

***Application Form***



**Queensland Visitor  
Information Centre (VIC)  
Signage Policy  
Application Form**

## INTRODUCTION

Queensland Visitor Information Centres (VICs) that would like to display the 'i' sign (and use the 'i' symbol) must complete the following Application Form. The questions in this Application Form link with the standards prescribed in the *Queensland Visitor Information Centre (VIC) Signage Policy*. VICs should read the Queensland VIC Signage Policy document prior to completing this Application Form.

A separate Application Form must be submitted for each VIC that would like to display the 'i' sign (i.e. if a VIC operates in conjunction with several other 'satellite' centres, each centre must apply individually for use of the 'i' sign).

This application was published by Tourism Queensland 01 July 2010.

### Self Assessment

Your VIC must satisfy all of the ESSENTIAL criteria in the Policy, as specified in this Application Form. Please indicate on this form (tick Yes/No) if your VIC meets each criterion.

It is expected that VICs will meet all of the ESSENTIAL criteria in full prior to lodging this Application Form (i.e. will have ticked 'Yes' against all ESSENTIAL criteria). There may, however, be extenuating circumstances for why your VIC does not meet all of these criteria at the time of lodging the application. If so, you must complete the Action Plan on page 13 of this application form. In this Action Plan, please explain these circumstances and specify the actions you are taking to ensure that your VIC does meet these criteria in the near future. Please note that the success (or otherwise) of your application will depend on the number and type of actions specified in your Action Plan.

Some criteria are not essential for your VIC to display the new sign. These criteria are indicated as HIGHLY RECOMMENDED.

### Why does everything have to be in writing?

Documenting business plans and operational procedures is essential for businesses of all sizes, from sole person businesses to large companies. The benefits include:

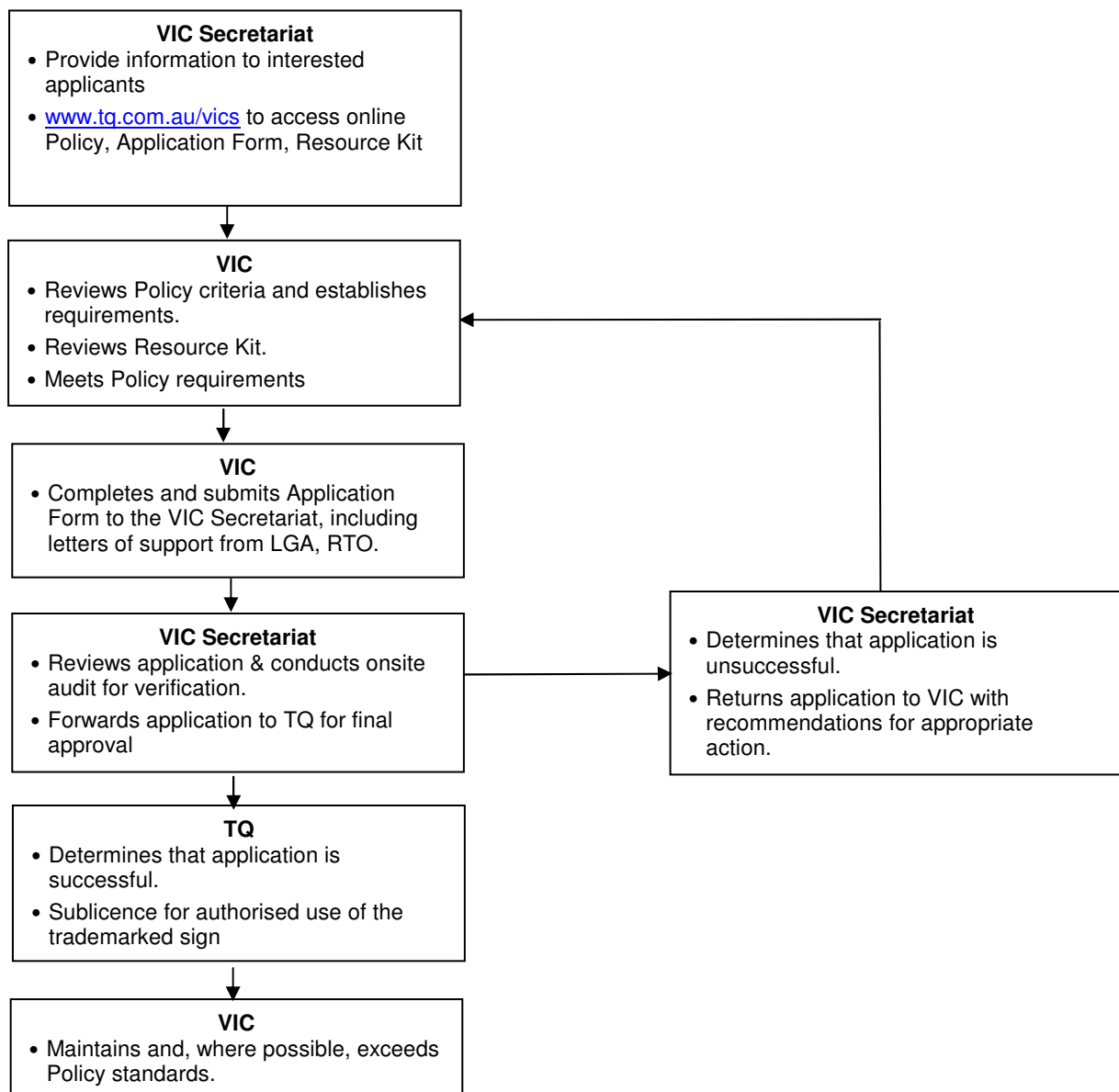
- If a key staff member (for example, the Centre Manager) is suddenly absent from the VIC, the documented policies support continuance of the VIC.
- Documented actions are more likely to be completed.
- Helps to crystallise thoughts and leads to new ideas.
- Allows VIC staff to share knowledge with current and new staff.
- Provides a record of the VIC's business direction and goals (which particularly assists when applying for various funding programs).
- Represents minimum formal planning required for future success.
- Provides a foundation for review and allows improvement plans and ideas to become reality.
- Allows VIC management to easily identify gaps in the VIC's planning, and overcome them.

