

*Brochure Display Policy*



**GUIDELINES  
FOR THE DISPLAY AND STORAGE OF  
PROMOTIONAL TOURISM  
PUBLICATIONS  
AT THE  
ADELAIDE VISITOR  
INFORMATION CENTRE**

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# TABLE OF CONTENTS

<b>1. OBJECTIVE</b>	<b>3</b>
<b>2. BROCHURES SUITABLE FOR DISPLAY RACKS</b>	<b>3</b>
2.1 SATC Publications	3
2.2 Regional & Town Guides	3
2.3 Day Tour Brochures	3
2.4 Package Tour Brochures	3
2.5 Major Tourist Attraction	3
2.6 Events	3
2.7 Transport	3
2.8 Other Composite Information & Product Brochures	4
<b>3. BROCHURES SUITABLE TO BE HELD BEHIND THE COUNTER ONLY</b>	<b>4</b>
3.1 Accommodation - Composite, multiple property brochures	4
3.2 Attractions in Regional Areas	4
<b>4. BROCHURES UNSUITABLE FOR DISPLAY OR STORAGE</b>	<b>4</b>
4.1 Accommodation – Individual Property Brochures	4
4.2 Transport	4
4.3 Non-Accredited Operators	4
4.4 Inappropriate Material	4
4.5 Photocopied Publications	4
<b>5. ORDERING PROCEDURES</b>	<b>5</b>
5.1 Method of ordering	5
5.2 Frequency of ordering	5
5.3 Recycling of unwanted/out of date brochures	5
<b>6. DELIVERY PROCEDURE</b>	<b>5</b>
<b>7. DISTRIBUTION OF NEW PUBLICATIONS</b>	<b>5</b>
<b>8. DISTRIBUTION TO THE GENERAL PUBLIC</b>	<b>6</b>
<b>9. OTHER</b>	<b>6</b>
9.1 All operators must be registered with ATDW	6
9.2 Display location on self-service racks	6
9.3 Failure to supply requested brochure stocks	6

## 1. OBJECTIVE

The Adelaide Visitor Information Centre receives many requests each year from businesses wishing to display brochures within the Centre.

Due to the limited space available to display printed material, it is necessary to be selective as to what type of publications are displayed.

*It is essential that the overall needs of visitors to South Australia are first and foremost in our mind when making such decisions.*

## 2. BROCHURES SUITABLE FOR DISPLAY RACKS

### 2.1 **South Australia Tourism Commission Publications**

Any publication produced/co-produced by or on behalf of the Commission is deemed to be suitable for display at the Adelaide Visitor Information Centre. These publications take priority over all others listed in the decision-making processes.

### 2.2 **Regional & Town Guides**

Display of individual regional or town guides may vary depending on supply at any given time of the year and space available in the centre. If space is unavailable the guides will be displayed in the centre on a rotational basis and may be influenced by season or demand. If practicable, the overflow of regional guides may be stored in the back of house storage area and used when applicable enquiries are made by visitors.

### 2.3 **Day Tour Brochures**

Full and half-day tours that depart from Adelaide on a regular scheduled basis, which do not include accommodation (group or individual).

### 2.4 **Package Tour Brochures**

Tours with a duration of more than 1 day, that provide transport and accommodation.

### 2.5 **Major Tourist Attractions**

All brochures will be displayed, space permitting. This is at the discretion of the VIS Coordinator.

### 2.6 **Events**

Any specific event within the State, which is of limited duration and for which attendance is not restricted (ie: membership).

### 2.7 **Transport**

Limited printed public transport timetables applicable to visiting the main Adelaide attractions are available in the centre. Journey Beyond rail packages and timetables are also displayed.

### 2.9 **Composite Information and Product Brochures**

Publications listing several businesses and/or general tourist information may be considered for display on the self-service racks if deemed appropriate by the Visitor Information Services Admin Assistant.

The publications must be of good overall benefit to visitors.

Example of such publication is Accommodation – composite, multiple property brochures, ie HWR Accommodation Guide

In cases where display space becomes limited, town brochures may need to make way for higher rated publications at certain peak times. This decision is made at the discretion of the VIS Co-Coordinator.

### **3. BROCHURES SUITABLE FOR BEHIND THE COUNTER ONLY**

#### **3.1 Accommodation - Composite, multiple property brochures**

Combined brochures that represent several individual properties within a single publication (ie: HWR Accommodation Guide, Short Breaks Catalogue, ARRA Accommodation guide, YHA Accommodation Guide). Space may become available for these brochures from time to time and will be allocated spacing at the discretion of the VIS Coordinator.

#### **3.2 Individual Attraction Brochures in Regional Areas**

These publications are displayed if space permits and is at the discretion of the VIS Coordinator. Display of these brochures may also be subject to being displayed on a rotational basis due to supply, season or visitor demand. Further exposure on display racks can be gained by advertising in the local Regional Guides if required.

