

22.2 Visitor Information Services (Report No: 332/09)

Council Officers Remaining: Mr J Lynch, Mr S Hodge, Ms R Thomas, Mr I Walker, Mr M Blythe, Mr M Clarke, Mr J Gronthos and Ms P Aukett

C280709/422

Councillor Beh moved and Councillor Lonie seconded that, pursuant to Section 90(2) and 90(3)(b) of the Local Government Act 1999 the Council order that the public be excluded from attendance at the meeting, with the exception of Council officers and any other visitors permitted to remain, after taking into account the relevant considerations under Section 90(3)(b), on the basis that it will receive, discuss or consider the following:

- information or matter the disclosure of which –
 - (i) could reasonably be expected to confer a commercial advantage on a person with whom the council is conducting, or proposing to conduct, business, or to prejudice the commercial position of the council; and
 - (ii) would, on balance, be contrary to the public interest.



CARRIED**Visitor Information Services (Report No: 332/09)**

The provision of information to visitors is important to optimise the visitor experience. At its meeting held on 10 March 2009, Council considered a Notice of Motion 'in confidence' that Council actively pursues the possibility of securing rights to the Glenelg Visitor Information Centre but resolved to adjourn the matter pending further information, including preliminary discussions with the current operator to confirm their current and future intentions for the Centre.

The purpose of this report is to present further background information and the outcomes of preliminary discussions with the current operator in order to clarify Council's intentions to further pursue the matter.

C280709/423**Councillor Crutchett moved and Councillor Beh seconded:**

1. That should Council wish to further explore opportunities to operate its own Visitor Information Centre or enhance visitor services, Administration prepare a detailed Discussion Paper outlining the benefits, obligations and financial implications for Council's further consideration.
2. That the Discussion Paper be undertaken in the context of Council's impending Strategic Property Review.

CARRIED**Order to Retain Documents in Confidence****C280709/424****Councillor Beh moved and Councillor Lonie seconded that pursuant to Section 90(2), 90(3)(b) and 91(7) of the Local Government Act 1999:**

1. The Council orders that the documents and minutes relating to Report No: 332/09 with the exception of Resolution No: C280709/422 for going into confidence be kept confidential and not available for public inspection on the basis that they deal with information the disclosure of which:
 - (i) could reasonably be expected to confer a commercial advantage on a person with whom the council is conducting, or proposing to conduct, business, or to prejudice the commercial position of the council; and
 - (ii) would, on balance, be contrary to the public interest under Section 90(2) and 90(3)(b) of the Act
2. This resolution will be reviewed on or before 30 June 2010 by the Council.

CARRIED



CONFIDENTIAL REPORT

ITEM NUMBER: 22.2

~~CONFIDENTIAL REPORT NO. 332/09~~

28 July 2009

Pursuant to Section 83 (5) of the Local Government Act 1999 the Report attached to this agenda and the accompanying documentation is delivered to the Council Members upon the basis that the Council consider the Report and the documents in confidence under Part 3 of the Act, specifically on the basis that Council will receive, discuss or consider:

- information or matter the disclosure of which –
 - (i) could reasonably be expected to confer a commercial advantage on a person with whom the council is conducting, or proposing to conduct, business, or to prejudice the commercial position of the council; and
 - (ii) would, on balance, be contrary to the public interest.

Confidentiality of this document will remain until the resolution is reviewed on or before 30 June 2010 by the Council.

Confidential Reports may be handed back to Administration at the close of the Council meeting for confidential disposal.

If Members choose not to return them, it is their responsibility to ensure the items are secured or disposed of in a confidential manner.

CONFIDENTIAL

REPORT TO: COUNCIL

DATE: 28 JULY 2009

SUBJECT: VISITOR INFORMATION CENTRE SERVICES

STRATEGIC PLAN/ STRATEGIC PLAN: OBJECTIVE 3.1 – REMAINING ADELAIDE'S
CORPORATE PLAN PREMIER SEASIDE DESTINATION
OBJECTIVE/S:

WRITTEN BY: ROD BASTO
ECONOMIC DEVELOPMENT AND TOURISM OFFICER

EXECUTIVE SUMMARY

The provision of information to visitors is important to optimise the visitor experience. At its meeting held on 10 March 2009, Council considered a Notice of Motion 'in confidence' that Council actively pursues the possibility of securing rights to the Glenelg Visitor Information Centre but resolved to adjourn the matter pending further information, including preliminary discussions with the current operator to confirm their current and future intentions for the Centre.

The purpose of this report is to present further background information and the outcomes of preliminary discussions with the current operator in order to clarify Council's intentions to further pursue the matter.

RECOMMENDATION

1. That should Council wish to further explore opportunities to operate its own Visitor Information Centre or enhance visitor services, Administration prepare a detailed Discussion Paper outlining the benefits, obligations and financial implications for Council's further consideration.
2. That the Discussion Paper be undertaken in the context of Council's impending Strategic Property Review.

REPORT DETAILS**Introduction**

Since 1999, accredited Visitor Information Centres (VIC) in South Australia have played a vital role in visitor servicing through promotion of local tourism attractions and activities that can benefit the local economy. Importantly, VICs are intended to enhance the visitor

CONFIDENTIAL

experience and play a vital role in encouraging visitors to stay longer in the region, allowing for greater dispersal and repeat visitation.

The South Australian Tourism Plan 2009 – 2014 acknowledges the importance of VICs as part of a strategic network through which visitors are informed. With the intention of increasing VIC patronage, the South Australian Tourism Commission (SATC) recognises councils as key partners in developing this network. It is also important to note that the SATC considers it important that VICs do not operate in 'silos', but guide visitors further into surrounding regions and SA experiences to create a 'bigger pie', increase visitor experience and provide a sense of value. In a local context, while this may result in a number of visitors based in Glenelg being encouraged to explore areas beyond the Council boundaries, conversely this strategy contributes to our own visitation.

Background

Previous Reports and Decisions

On 10 March 2009, Council considered a Notice of Motion (Report No. 88/09) that Council actively pursues the possibility of securing the rights to the Glenelg Visitor Information Centre to enable its operation to become incorporated in an expanded visitor service which could be part of the operation of the Bay Discovery Centre. Council subsequently resolved (Resolution No. C100309/125) the following:

"That this question be adjourned to allow:

- 1. Administration to provide Council with previous reports on this issue;*
- 2. Tourism and Economic Development Officer to hold discussions with the current Visitor Information Centre operator as to current and future intentions;*
- 3. Administration to provide the latest South Australian Tourism Commission arrangements affecting Visitor Information Centres."*

In addition to the above, the Glenelg Visitor Information Centre has been the subject of previous reports, primarily related to the Council facility from which it currently operates and the associated lease agreements. However, Council has also previously given consideration to accepting the responsibility of operating the VIC itself, though not since 2002 has it done so formally. These previous reports are listed below:

- 442/02 Visitor Information Centre, Glenelg (13 August 2002)
- 571/02 Future of Glenelg Visitor Information Centre (8 October 2002)
- 344/05 Assignment of Lease – Sandbank Coffee Shop (28 June 2005)

In accordance with Council's resolution 1 on 10 March 2009, copies of the above reports and associated resolutions have been circulated to Elected Members for information under separate cover as Attachment 1.

Refer Attachment 1

CONFIDENTIAL

Key Issues Discussion

Discussions with Current Operator

In accordance with Council's resolution 2 on 10 March 2009, Council's previous Economic Development and Tourism Officer met with the current VIC operator. In those discussions the operator indicated a clear desire to continue to provide visitor information services within Glenelg. Further, the operator also expressed interest in relocating to a more prominent position, if Council were able to facilitate this as a financially viable option.

Indeed, the current operator of the Glenelg VIC, Glenelg Tourism Pty Ltd, has recently sought an extension to the lease of the Dolphins Café/Visitor Information Centre premises, through which the Café is sub-let. The current lease expires on 30 September 2009. A separate report 333/09 has been included 'in confidence' within these Agenda papers to seek Council's direction regarding any extension in light of Council's 10 March 2009 resolution and intentions to review current VIC arrangements in Glenelg.

SA Visitor Information Centre Program

The SATC, through its South Australian Accredited Visitor Information Centre Program (SAAVICP) renews VIC Accreditation annually (generally at the beginning of each financial year). Importantly, Tourism Accreditation status is not transferable and the application and requirements of establishing and maintaining an Accredited VIC are contained within the SAAVICP handbook. In accordance with Council's resolution 3 of 10 March 2009, a copy of the handbook is located at Attachment 2 for Members' reference.

