

VISITOR ATTRACTION SIGNPOSTING

FACTSHEET FOR HISTORIC PROPERTIES AND SITES



Historic Properties and Sites – Signposting Rationale

Visits to historic properties, sites or walks are an important element of the NSW visitor experience. Historic properties, sites or walks that are regarded as major tourist attractions should demonstrate one or more of the following qualities:

- Provides significant insights into former lives and circumstances
- Paints a picture of significant historic events or settlement patterns
- Represents historically significant lifestyles or styles of architecture, garden design or landscaping
- Serves to illustrate the ways in which past generations lived, worked and pursued recreational and other interests
- Commemorates the achievements of individual Australians and/or generations of Australian families.

Historic properties may contain displays that:

- Give insights into the property's history and that of its owners, as well as the history of the area in which it is located
- May be lavish or modest and should reflect very high standards of conservation
- Include original furniture, furnishings, decorations, memorabilia and household utensils that reflect the changing styles and differing tastes of successive owners and occupiers that help bring the world of the past to life.

Attractions under this category include:

- Historic properties managed by National Trust, the Historic Houses Trust or other managers or owners,
- Historic sites
- Heritage tracks or walks

All the following criteria must be met to secure signposting:

- **Established and open**

VISITOR ATTRACTION SIGNPOSTING

FACTSHEET FOR HISTORIC PROPERTIES AND SITES



- **No pre-booking required**
- **Car parking available**
- **Toilets available**
- **Minimum opening hours required**
- **Current brochure or website**
- **Heritage features accessible to visitors**
- **Historic significance**
- **Interpretive/educational material**

Attraction is established and operating

Signposting is usually only provided when an attraction is established and operating. It is 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.

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.

VISITOR ATTRACTION SIGNPOSTING

FACTSHEET FOR HISTORIC PROPERTIES AND SITES



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 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.

VISITOR ATTRACTION SIGNPOSTING

FACTSHEET FOR HISTORIC PROPERTIES AND SITES



Heritage features accessible to visitors

Due to the age, condition or historic value of some historic buildings or sites, public access in and around the property or site may be limited or restricted. Applicants should describe the degree of access available to visitors and how the heritage features of the attraction are accessed.

Historic significance

Attractions in this category will be of heritage significance for social, political or cultural reasons or a combination of all. The heritage significance of the attraction should be explained as part of the application.

Interpretive/educational material

The historic property must be able to demonstrate that its primary attraction is the interpretation and presentation of the heritage values of the attraction to visitors. Interpretive information must be available, such as a guided or self-guided tours, brochures or interpretive information panels, etc.

Further information

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

Destination NSW

Ph: 02 9931 1483

Email: visitorattractionssignposting@dnsw.com.au

Further information is also available at

destinationnsw.com.au/visitorattractionssignposting