

# VISITOR ATTRACTION SIGNPOSTING

## FACTSHEET FOR CRAFT BASED ATTRACTIONS



### Craft-based attractions – Signposting Rationale

Craft-based attractions feature objects made by hand from a broad range of media including wood, glass, ceramics, jewellery, metal, textile/fabrics and mixed media. The objects are generally three-dimensional and often feature the use of natural resources. Craft, where it is demonstrated and interpreted, has a high level of interest to visitors. This is especially so when it uses local materials, provides opportunities for visitors to participate in some way, and the items produced are essentially handcrafted.

Visitors who rely on 'white on brown' visitor attraction signs must be assured of the quality of the product and service they are likely to receive at their destination. The visitor experience is therefore the primary consideration when determining eligibility for signposting.

### 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 information available**
- **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 is difficult to demonstrate that all the criteria has been met. Therefore, it is generally expected that attractions are already operating so 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 badly 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.

### 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 and some brief details about the visitor experience are included.

### Interpretive / educational material

Visitors must be provided with some form of associated explanatory information such as brochures, leaflets, displays, books and other reference material that explains the craft items on display, or legible photographs if copies cannot be provided. The attraction must be able to demonstrate that its principal focus is on presenting craft for educational purposes, rather than being simply a retail outlet offering craftwork or other hand-made goods for sale. Applicants must provide copies of the material or explain the system in sufficient detail for an assessment to be made.

### Demonstrations and displays

Access to displays and demonstrations should be available routinely during opening hours and not restricted to the occasional activity for tour groups or pre-bookings. It is desirable that visitors may participate in elements of the production of craft items or elements thereof, where safe and practicable.

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### 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](mailto:visitorattractionsignposting@dnsw.com.au)

Further information is also available at

[destinationnsw.com.au/visitorattractionsignposting](http://destinationnsw.com.au/visitorattractionsignposting)