



General

- i. All brochure material distributed through Tablelands Regional Council Visitor Information Centres shall be provided to visitors free of charge.
- ii. Visitor Information Centre staff and volunteers will not recommend particular businesses or organisations but will provide materials and advice to visitors without bias.
- iii. 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.
- iv. Brochures and other printed literature including posters and notices are not to be displayed without the prior permission of the Visitor Information Centre or the Tablelands Regional Council Co-ordinator Tourism Culture and Events.
- v. 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 2 weeks of notification the remaining literature will be recycled.
- vi. Tablelands Regional Council 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.
- vii. It is the responsibility of each organisation to arrange delivery of their brochures to the Visitor Information Centres. Where possible, Atherton VIC will assist with brochure distribution to Herberton, Ravenshoe, Malanda and Yungaburra Visitor Information Centres. (Note: distribution to the Mareeba Shire Visitor Information Centres in Mareeba and Kuranda is the responsibility of the organisation).
- viii. Payment of the brochure display fee or membership of Tourism Atherton Tablelands (TAT) entitles an organisation to display their brochure in the Tablelands Regional Council (TRC) Visitor Information Centres of Atherton, Herberton, Malanda, Ravenshoe and Yungaburra, and the Mareeba Shire Council (MSC) Visitor Information Centres of Kuranda and Mareeba.



Fees and Charges

- i. A fee of \$140 covers both Tablelands Regional Council and Mareeba Shire Council's Visitor Information Centres, split between the two Councils (\$80 TRC, \$60 MSC).
- ii. There is no charge for brochure display for members of Tourism Atherton Tablelands (TAT) who are paid-up members for the financial period relating to brochure display.
- iii. If an organisation ceases to be a financial member of TAT, TRC will be notified and organisations will be contacted by TRC and requested to remove their brochures immediately or they will be disposed of as in viii below.
- iv. The brochure display fee/TAT membership covers one financial year from 1st July 2020 to 30th June 2021.
- v. The brochure display fee 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). TAT members are however entitled to display more than one brochure at no additional charge dependent upon their membership level (ie Silver - one additional brochure, Gold - two additional brochures, Platinum – three additional brochures).
- vi. This fee may be subject to change.
- vii. A pro-rata fee shall apply for each quarter of the financial year
- viii. Failure to become a member of TAT or to pay the TRC brochure display fee by 31st August 2020 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 2 weeks of notification the remaining literature will be recycled.
- ix. Not for Profit Organisations shall receive brochure display free of charge. This shall be at the discretion of the Tablelands Regional Council Co-ordinator Tourism Culture and Events. Preference shall be given to community service organisations operating within the Tablelands Regional Council area.
- x. Regional and town brochures and similar literature shall be displayed free of charge, subject to availability of display space at each centre.



- xi. A 10% (ten per cent) commission shall be charged for all bookings made by Tablelands Regional 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.
- xii. Posters may be displayed on a rotational basis, subject to availability of space, at the discretion of each Visitor Information Centre.

Brochure Display Criteria

The following criteria apply to brochures displayed at all Tablelands Regional Council Visitor Information Centres.

- i. Brochures shall be of professional print quality unless an interim brochure or a community organisation.
- ii. 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.
- iii. Information contained in the brochure must be up to date with correct information. Tablelands Regional Council does not accept brochures that contain incorrect or out of date information including incorrect prices or non-verified accreditation symbols. Tablelands Regional Council does not accept responsibility for incorrect or out of date information.
- iv. Tablelands Regional Council assumes that organisations operate to a professional standard, provide quality service to visitors to the region and have appropriate insurance cover.
- v. If a brochure contains inserted material it must be securely inserted in the brochure and must be inserted prior to delivery to the Visitor Information Centre.

Excluded Literature

Tablelands Regional Council Visitor Information Centres will not display or distribute literature that:

- i. Contains political or religious material. The only exception is a directory of the locations of religious organisations and/or times of religious services.
- ii. Contains offensive matter.
- iii. Promotes time-shares or attendance at a sales presentation.
- iv. Contains material which could be deemed to be discriminatory or prejudicial.



Tablelands Regional Council Visitor Information Centre Brochure Display Guidelines 2020-2021



The Co-ordinator Tourism Culture and Events and/or Visitor Information Centre reserves the right to refuse literature which does not meet the Brochure Display criteria.

Local Businesses (Trades and Services)

Tablelands Regional Council will permit local businesses to display their service information by way of a business card in their local visitor information centre free of charge.

Review: These Guidelines are subject to review and amendment.