



Getting started

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

The aim of tourist and service signs is to guide tourists to their destination, not to market your business.

To apply for a tourist sign you must:

- comply with the Tourst 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.

Applicant business details

Australian Business Number

Business name

Postal address

Suburb

State

Postcode

Contact details

Applicant name

Position title

Phone

Email

Name of key contact (if different from above)

Position title

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

Tourist drive

Name of Tourist Drive

Does the route have a specific theme?

Yes No

If yes, please provide details

Provide details of the tourism experience and/or attractions available along the route

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

Existing signage latitude and longitude co-ordinates (optional)

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

Proposed signage latitude and longitude co-ordinates (optional)

Has the route been marketed for a period of 12 months or more?

Yes No

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If yes, how long has the tourist drive been marketed for?

Please describe the types of promotional material you use with details or where it is distributed (optional – a brochure can be attached as part of your application in the submission email)

Does the tourist drive have linkages to state or local government strategic priorities (for example, tourism destination plans)?

Yes No

If yes, please provide details of links to strategic priorities

A detailed signage proposal for the tourist drive is required when you submit this form.

The proposal is to include:

- details (including a map) outlining the location and path of the route
- the number and location of the proposed sign(s), including any modification or amalgamation of existing signs
- it should also include any route or drive identification logos/markers or images to be used along the route
- details of the tourism experiences available along the route including any natural attractions
- details to align with core criteria outlined in the guidelines (refer to section 8 of guidelines)
- support of relevant TMR Districts, Local Governments and Regional Tourism Organisations.

Please attach a signage proposal for the tourist drive.

Note: If applicant has a requirement for a State Strategic Touring Route, please contact TMR via Tourist.Signs@tmr.qld.gov.au

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, damage 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, installation of public liability services, changes in the nature of traffic, the alignment of the road, maintenance of the sign is not kept up to TMR standards 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

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](#)