



# VISITOR INFORMATION CENTRE BROCHURE POLICY

Adopted Date:	08 February 2022
Policy Number:	GRC 094
Policy Type:	Administrative
Responsible Officer:	Community & Economic Development Manager
Department:	Corporate & Community Services

Version	Decision Number or CEO Approval	Decision Date	History
1.	Approved	8 February 2022	Review February 2026
2.	Reviewed	May 2026	Review May 2031

## BACKGROUND

As part of the criteria for Accredited Visitor Information Centres (VIC), centres are required to document the management of brochures.

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 VIC.

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

## PURPOSE

The policy intention is to provide a structure for Council's management of VIC's to achieve effective and quality destination information on the local area, local region and neighbouring regions.

## SCOPE

Goondiwindi Regional Council is committed to promoting our region and encouraging visitors to stay longer. The VIC primarily aims to be a high quality source of information and regional promotion.

This policy will apply to all Council operated VIC's to provide a high quality service to visitors, correct and accurate tourist information and allows tourism operators/business equal product promotion and clear criteria for decisions.

## POLICY STATEMENT

This policy details Council's expectations for the management of brochure display and stock within the local VIC's.

## **BROCHURE CATEGORY**

At the Goondiwindi Region VIC's, 4 categories of brochures are provided:

- **Category 1** Goondiwindi region brochures that are produced and printed by Goondiwindi Regional Council.
- **Category 2** Neighbouring regions LGA brochures
- **Category 3** Regional Tourist Organisations (RTO) publications in Queensland
- **Category 4** Uncontrolled brochures

## **MANAGEMENT OF BROCHURES**

- 1) There is no fee for displaying brochures at the centres.
- 2) Category 1 – 3:
  - i. All categories of brochures are managed and re-ordered (if applicable) by the Visitor Experience Coordinator.
  - ii. Where a brochure has been depleted and is unavailable in printed form, the brochure will be made available electronically via the VIC ipad, website or QR code
- 3) Category 4:

Brochures displayed will be at the discretion of the Visitor Experience Coordinator and priority of acceptance will be applied as follows:

  - i. Any organisation (tourism related) within the Goondiwindi Region
  - ii. Any organisation (tourism related) from a neighbouring region (that borders Goondiwindi Region) – preference is given to attractions over accommodation
  - iii. Information is relevant to our VIC audience such as local event/business, drive/highway content, camp information etc
  - iv. Other visitor guides, tourist associations or individual operators
- 4) Display space availability
  - i. Where space availability is limited, information can be sought online via the internet using devices such as smartphones, tablets or via the VIC ipad.
- 5) Brochure quality recommendations:
  - Size: A4/A5 Visitor Guides or DL is preferred. Postcard size and business card sizes can be accommodated from time to time dependant on space availability
  - Thickness: 100gsm or greater
  - Quality: Professional print is highly recommended as the Goondiwindi Region delivers a professional service and promotes a quality local experience.

## **CONTROLS**

This policy is part of the VIC Operations Manual, an essential requirement of the accreditation criteria in the Queensland VIC Signage Policy. Accredited VIC's are audited annually by the VIC Signage Policy Secretariat.