Refer Attachment 2

Notwithstanding the accreditation requirements, however, this would not preclude Council from establishing its own non-accredited VIC. Such an arrangement is also likely to provide greater flexibility in terms of the facility's operation (e.g. opening hours, staffing etc.). Further, while the trademarked yellow on blue italicised 'i' symbol can only be displayed by accredited VICs, the generic visitor information symbol of a white roman 'i' on a blue background could be used for a non-accredited VIC. However, in the interests of undertaking a collaborative approach to develop local tourism, it is imperative that Council builds partnerships with key South Australian Government agencies such as the SATC, as well as private sector tourism operators.

Next Steps

Should Council wish to further explore opportunities to operate its own Visitor Information Centre or enhance partnership arrangements with the current operator, it is recommended that Administration prepare a detailed Discussion Paper outlining the benefits, obligations and financial implications for Council's further consideration. The Paper will also need to be undertaken in the context of Council's broader Strategic Property Review, which has been budgeted for in 2009-10.

CONFIDENTIAL

Financial Sustainability Impact

Budget

While Council has a recurrent cooperative marketing budget for the production and distribution of tourism information and promotional material, no budget is currently allocated to the provision of visitor information services. Notwithstanding this, however, volunteers within the Bay Discovery Centre do provide services and information to visitors on an ad-hoc basis at no additional cost to Council.

Preparation of a more detailed Discussion Paper will seek to clarify potential cost implications for Council should it wish to further pursue this matter. While the Paper would be prepared 'in house', some professional advice is likely to be required.

Full Life Cycle Costs

Life-cycle costs associated with the establishment of Council's own VIC will also be canvassed in any Discussion Paper.

Conclusion

The successful operation of the Glenelg VIC is considered important to the local tourism industry. Given that the current lease for the Dolphins Café/Visitor Information Centre premises is due to expire in the near future and is tied to the provision of visitor information services, an opportunity exists for Council to further explore its options for the provision of enhanced visitor services in Glenelg.



**R A THOMAS
GENERAL MANAGER
CITY SERVICES**

COUNCIL

REPORT NO: 332/09

ITEM NO: 22.2

28 July 2009

Attachment 1

**VISITOR INFORMATION CENTRE
SERVICES**

ITEM NO: 15.2
REPORT NO: 442/02

CONFIDENTIAL

REPORT TO: COUNCIL
DATE: 13 AUGUST 2002
SUBJECT: VISITOR INFORMATION CENTRE, GLENELG
WRITTEN BY: STEVE WATSON
PROPERTY & RISK OFFICER

REFUSED

12 DEC 2006

FILE REF:

ABSTRACT OF REPORT

The operators of the Sandbank Coffee Shop at Glenelg have sought Council's consent to allow them to excise the Visitor Information Centre function from their tenancy area. Having regard to the foreseeable needs and opportunities to consolidate a Visitor Information Centre in the Glenelg Town Hall, the tenant's offer is timely and should be accepted on terms that enable Council to progress alternative Visitor Information Centre opportunities and issues to minimise any period in which no Visitor Information Centre service is in place.

REPORT DETAILS

The operators of the Sandbank Coffee Shop have sought Council's consent to allow them to excise the Visitor Information Centre function from their tenancy area.

Currently the lease agreement for the Sandbank Coffee Shop requires the operator to dedicate 50% of the available floor space of the tenancy to perform tourism related services. In recognition of this requirement, the rental for that portion of the tenancy related to tourism activity is reduced by a factor of 50%. (Such a concession amounts to approximately \$14,000 in the current financial year.)

Administration believes that there are likely to be benefits accruing to both parties in acceding to this request. Council would have the opportunity of co-locating a Visitor Information Centre within the Glenelg Town Hall or locating such facility in an alternative appropriate location. The Sandbank business is also likely to gain commercially, in that the entire tenancy area could be used for commercial purposes and full rental income achieved. A variation to the lease agreement would need to be exercised in order to achieve the desired outcome.

Having regard to Glenelg's tourism focus, it is necessary for a Visitor Information Centre to operate within that locale, and certainly to minimise any "down time". Accordingly, it is recommended that any variation to the lease agreement be on the basis of a negotiated "date of effect" such that there is not an inordinate delay in the closure of the Visitor Information Centre within the Sandbank Coffee Shop and the opening of an alternative facility, and possibly a progressive adjustment of Sandbank tenancy rental to full commercial level phased in over an agreed period.

ITEM NO: 15.2
REPORT NO: 442/02

ACTING CHIEF EXECUTIVE OFFICER'S RECOMMENDATION

1. That the lease for the Sandbank Coffee Shop be varied to remove the necessity for the operator of the business to provide a Visitor Information Centre, subject to such variation incorporating the discontinuance of the rental concession associated with the provision of the Visitor Information Centre.
2. That the adjustment of rental for the premises to full commercial level be negotiated, if necessary, to be progressively applied over a period of 12 months from the date of cessation of the Visitor Information Centre operation.
3. ~~That the date of effect of any variation to the lease agreement be subject to the agreement of both parties, but, in any event, no later than 31 December 2003.~~
4. That the General Manager, Strategy and Development and the Property/Risk Officer be authorised to negotiate on Council's behalf to achieve the outcomes set out in 2 and 3 above.
5. That His Worship the Mayor and the Chief Executive Officer be authorised to sign and seal the Deed of Variation to the lease and any other relevant documentation when terms have been finalised, in accordance with 1 to 4 above.
6. That Administration report as soon as possible on options for future provision of visitor information services at Glenelg.



R T DONALDSON
ACTING CHIEF EXECUTIVE OFFICER

ITEM IN CONFIDENCE

Councillor Macaskill moved and Councillor Edwards seconded that, pursuant to Section 90(2) and 90(3)(d) of the Local Government Act 1999 the Council order the public excluded, with the exception of Council officers present, on the basis that it will receive, discuss and consider commercial information of a confidential nature, that would, if disclosed, prejudice the commercial position of the person who supplied it, and that the Council is satisfied with the principle that the meeting should be conducted in a place open to the public has been outweighed in relation to these matters by the need to keep the discussions and considerations of the matters confidential.

CARRIED**VISITOR INFORMATION CENTRE, GLENELG (REPORT NO: 442/02)**

Report No: 442/02 was presented advising that the operators of the Sandbank Coffee Shop at Glenelg have sought Council's consent to allow them to excise the Visitor Information Centre function from their tenancy area. Having regard to the foreseeable needs and opportunities to consolidate a Visitor Information Centre in the Glenelg Town Hall, the tenant's offer is timely and should be accepted on terms that enable Council to progress alternative Visitor Information Centre opportunities and issues to minimise any period in which no Visitor Information Centre service is in place.

C02/0136

Councillor Macaskill moved and Councillor Edwards seconded:-

1. That the lease for the Sandbank Coffee Shop be varied to remove the necessity for the operator of the business to provide a Visitor Information Centre, subject to such variation incorporating the discontinuance of the rental concession associated with the provision of the Visitor Information Centre.
2. That the adjustment of rental for the premises to full commercial level be negotiated, if necessary, to be progressively applied over a period of 12 months from the date of cessation of the Visitor Information Centre operation.
3. That the date of effect of any variation to the lease agreement be subject to the agreement of both parties, but, in any event, no later than 31 December 2003.
4. That the General Manager, Strategy and Development and the Property/Risk Officer be authorised to negotiate on Council's behalf to achieve the outcomes set out in 2 and 3 above.
5. That His Worship the Mayor and the Chief Executive Officer be authorised to sign and seal the Deed of Variation to the lease and any other relevant documentation when terms have been finalised, in accordance with 1 to 4 above.
6. That Administration report as soon as possible on options for future provision of visitor information services at Glenelg.

CARRIED

ITEM NO:
REPORT NO: 571/C

REPORT TO: STRATEGY & DEVELOPMENT COMMITTEE
DATE: 8 OCTOBER 2002
SUBJECT: FUTURE OF GLENELG VISITOR INFORMATION CENTRE
WRITTEN BY: ROD TROWBRIDGE, MANAGER
TOURISM & BUSINESS DEVELOPMENT &
GENERAL MANAGER STRATEGY & DEVELOPMENT

ABSTRACT OF REPORT

Due to a series of emerging circumstances, the City of Holdfast Bay has the opportunity to plan for upgraded, purpose-built Visitor Information Centre (VIC) facilities at Glenelg.

This report summarizes critical issues associated with early thinking, planning and budgeting for such an eventuality.

