

Council Policy

Accredited Visitor Information Centres Annual Contributions

Policy Reference Number	CP00002	Choose an item Date	30/04/2025
Portfolio	Customer and Regional Prosperity	Next Review Date	30/04/2028
Business Unit	Regional Prosperity	Document ID	3561008

1. Purpose/Objective

The objectives of this policy are:

- To provide guidelines when issuing annual financial contributions to the Visitor Information Centre Operator of an accredited Visitor Information Centre within the Scenic Rim ; and
- To ensure the Visitor Information Centres operate in accordance with their individual Service Level Agreement.

2. Scope

This policy applies to all Visitor Information Centres supported by Council.

3. Responsibility

The Manager, Regional Prosperity and Communications and Principal Specialist Regional Prosperity are responsible for ensuring this policy is understood and adhered to.

4. Policy

Council is committed to providing high quality customer service to visitors to the Scenic Rim Region through support for five accredited Visitor Information Centres (VICs), who operate in accordance with the *Tourism and Events Queensland: Visitor Information Centre Signage Policy*. The five Visitor Information Centres within the Scenic Rim are accredited in accordance with Queensland Tourism and Events' Visitor Information Centre requirements and the Queensland Visitor Information Centre (VIC) Signage Policy, which states that, "only Regional Tourism Organisation (RTO) or Local Government Authority (LGA) operated or funded (fully or part funded) VICs are eligible to apply for use of the "i" sign " and seek accreditation.

Council will provide funding to the five accredited VICs under the delegation of the Manager Regional Prosperity and Communications in accordance with an individual Service Level Agreement which will remain current for a three year period, with annual funding dependent on Council's adopted operational budget.

Funding will be provided to the Visitor Information Centre Operator of the following five accredited Visitor Information Centres on an annual basis:

1. Boonah Visitor Information Centre
2. Tamborine Mountain Visitor Information Centre
3. Beaudesert Community Arts and Information Centre
4. Canungra Visitor Information Centre
5. Rathdowney Visitor Information Centre

Funding will continue on an annual basis for each Visitor Information Centre on the following conditions:

- The VIC must operate in accordance with the conditions specified in their individual Service Level Agreement and / or Tenancy Agreement;
- The VIC must operate in accordance with the criteria specified in the Queensland Visitor Information Centre Signage Policy; and
- The Service Level Agreement between Scenic Rim Regional Council and the Visitor Information Centre will issued for a three year period, with annual funding dependent on Council's adopted operational budget.
- Only a single VIC Operator will be funded to operate an accredited VIC at the following locations - Boonah, Tamborine Mountain, Beaudesert, Canungra and Rathdowney.

5. Definitions

Accredited Visitor Information Centre is a facility established for the primary purpose of providing information services to visitors and potential visitors to the Region, operating in accordance with the Queensland Visitor Information Centre Signage Policy .

Visitor Information Centre Operator is the organisation or business appointed to operate the accredited Visitor Information Centre.

Service Level Agreement is a formalised agreement between the operator of the identified accredited Visitor Information Centre and Scenic Rim Regional Council.

Tenancy Agreement is a formalised agreement between the operator of the identified accredited Visitor Information Centre and Scenic Rim Regional Council.

Queensland Visitor Information Centre Signage Policy is a policy governed by Tourism and Events Queensland. Only those Visitor Information Centres that meet the eligibility criteria and standards of this policy are authorised to use the yellow italicised *i* symbol.

6. Related Legislations/Documents

Individual Service Level Agreements

Individual Tenancy Agreements

Tourism and Events Queensland: Visitor Information Centre Signage Policy

Scenic Rim Regional Prosperity Strategy

Scenic Rim Nature-based Tourism Strategy 2023-2032

Scenic Rim Visitor Information Centre Review 2013

This Policy supports the Scenic Rim Regional Council Corporate Plan 2026, in particular theme - Sustainable and Prosperous Economy

7. Version Information

Version No	Adoption Date	Key Changes	Approved by
1	02/02/2010	Original Authority	Scenic Rim Regional Council
2	24/06/2014	Amendment	Scenic Rim Regional Council
3	28/08/2024	Reviewed and updated.	Scenic Rim Regional Council
4	30/04/2025	Reviewed and updated at Ordinary Meeting Item 11.4	Scenic Rim Regional Council