surrounding area which must include an accredited Visitor Information Centre and is generally located off but accessed from a State Strategic Tourist Route.

Local tourist area name (generally the town with the accredited Visitor Information Centre) to be displayed on the sign

There may be up to a maximum of four separate natural attractions listed on the sign (avoid commercial attractions). What are the names of the attractions (in order) to be displayed on the sign? If less than four, leave others blank.

Natural attraction 1	
Natural attraction 2	
Natural attraction 3	
Natural attraction 4	

Has consultation for the selected natural attractions occurred with the relevant regional tourism organisation, local council and TMR?

Yes  No

If yes provide details on consultation

**Note: Please attach high resolution image to be used on the sign**

Has consultation for the selected image occurred with the relevant regional tourism organisation, local council and TMR?

Yes  No

If yes provide details on consultation

What are the other details to be included on the sign?

For example, direction details and distance to be included on the sign (turn left/right 'x' km) or attach image.

Direction signs are required from the proposed sign location to the accredited Visitor Information Centre.

Provide details of existing and new proposed signs

**Special Tourist Area sign (G11-Q02, GE11-Q01 and GE11-Q02)**

The special tourist area sign G11-Q02, GE11-Q01 or GE11-Q02 may be used in advance of a turn-off to a tourist area or destination where access is available to other tourist areas or destinations (such as islands). Its use is recommended to control the proliferation of individual facility signs that might otherwise occur.

This type of sign may be considered for use at arterial road junctions, remote from regional tourist areas, which are primary feeders to the area and where it is known that significant numbers of travellers unfamiliar with the area will require directions.

Special tourist area name to be displayed on sign

Has consultation for the selected special tourist area occurred with the relevant regional tourism organisation, local council and TMR?

Yes  No

If yes, please provide details on consultation



**Note: Please attach high resolution image to be used on the sign.**

Has consultation for the selected image occurred with the relevant regional tourism organisation, local council and TMR?

Yes  No

If yes, please provide details on consultation

What are the other details to be included on the sign?

Direction signs are required from the proposed sign location to the special tourist area destination.

Provide details of existing and new proposed signs.

**Key Tourist Feature Region sign**

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

What is the key tourist feature of the area?

Has consultation for the selected key tourist feature sign occurred with the relevant regional tourism organisation, local council and TMR?

Yes  No

If yes, please provide details on consultation

What are the other details to be included on the sign?

Key tourist feature signs are generally part of a local area signage scheme featuring signs to several destinations/attractions within the area that are applicable to the key tourist feature (for example wineries).

Provide details of existing and new proposed signs

**Wine Region specific criteria**

Is the wine region recognised by Wine Australia?

Yes  No

What is the name the wine tourism region is known by?

Please provide details of the wineries in the region and their opening days/hours. Please add additional rows for any additional wineries.

- The region must consist of a minimum of four wineries
- At least three wineries are required to be open each day (including weekends)
- A winery is considered open on a day if they are open for more than six hours daily.

First winery name	Opening days	Opening hours	
	<input type="checkbox"/> Monday		
	<input type="checkbox"/> Tuesday		
	<input type="checkbox"/> Wednesday		
	<input type="checkbox"/> Thursday		
	<input type="checkbox"/> Friday		
	<input type="checkbox"/> Saturday		
	<input type="checkbox"/> Sunday		

Second winery name	Opening days	Opening hours	
	<input type="checkbox"/> Monday		
	<input type="checkbox"/> Tuesday		
	<input type="checkbox"/> Wednesday		
	<input type="checkbox"/> Thursday		
	<input type="checkbox"/> Friday		
	<input type="checkbox"/> Saturday		
	<input type="checkbox"/> Sunday		

Third winery name	Opening days	Opening hours	
	<input type="checkbox"/> Monday		
	<input type="checkbox"/> Tuesday		
	<input type="checkbox"/> Wednesday		
	<input type="checkbox"/> Thursday		
	<input type="checkbox"/> Friday		
	<input type="checkbox"/> Saturday		
	<input type="checkbox"/> Sunday		

Fourth winery name	Opening days	Opening hours	
	<input type="checkbox"/> Monday		
	<input type="checkbox"/> Tuesday		
	<input type="checkbox"/> Wednesday		
	<input type="checkbox"/> Thursday		
	<input type="checkbox"/> Friday		
	<input type="checkbox"/> Saturday		
	<input type="checkbox"/> Sunday		

Other wineries in the region

Does the region have 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.

The wine region must be promoted as an integrated wine region.

Yes  No

Please provide details

**Tourist town or precinct specific criteria**

Please provide details on the location of the town/precinct and its distance from the major traffic corridor.

List the services available within the town or city for visitors.

**Note: Please provide details for the promotional material used including maps/brochures and so on of the services available within the submission email.**

List the major tourist attractions within the town/precinct

**Section 4 - Declaration**

I/We acknowledge that all information provided is true and accurate. If my application is successful, I will be responsible for all costs, including sign design, manufacture, installation and maintenance. I am aware that the sign(s) within the state-controlled road reserve can be removed at my expense where it may impact on future road works or installation of public liability services, changes in the nature of traffic or the alignment of the road or at the expiry of the approved permit.

Name of person completing this application

Signature of person completing this application

Date of application

Please email this completed form and any relevant attachments to [Tourist.Signs@tmr.qld.gov.au](mailto:Tourist.Signs@tmr.qld.gov.au)

**Privacy statement:** The personal information you provide in this application will be used by TMR for the purposes of processing your application for a tourist sign. Where required, TMR may disclose some or all of this information, to its partner in the review process, the relevant regional tourism organisation. Your personal information will not be disclosed to any other third party without your consent, unless required or permitted by law.

For detailed information please read the [Tourist-and-Service-Signs Guideline](#)