

National Tourism Symbols

(as endorsed by the National Tourism Signing Reference Group, November 2006)

Criteria for the following symbols have been written to ensure consistent and equitable application on road signing throughout Australia. However, use of each symbol is subject to the approval of each State/ Territory road and tourism authority, who may also apply additional, detailed criteria.



Waste Dump (white on blue background)

Denotes a purpose-built facility for the legal discharge of effluent ('black' water) from caravans, motor homes and camper vans/trailers



Golf Course (white on blue background)

Denotes the location of a golf course open to the general public on a casual basis. Does not include mini-golf, stand-alone golf driving ranges, golf practice venues and golfing retail venues. It should not be used to denote private golf courses open only to members and/or their invited guests.



Heritage (white on brown background)

Denotes the location of attractions, display/interpretive centres, sites, monuments and other objects of historical interest. This symbol is not used to denote towns of historic interest (in which case the words 'historic town' or 'historic village' are considered more appropriate on road signing)



Museum (white on brown background)

Denotes a building used as a museum regularly open to the public, which displays items of a general or thematic nature and features a high level of interpretation. Does not include small historical centres or interpretive displays attached to visitor information outlets, in which case the heritage symbol may be more appropriate. Use of this symbol in some states/territories may be subject to the approval of and/or accreditation by Museums Australia, or other appropriate agencies.



Whales (white on brown background)

Denotes an area designated for the seasonal viewing of whale migratory activity, although it may also feature other marine life. The area must incorporate adequate car parking, viewing areas and safety precautions/ traffic management facilities that meet State and Local Government requirements. The area should feature high level interpretive information, which will be of interest to the public during periods when whales are not visible.



Winery (white on brown background)

Denotes a winery that holds a Vignerons License or a license which permits direct sales to the general public and which features a purpose-built facility (cellar door) for the tasting and interpretation of wine. Note: this symbol denotes all variations of wine production and sales, including fruit wines.



Walking Trail (white on brown background)

Denotes a trail designed for the safe passage of pedestrians and which complies with all safety requirements of State and Local Government authorities. Generally trails using this symbol will also provide some level of interpretation.



Lookout (white on brown background)

Denotes a lookout point readily accessible to vehicular traffic and which complies with all safety and traffic management requirements of State and Local Government authorities.



Aboriginal Attraction (white on brown background)

Denotes an attraction, cultural centre or a site of Aboriginal significance, which has been approved for general visitation by relevant traditional owners and/or other authorised authority. Such sites should feature interpretive material, although for cultural reasons this may not always be appropriate. It is not to be used to denote purely retail attractions, nor for commercial galleries. Note: In some jurisdictions approval to use this symbol has not been granted by the relevant Aboriginal authority. Proponents should consult with their State/Territory road authority for clarification.