

Brochure Display Guidelines



Ballarat Regional Tourism operates Ballarat's accredited Visitor Information Centre (VIC) in the heart of Ballarat's CBD.

Staffed by Visitor Service professionals, including paid staff and a volunteer team, the centre offers information & advice on tourism product with local, regional and state applicability and is the primary point for both visitors on arrival in Ballarat and also those planning a future visit. The VIC services approximately 80,000 visitors per year.

Ballarat Regional Tourism is also responsible for information booths/stands at -

- Sovereign Hill
- Ballarat Railway Station

Opportunity for display at these locations is more limited, and concentrates on Ballarat's key tourism product.

Through the VIC and information booths, Ballarat Regional Tourism seeks to work cooperatively with the tourism industry to ensure the availability of a broad range of information across all tourism-related products and services. The success of centres such as Ballarat's relies on the quality, accuracy, depth and range of information available to the travelling public.

Display criteria

The following criteria apply for the display of brochures at Ballarat's VIC:

- The ability to display brochures is limited to those tourism operators who are financial members of BRT
- In addition, the VIC will display Tourism Victoria branded & supported publications, such as OVGs and brochures in the Jigsaw series
- One display space will be available per BRT member business, excepting where special arrangements have been discussed with the Coordinator of Visitor Services
- The primary purpose of a brochure must be the promotion of a tourism-related business
- Brochures are required to be of a professional design and print quality. ie not simply a photocopy sheet
- DL size or similar for individual operators
- DL, A5 or A4 size for cooperative advertising brochures, such as Official Visitor Guides etc
- Business cards are not acceptable for display
- Available wall-space may dictate that a brochure may not automatically be displayed at all locations
- Information contained in the brochure must be current. Ballarat Regional Tourism accepts no responsibility for incorrect and/or out of date information, and Ballarat VIC reserves the right to remove from display any brochure displaying such information

- Ballarat Regional Tourism assumes that in providing this material for display the operators have appropriate public liability cover
- The Coordinator of Visitor Services will advise as to the suitability of any particular brochure for display.

Fees and Charges

All operators wishing to display brochures in Ballarat's VIC must be Ballarat Regional Tourism members.

Other policies and conditions

- Ballarat's VIC has a policy of being non-preferential in referral of products and services. It is centre policy to, wherever possible, offer at least three alternative options, particularly with regard to accommodation, enabling visitors to make a fully-informed choice
- Brochures will be displayed in a location within the applicable site at the discretion of the Visitor Services Team
- Other printed material eg posters, flyers, newspaper clippings etc. are not to be displayed without our prior permission
- The VIC reserves the right to remove any brochures from display at any time.

Quantities and means of supply

At all times, it remains the responsibility of the operator to ensure the Ballarat VIC has sufficient quantities in stock to meet demand, however, where possible, members of the BRT Visitor Services team will contact individual operators requesting additional stock as and when required.

Brochures supplied by mail should be addressed to:

Coordinator Visitor Services

Ballarat Visitor Information Centre

PO Box 1246

Bakery Hill VIC 3354

More information

If you are interested in having your brochure displayed in the Ballarat VIC, or if you have any further questions about our requirements or Ballarat Regional Tourism membership, please contact our Membership Team on 5337 4337 or email visitballarat@brt.org.au