### **4. BROCHURES NOT SUITABLE FOR STORAGE OR DISPLAY**

#### **4.1 Accommodation - Individual property brochures**

Accommodation brochures are not displayed due to the high number of accommodation properties across the city and state and space restrictions in the AVIC do not permit these brochures to be displayed.

#### **4.2 Transport – Private & Public**

All brochures for vehicle hire, including car and campervan hire and chauffeur driven vehicles, Air Charter, regional bus timetables are not displayed. There are reference folders with regional bus information for the volunteers to access and a composite information sheet about vehicle hire available in the centre.

#### **4.3 Non-Accredited Operators**

Publications by operators who have not met South Australian tourism accreditation requirements, where they are applicable.

#### **4.4 Inappropriate Material**

Any material that may be seen as offensive for whatever reason will not be held or displayed by the Adelaide Visitor Information Centre.

#### **4.5 Photocopied Publications**

Publications on plain or coloured A4, A3 or B5 paper will not be given priority and will only be displayed if space permits and at the discretion of the VIS Coordinator. Brochures must be professionally printed and of a suitable standard that ensures that they stand up in the display racks without folding or bending in normal day to day use.

### **5. ORDERING PROCEDURES**

#### **5.1 Method of ordering**

The VIS Coordinator will request the quantity of privately produced publications required by either e-mail or by phoning direct with the operator.

#### **5.2 Quantities ordered**

A minimum order dependent on demand will need to be supplied to the Adelaide Visitor Information Centre in order to have that particular publication displayed on the racks. An order of up to 5 boxes may be requested (this will depend on the storage available and the demand of that publication).

### **5.3 Frequency of ordering**

Brochures are ordered as required. Only one request for publications will be made and only when supplies are required. From this point onwards it is the responsibility of the operator to ensure that delivery occurs within a reasonable time frame.

### **5.4 Recycling of unwanted/out of date publications**

Operators unsure as to quantities required should call first before sending in brochures ad hoc. This will avoid potential wastage, as brochures sent in but not requested may be recycled.

## **6. DELIVERY PROCEDURES**

All brochure deliveries need to go to the following address:

a)

For courier and mail deliveries:

**CITY OF ADELAIDE**  
**Att: Visitor Information Services**  
**25 PIRIE STREET**  
**ADELAIDE SA 5000**

Brochure deliveries are not accepted at the Adelaide Visitor Information Centre as there is very limited storage onsite.

## **7. DISTRIBUTION OF NEW PUBLICATIONS**

Provided that all appropriate accreditation requirements of the new tourism business have been met, the Adelaide Visitor Information Centre is in a position to receive suitably produced brochures from new tourism businesses.

The operator of the new business should make an initial call to the VIS Coordinator to discuss the nature of the business.

From this a request for an appropriate number of brochures to meet the immediate needs of the Adelaide Visitor Information Centre will be made.

Once the new brochures are received the following procedures will occur:

- New brochures are brought to the attention of all staff and volunteers at the Adelaide Visitor Information Centre, via updates, newsletters and in-house training sessions.
- From this point on brochures are either stored behind the counter or displayed on the racks depending on which category they comply with and dependant on space availability.

## **8. DISTRIBUTION TO THE GENERAL PUBLIC**

The Adelaide Visitor Information Centre distributes publications every year on behalf of operators. The most common methods of distribution are as follows:

- b) Through the self-service racks at the Adelaide Visitor Information Centre
- c) Over the counter request from customers
- c) Phone and email requests for brochures to be posted

**Please Note:** The Adelaide Visitor Information Centre does not provide bulk quantities of privately produced publications to the general public.

Clients looking for bulk supplies will be referred to the property and/or operator direct to enable them to use their own discretion.

Bulk orders requested by events and exhibitions must contact the VIS Coordinator to discuss their relevant needs. Brochures in stock and easily available may be supplied, or contacts for the supply of the requested brochures may be passed on.

## **9. OTHER**

### **9.1 All operators must be registered with the ATDW**

All operators who wish to display or have brochures held in the Adelaide Visitor Information Centre must be registered on the ATDW (Australian Tourism Data Warehouse). This includes tour operators (both day tours & packages), car hire companies and accommodation operators.

### **9.2 Display location on self-service racks**

Positioning of all publications throughout the Adelaide Visitor Information Centre is at the discretion of the VIS Coordinator and is done in a fair and impartial manner at all times.

### **9.3 Failure to supply requested brochure stocks**

Failure to meet supply of requested publications may result in the loss of a display position on the self-service racks to another publication (if applicable).

**Contact:** VIS Coordinator [visitor@cityofadelaide.com.au](mailto:visitor@cityofadelaide.com.au)