It seeks a decision as to whether or not Council would accept on-going responsibility for a VIC at Glenelg and, if so, an acknowledgment of the allocation of immediate and long term resources, based on Council's view of what is considered acceptable having regard to need, benefit and other priority demands.

REPORT DETAILS

Background

In various forms, visitor information facilities have existed at Glenelg for decades. An accredited Visitor Information Centre (VIC) has operated under the current terms from the Sandbank Coffee Shop since November 1997.

During the planning phase of the Bay Discovery Centre, a VIC was proposed for the ground floor in the original designs of the Glenelg Town Hall – Bay Discovery Centre (BDC) concept. Given the then major capital and operational commitments to the BDC it was determined that Council could not, at that stage, commit further community resources to the creation and operation of a VIC.

This led to the preference for a visitor information centre to operate at Glenelg on a commercial basis without need for further Council support. While extensive and fruitful negotiations for a suitable VIC model to be commercially operated from the Town Hall were conducted, new arrangements could not be successfully concluded as part of the overall Bay Discovery Centre development, hence the current arrangements have continued with the operators of the nearby Sandbank Coffee Shop.

Current Situation

An overview document explaining set-up, operational, marketing and funding issues, providing a context for future decisions affecting the Glenelg Visitor Information Centre, has been circulated separately to this report for Elected Members' information. Members are encouraged to read that document as important context.

At the request of the operators of the Sandbank Coffee Shop, Council has recently agreed to the removal of the VIC "requirement" from their lease, on terms and conditions that enable Council to consider and, if appropriate, plan for and implement an alternative VIC at an appropriate location.

Aligned with this, confidential Report No: 553/02 in the Council Agenda papers for 8 October 2002 informs Members of a request from the Rodney Fox Shark Experience tenancy and recommends a direction forward for the next 12 months.

The Opportunity

~~Clearly there is a catalyst for change. Momentum is growing to develop a new facility that satisfies the increasingly sophisticated demands of today's consumer as well as the tourism industry, plus the opportunity exists to achieve critical links with related Council facilities and tenancies.~~

Collectively, these situations point to the opportunity for Council to accept responsibility for the VIC function and establish a fresh, dynamic and upgraded facility at Glenelg. The key issue revolves around the level of control that Council considers most appropriate for this project and the implied direct associated costs. There appear to be four options for Council's role:

1. Owner/manager (full control) of a facility based within the Glenelg Town Hall
2. Owner/manager (full control) of a facility based at another location.
3. Owner/landlord, but not operator, of a facility within the Glenelg Town Hall
4. Interested party, but not operator, of a private facility at another location.

An appropriate facility within the Glenelg Town Hall presents the best likelihood of delivering the most professional service in the most cost effective manner. As soon as a VIC is proposed away from Council-owned premises, significant purchase/rental costs apply. It has also been proven that VIC staff receive substantial demands for 'free' information – information that does not generate bookings or income, therefore severely restricting potential viability as a stand-alone function for commercial operators.

The concept of a VIC within the Glenelg Town Hall complex has increased appeal considering its prime seafront location, and its links to the related Bay Discovery Centre and restaurant coffee shops/wine bar/Shark Museum tenancies of the Glenelg Town Hall. It also offers access to a strong core of volunteers who, by default, frequently provide basic tourist information when asked natural questions by visitors to the Bay Discovery Centre. (However, this level of information provision must not be considered adequate, as an automatic solution to VIC needs, nor is it able to be resourced on a continuing basis by the BDC volunteer network).

Influencing Factors

Numerous factors -- including general reasoning and arguments both 'for' and 'against' -- will influence immediate and long-term decisions:

In General:

- Economic benefits flowing from growth prospects (increased number of visitor nights and overall length of stay etc.) are described in the previously circulated overview document. Also as referred to in the overview document, greater visitor appeal may be generated by integrating the entire "visitor experience" to include the Rodney Fox Shark Experience as part of merchandise retailing within a broader coastal/marine environment theme.
- Strategic benefits would emerge from linking with current SA Tourism Commission (SATC) marketing thrusts and tactical efforts. The SATC's current strong marketing emphasis on the "drive market", coupled with its destination development commitment to SA's coastline presents a 'hand in glove' fit with the potential of a purpose-built VIC at Glenelg to meet regional goals.

- Desired outcomes contained within Council's current range of adopted Strategic, Tourism and Bay Discovery Centre operational plans include:

Objectives of the City of Holdfast Bay 2001—2004 Strategic Plan that directly link with the potential for a new VIC include:

- To ensure the City of Holdfast Bay remains as South Australia's premier seaside destination through the promotion and provision of targeted events, tourism infrastructure, attractions, touring products and services.
- To maximise the economic benefit of business and tourism with the City of Holdfast Bay.
- ~~To provide and facilitate services and facilities which support public health and encourage a "healthy lifestyle".~~

Strategies from the Tourism Plan include:

- Investigate and implement initiatives that will ensure Holdfast Bay is acknowledged as a destination with year-round appeal.
- Investigate opportunities to capture new and emerging market segments.
- Ensure the Bay Discovery Centre establishes itself as a major tourist attraction in South Australia.
- Ensure that Holdfast Bay remains and is marketed as the premier SA metropolitan seaside destination.
- Work with industry to establish a mix of new attractions and touring products, which reflect the appeal and diversity of the whole Holdfast Bay region.

Actions from strategies of the Bay Discovery Centre Operational Plan include:

- Increase the core number of volunteers to allow for the development of projects and provide for efficient visitor services seven days a week.
- Provide ongoing training for volunteers to function effectively as ambassadors for the City of Holdfast Bay and encourage repeat visitation.
- Participate in the SATC accreditation program.
- Clarify the needs of coach tour operators for their increased visitation and satisfaction.
- Further develop visitor service provided by volunteers to welcome visitors to Glenelg.

'Argument For'

- There are obvious circumstantial needs, the long-standing vision remains relevant and the timing is right.
- Provision of a modern, professional VIC is an important part of destination status and market-driven tourism presence. In summary, it is a must for regions that consider themselves to be serious tourism industry players.
- There is genuine opportunity to add 'local personality' to the VIC service. Important facets such as community pride, ownership and development will be enhanced.
- A Council-owned option presents the best opportunity to provide professional information with a genuine 'human face' of the community. It would be able to meet visitor needs on those occasions when high level detail is sought, but would not yield commercially sustainable financial income for a private sector operator.
- A well-run and professionally respected VIC provides tangible opportunities to galvanise local tourism and related industry and forge strong new co-operative directions.

- Travellers expect to be able to utilise a well resourced VIC. These facilities help build longer and repeat visits.
- There is a current VIC service – discontinuance would be seen as a loss.

"Argument Against"

- Taking on and establishing the VIC will incur substantial immediate capital costs as well as specific long-term operational costs.
- Any tangible payback on the investment to the community is hard to define in clear-cut dollar terms.
- A successful VIC will actually lead to increased demand and hence on going cost increases.
- This should not be Council's sole responsibility - the local tourism industry should take responsibility for VIC operations, as direct beneficiaries.

Financial Considerations

Typical annual budgets borne by other Councils and peak organisations for existing seven-day VIC operations range between \$100,000 and \$900,000 per annum. (It is understood that one high-profile metropolitan Council that operates a very professional VIC, but uses only paid staff with no volunteers, allocates \$900,000 a year for its operation).

Predicted costs for the City of Holdfast Bay, should it choose to take on responsibility for its own facility within the Glenelg Town Hall, are likely to be in the order of \$220,000 (minimum) for the first year, reducing to around \$150,000 (again, minimum) in subsequent years.

These initial costs are based on very preliminary estimates of \$100,000 for infrastructure, shopfitting & office partitioning etc, plus \$120,000 for office and staff resources.

For subsequent years it is pragmatic to allow at least \$150,000 per annum, plus budgeted annual increases. This base figure would pay for approx 1.8 staff, plus office, stock, training and marketing costs (ironically, the greater the success of the venture, the greater the costs ie. mailouts, phone calls, faxes, internet hours etc.). The 1.8 paid staff should be considered bare minimum, as such an operation requires at least 70-80 volunteers, in other words an operation about the same size as the Bay Discovery Centre.

This model represents the cheapest Council-owned option. Models based on external premises are likely to cost \$50,000 to \$100,000 more per annum.

Experience suggests that, initially, it is unlikely to be feasible to proceed with a commercially operated model in the expectation that such a VIC will provide the level of detail required for the local area. However, based on the previous Glenelg Town Hall negotiations, we should not rule out the possibility that the operator of a strongly aligned visitor/travel focussed business might deliver a VIC function close to Council's expected standards, nevertheless still based on subsidised rental and Council funding the majority of initial fitout and ongoing stock and marketing costs.

