



VISITOR INFORMATION CENTRE MERCHANDISE POLICY

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Responsible Officer:	Community & Economic Development Manager
Department:	Corporate & Community Services

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1.	GRC 096 - OM-155/21	21 July 2021	Review July 2026
2.	Amendment	28 July 2026	Review July 2030

SCOPE

Goondiwindi Regional Council is committed to promoting our region and encouraging visitors to stay longer. The Visitor Information Centre (VIC) primarily aims to be a high quality source of information and regional promotion. The stocking of merchandise in the Goondiwindi VIC provides an opportunity for our VIC team to engage with our visitors and show case our region. Merchandise can also provide an excellent opportunity for the visitor to continue their promotion of our region as they proudly display or share their Goondiwindi region purchases and experiences. Council's participation in the selling of merchandise is driven by our commitment to promote the region, rather than generating significant profits.

Further, the stocking of merchandise is a requirement of the Queensland VIC accreditation ('italicised yellow I') process.

DEFINITION

"Consignment" is an arrangement in which goods are left in the possession of an authorized third party (Goondiwindi Regional Council) to sell. The consignor (Goondiwindi Regional Council) receives a percentage of the revenue from the sale in the form of commission. A formal consignment agreement will exist for merchandise available under this arrangement.

"Purchased Merchandise" is merchandise that is purchased outright from a third party (wholesaler, producer etc.) by Goondiwindi Regional Council to be sold for a profit/mark up at the VIC.

POLICY STATEMENT

This policy details Council's expectations for the management of merchandise for sale at the VIC.

CRITERIA FOR SELECTING MERCHANDISE

Council's VIC is focused on regional promotion and the merchandise available should reflect this.

The following are key considerations when making decisions about VIC merchandise. The:

- a) Product/s showcases local produce
- b) Product/s are souvenirs created for the sole purpose of Goondiwindi Region tourism promotion
- c) Product/s are affordable and aligned to VIC clientele
- d) Product/s have a shelf life that can be easily managed
- e) Product/s have reasonable turnover
- f) VIC is not competing with other local stockists
- g) VIC has available display space

Where rational, Council has at its discretion the ability to stock additional items that fall outside of the above criteria.

If when applying the above criteria, a product/ supplier is not considered a good fit for our VIC, or where Council is proposing to discontinue a supplier, the VIC Volunteers will be given an opportunity to provide feedback before a decision is made.

MERCHANDISE MANAGEMENT

The VIC must have appropriate systems and processes in place, including but not limited to:

- Where product is Purchased Merchandise, the mark-up is at a margin of no more than 50% (not including the rounding of the price), except for in the case of products with a retail value less than \$2.00 with a very low-cost/production price (i.e. Postcards).
- Initially new merchandise will be on consignment for a period of no less than six (6) months to assess the suitability of the product to the VIC context.
- A merchandise sales review is to be conducted at six months to ensure product is moving. If sales are poor, the consignor will be contacted to discuss the viability of the product at the VIC into the future.
- Where display space permits, the VIC may include the promotion and selling of a minimal selection of locally made or manufactured products that are not directly related to Goondiwindi Region tourism promotion. This arrangement will likely be short-term in nature and the supplier will be encouraged to source alternate retail options within the Goondiwindi retail sector.
- Quantities of merchandise ordered (both purchased and consignment) will be based on the available budget, storage and display space.

AUTHORITY

On behalf of Council, the Visitor Experience Coordinator is responsible for meeting our regulatory obligations including ordering, stocktaking and financial record keeping relating to the merchandise at the VIC.

The Visitor Experience Coordinator shall have the authority to liaise with suppliers and make decisions about the suitability of merchandise for the VIC.