## What If I get stuck?

1. Re-read the question – make sure you understand what you are being asked to do.
2. Look for help in the *Queensland VIC Signage Policy Resource Kit*. This Kit provides information that assists VICs to meet, and where possible, exceed, the Policy standards.
3. Telephone or email the VIC Secretariat, Visit Queensland on 07-3114-1199 [info@visitqueensland.com.au](mailto:info@visitqueensland.com.au) for more details, or clarification.

## How do I achieve accreditation?

The following diagram outlines the key steps to achieving accreditation for your visitor information centre in Queensland.



## How do I lodge my application?

To assist in ensuring that you have supplied and completed all the necessary items to become an accredited VIC, please make sure you read the following checklist.

- Read and complied with the standards in the *Queensland Visitor Information Centre (VIC) Signage Policy*.
- Read and complied with the guidelines for the Business Plan and Operations Plan in the *Queensland Visitor Information Centre (VIC) Signage Policy Resource Kit*.
- Attached a copy of the relevant insurance policies
- Developed a Business Plan and Operations Plan
- Attached letters of support from the RTO and LGA
- Signed the declaration and agreement section at the end of the Application Form
- Check carefully to ensure your Application Form is complete. Incomplete applications will not be processed.
- Keep a copy of your Application Form and supporting letters for your records.
- Mail your completed Application Form and associated documents to the VIC Secretariat, Visit Queensland.

## Confidentiality

All information supplied by your VIC will be treated as strictly confidential and will only be reviewed as part of the Queensland VIC Signage Policy verification and assessment process.

## Send your application and for further information contact:

VIC Secretariat  
Visit Queensland  
Phone: (07) 3114 1199  
Fax: (07) 3406 3205  
Email: [info@visitqueensland.com.au](mailto:info@visitqueensland.com.au)  
Po Box 344  
Hamilton Central, Q 4007

## SECTION 1 – VISITOR INFORMATION CENTRE ELIGIBILITY

Visitor Information Centre (VIC) Name \_\_\_\_\_  
\_\_\_\_\_

IS THE VIC: ( tick appropriate)

Operated by a Local Government Authority (LGA) *(please specify LGA name)* \_\_\_\_\_  
\_\_\_\_\_

Fully funded by a Local Government Authority (LGA) *(please specify LGA name)* \_\_\_\_\_  
\_\_\_\_\_

Partly funded by a Local Government Authority (LGA) *(please specify LGA name)* \_\_\_\_\_  
\_\_\_\_\_

Operated by a Regional Tourism Organisation (RTO) *(please specify RTO name)* \_\_\_\_\_  
\_\_\_\_\_

Fully funded by a Regional Tourism Organisation (RTO) *(please specify RTO name)* \_\_\_\_\_  
\_\_\_\_\_

Partly funded by a Regional Tourism Organisation (RTO) *(please specify RTO name)* \_\_\_\_\_  
\_\_\_\_\_

OR

Applying for Special Consideration \_\_\_\_\_

**Note:** If your VIC is not operated or funded (fully or partly) by an RTO and/or an LGA, you are not eligible to apply for use of the new 'i' sign under the Qld VIC Signage Policy. However, if you wish to request special consideration of your VIC regarding this eligibility, complete the following Application Form (ensuring that your VIC meets, at a minimum, all ESSENTIAL criteria) and attach a letter explaining your situation.

## SECTION 2 – VISITOR INFORMATION CENTRE DETAILS

Registered Business Name \_\_\_\_\_

\_\_\_\_\_

Australian Business Number (ABN) \_\_\_\_\_

Street Address \_\_\_\_\_

\_\_\_\_\_

Postal Address \_\_\_\_\_

\_\_\_\_\_

Telephone number \_\_\_\_\_

Toll free number \_\_\_\_\_

Fax number \_\_\_\_\_

Email Address \_\_\_\_\_

Website Address \_\_\_\_\_

Geo-code location: Longitude \_\_\_\_\_

Latitude \_\_\_\_\_

(See Resource Kit, section A)

VIC Manager Name Mr/Mrs/Ms \_\_\_\_\_

First Name \_\_\_\_\_

Surname \_\_\_\_\_

Email address \_\_\_\_\_

VIC Contact person on site Mr/Mrs/Ms \_\_\_\_\_

First Name \_\_\_\_\_

Surname \_\_\_\_\_

Email address \_\_\_\_\_

Position \_\_\_\_\_

Local Government or Local Tourism Association contact Mr/Mrs/Ms \_\_\_\_\_

First Name \_\_\_\_\_

Surname \_\_\_\_\_

Email address \_\_\_\_\_

Position \_\_\_\_\_

## SECTION 3 – SELF ASSESSMENT

### 1. Business & Management

#### **ESSENTIAL criteria**

- |   | Yes                      | No                       |
|---|--------------------------|--------------------------|
| 1.1 Does your VIC have appropriate insurance policies (including Public Liability Insurance) for VIC staff and volunteers? (see Resource Kit for further information) Please attach Public Liability Insurance Certificate. | <input type="checkbox"/> | <input type="checkbox"/> |
| 1.2 Does your VIC operate in accordance with a current Business Plan? The Business Plan includes all sections of the Guidelines supplied in the Resource Kit (including the Regulatory Requirements Appendix).              | <input type="checkbox"/> | <input type="checkbox"/> |
| 1.3 Does your VIC operate in accordance with an Operations Manual, which incorporates all sections of the Guidelines supplied in the Resource Kit?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 1.4 Will your VIC commit to collecting visitor statistics including visitor number and visitor origin and provide an annual report at the Annual Audit? (See Section C: Visitor Data, of Resource Kit for examples)         | <input type="checkbox"/> | <input type="checkbox"/> |
| 1.5 Does your VIC commit to undertaking regular visitor satisfaction surveys?<br>(See Section C: Visitor Data, of Resource Kit for an example Visitor Profile and Satisfaction questionnaire)                               | <input type="checkbox"/> | <input type="checkbox"/> |
| 1.6 Is your application supported by your RTO and LGA? Please attach letters of support.  | <input type="checkbox"/> | <input type="checkbox"/> |

#### **HIGHLY RECOMMENDED criteria**

- |  | Yes                      | No                       |
|--|--------------------------|--------------------------|
| 1.7 Does your VIC commit to documenting and completing environmental policies and procedures concerning (primarily) recycling, energy saving, and water consumption? | <input type="checkbox"/> | <input type="checkbox"/> |
| 1.8 Does your VIC have a current Marketing Action Plan based on the VIC Business Plan? (See Resource Kit section 1.0)?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 1.9 Does your VIC use the CRC VIC Kit to monitor visitor satisfaction?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 1.10 Is your VIC a member of the RTO?<br>If so, please indicate RTO name _____   | <input type="checkbox"/> | <input type="checkbox"/> |
| 1.11 Is the VIC a member of the Queensland Information Centres Association (QICA)?   | <input type="checkbox"/> | <input type="checkbox"/> |

## SECTION 3 – SELF ASSESSMENT

### 2. Business Hours *ESSENTIAL criteria*

Yes    No

- 2.1 Is your VIC open a minimum of 36 hours per week, 7 days a week (except in the event of flood, fire, extreme weather conditions or any other circumstances beyond the VIC's control)?

