

## Visitor Information Centre Tourism Brochure Display Guidelines 2022/23

### 1. Fees and Charges

- a. Payment of the Brochure Display Fee or membership of Tourism Atherton Tablelands (TAT) entitles an organisation to display their brochures in the Atherton Tablelands Visitor Information Network of six Centres. This includes Mareeba Shire Council (MSC) Visitor Information Centres of Kuranda and Mareeba, and the Tablelands Regional Council (TRC) Visitor Information Centres of Atherton, Malanda, Ravenshoe and Yungaburra.
- b. The Brochure Display Fee covers one financial year from 1 July 2022 to 30 June 2023.
- c. A fee of \$60 covers both Tablelands Regional Council and Mareeba Shire Council's Visitor Information Centres, split between the two Councils (\$40 TRC, \$20 MSC).
- d. The \$60 Brochure Display Fee does not apply for members of TAT whose membership is paid-up for the financial period relating to brochure display.
- e. The Brochure Display Fee / TAT membership covers one category of brochure. If an organisation wishes to display multiple level brochures, there is an additional charge of \$60 per additional brochure (split \$40 TRC, \$20 MSC). TAT members are however entitled to display more than one brochure at no additional charge dependent upon their membership level (i.e. Silver - one additional brochure, Gold - two additional brochures, Platinum - 3 additional brochures).
- f. This fee may be subject to change.
- g. A pro-rata fee shall apply for each quarter of the financial year, as detailed in the table below.

Period	1 Jul 2022 - 30 June 2023	1 Oct 2022 - 30 June 2023	1 January 2023 - 30 June 2023	1 April 2023 - 30 June 2023
	Full year	Three quarters	Half-year	One quarter
<b>Brochure Display Fee</b>	\$60	\$45	\$30	\$15
<b>Additional Brochure Display Fee</b>	\$60	\$45	\$30	\$15

- h. Failure to become a member of TAT or to pay the Brochure Display Fee by 31 August 2021 will result in the organisation's brochure(s) being removed from the Visitor Information Centres' displays. If the organisation fails to pay the invoiced brochure display fee within two weeks of notification, the remaining brochures or literature will be placed in a secure document destruction bin.
- i. Not for Profit Organisations shall receive brochure display free of charge. This shall be at the discretion of the Senior Kuranda Visitor Centre Officer and/or the Senior Mareeba Visitor Centre Officer and/or the Strategic Development Officer. There is limited display space for Not for Profit Organisations and preference shall be given to community service organisations operating within the Mareeba Shire Council area.

- j. Regional and town brochures and similar literature shall be displayed free of charge, subject to availability of display space at each centre.

## **2. Bookings**

- a. A 10% (ten percent) commission shall be charged for all bookings made by Mareeba Shire Council Visitor Information Centres. The 10% is inclusive of GST and is calculated on the current retail rate or special as advised to the Visitor Information Centre by the organisation.

## **3. Local Tourism Organisation membership**

- a. Brochure display is included with the membership cost of Tourism Atherton Tablelands to encourage tourism operators to join their local tourism organisation. TAT is a not-for-profit, membership based, destination marketing body that aims to support, promote, facilitate and encourage development of a professional regional integrated and successful tourism industry for the economic benefit of members and the community.

TAT membership benefits include: TAT website listing, discounted Australia Tourism Data Warehouse (ATDW) membership and listing assistance, social media promotion, access to marketing branding, use of image library, members functions and workshops, promotion of events on online event calendar, networking opportunities.

- c. If an organisation ceases to be a financial member of TAT, Visitor Information Centres will be notified and organisations will be requested to remove their brochures immediately or they will be disposed of.

## **4. Brochure standards**

- a. Mareeba Shire Council assumes that organisations operate to a professional standard, provide quality service to visitors to the region and have appropriate insurance cover.
- b. Brochures shall be of professional print quality unless an interim brochure or a community organisation.
- c. Brochures shall be of standard size – DL, A5 or A4. DL is the preferred size. Over-sized brochures may be subject to restrictions on display space.
- d. Information contained in the brochure must be up to date with correct information. Mareeba Shire Council does not accept responsibility for incorrect or out of date information.
- e. Inserted material in a brochure must be securely inserted prior to delivery to the Visitor Information Centre.

## **5. Excluded Literature**

- a. The following material will be excluded from display and distribution:

- Political or religious material, with the exception of location and services directories;
- Offensive, discriminatory or prejudicial materials;
- Time-shares or sales presentation promotions.

## **6. Display requirements**

- a. Brochures and other printed literature including posters and notices will be displayed following approval by the Senior Kuranda Visitor Centre Officer and/or the Senior Mareeba Visitor Centre Officer and/or the Mareeba Shire Council Strategic Development Officer.
- b. Businesses displaying their brochures shall provide current pricing, information and brochures within a reasonable timeframe when they receive a request from a Visitor Information Centre.
- c. Posters may be displayed on a rotational basis, subject to availability of space, at the discretion of each Visitor Information Centre.
- d. Mareeba Shire Council reserves the right to remove any brochures or posters from display at any time.
- e. All tourism brochure material distributed through Mareeba Shire Council Visitor Information Centres shall be provided to visitors free of charge.
- f. Visitor Information Centre staff and volunteers will not recommend particular businesses or organisations but will provide tailored information, materials and advice to visitors based on their travel wants and needs.
- g. It is the responsibility of each organisation to arrange delivery of their brochures to the Visitor Information Centres.
- h. If literature is delivered to a Visitor Information Centre without the prior consent of the Visitor Information Centre or without payment of the brochure display fee, the brochures or literature will be placed in a secure document destruction bin for disposal.