

# Visitor Information Centre Display Policy 2014

- Subject :** Visitor Information Centre Display of Collateral
- Description:** This policy outlines the criteria for approval of collateral for display in the Uralla Visitor Information Centre (UVIC) and conditions relating to its display.
- Applies to:** Visitor Information Centre
- Objectives:**
- To display appropriate and relevant tourism information for visitors to Uralla.
  - To adopt a consistent approach to the approval of display information.

## Policy:

### Overview:

The Uralla Visitor Information Centre (UVIC) is committed to providing information on tourism operations in the local area, local region, neighbouring regions and where possible, on all NSW regions. UVIC is keen to continue to work co-operatively with the tourism industry to ensure the availability of a range of information across all tourist products and services.

Priority is given to the display and distribution of Uralla Shire/New England High Country produced collateral, collateral promoting events and attractions in Uralla Shire/New England High Country, and official visitor guides.

### Definition:

The term 'collateral' in this policy refers to printed promotional flyers, brochures, guides, posters, business cards and periodicals

### Policy Statement:

#### *Acceptance Criteria:*

#### Flyers, Brochures & Guides

Commercial (Tourism) – Accepted from the following areas; Uralla Shire, New England High Country, New England North West only.

Commercial (Non-Tourism) – Accepted when relating to items for sale in UVIC Gift Shop only.

Official Town and Regional Guides – Accepted from the following areas; Uralla Shire, New England High Country, New England North West, New South Wales (space permitting), South East Queensland (space permitting).

Non-Commercial (Tourism – including National & State Parks, etc) – Accepted from the following areas; Uralla Shire, New England High Country, New England North West only.

Events – Accepted from the following areas; Uralla Shire, New England High Country, New England North West, Northern NSW/Hunter (space permitting) only.

#### Posters

The display of posters in the Centre is at the discretion of the Centre Manager and restricted to those promoting tourism events (this excludes events of a political or commercial nature), or relating to items for sale in the Gift Shop.

#### Business Cards

Display of business cards is to be limited to tourism related businesses located within Uralla Shire that do not have a brochure on display.

#### Periodicals

Newspapers and magazines relevant to the local region and/or tourism may be displayed at the discretion of the Centre Manager, space permitting.

#### Quantity

## Visitor Information Centre Display Policy 2014

Only one (1) display item per operator is permitted (unless relating to items for sale in Gift Shop).

### *Display Conditions*

- All approved collateral is displayed at UVIC free of charge to the supplier.
- All collateral displayed at UVIC will be provided to visitors free of charge.
- All flyers, brochures and guides supplied to the Uralla Visitor Information Centre must be either DL, A5, or A4 in size and of a minimum quality and standard, determined by the Centre's Manager. The Centre Manager can refuse collateral that does not meet the minimum standard.
- As brochure numbers decrease, the supplier will be contacted by UVIC staff to replenish stocks. It is the supplier's responsibility to provide additional collateral in a timely manner.
- The display and distribution of collateral does not imply endorsement by UVIC. UVIC maintains the right to remove collateral that is considered misleading, out-of-date, poor quality, offensive, or defamatory.
- UVIC staff and volunteers will not recommend particular businesses or organisations, but will provide materials and advice to visitors without bias.

**Exemptions:** Nil.

**Other Matters:** Nil.

**Responsibility:** **Councillors** are responsible for adopting the Policy.

The **General Manager** has the responsibility to authorise the Policy.

**Directors and Managers** are responsible for overseeing the implementation of the Policy.

**Community Development Officer** must approve collateral prior to it being displayed. It is the responsibility of the Community Development Officer to determine and administer the assessment outlined in this policy. UVIC staff also decide which location collateral will be displayed within the Centre, and for what duration, and reserve the right to review the display of collateral after it has been approved.

**Related Documents:**

- Nil.

**Review:** This Policy will be reviewed as necessary or at least every four (4) years from date of adoption.

Date created: January 2014

Last review:

Reviewer:

**Resolution #** 110/14 24 March 2014