	Function: TOURISM	Adopted: 2 ND NOVEMBER 2011 Resolution No.: C374:11
	Policy Number: TA004	Last Review: 3 RD APRIL 2013 Resolution No.: C61:13
	Version Number: 1	Next Review: As Required
	Frequency of Review: As Required	
VISITOR INFORMATION OUTLET POLICY		

Policy Statement

1. Introduction

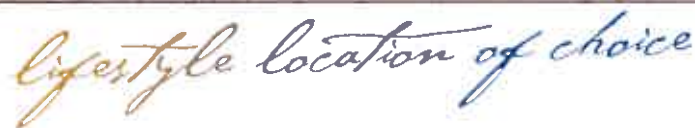
Providing an information service to visitors to the Copper Coast is an important function of the local Tourism industry. A strategic approach needs to be considered and the provision of information disseminated in a professional manner to ensure both visitors and local tourism operators benefit.

Accredited Visitor Information Centres (VIC) are governed by the South Australia Tourism Commission. However there is no governing body for Visitor Information Outlets (VIO).

The following criteria has been established to ensure that the operations of VIO's within the Copper Coast compliments the operations of the Copper Coast VIC and that visitors are provided with the standard of service they expect from the internationally recognised VIO logo.

2. Applicable Legislation

Nil



3. Integration with Corporate Objectives

Economic Objective - Prosperity

To facilitate economic prosperity, balanced growth and the enhancement of the Copper Coast.

4. Definitions

Visitor Information Outlet (VIO)- Outlets are identified by a white on blue 'i' sign. These outlets can assist visitors with basic local information including maps, directions and general visitor information.

Visitor Information Centre (VIC) – Are accredited centres identified by its blue and yellow "i" logo. The centres are governed by the South Australia Tourism Commission with a 100% compliance to a set of criteria required. The staff are able to provide in-depth information, services and referrals for the Yorke Peninsula and South Australia.

5. Application

The following are considered necessary for the establishment of a new VIO:

- a. Only one VIO will be approved for each town
- b. No VIO will be approved if an Accredited VIC is established in that town
- c. The Outlet must be located in a main access or central town location, or within a tourist attraction
- d. The VIO must be readily visible from the road/street
- e. The business or facility must be compatible with Tourism
- f. Parking must be available for cars
- g. Parking should be available for caravans within 100m of the VIO.

Visitor information Outlets must meet the following criteria or be actively working towards the criteria in order to gain the support of the District Council of the Copper Coast and access to the resources of the Copper Coast Visitor Information Centre:

lifestyle location of choice

COMMUNITY SERVICES

- h. The proprietor must have a keen interest in providing visitor information and not simply operate a VIO as an opportunity to increase patronage to their own business
- i. The staff should have good customer service skills and knowledge of tourism products including information about tourist sites and attractions, recreation facilities, accommodation and community services in the town of location
- j. An area must be provided to accommodate a brochure display rack and/or stand for the purpose of displaying local visitor information brochures and flyers
- k. The Yorke Peninsula Visitor Guide and the Copper Coast Visitor Guide must be displayed in a prominent position

- l. The VIO must ensure information distributed to customers is up to date and correct
- m. The VIO must establish an alliance with the Copper Coast Visitor Information Centre – Kadina.
- n. The VIO must source appropriate local tourism brochures directly from the individual business
- o. In the main the Regional Visitor Guides are the only items the VIO's can stock promoting other regions
- p. Individual brochures from outside the Yorke Peninsula may only be considered if there is a particular alliance with the VIO in question. For example a VIO coordinated by a branch of National Trust may stock information of other national trust sites out side the region
- q. The VIO must commit to the provision of quality information service to walk in visitors and enquiries received by telephone, fax, mail, and E-mail
- r. The VIO must commit to referring any enquiries they are unable to answer to the Copper Coast Visitor Information Centre – Kadina or appropriate Visitor Information Centre
- s. A staff member must be willing to attend the bi-monthly Yorke Peninsula Visitor Information Providers network meeting and actively participate and work with the network.
- t. The proprietor must ensure the Occupation Health, Safety and Welfare standards and legislations are complied with
- u. Must hold public liability insurance to a minimum of \$10 million.

