

VISITOR ATTRACTION SIGNPOSTING

FACTSHEET FOR WINERIES



Wineries – Signposting Rationale

NSW is a leading wine producer and its wine regions have an enviable reputation as popular destinations for visitors. From its origins in the traditional grape-growing areas in the Hunter Valley, the wine industry now encompasses flourishing wine districts in many parts of the state. Winery visitors learn about winemaking and have the opportunity to sample and purchase quality NSW wines produced on site.

Travellers who rely on ‘white on brown’ tourism 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**
- **Wine tasting**
- **Suitably qualified staff**
- **Interpretive/educational material**
- **Winemaking**

Winery is established and operating

Signposting is usually only provided when a winery is established and operating. It is not customary to establish whether signage is eligible before a winery 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 a basis for assessment can be established.

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No pre-booking required

It is expected that wineries 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 wineries 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

Wineries 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.

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Opening hours are permanently displayed at the entrance to the property

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

The winery has a current brochure and/or website available

Wineries 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 beneficial to include a map showing the location of the winery and some brief details about the visitor experience.

Wine tasting

The winery must have its wine available for visitors to taste.

Suitably qualified staff

The winery must have staff available that have adequate training and knowledge of the winemaking process.

Interpretive/educational material

The winery must have collateral available on winemaking that is of educational value. This can be in the form of factsheets, tasting notes, brochures or interpretive displays that allow the visitor to learn about the grape-growing and wine-making process. Tours may also be offered if appropriate.

Winemaking

The winery must make wine at the premises. At facilities where the winemaking is not conducted on site, the grapes that make the wine being offered for tasting should be grown on site allowing visitors to make a connection between the product being tasted and its origin.

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Further information

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

Destination NSW

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Further information is also available at:

destinationnsw.com.au/visitorattractionsignposting