

East Gippsland Shire Council

273 Main Street (PO Box 1618)
Bairnsdale VIC 3875
Website www.eastgippsland.vic.gov.au
Email feedback@egipps.vic.gov.au
Follow us on Twitter @egsc



Telephone: (03) 5153 9500
Fax: (03) 5153 9576
National Relay Service : 133 677
ABN: 81 957 967 765

Tourist Accommodation Signing Application Form

Please use the **Tourist Signing Guidelines** booklet (which can be found on VicRoads website) for details of the eligibility criteria, necessary supporting information and advice on completing this application form.

There are specific criteria that apply for different types of tourist attractions and these are outlined in Section 2 of this application form.

NOTE: To be favourably considered for signing, applicants must demonstrate that they meet all of the relevant criteria. Please provide as much detail as possible, including documentary evidence and supporting material, to demonstrate that all eligibility criteria are met in ALL relevant parts of the application form. If insufficient space is provided on the application form, please attach additional pages as required.

Section 1: To be completed by ALL applicants

Question 1. Name of Establishment: _____

Question 2. Street Address of the Establishment to be Signed (Please give full address):

Question 3. Name & Address of Applicant: _____

Question 4: Description of Business

Please give a brief description of the nature and operation of the business:

Question 5. Location/s of Proposed Tourist Accommodation Signs: _____

NOTE: Please supply map indicating the proposed signing location/s and photographs of any existing signs at these locations.

Question 6. Proposed Signface Design

Please give details of the proposed words and symbols to be used on the tourist accommodation sign/s:

Question 7. Existing On-site Property and Advertising Signs

7a. Please provide details (including photographs) of on-site signing at your establishment:

7b. are there any existing off-site advertising signs (temporary or permanent, such as a Frame signs) relating to the facilities?

Yes ☐

No ☐

If yes please give details including location and photographs:

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7c. Are there any existing signs which will become redundant and/or could be removed if new signs are approved?

Yes ☐

No ☐

If yes please give details:

Question 8. Is the facility entrance located on a declared road?

Yes ☐

No ☐

If yes please give details:

Question 9. Other Tourism Facilities in the Area

9a. Are there any other tourism facilities in the vicinity that could benefit from a group signing scheme?

Yes ☐

No ☐

9b. Please give details of other tourism facilities in the vicinity:

9c. Do these facilities already have tourist or services signs?

Yes ☐

No ☐

9d. If no, do you consider that these facilities are likely to be interested in tourist or service signs in the future?

Yes ☐

No ☐

Question 10: Other Tourism Facilities Located at the Site

Please indicate if there are any other tourism facilities located at the site

Yes ☐

No ☐

If yes please give name and brief description of the nature of the other facilities

Question 11 Advertising and promotional Activities

11a. Please give brief details of your target audience and how you promote your business to visitors from outside the local area:

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11b. Please provide evidence and key examples of promotional literature, together with details of where this is distributed:

11c. Do you have a website for your business?

Yes ☐

No ☐

If yes, how is it promoted?

11d. Are details of your business, including opening times and directions, available to visitors at the nearest accredited Visitor Information Centre?

Yes ☐

No ☐

If yes, please give details?

Question 12. Clear Directions to the Attraction

Please give brief details of maps or directions that you provide to visitors to assist their navigation to your attraction:

Question 13. Normal Opening Times

Please specify the normal opening times of the tourist accommodation. Give full details of day of the week, hours of the days, school holidays and public holidays.

Question 14. Open to Casual Visitors

Is the accommodation open to the public without prior booking during normal open times?

Yes ☐

No ☐

If yes please give details:

Question 15. Customer Service Training

Has at least one member of your visitor contact staff undertaken appropriate customer service training?

Yes ☐

No ☐

If yes please give details and submit evidence:

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Question 16. Prior Consultation

Have you consulted with a Council or VicRoads' signing officer prior to submitting this application?

Yes ☐

No ☐

If yes please give details and submit evidence

Question 17. Licences and Approvals

Please provide evidence of relevant licences and approvals to operate as an establishment, including a copy of the original town planning permit and any subsequent amendments.

Question 18. Local/Regional Tourism Association Membership

Is your business a paid member of a local or regional tourism association?

Yes ☐

No ☐

If yes please give details:

Question 18. Tourism Accreditation

Has your accommodation facility gained tourism accreditation through a program formally recognised and endorsed by the Australian Tourism Accreditation (ATAA)?

Yes ☐

No ☐

If yes please give details:

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Section 2: Please complete if relevant to your accommodation

Caravan Parks

Does your caravan park provide a mixture of accommodation, powered caravan suites and camping sites?

Yes ☐

No ☐

If yes please give details:

Is the facility operated and maintained by an onsite manager 7 days per week?

Yes ☐

No ☐

If yes please give details:

Does the facility provide bed linen and towels?

Yes ☐

No ☐

If yes please give details:

Bed & Breakfast Establishments

Do you provide on-site management?

Yes ☐

No ☐

If yes please give details:

Camping Areas

Is the camping area serviced by fresh water for drinking purposes?

Yes ☐

No ☐

If yes please give details:

Are toilets provided in the camping area?

Yes ☐

No ☐

Farmstays / Host Farms

Please describe the farm experience offered to clients: