

1. Background

- 1.1 Tablelands Regional Council (TRC) operates four accredited Visitor Information Centres (VICs) located at Atherton, Malanda, Ravenshoe and Yungaburra.
- 1.2 TRC charges a fee for businesses and organisations to display their brochures in the accredited VICs.
- 1.3 Through an agreement with Mareeba Shire Council, this fee also covers the accredited VICs at Kuranda and Mareeba.
- 1.4 There is also limited brochure display at the Herberton Mining Centre.
- 1.5 The fee is approved annually by Council through its Fees and Charges.

2. General

- 2.1 All brochure material distributed through TRC's Visitor Information Centres (VICs) shall be provided to visitors free of charge. VIC staff and volunteers will not recommend particular businesses or organisations but will provide material and advice to visitors without bias.
- 2.2 Businesses displaying brochures shall provide current pricing, information and brochures within a reasonable timeframe when requested.
- 2.3 Brochures and other printed literature including posters and notices are not to be displayed without the prior permission of the VIC staff or the TRC Co-ordinator Tourism Culture and Events.
- 2.4 If literature is delivered to a VIC without the prior consent of the VIC staff or without payment of the brochure display fee, the organisation shall be liable for all costs incurred in return of the literature. If the organisation fails to collect their literature within 2 weeks of notification the remaining literature will be recycled.
- 2.5 TRC reserves the right to remove any brochures from display at any time. Organisations will be notified if their brochure or literature will be removed. The organisation is liable for all costs incurred in return of the literature. If the organisation fails to collect their literature within 2 weeks of notification the remaining literature will be recycled.
- 2.6 It is the responsibility of each organisation to arrange delivery of their brochures to the VICs. Where possible, Atherton VIC will assist with brochure distribution to Ravenshoe, Malanda and Yungaburra VICs. Distribution to the Mareeba Shire VICs in Mareeba and Kuranda is the responsibility of the organisation.
- 2.7 Brochure display in the Herberton Mining Centre is limited and will be at the discretion of TRC staff. Businesses should either be based in the TRC local government area or align with the interests of the museum including history, geology and mining.

3. Fees and Charges

- 3.1 A fee of \$60 per brochure covers brochure display at the six TRC and MSCs accredited VICs from 1 July 2022 to 30 June 2023.
- 3.2 This fee is split between the two Councils (\$40 TRC, \$20 MSC).
- 3.3 Payment can be made at the Atherton VIC either in person, or over the phone by credit card, and a tax receipt can be provided on request.
- 3.4 Businesses that require invoicing should contact the Atherton VIC to request an invoice prior to making payment. Phone 1300 366 361 or email athinfocentre@trc.qld.gov.au The VIC is open 7 days.
- 3.5 There is no charge for brochure display for one brochure only for members of Tourism Atherton Tablelands who are paid-up members for the 2022-23 financial year by the due date of 31 July 2022. Regardless of membership level, any further brochures will be charged at the rate of \$60 per brochure per year.
- 3.6 A pro-rata fee shall apply for each quarter of the financial year.
- 3.7 Failure to pay the TRC brochure display fee by 31 August 2022 will result in the organisation's brochure(s) being removed from all of the VICs. Organisations will be notified if their brochure will be removed. If the organisation fails to collect their brochure or pay the brochure display fee within 2 weeks of notification, the remaining literature will be recycled.
- 3.8 Not for Profit Organisations shall receive brochure display free of charge. This shall be at the discretion of the TRC Co-ordinator Tourism Culture and Events. Preference shall be given to community service organisations operating within the TRC area.
- 3.9 Regional and town brochures and similar literature shall be displayed free of charge, subject to availability of display space at each centre.
- 3.10 A 10% (ten per cent) commission shall be charged for all bookings made by TRC VICs. The 10% is inclusive of GST and is calculated on the current retail rate or special as advised to the VIC by the organisation.
- 3.11 Posters or other material may be displayed on a rotational basis, subject to availability of space, at the discretion of each VIC.

4. Brochure Display Criteria

The following criteria apply to brochures displayed at all TRC VICs:

- 4.1 Brochures shall be of professional print quality unless an interim brochure or a community organisation.
- 4.2 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.
- 4.3 Information contained in the brochure must be up to date with correct information. TRC does not accept responsibility for incorrect or out of date information.
- 4.4 TRC assumes that organisations operate to a professional standard, provide quality service to visitors to the region and have appropriate insurance cover.
- 4.5 If a brochure contains inserted material it must be securely affixed in the brochure prior to delivery to the VIC.

5. Excluded Literature

TRC VICs will not display or distribute literature that:

- 5.1 Contains political or religious material. The only exception is a directory of the locations of religious organisations and/or times of religious services.
- 5.2 Contains offensive matter.
- 5.3 Promotes time-shares or attendance at a sales presentation.
- 5.4 Contains material which could be deemed to be discriminatory or prejudicial.
- 5.5 The Co-ordinator Tourism Culture and Events reserves the right to refuse literature which does not meet the Brochure Display criteria.

6. Local Businesses (Trades and Services)

Local businesses based in the TRC local government area may promote their service free of charge by placing their business cards in their local VIC.

7. Review

These Guidelines are subject to review.