

VISITOR ATTRACTION SIGNPOSTING

FACTSHEET FOR MUSEUMS



Museums – Signposting Rationale

Museums form a major component of the tourism infrastructure of NSW and include local history museums, museums devoted to specialised collections or topics, or major state and national museums. For museums to be eligible for Visitor Attraction Signposting, they need to provide informative experiences for the visitor.

Museum collections need to be displayed in a way that enables visitors to gain an appreciation of the collection and its technical, social or cultural significance. Accordingly, the operation of museums should include

- Coherent displays/presentations that relate to the local community, its identity or to a specific theme
- Displays that are adequate in terms of substance, quality or significance so they can convey the theme or identity
- Management policies and practices, which ensure the collection, its display and interpretation are maintained to a high standard.

If a museum is based on a dynamic technology or process, such as historic railways or mines, it will be classed as a **working museum** and it is preferred that demonstrations occur on a regular basis.

The criteria for the signposting of museums has been developed in consultation with museums and Museums NSW (MGNSW). They are intended to ensure that museums seeking signposting provide a worthwhile cultural experience and a high level of interpretation for visitors.

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.

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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**
- **Regularly changing exhibitions**
- **Interpretive information available**
- **Minimum exhibition space professionally presented**

Museum is established and operating

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

No pre-booking required

It is expected that museums operate 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 museums 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.

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Publicly available toilets

Museums 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

Museums 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 museum open. Where a museum routinely closes for one month of the year, this needs to be displayed on the sign.

The museum has a current brochure and/or website available

Museums 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 museum and some brief details about the visitor experience are included.

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Regular changeover of exhibitions

There needs to be a regular changeover of exhibitions. Applicants should provide a program of exhibitions planned.

Interpretive/educational material

The museum must be able to demonstrate that its principal focus is on presenting art for educational and interpretation purposes, rather than being simply a retail outlet offering artwork or other handmade goods for sale. This could be achieved by making available information about the art on display and its significance. Different forms of information about the museum should be available and could include a guided tour, self-guided tour brochure, audio tour, brochure/pamphlets, labels/text panels, etc. Applicants must provide copies of the material or explain the system in sufficient detail for an assessment to be made.

Exhibition space is greater than 50m² in area

Museums with exhibition spaces less than 50m² are considered retail shops rather than museums and therefore do not qualify for visitor attraction signposting.

Professional presentation of exhibition space

The museum must be clean, tidy and well maintained, with adequate lighting and viewing space. Applicants are required to provide recent photographs of the exhibition space or spaces.

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