

VISITOR ATTRACTION SIGNPOSTING

FACTSHEET FOR ABORIGINAL CULTURAL CENTRES AND SITES



Aboriginal Cultural Centres or Sites – Signposting Rationale

Attractions in this category reflect the rich and diverse cultural heritage of Aboriginal Australians. They may include sites that have the remains of prehistoric and historic Aboriginal occupation or the sites may be of contemporary significance to the Aboriginal community. Included in the latter are purpose-built cultural centres that feature varied displays representative of Aboriginal culture.

Centres and sites in this category are either owned or operated by Aboriginal people/communities, employ Aboriginal people, or provide consenting contact with Aboriginal people, culture or land. Care needs to be exercised in striking a balance between the desires of visitors and the needs of Aboriginal communities.

All the following criteria must be met to secure signposting:

- **Established and open**
- **No pre-booking required**
- **Car parking available**
- **Toilets available**
- **Minimum opening hours required**
- **Current brochure or website**
- **Interpretive/educational material**
- **Site entry permission and land council endorsement**
- **Demonstrations and displays**

Attraction is established and operating

Signposting is usually only provided when an attraction is established and operating. It is not customary to establish whether signage is eligible before an attraction has opened, as it is difficult to demonstrate that all the criteria has been met. Therefore, it is generally expected that attractions are already operating so that a basis for assessment can be established.

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No pre-booking required

It is expected that the attraction operates to a scale and standard that enables them to cater for the demands of casual visitors without the need for pre-booking. This aims to avoid inconvenience and ensure a satisfactory visitor experience. However, it is accepted that attractions may require pre-booking for coach tours or large groups.

Adequate car parking facilities

It is essential that adequate car parking is available either on site or within close and convenient proximity to the attraction, particularly in rural areas. In urban areas, on-site parking is desirable but if not feasible, adequate on- or off-street parking needs to be provided within a convenient distance of the attraction. Adequacy of car parking is assessed on a case-by-case basis.

Publicly available toilets

Attractions are required to provide toilet facilities on site.

Opening Hours

Visitors have a legitimate expectation that attractions will be open when they see a 'white on brown' sign and decide to visit. If the attraction is unexpectedly closed, it may result in visitor dissatisfaction, which reflects negatively, not only on the credibility of the attraction but on the tourism industry generally and the NSW Visitor Attraction Signposting program.

Attractions are required to be open for at least five days per week (including both weekend days) for six hours per day and 11 months of the year.

The requirement that attractions be open on both weekend days is to ensure their availability on the days when many recreational trips are undertaken. The five-day per week requirement recognises that, particularly

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in more remote regions, the volume of trade may not be adequate to support opening every day during the week.

Opening hours are permanently displayed at the entrance to the property

Attractions must have signs displayed at the public entry points on or near the property boundary to assist visitors to identify the property and indicate the opening hours, days and any seasonal variations in opening times. The sign also indicates to visitors arriving out of hours when they might return to find the attraction open. Where an attraction routinely closes for one month of the year, this needs to be displayed on the sign.

The attraction has a current brochure and/or website available

Attractions must have a current brochure or website available that indicates opening hours, days and any seasonal variations in opening times, as well as address and contact details. It is also desirable that a map showing the location of the attraction or site and some brief details about the visitor experience are included.

Aboriginal Sites

Interpretive/educational material

Interpretation must be available at the site to explain its significance. Interpretive material could include information panels, guided or self-guided tours, etc. The interpretation or educational material should illustrate and explain Aboriginal culture and lifestyle. Evidence of the significance of the site either to traditional Aboriginal life or customs, or to Aboriginal history should be supplied. The site may be significant because it has the remains of Aboriginal occupation or it may be of contemporary significance to the Aboriginal community.

Site entry permission

Written permission from the owner or management agency for visitors to enter the site must be supplied.

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Aboriginal land council endorsement

Public access to the site must be endorsed by the local Aboriginal land council.

Cultural Centres

Provide a quality visitor experience

The centre should provide the opportunity for visitors to view material and displays relating to aspects of Aboriginal culture such as visual and performing arts, handicrafts, cultural values, religious and spiritual ceremonies, technology, recreation and leisure, relationship to the environment, and/or economic and social structures.

Demonstrations and displays

The centre should provide culturally sensitive and acceptable (to the Aboriginal community) information and demonstrations.

Further information

If you require further information or assistance regarding applying for Visitor Attraction Signposting, please contact:

Destination NSW

Ph: 02 9931 1483

Email: visitorattractionsignposting@dnsw.com.au

Further information is also available at destinationnsw.com.au/visitorattractionsignposting