

VISITOR ATTRACTION SIGNPOSTING

FACTSHEET FOR HISTORIC TOWNS OR VILLAGES



Historic Town or Village – Signposting Rationale

Touring historic towns and villages provide visitors with an opportunity to access clusters of heritage tourism products and experiences. Towns or villages should include heritage experiences that can be regarded as major visitor attractions that demonstrate one or more of the following qualities:

- Provide significant insights into former lives and circumstances
- Paint a detailed picture of significant historic events or settlement patterns
- Represent historically significant lifestyles or styles of architecture, garden design or landscaping
- Illustrate the ways in which past generations lived, worked and pursued recreational and other interests
- Commemorate the achievements of individual Australians or generations of Australian families.

Towns or villages in this category are normally significant for social, political or cultural reasons and are highly valued by communities and individuals.

All the following criteria must be met to secure signposting:

- **Historical Themes**
- **Interpretive/educational material**
- **Sense of Place**
- **Local Council Commitment**
- **Community Commitment**
- **Promotional Material**

Historical Themes

The town or village must present evidence of at least one of the historical themes developed by Heritage NSW. Historical themes provide a context within which the historical significance of a town or village can be

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understood. Some examples of Historical Themes include:

- Aboriginal cultures
- Exploration
- Transport
- Agriculture
- Mining
- Migration

Interpretation

The town or village must be supported by a well-developed interpretation/information system relating to its historical theme(s).

The system developed should use a combination of information sources, such as interpretive signposting, information bays, guided or self-guided heritage walks, information panels at key locations, museums or displays, exhibitions at Accredited Visitor Information Centres, etc.

For example, a sample model may include a central information point (map, introduction to the town or village, etc), a walking trail linking sites (supported by a brochure or other information source) and interpretive information at each site.

Heritage NSW has funding programs that may be able to provide financial assistance to towns, villages or precincts to assist in developing their interpretation program.

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Sense of Place

The historic town or village must provide a sense of history to the visitor. This can be through the architecture and/or other physical evidence that reflects the historical or heritage nature of the town or village. The town can support the sense of place by ensuring that a consistent style of interpretive information is presented throughout the town, e.g. plaques on buildings, a consistent style of commercial advertising, etc.

Local Council Commitment

Generally, applications for signposting for historic towns and villages are submitted by the relevant local council. Local council support must be practical (e.g. recognised by a legislative commitment in local planning documents) as well as conceptual. Commitment must be embodied in a strategic management plan or policy documents. Funding should be available where necessary in order to carry out or fund conservation, presentation, interpretation, maintenance or other relevant works when required. The council's environmental planning instruments, such as local environmental plans or development control plans, should list historic sites and contain objectives and provisions to conserve and enhance the historic town or village.

Community Commitment

The local community, particularly the owners of any places to be interpreted including private business owners, must support the application for signposting as a historic town or village. The existence of a local heritage or historical society or other similar group(s) and their involvement in the preservation, interpretation and development of the heritage product in the town or village is highly desirable.

Promotional Material

The historic town or village must have a current brochure or website that indicates on a legible map the historic sites and places to visit, with details of opening hours and days, as well as any relevant contact details.

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Promotional material should also be available at Accredited Visitor Information Centres throughout the region. Any other information sources including websites, etc, should position the town or village as being of historic significance.

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