The above costings also do not estimate earnings from retail sales and tourism product commissions (accommodation, tours and brochure stocks etc.) Such income should be considered a bonus/off-set in later years once the VIC's reputation, skill base and competencies have been clearly established.

NOTE: Additional to all costings mentioned here, this project is of such complexity and importance, that external consultant resources would most likely need to be engaged to ensure smooth running to efficient timelines. Over a 12 month period these costs could amount to between \$25,000 to \$40,000.

Critical Questions

To assess and proceed with the VIC issue, answers are required to three major questions:

1. Does Council want to accept current and on-going responsibility for the Glenelg VIC ?
2. If 'yes', are the estimates of around \$200,000 for its first year, and a minimum of \$150,000 in subsequent years acceptable levels of establishment, on-going and long-term resource commitments?
3. If 'no', what is the preferred course of action and commensurate resource commitments?

It is the view of Administration that

- It is inevitable that Council will need to take responsibility for at least the establishment of a quality contemporary VIC for Glenelg and Holdfast Bay. While it is possible that a well aligned visitor related tenant might also provide the on-going VIC service, this would still be at some cost to Council and is considered unlikely to be feasible in the short term.
- Realistic capital and operational costs should be recognised. While funding contributions from relevant stakeholders other than Council should be investigated, it must be anticipated that the early costs of establishing a VIC will fall largely to Council, in its leadership capacity. This investment is considered justifiable having regard to Council's strategic long term goals and the crucial role of visitor and tourism based businesses and activities in Holdfast Bay's local economy.
- Retention of the current "Sandbank arrangement" is a short to medium term option, however, considered unlikely to be a sustainable long term way of delivering quality VIC services to the Holdfast Bay area. While "no VIC service" is an option, this is not supported by Administration simply on the basis of Council's clear strategic goals focussed around tourism and visitor activities. Further, VIC services are not well suited to trimming to "fit a budget", as poor visitor experiences will do considerable damage to the area's reputation and pre-eminent market position.

Manageable Next Steps

Assuming Council chooses to take responsibility for the Glenelg VIC, the natural next steps, some in parallel with each other, would be to:

- Liaise with the affected VIC and other tenancies, to confirm a broadly defined set of commercial and time related parameters for the project.
- Seek specialist input to potential design and set-up features that would then enable accurate business modelling and budgeting for the proposed new facility, including resolution of outstanding issues to achieve the desired level of integration with elements of the Rodney Fox Shark Experience.
- Identify, with a view to securing, necessary funding sources.
- Draft 'critical path' timelines, followed by appropriate business, operational and implementation plans.

GENERAL MANAGER STRATEGY & DEVELOPMENT RECOMMENDATION:

That the Committee recommends that:

1. Council resolves in principle to take responsibility for the development and operation of a purpose-built, region specific Visitor Information Centre (VIC) in the Glenelg Town Hall.
2. Administration pursue the confirmation of variations to tenancy arrangements affecting the Glenelg Town Hall and Sandbank Coffee Shop/VIC, as a pre-condition of further ~~planning for a VIC in the Glenelg Town Hall.~~

3. Council considers the allocation of a minimum of \$220,000 in the 2003-2004 budget to progress the proposed VIC facilities.
4. Relevant funding grant and Income options be explored to contribute to and therefore minimise Council's bottom-line financial input to the venture.

R T DONALDSON
GENERAL MANAGER
STRATEGY & DEVELOPMENT

FUTURE OF GLENELG VISITOR INFORMATION CENTRE (REPORT NO. 571/02)

Due to a series of emerging circumstances, the City of Holdfast Bay has the opportunity to plan for upgraded, purpose-built Visitor Information Centre (VIC) facilities at Glenelg.

This report summarizes critical issues associated with early thinking, planning and budgeting for such an eventuality.

It seeks a decision as to whether or not Council would accept on-going responsibility for a VIC at Glenelg and, if so, an acknowledgment of the allocation of immediate and long term resources, based on Council's view of what is considered acceptable having regard to need, benefit and other priority demands.

SDO2/0018 Councillor J Deakin moved and Councillor Lush seconded that the Committee recommends that:

1. Council resolves in principle to take responsibility for the development and operation of a purpose-built, region specific Visitor Information Centre (VIC) in the Glenelg Town Hall.
2. Administration pursue the confirmation of variations to tenancy arrangements affecting the Glenelg Town Hall and Sandbank Coffee Shop/VIC, as a pre-condition of further planning for a VIC in the Glenelg Town Hall.
3. Council considers the allocation of a minimum of \$220,000 in the 2003-2004 budget to progress the proposed VIC facilities.
4. Relevant funding grant and income options be explored to contribute to and therefore minimise Council's bottom-line financial input to the venture.

CARRIED

DEVELOPMENT ASSESSMENT PANEL PROCEDURES AND POLICIES (REPORT NO. 554/02)

The Council workshop held on 24 September 2002, included the topic of "Development Assessment Panel Procedures and Policies". The recommendations presented in this report draw upon Administration notes of the workshop discussion.

SDO2/0019 Councillor Telfer moved and Councillor Lush seconded that the Committee recommends:-

1. That the Development Assessment Panel consider, on a case by case basis, the conduct of briefings in relation to major development proposals, on the basis of the following principles and criteria:-
 - A. Briefings shall not be considered an "as of right" opportunity. Written requests for briefings, made through Council's Administration, shall be considered by the Development Assessment Panel, having regard to the following guidelines:-
 - i Construction value of the development involved must exceed \$10 million.
 - ii The development should preferably involve a landmark site in the City of Holdfast Bay context.
 - iii A formal Development Application must be lodged for the development proposal prior to the briefing being requested.
 - B. Briefings shall be arranged and facilitated by Council's Administration, shall normally be held in a City of Holdfast Bay venue, and shall not exceed 30 minutes.

ITEM NO: 7.8
REPORT NO: 344/05

REPORT TO: ECONOMIC AND CORPORATE COMMITTEE
DATE: 28 JUNE 2005
SUBJECT: ASSIGNMENT OF LEASE – SANDBANK COFFEE SHOP
WRITTEN BY: STEVE WATSON
PROPERTY AND RISK OFFICER
FILE REF:

ABSTRACT OF REPORT

Solicitors acting for the operators of the Sandbank Coffee Shop have written to Council seeking Council's permission to assign the lease for the premises to Glenelg Tourism Pty Ltd, a Company associated with Stephen Waites and Karen Waites.

REPORT DETAILS

Background

The operators of the Sandbank Coffee Shop have been in discussion with Mr Stephen Waites (the owner/operator of Temptation Sailing) regarding the sale of their business and assignment of the lease for the premises to Mr Waites or interests associated with him.

A letter from Sandbank's solicitor has now been received seeking Council's permission for the lease to be assigned to Glenelg Tourism Pty Ltd, a Company associated with Stephen Waites and Karen Waites.

Administration has held a number of informal discussions with Mr Waites regarding the potential assignment and operation of the Visitor Information Centre, the uncertainty associated with the building's future, the recent lease negotiations with the existing operators and the negotiated rental level. In this regard Administration believes that Mr Waites is aware of all necessary facts regarding this tenancy.

Mr Waites has involvement in the tourism industry via his other major venture, Temptation Sailing, based at Holdfast Shores Marina. Mr Waites recently travelled to America as part of a promotion/delegation organised by Tourism SA.

Tourism Implications

It has been pleasing to note Mr Waites keenness and enthusiasm to operate the Glenelg Visitor Information Centre.

While this is commendable, there are no commercial guarantees that Mr Waites will automatically succeed in the new venture. For example he will need to review his current business planning, operational and resource levels to ensure the Visitor Information Centre runs at a standard commensurate with his existing dolphin tours.

It should be noted that the current level of Visitor Information Centre accreditation is not transferable; Mr Waites will have to re-apply for and re-gain the blue-and-yellow "I" symbol which is the highest level of visitor service accreditation.

ITEM NO: 7.8
REPORT NO: 344/05

While it is inevitable that Mr Waites will face several challenges in his efforts to operate a first class Visitor Information Centre, Administration believes that he has the capacity to do so and that he is genuinely committed to providing a quality service.

Summary

Under the terms of the lease agreement (Clause 3) Council is required to grant its permission prior to the assignment occurring. Whilst Council is able to exercise this right to not permit the assignment to occur, it must not unreasonably withhold such consent. The lessee also has an obligation to provide information to Council relating to the assignment e.g. transfers, agreements and other instruments.

