



Policy Subject/Title: VISITOR INFORMATION CENTRE
BROCHURE DISPLAY POLICY

Policy Number: C/010

Responsible Officer: Promotions and Tourism Officer

Authorised by: Somerset Regional Council

Authorised on: 12 May 2010 (Doc Id 457132)

Review / Amendment dates: 11 July 2013 (Doc Id 711676 / no amendment)

1. OBJECTIVE

The Visitor Information Centre Brochure Display Policy provides the necessary information to tourism operators and businesses regarding the display of brochures at visitor information centres operated by Somerset Regional Council.

2. BACKGROUND

As part of the criteria for Accredited Visitor Information Centres, centres are required to outline, as part of their operational procedures, information regarding the display and management of brochures in their centre.

The accreditation criterion is part of the Queensland Visitor Information Centre Signage Policy, developed and managed by Tourism Queensland. This policy allows the use of the yellow and blue italicised 'i' symbol to assure visitors of high quality information and professional standards at these visitor information centres.

The accreditation criteria allows for flexibility on individual centre's management and display of brochures.

3. PURPOSE

The policy is intended to provide a structure to allow visitor information centres to provide comprehensive destination information on the local area, local region and neighbouring regions.

4. SCOPE

This policy will assist Council operated Visitor Information Centres in the provision of providing a service to visitors, to provide correct and accurate tourist information and allows tourism operators and business equal product promotion by centre volunteers and staff.

5. POLICY

- 1) Somerset Regional Council operated visitor information centres will provide, as minimum, information on the local Somerset Region, neighbouring regions (that border the Somerset LGA) and all Regional Tourist Organisation (RTO) regions in Queensland.
- 2) Brochures which meet this minimum requirement are known as 'control brochures' and are managed and re-ordered by Centre staff.
- 3) 'Uncontrolled brochures' (those in excess of the minimum) may be accepted if display space allows, but are not re-ordered by Centre staff.
- 4) Acceptance of brochures is at the discretion of the VIC Centre Coordinator, based in the following criteria:
 - Brochures are accepted from tourism operators, event organisers and tourism associations

- Priority of acceptance is applied as follows:
 - i. Any organisation (tourism related) within Somerset LGA
 - ii. Any organisation (tourism related) from a neighbouring region (that borders Somerset LGA) – preference is given to attractions and local visitor guides over accommodation
 - iii. Queensland RTO Visitor Guides
- Brochures from individual operators and local tourist associations who are not located in a neighbouring region may be accepted as from time to time as ‘uncontrolled brochures’ – display space permitting

5) There is no fee for displaying brochures at the centres.

6) Brochure quality requirements

- Size: DL (A4 folded into 3)
- Thickness: 100gsm or greater
- Quality: Printed

Other sizes/qualities will be considered on an individual basis (eg. Visitor guides printed in A4/A5 size).

6. EFFECTIVE FROM

This policy is effective from 12 May 2010.

7. CONTROLS

This policy is part VIC Operations Manual, an essential requirement of the accreditation criteria in the Queensland Visitor Information Centre Signage Policy. Accredited visitor information centres are audited annually by the VIC Signage Policy Secretariat.

8. DATE OF RESOLUTION

This policy was approved by the Chief Executive Office and adopted by the Somerset Regional Council at the Ordinary Meeting of 12 May 2010.



Signed:

Date: 12 May 2010