Visitor Information Outlets working towards or meeting the above criteria will be supported by council in the following manner:

- Erection and upkeep of a VIO white "i" on light blue background sign, clearly identifying them as a VIO

Lifestyle location of choice

COMMUNITY SERVICES

- Supply of Regional Visitor Guides and Copper Coast Guides.
- Supply of brochures produced by the Copper Coast Visitor Information Centre
- Free listing in the Copper Coast Visitor Guide and the Farm Shed Website as a VIO
- Regular support in the upkeep of display material and information
- Support in attending the Yorke Peninsula Providers Network meeting
- Promotion of services and the VIO's associated business at consumer shows and other relevant promotional activities
- Support in training staff and volunteers working directly in the provision of information.

The following are considered necessary for the establishment of a new VIO:

- v. Only one VIO will be approved for each town
- w. No VIO will be approved if an Accredited VIC is established in that town
- x. The Outlet must be located in a main access or central town location, or within a tourist attraction
- y. The VIO must be readily visible from the road/street
- z. The business or facility must be compatible with Tourism
- aa. Parking must be available for cars
- bb. Parking should be available for caravans within 100m of the VIO.

Visitor information Outlets must meet the following criteria or be actively working towards the criteria in order to gain the support of the District Council of the Copper Coast and access to the resources of the Copper Coast Visitor Information Centre:

- cc. The proprietor must have a keen interest in providing visitor information and not simply operate a VIO as an opportunity to increase patronage to their own business
- dd. The staff should have good customer service skills and knowledge of tourism products including information about tourist sites and attractions, recreation facilities, accommodation and community services in the town of location
- ee. An area must be provided to accommodate a brochure display rack and/or stand for the purpose of displaying local visitor information brochures and flyers
- ff. The Yorke Peninsula Visitor Guide and the Copper Coast Visitor Guide must be displayed in a prominent position
- gg. The VIO must ensure information distributed to customers is up to date and correct
- hh. The VIO must establish an alliance with the Copper Coast Visitor Information Centre – Kadina.

lifestyle location of choice

COMMUNITY SERVICES

- ii. The VIO must source appropriate local tourism brochures directly from the individual business
- jj. In the main the Regional Visitor Guides are the only items the VIO's can stock promoting other regions
- kk. Individual brochures from outside the Yorke Peninsula may only be considered if there is a particular alliance with the VIO in question. For example a VIO coordinated by a branch of National Trust may stock information of other national trust sites out side the region
- ll. The VIO must commit to the provision of quality information service to walk in visitors and enquiries received by telephone, fax, mail, and E-mail
- mm. The VIO must commit to referring any enquiries they are unable to answer to the Copper Coast Visitor Information Centre – Kadina or appropriate Visitor Information Centre
- nn. A staff member must be willing to attend the bi-monthly Yorke Peninsula Visitor Information Providers network meeting and actively participate and work with the network.
- oo. The proprietor must ensure the Occupation Health, Safety and Welfare standards and legislations are complied with
- pp. Must hold public liability insurance to a minimum of \$10 million.

Visitor Information Outlets working towards or meeting the above criteria will be supported by council in the following manner:

- Erection and upkeep of a VIO white "i" on light blue background sign, clearly identifying them as a VIO
- Supply of Regional Visitor Guides and Copper Coast Guides.
- Supply of brochures produced by the Copper Coast Visitor Information Centre
- Free listing in the Copper Coast Visitor Guide and the Farm Shed Website as a VIO
- Regular support in the upkeep of display material and information
- Support in attending the Yorke Peninsula Providers Network meeting
- Promotion of services and the VIO's associated business at consumer shows and other relevant promotional activities
- Support in training staff and volunteers working directly in the provision of information.

Lifestyle location of choice

COMMUNITY SERVICES

6. **Delegation**

Enquiries in relation to this policy should be addressed to the Director of Community Services or the Tourism Coordinator.

7. **Adoption and Review**

This Policy will be reviewed as required, with the review being undertaken by the Community Services Department and a report provided to Council for consideration and adoption.

8. **Availability of Policy**

This Policy will be available for inspection without charge at the Councils' Principal Office and libraries during normal business hours, and on Councils' website.

A copy of this Policy may be obtained on payment of a nominated fee from Councils' principal office or may be down loaded from Councils' website.

Signed



Mayor

Date

Signed



Chief Executive Officer

lifestyle location of choice