In view of the above, Administration recommends that the current operators of the Sandbank Coffee Shop, through their solicitor, be advised that Council consents to the assignment.

GENERAL MANAGER ECONOMIC AND CORPORATE RECOMMENDATION

That the Committee recommends that:

1. **The request by solicitors acting for the operators of the Sandbank Coffee Shop for the lease to be assigned to Glenelg Tourism Pty Ltd be approved providing the requirements of the relevant clauses in the lease agreement are met.**
2. **His Worship the Mayor and the Chief Executive Officer be authorised to sign and seal all relevant documentation associated with the assignment.**

DENNIS G CHAMBERLAIN
GENERAL MANAGER
ECONOMIC AND CORPORATE

7.7 Thai Jasmine Restaurant and Rodney Fox Shark Museum – Lease Updates (Report No: 343/05)

Report No. 343/05 was presented to Elected Members with an update regarding negotiations between Council Administration and the operators of the Thai Jasmine Restaurant and also the Rodney Fox Shark Museum.

EC280605/075 Councillor Lush moved and Councillor Macaskill seconded that the Committee recommends that the report be noted.

CARRIED

7.8 Sandbank Coffee Lounge – Assignment of Lease (Report No: 344/05)

~~Report No. 344/05 was presented advising Solicitors acting for the operators of the Sandbank Coffee Shop have written to Council seeking Council's permission to assign the lease for the premises to Glenelg Tourism Pty Ltd, a Company associated with Stephen Waites and Karen Waites.~~

EC280605/076 Councillor Lush moved and Councillor Edwards seconded that the Committee recommends that:

- 1. The request by solicitors acting for the operators of the Sandbank Coffee Shop for the lease to be assigned to Glenelg Tourism Pty Ltd be approved providing the requirements of the relevant clauses in the lease agreement are met.**
- 2. His Worship the Mayor and the Chief Executive Officer be authorised to sign and seal all relevant documentation associated with the assignment.**

CARRIED

ITEM NO: 22.2 REPORT NO: 332/09
Attachment: 2
1-12

APPLICATION AND REQUIREMENTS

South Australian Accredited Visitor Information Centre Program



South Australia.
A brilliant blend.

CONTENTS

- 2 BACKGROUND
- 3 BENEFITS OF ACCREDITATION
- 3 WHY IS SUCH A PROGRAM IMPORTANT FOR THE TOURISM INDUSTRY?
- 4 AUDIT'S AND ON-SITE VERIFICATION AUDITS AND REVIEWS
- 4 CONDITIONS FOR USE OF THE NATIONAL TOURISM ACCREDITATION LOGO
- 5 QUALITY IMPROVEMENT REQUEST
- 5 CONDITIONS FOR USE OF THE ACCREDITED VISITOR INFORMATION CENTRE LOGO
- 6 ACCREDITATION APPLICATION PROCESS FOR VISITOR INFORMATION CENTRES
- 8 APPLICATION FOR VISITOR INFORMATION CENTRE ACCREDITATION
- 10 ACCREDITED VISITOR INFORMATION CENTRE CRITERIA
- 14 OTHER DETAILS YOU SHOULD KNOW
- 16 ACCREDITED VISITOR INFORMATION CENTRE DECLARATION
- 17 COLLECTION OF VISITOR DATA
- 18 ACCREDITED VISITOR INFORMATION CENTRE DAILY RECORD SHEET

ITEM NO: 22.2 REPORT NO:
332109
Attachment: 22-12

BACKGROUND

Since 1999 the Accredited Visitor Information Centres in South Australia have played a vital role in visitor servicing. Visitor Information Centres enhance the visitor experience and play a role in encouraging visitors to stay longer in the region allowing for greater dispersal and repeat visitation.


The statewide network of Accredited Visitor Information Centres forms an integral component of the Tourism Industry and acts as a valuable distribution network for the range of experiences that are on offer throughout South Australia. Therefore, it is important for South Australia's network of Visitor Information Centres to have access to best practise guidelines, as a vehicle for raising the quality of service and the profile of the network in South Australia.

The Accreditation Visitor Information Centre program is designed to provide the consumer with a consistent and recognised level of customer service throughout South Australia. It is based on Quality Assurance Principles and is aligned to the Australian and International Standards for Quality Management Systems - ISO 9002. The Program addresses many of the issues that are involved in the development of a Business Plan but focuses on those key elements that are part of the day-to-day function of any tourism business operation. Thus, the program provides consumers and the industry with an assurance that an Accredited Visitor Information Centre is committed to quality business practices and professionalism in all aspects of the enterprise.

This is achieved by the development of professional management systems that will lead to reliability, consistency and predictability in the operation of the business that results in improved customer service and satisfaction.

It encourages businesses to:

- Plan what is to be done [Quality Planning]
- Check that customer expectations are being met [Quality Control]
- Ensure the customers changing expectations are fulfilled economically at the right time [Quality Management]

In order for a Visitor Information Centre to achieve accreditation it must successfully meet all of the required criteria as stated in this document. Visitor Information Centres that achieve accreditation are able to display the italic blue and yellow .

BENEFITS OF ACCREDITATION

- Recognition as part of the official network of South Australian Visitor Information Centres (referred to as the SA Visitor Information Centres Working Group) and recognised as part of the National Network of Accredited Visitor Information Centres
- Inclusion in the South Australian Tourism Commission's generic and cooperative marketing brochures
- Inclusion on the South Australian Tourism Commission's ATLAS database
- Eligibility to use the newly developed "AVIC" sign symbol
- Inclusion in regional marketing board publications and cooperative marketing brochures
- Inclusion in the South Australian Tourism Commission's website
- Inclusion in the South Australian Tourism Accreditation Board website
- Inclusion in the general promotion of the visitor centre information network to the visitor and the tourism industry
- The ability to assure customers of the continued quality of service provided.
- Competitive advantage over non-accredited operators.
- Implementation of formal operational and management procedures, which leads to improved business knowledge and performance, competence and predictability.
- Facilitate continuous business improvement via an alignment with Total Quality Management principles.
- A benefits package that includes many marketing initiatives such as tourism publications, trade and consumer shows.
- The accreditation logo can be promoted locally, nationally and internationally as a symbol of quality within the tourism.

WHY IS SUCH A PROGRAM IMPORTANT FOR THE TOURISM INDUSTRY?

If the tourism industry is to achieve success in the increasingly competitive National and International markets, all sectors of the industry must develop quality product and services that will meet the expectations of their customers.

To achieve this goal all businesses involved in the industry must pay close attention to their business practices to ensure that the services and products offered by them are reliable, consistent and predictable. Customer confidence will be the resulting outcome, which in turn will lead to increased profitability.

The development and implementation of a tourism industry accreditation program based on quality assurance principles, which establishes a benchmark of professional management procedures for tourism industry operators, will be a significant step in this process.

ITEM NO: 22.2 REPORT NO:

332109

Attachment: 28-12

AUDITS AND ON-SITE VERIFICATION AUDITS AND REVIEWS

On site verification and accreditation reviews will be conducted as practicable. Please be assured that during an on site verification, the auditor will have no interest in the financial records, profit and loss accounts of your business. The auditor will be looking for conformance to the Standards set in the Visitor Information Centre Tourism Accreditation Program, that the processes and procedures described are being exercised and that they conform to the requirements of the program.

Following the desktop audit, on site audits will be carried out on a regular basis. All businesses will receive a minimum of one onsite audit every twelve months. The verification auditor will be checking for conformity with the National Standard set out in this program.

CONDITIONS FOR USE OF THE NATIONAL TOURISM ACCREDITATION LOGO



Strict conditions apply to the use of the Accreditation Logo.

GENERAL USE

- Visitor Information Centres are authorised to use the logo with one only Registered Business Name or Registered Company Name.
- The logo may only be used in connection with your Registered Business Name in accordance with the Business Names Act 1996.
- The logo must not be used to promote any other product, service or business.
- The South Australian Tourism Accreditation Board has the right, at any time, to inspect the use of the logo on promotional material to ensure that standards are being maintained.
- You are not permitted in any way to alter the logo by changing the proportional size or text on the logo.
- The South Australian Tourism Accreditation Board reserves the right to terminate accreditation and use of the logo if these conditions are breached or if the logo is used in a manner which is misleading or deceptive.

The National Tourism Accreditation Program has been endorsed by the Australian Tourism Accreditation Association Ltd and meets the Australian Tourism Accreditation Standard. As a result, businesses that meet the requirements of the National Tourism Accreditation Program automatically achieve accreditation by the Australian Tourism Accreditation Association. This allows the ATAA Trade Mark and the phrase 'Accredited Tourism Business' to be displayed.

QUALITY IMPROVEMENT REQUEST

A Quality Improvement Request will be raised if a non-compliance is identified during the course of an on site visit, or as a result of a customer complaint.

The process used is explained in more detail in the Quality Improvement Requests section of the manual.

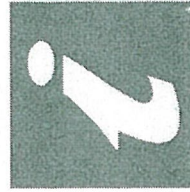
If during the conduct of an on site verification the auditor discovers a non-compliance (i.e. the process you claim you are using is not being followed), the auditor will raise a Quality Improvement Request.

The same process is undertaken if the Accreditation Office receives a customer complaint. The business concerned is expected to resolve the matter as soon as possible and the Tourism Accreditation Manager must receive a response detailing the outcome within seven days of receipt of the Quality Improvement Request. Where mediation is required, the decision of the mediator will be regarded as final and binding.

As an accredited business, you will have an understanding of this commitment. Failure to act on a Quality Improvement Request within the agreed time frames will result in the Visitor Information Centre losing its accreditation status. In such an event all promotional and marketing benefits will also be withdrawn and permission to use the trademark / logo denied.

The SATC has the authority to remove the accreditation status from a Visitor Information Centre in South Australia, as it is the authorising body to administer the trademark.

CONDITIONS FOR USE OF THE ACCREDITED VISITOR INFORMATION CENTRE LOGO



ABOUT THE LOGO/TRADEMARK

The italic yellow 'i' sign on the blue background is a registered trademark. It denotes an accredited Visitor Information Centre. The trademark is owned and has been registered by Tourism Victoria and is sub-licensed to Accredited Visitor Information Centres across Australia. The South Australian Tourism Commission is authorised to administer the trademark in South Australia on Tourism Victoria's behalf.

Accredited Visitor Information Centres across Australia are required to complete the comprehensive accreditation program in order to have access to the italic yellow on blue trademark. The trademark therefore symbolises quality in Visitor Information Centres and signifies an Accredited Visitor Information Centre.

Accredited Visitor Information Centres may use this symbol at any time for any use, as long as the image is in keeping with the SATC guidelines.

Please note: All costs associated with signage are the responsibility of the Visitor Information Centre and not the SATC. This includes the installation of new signs as well as the replacement of damaged signs.

COPYRIGHT INFORMATION

The use of the Accredited Visitor Information Centre trademark is restricted to Accredited Visitor Information Centres only. They may use this symbol at any time for any use, as long as the symbol is correctly displayed as per the SATC guidelines.

The Style guide is available via the SATC's Industry Support Manager

Non-accredited centres or other organisations are not permitted to use this symbol or identity.

For accredited centres, please take care to avoid any misinterpretation of the Accredited Visitor Information Centre branding. It is in your best interests to ensure that this identity is used by accredited centres only.

MISUSE OF TRADEMARK

All Visitor Information Centres must ensure that all proposed representations and use of the trademark shall be in accordance with specifications and guidelines as set out in the Visitor Information Centres style guide.

This continued unauthorised use of the trademark not only undermines the integrity of the program supporting the use of the "V" trademark but also importantly may deceive or cause confusion to visitors to the standard of service provided by your business. Visitor Information Centres that breach the trademark will be formally notified and asked to either remove or modify the trademark.

If these requests are refused then the SATC unfortunately will have no other alternative but to instigate proceedings against the Visitor Information Centre, under the Australian Trade Marks Act 1995.

ACCREDITATION APPLICATION PROCESS FOR VISITOR INFORMATION CENTRES

STEP 1

Contact the South Australian Tourism Commissions (SATC) Industry Support Manager to discuss the SATC's direction and policy for Accredited Visitor Information Centres.

If the centre meets the SATC's direction and policy, an on-site assessment visit of the premises will be required before a Visitor Information Centre accreditation application form is submitted.

STEP 2

Should the on-site premises be deemed acceptable and the SATC directions and policy fully met then an Accredited Visitor Information Centre application form will be provided by the SATC. This form will need to be submitted to the SATC Industry Support Manager for assessment.

Included with the form, you will need to provide:

- Local government support (demonstrated (letter)
- Regional Marketing Committee support (demonstrated (letter)
- Brief business plan for the Visitor Information Centre
- Acknowledge you have read the VIC Accreditation guidelines
- Acknowledge the SATC reimbursement of accreditation fees policy

STEP 3

After the above requirements are satisfactorily met SATC will advise the South Australian Tourism Accreditation Board (SATAB) to proceed with the accreditation process.

STEP 4

You have now registered for the program.

1. Pay for, and receive, a complete accreditation manual, including templates and tools from SATAB.
2. Note: Fees will be reimbursed 100% for successful VIC's.

STEP 5

Using this manual complete the criteria documentation as required. The manual has been designed for you to work progressively through the criteria and contains a number of templates that can be modified to suit your business needs.

Once you have completed all of the documentation, forward this to the Tourism Accreditation Manager who will undertake the desktop audit and advise if it is satisfactory.

STEP 6

On successful completion of the desktop audit, your Accreditation status will be granted and you will be issued with an accreditation certificate and accreditation logos for use in marketing activities.

If, as a result of the desktop audit, it is found that additional information is required you will be contacted and requested to provide further information or clarification - all requirements will be explained in writing.

STEP 7

Congratulations.

Once accreditation has been achieved, details of your Visit Information Centres will be included free of charge to the search facility on the National Tourism Accreditation Program website www.tourism accreditation.com.au.

In addition, the South Australian Tourism Commission will be notified of your Visit Information Centres' accreditation status and the accreditation logo will be included on www.southaustralia.com.

On-site verification audits will be conducted bi-annually, or as practicable, to ensure that the documentation is in place and that you are implementing the documented processes and practices.

ITEM NO: 22.2 REPORT NO:

Attachment: 23-12

332/09

APPLICATION FOR VISITOR INFORMATION CENTRE ACCREDITATION

Name of organisation seeking VIC Accreditation	
Name of contact	
Postal Address	
Physical address of VIC	
Telephone	
Fax	
Email	

- How many tourism products are there in your VIC's catchment area? 'Catchment area' is defined as the area that covers the tourism businesses to whom you have some information responsibility.
- How many attractions are there in this area? (Natural - man-made). What are the key/iconic/must see attractions?
- What is the size of your geographical catchment area? Describe its boundaries?
- Where are the nearest VICs? (Distance and driving time?)
- What destinations outside your domain do you receive regular requests for information for? (Accommodation, tours, attractions, events etc).
- What drive routes do consumers use through your area? (Consumers travel from where to where?)
- How many visitors do you get to your VIC per annum? What are the visitation trends?

APPLICATION FOR VISITOR INFORMATION CENTRE ACCREDITATION

- Who will (or does) own and operate the VIC?
- Why is it important for your town to have an accredited Visitor Information Centre as opposed to a non-accredited centre?
- Is the manager of your centre a paid employee? Full time/part time?
- What will your centre contribute to the tourism experience in your area and adjoining areas?

WHAT OTHER SUPPORT WILL/DOES YOUR CENTRE RECEIVE?

Source	\$ p.a.	In kind support	General attitude to tourism
Local government			
Tourism and business association			
Private business			
Other			

CHECK LIST

It is a requirement that the following elements are included as part of an application for Visitor Information Centre Accreditation.

- Local government support demonstrated (letter) YES / NO
- Regional Marketing Committee support demonstrated (letter) YES / NO
- Brief business plan for the VIC YES / NO
- Have read VIC Accreditation guidelines YES / NO
- Acknowledge the SATC reimbursement of accreditation fees policy YES / NO

FORWARD COMPLETED APPLICATION FORM TO:

VIC Accreditation Application
 Industry Support Manager
 South Australian Tourism Commission
 GPO Box 1972
 Adelaide 5001

Email: nick.drivas@tourism.sa.com

ITEM NO: 22.2 REPORT NO: 382/09
 Attachment: 26-12

ACCREDITED VISITOR INFORMATION CENTRE CRITERIA

ACCREDITED VISITOR INFORMATION CENTRE CRITERIA

8	ADMINISTRATION AND OPERATIONS	Yes / No
8.1	BUSINESS NAME The Visitor Information Centre must register and trade with the words "Visitor Centre" and have the name of the town in the business name of the centre. i.e. a VIC situated in the town of Bordertown must be registered and trade as the Bordertown Visitor Centre as not the Dukies Highway Visitor Centre.	Yes / No
8.2	SIGNAGE Displays the approved accreditation sign in accordance with the national signage policy at the VIC premises, the main town entry points, as well as advanced warning signs on main roads or major intersections leading into the town as deemed appropriate by the SAITC. All costs associated with accredited signs are the centres responsibility. This includes the installation of new signs as well as the replacement of damaged signs.	Yes / No
8.3	COMPLIANCE Has demonstrated letter of support and significant funding commitment from the Local Government Authority, Local Council or District and/or state government such as National Parks and Wildlife.	Yes / No
8.4	INSURANCE Must have insurance cover for all staff and volunteers, both on-site and off-site (familiarisation visits) in all insurances. A minimum \$10 million professional indemnity insurance specifically covering Visitor Information Centre operations.	Yes / No Yes / No
8.5	BROCHURE ACCEPTANCE AND DISPLAY POLICY All twelve regional visitor guides and other SAITC publications must be clearly displayed and available at no cost to the visitor. Any product/operator that the manager of the Visitor Information Centre deems unsuitable for display or recommendation must advise the SAITC immediately. Policy on acceptance and display i.e. which brochures will be accepted for display in centre, including any fees, or membership requirements (if applicable) must be clearly displayed in the centre. If the Visitor Information Centre has a fee/membership structure for brochure display, a copy of this policy must be provided to the SAITC Industry Support Manager for review/approval.	Yes / No Yes / No Yes / No
8.6	OPERATIONS MANUAL Copy must be provided with the submission.	Yes / No
8.7	COMMUNICATIONS Telephone: Centre has a dedicated toll free number 118000 or local call (1300) telephone line and dedicated fax line. Answering machine stating hours of business, fax number and other relevant contact details must also be available. This must be operational 24 hours a day. Facsimile: Either a phone/fax or separate fax machine, which is operational 24 hours a day must be in place. Email: All centres must have a generic email address for general enquiries. All VIC Centre Managers must have a separate personal email address for all communication with SAITC.	Yes / No Yes / No Yes / No Yes / No

8.8	BROCHURE DISPLAY AND STORAGE Brochure Storage Area is out of public view. Area must be dry, clean and enclosed and meet OHSW standards. Storage area must provide for a minimum two months supply of SAITC brochures to reduce freight/delivery costs. Display racks with clearly labelled sections and locality, i.e. (Accommodation, Attractions, Tours, Transport, Local, Regional and Adjacent Regional Section)	Yes / No Yes / No Yes / No
8.9	INFORMATION SYSTEMS Internal wall map of region and town with roads, and major point of interest must be clearly displayed. External map on walls, window or signposts outside premises. Town or Regional Map available free of charge. South Australian State Map available for sale on request. Australian Road Map available for sale on request. Coming events notice board must clearly be displayed. After hours telephone & emergency numbers (police/ambulance) on window displays Visitor Book enabling visitors to make comments on experiences and expectations of the VIC. Electronic filing ordered system where details on bookings, attractions, operators, statistics and feedback can be accessed constantly.	Yes / No Yes / No Yes / No Yes / No Yes / No Yes / No Yes / No Yes / No Yes / No
8.10	STATISTICS Visitor Statistics must be collected. Visitor data such as place of origin, visitor requirements, type of enquiry. On a monthly basis collection and submitting of above data must be entered into IPAT software program.	Yes / No Yes / No
8.11	FACILITIES Audiovisual equipment to be played promoting the region during business hours for the benefit of customers. Visitor seating area to be provided for visitors. Free internet access to the South Australian Tourism Commission website. Dedicated computer in centre for visitor internet access. Computer must be easily accessible and not located in staff area. Credit card facilities must be available onsite. Centre must offer to make enquiries on behalf of the visitor (whether in person, phone, fax or email). Centres must not refuse to assist a customer with enquiries or direct them to the use of a public payphone. Centre must be able to facilitate the actual booking process to appropriate tourism product on behalf of the visitor.	Yes / No Yes / No Yes / No Yes / No Yes / No Yes / No Yes / No
9	CUSTOMER SERVICE QUALITY POLICY Quality policy (located in the Tourism Accreditation manual) is clearly displayed and visible in the centre, is on the centre letterhead and has been signed by the current VIC Manager.	Yes / No

ITEM NO: 22.2 REPORT NO:

382/09

Attachment: 27-12

ACCREDITED VISITOR INFORMATION CENTRE CRITERIA

ACCREDITED VISITOR INFORMATION CENTRE CRITERIA

9.2	<p>OPENING HOURS Monday to Friday - 9am till 5pm Weekends - 10am till 4pm (excluding Christmas Day and Good Friday)</p> <p>Business hours and after hours contact details clearly displayed at the entrance or window closest to the main entrance.</p>	Yes / No Yes / No Yes / No
9.3	<p>HUMAN RESOURCE MANAGEMENT The VIC Manager must be a full time paid staff member and based on site Monday to Friday. All VIC staff including volunteers must have uniforms displaying the accredited italic i logo at all times. All staff and volunteers must wear name tags with the italic i logo at all times. The VIC Manager must attend the annual Accredited Visitor Information Centre Conference. All staff members including volunteers are required to undertake a minimum of 20 hours per annum professional development training. All VIC Managers must have successfully completed a First aid course in the past 2 years.</p>	Yes / No Yes / No Yes / No Yes / No Yes / No Yes / No
9.4	<p>FEEDBACK AND COMPLAINTS All centres must provide information to consumers and operators on how, where, when and to whom to make a complaint regarding the VIC. VIC's agree to handle enquiries and complaints in a timely manner and advise consumers and operators when a resolution will be determined.</p>	Yes / No Yes / No
9.5	<p>NETWORKING Commitment to network with all Accredited Visitor Information Centres including referrals. Actively communicate to all Accredited Visitor Information Centres. If nominated, represent the region on the South Australian VIC Working Group which consists of 6 meetings per year.</p>	Yes / No Yes / No Yes / No
9.6	<p>PLASTIC BAG FREE All Visitor Information Centres to provide paper bags for visitor information purposes.</p>	Yes / No
9.7	<p>PARKING FACILITIES Coach Parking bay in excess of 15m in length. Car Parking spaces in excess of 3m in length. Caravan Parking bays in excess of 10 m to accommodate vehicle and trailer and/or caravan in length. Disabled parking in accordance with appropriate Local Government or Australian standards. <i>This is applicable for all Regional Visitor Information Centres only</i></p>	Yes / No Yes / No Yes / No Yes / No

9.8	<p>PUBLIC TOILETS The VIC must provide public toilets on premises or in close proximity. Toilets must be clearly marked, male and female and have disabled access. Close proximity is located independently and within 100 metres of the Centre and appropriately signposted. <i>All new centres must have public toilets on premises.</i></p>	Yes / No Yes / No
9.9	<p>DISABLED TOILETS A unisex facility, located without entering Male and Female areas is required so that carers of the opposite sex can assist someone with a disability without embarrassment. All fixtures must be within reach for a person using a wheel chair. This includes the flush button, soap dispenser, hand-drying machine, vending machines, clothes hooks and mirror.</p>	Yes / No Yes / No

10	<p>RISK MANAGEMENT & PHYSICAL BARRIER ACCESS STRATEGIES</p>	
10.1	<p>FLOOR PLAN Floor plan provided with location of exits, first aid and fire extinguishers.</p>	Yes / No
10.2	<p>INSIDE PREMISES A lower section on the reception counter (height around 850mm) to make it easier for a person in a wheel chair to make inquiries. Firm low pile carpets, without thick underlay to make it easier for wheel chair users to negotiate. Brochure stands that can be reached by a wheelchair user. Wide aisles between brochure and souvenir stands to enable a wheel chair user to move around the room.</p>	Yes / No Yes / No Yes / No Yes / No
10.3	<p>THEATRETTES (if applicable) Enough space for a wheelchair user to move around the room and obtain a space with good line of sight. Hearing augmentation systems, such as a hearing loop, to assist people with hearing aids.</p>	Yes / No Yes / No
10.4	<p>EXHIBITIONS (if applicable) Enough space for a wheelchair user to move around the room and the displays. Displays that can be viewed from a wheelchair.</p>	Yes / No Yes / No
10.5	<p>CAFE/BISTRO/RESTAURANT (if applicable) Doorway at least 800 mm wide. Self-service facilities within reach for a wheelchair user. A width of 850 mm between furniture to ensure that the dining area is not congested and is not an obstacle course for people using walking aids and wheelchairs. Some tables that have a surface height around 850 mm and knee clearance space of 650 mm to allow access for a wheelchair. A sign showing the way to the nearest accessible toilet. Menus that cater for people with special dietary needs such as diabetics.</p>	Yes / No Yes / No Yes / No Yes / No Yes / No Yes / No

