



1. Fees and Charges

- a. Payment of the brochure display fee or membership of Tropical Tablelands Tourism (TTT) entitles an organisation to display their brochures in the Atherton Tablelands Visitor Information Network of seven 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, Herberton, Malanda, Ravenshoe and Yungaburra.
- b. The brochure display fee/TTT membership covers one financial year from 1 July 2019 to 30 June 2020.
- c. A fee of \$140 covers both Tablelands Regional Council and Mareeba Shire Council's Visitor Information Centres, split between the two Councils (\$80 TRC, \$60MSC).
- d. There is no charge for brochure display for members of Tropical Tablelands Tourism (TTT) who are paid-up members for the financial period relating to brochure display.
- e. The brochure display fee/TTT membership covers one category of brochure. If an organisation wishes to display multiple level brochures, there is an additional charge of \$75 per additional brochure (split \$40 TRC, \$35 MSC).
- f. TTT 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 - no limit).
- g. This fee may be subject to change.
- h. A pro-rata fee shall apply for each quarter of the financial year, as detailed in the table below.

01 July 2020 - 30 June 2021 (full year)	01 Oct 2020 - 30 June 2021 (3 quarters)	01 January 2021 - 30 June 2021 (2 quarters)	01 April 2021 - 30 June 2021 (1 quarter)
\$140	\$105	\$70	\$35
\$75	\$56.25	\$37.50	\$18.75

- h. Failure to become a member of TTT or to pay the MSC brochure display fee by 31 August 2019 will result in the organisation's brochure(s) being removed from the Visitor Information Centres' displays. Organisations will be notified if their brochure or literature will be removed. If the organisation fails to collect their literature or pay the invoiced brochure display fee within two weeks of notification, the remaining literature will be recycled.
- 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 Senior Engagement Officer. 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 per cent) 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 Tropical Tablelands Tourism to encourage tourism operators to join their local tourism organisation. TTT 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.

TTT membership benefits include: TTT 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 TTT, MSC will be notified and organisations will be contacted by MSC and 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 contains must be securely inserted prior to delivery to the Visitor Information Centre.



5. Excluded Literature

The following material will be excluded from display and distribution>

- political or religious material, with the exception of location and serviced 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 Senior Engagement 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. Mareeba Shire Council reserves the right to remove any brochures from display at any time.
- d. 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 two weeks of notification the remaining literature will be recycled.
- 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 materials and advice to visitors without bias.
- g. It is the responsibility of each organisation to arrange delivery of their brochures to the Visitor Information Centres. Where possible, Visitor Information Centres may assist with brochure distribution. Where possible, Mareeba VIC will assist with brochure distribution to Kuranda VIC and Atherton VIC will assist with brochure distribution to Herberton, Ravenshoe, Malanda and Yungaburra 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 organisation shall be liable for all costs incurred in return of the literature. If the organisation fails to collect their literature within two weeks of notification the remaining literature will be recycled.