ITEM NO: 22.2 REPORT NO:

332/09

Attachment: 2 of 12

ACCREDITED VISITOR INFORMATION CENTRE CRITERIA

ACCREDITED VISITOR INFORMATION CENTRE CRITERIA

	Yes / No
<p>10.6 CAR PARKING A dedicated accessible car parking space clearly marked with the international access (wheelchair) symbol, close to the entrance. A level car park space with an even surface, and wider than normal (at least 3.2 metres) to allow safe transfer to and from a wheelchair. Some surfaces such as gravel can be difficult to negotiate, especially in wet weather, and should be avoided. A kerb ramp between the car parking space and the building which is no steeper than 1:8 over a distance no longer than 1520mm and placed as close to the dedicated car parking space as possible so that wheelchair users do not need to wheel across car traffic areas.</p>	<p>Yes / No Yes / No Yes / No</p>
<p>10.7 ENTRANCES If the entrance is at ground level - no ledges or steps greater than 5mm. If above ground level - a ramp with a level landing at the door. Ramps under 1520 mm in length should be no steeper than 1:8. Longer ramps must be less steep (ie. 1:14 or gentler gradient). A door mat flush with the surrounding floor. If not, mats especially those ones, can be a trip hazard as well as difficult for wheel chair users. A minimum door opening width of 800 mm (as per AS1428.1:1998). If there are full glass doors - safety markings across the door at a height between 900 and 1000mm.</p>	<p>Yes / No Yes / No Yes / No Yes / No Yes / No</p>

OTHER DETAILS YOU SHOULD KNOW

TIME LIMIT TO COMPLETE

Operators have six months to complete the Tourism Accreditation process. If you are unable to meet this deadline contact the Tourism Accreditation Manager to discuss your circumstances, as you may be able to arrange for an extension.

PROGRAM LEVELS

All businesses undertake the same program regardless of size. However, the level of detail that you provide for each component should be applicable to the size and nature of your business.

DEVELOPING THE REQUIRED DOCUMENTATION

Use existing material if you have it in place. Do not reinvent the wheel. Generic or sample documentation is supplied in the Manual. You can adapt these examples or design your own. Keep the material simple and do not drown yourself in paperwork. All staff in the business should be involved in the development of these processes and understand them. Assistance is available from the Tourism Accreditation Office. However, it must be understood that the documented management system belongs entirely to the participating business.

HOW LONG WILL IT TAKE YOU TO COMPLETE?

The amount of time needed for you to complete the documentation will depend largely on the size of the business. Many businesses already have some of the documentation in place. This is an opportunity for you to work on your business rather than in it, so treat the time spent as an investment in your future.

ON-SITE VERIFICATION EVALUATIONS

On-site verification evaluations will be conducted bi-annually or as practicable.

ACCOUNTS

Accreditation and registration renewals are valid for twelve months. Payment is due within 14 days.

SALE OF A BUSINESS

Tourism Accreditation status is not transferable upon the sale of a business. It is the duty of the vendor to notify the Tourism Accreditation Office on completion of the sale. New owners should re-apply.

ENDQUIRIES

This document has been developed and published by the Regional Development Group of the South Australian Tourism Commission.

For further information regarding this document please contact us at:

Regional Development Group
 South Australian Tourism Commission
 GPO Box 1972,
 ADELAIDE
 South Australia 5001

ITEM NO: 22.2 REPORT NO:

Attachment: 29-12

332/09

ACCREDITED VISITOR INFORMATION CENTRE DECLARATION

PLEASE COMPLETE AND SIGN THIS FORM AND INCLUDE WITH YOUR APPLICATION FOR ACCREDITATION.

Name of Business
 Contact Person
 ABN
 Address Post Code
 Email
 Telephone (.....) Fax (.....)

We understand that:

- Tourism Accreditation is a commitment to ongoing quality management.
- Once Tourism Accreditation status is achieved the business may be subject to a prearranged on-site Quality Management Assessment visit.
- Quality Management Assessments are an opportunity for improvement. A report may be raised if the business does not meet the standard or as a result of a valid customer concern / complaint.
- Any Quality Management Assessment Report should be addressed and returned to the Tourism Accreditation Office by the due date in order for the business to retain its Tourism Accreditation status.
- We understand that accreditation is renewable every 12 months from the date of registration.
- We also accept that if for any reason the business loses its Tourism Accreditation status, all rights to use the promotional material and logo will be withdrawn.
- We have read and understand the conditions of use of the National Tourism Accreditation logo and will include the logo on our marketing material wherever possible.

Signature _____ Date _____
 Name of Applicant _____

ADMINISTRATION AND OPERATIONS

COLLECTION OF VISITOR DATA

This data will be needed to complete the IPAT online questions at the end of each month. Please ensure all data is collated and entered with your VIC Username and Password on www.ipat.com.au by the 10th of the following month.

Explanation of the Daily Record Sheet:

COLUMN	TITLE	WHAT TO RECORD	REASON WHY	USERS
A (optional)	Time	Record the time of visitor enquiry	To establish busy periods and to help VIC managers to manage staffing levels.	VIC Managers
B	Non-Counter Enquiries	Telephone/Fax/Mail/Email enquiry Record each telephone, fax, mail and email enquiry as one enquiry. Origins are not essential for IPAT purposes	To measure the number of enquiries received at each Visitor Information Centre. This will assist Managers to demonstrate the staff and resource needs of the Centre to local councils, local communities and to the SATC. It will also provide background information for Tourism Marketing Managers and the SATC on the level of visitation etc.	VIC Managers Councils Marketing Boards SATC Local Media Developers and Investors Consultants
C - S	Origin of Visitors	Record all enquiries received at the Centre. If 4 people are in the group, record 4 on your record sheet in the appropriate column of origin. Do not include non-tourism ticket sales or other business transactions.	To establish where the enquiries are coming from, how many are from South Australia, interstate or international. What are the ratios of these groups? This will assist with development of local and regional marketing strategies	Other funding sources Marketing Boards VIC Managers SATC Local Tourism Groups Local operators
T	Unknown origins	Record enquiries in column T when you haven't obtained an origin	To measure the number of total enquiries received at each Visitor Information Centre.	VIC Managers Councils Marketing Boards SATC
U	Length of Stay	Record the duration of stay of the visitor ie Day Trip / Overnight/ Longer or Unknown	To establish the duration of stay in your area	VIC Managers Councils Marketing Boards SATC
V	Total Visitors	This column is used to record the daily number of visitors to your Centre, (ie electronic counters or a manual count)	To assist the VIC Manager in ensuring adequate staffing levels at the VIC	VIC Managers Marketing Boards

ITEM NO: 22.2 REPORT NO

332109

Attachment: 2.10-42

If you record other statistics such as bus tickets or entry tickets, you can add additional columns or an additional page.

ADMINISTRATION AND OPERATIONS

8.1 COLLECTION OF VISITOR DATA

VISITOR INFORMATION CENTRE MONTHLY/ QUARTERLY SUMMARY SHEET

_____ VISITOR INFORMATION CENTRE

MONTHLY/QUARTERLY SUMMARY SHEET FOR PERIOD ENDING _____ Total Number _____

IPAT 1 VISITATION (PEOPLE THROUGH THE DOOR)

Method of Counting _____

VISITORS IN THE VIC (TOTALS 2-5 below excluding ticket sales)

IPAT 7 TELEPHONE / FAX / MAIL / EMAIL ENQUIRIES

TOTAL NUMBER OF ENQUIRIES (add total of visitor and non-counter enquiries above)

Breakdown Origin	Number	Total Number
Local	_____	_____
Adelaide	_____	_____
SA Country	_____	_____
Total SA	_____	_____
Melbourne	_____	_____
Vic Country	_____	_____
NSW/ACT	_____	_____
Queensland	_____	_____
WA	_____	_____
Tasmania	_____	_____
NT	_____	_____
Total Interstate	_____	_____
UK	_____	_____
Other Europe	_____	_____
USA/Can	_____	_____
NZ	_____	_____
Japan	_____	_____
Other Asia	_____	_____
Other Country	_____	_____
Total Overseas	_____	_____
Total Unknown	_____	_____

IPAT 2

IPAT 3

IPAT 4

IPAT 5

IPAT 6

Duration of Stay _____ Day Trip _____ Overnight _____
 Longer _____ Unknown _____

Comments (factors affecting numbers etc - holiday / weekend / special)

SOUTH AUSTRALIAN ACCREDITED VISITOR INFORMATION CENTRE PROGRAM