Please specify normal business hours, any seasonal variations, and public holiday closures in the tables below.

*Note: If the VIC is not open a minimum of 36 hours per week, 7 days you are not eligible to apply. If you believe the VIC is limited in its ability to open 7 days due to remote location or extreme weather conditions, you may submit an **Application for Exemption**. Complete the Application for Exemption form and attach to this application.*

Day	Open	Close	Hours
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			
Saturday			
Sunday			
			Total hours per week: _____

If applicable, please specify seasonal business opening hours in the table below.

Seasonal Months	From:	To:	Hours
Day	Open	Close	Hours
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			
Saturday			
Sunday			
			Total hours per week: _____

## SECTION 3 – SELF ASSESSMENT

Please specify any public holiday closures below.

- |   |   |
|---|---|
| <input type="checkbox"/> New Years Day        | <input type="checkbox"/> Labour Day               |
| <input type="checkbox"/> Australia Day        | <input type="checkbox"/> Queens Birthday          |
| <input type="checkbox"/> Good Friday          | <input type="checkbox"/> Christmas Day            |
| <input type="checkbox"/> Easter Monday        | <input type="checkbox"/> Boxing Day               |
| <input type="checkbox"/> Anzac Day (full day) | <input type="checkbox"/> Show Holiday             |
| <input type="checkbox"/> Anzac Day (half day) |   |
| <input type="checkbox"/> Other _____          | <input type="checkbox"/> Open all public holidays |

- |     |  |                          |                          |
|-----|--|--------------------------|--------------------------|
|     |  | <b>Yes</b>               | <b>No</b>                |
| 2.2 | Are your opening hours prominently displayed on the building, answering machine and website? | <input type="checkbox"/> | <input type="checkbox"/> |

	<b><i>HIGHLY RECOMMENDED criteria</i></b>	<b>Yes</b>	<b>No</b>
2.3	Is your VIC open a minimum of 42 hours per week and at least 362 days per year?	<input type="checkbox"/>	<input type="checkbox"/>

### 3. Centre Facilities ***ESSENTIAL criteria***

#### 3.1 Premises **Yes** **No**

- |       |  |                          |                          |
|-------|--|--------------------------|--------------------------|
| 3.1.1 | Is your VIC:   |                          |                          |
|       | ▪ Operated in a shared tenancy with a compatible business/organisation; or | <input type="checkbox"/> | <input type="checkbox"/> |
|       | ▪ Occupied independently   | <input type="checkbox"/> | <input type="checkbox"/> |

	If a shared tenancy, is the information area have a high profile location, be easy to see and access and is well signed from the entrance?	<input type="checkbox"/>	<input type="checkbox"/>
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#### 3.2 Parking **Yes** **No**

- |       |  |                          |                          |
|-------|--|--------------------------|--------------------------|
| 3.2.1 | Does your VIC have adequate car, caravan and coach parking to meet demand within close proximity (i.e. onsite or within five minutes walk), including appropriate signage? | <input type="checkbox"/> | <input type="checkbox"/> |
|-------|--|--------------------------|--------------------------|

#### 3.3 Equipment

- |       |  |                          |                          |
|-------|--|--------------------------|--------------------------|
| 3.3.1 | Does your VIC have a dedicated telephone line?               | <input type="checkbox"/> | <input type="checkbox"/> |
| 3.3.2 | Does your VIC have an after hours answering machine/service? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3.3.3 | Does your VIC have a dedicated fax machine?                  | <input type="checkbox"/> | <input type="checkbox"/> |

## SECTION 3 – SELF ASSESSMENT

3.3.4 Does your VIC have a dedicated email address for general inquiries?

3.3.5 Does your VIC have a dedicated personal computer with internet and email access/capacity for administration purposes?

### 3.4 General Facilities

3.4.1 Are public toilets (with disabled access) located either on the premises or within a five minute walk of the VIC?

3.4.2 Does your VIC have disabled access to the building in accordance with appropriate Local Government or Australian Standards?

3.4.3 Does your VIC have an information/enquiry counter or desk?  **Yes**  **No**

3.4.4 Does your VIC have a brochure display area, which is adequately signed and identified?

3.4.5 Is your VIC kept clean, tidy, well lit and ventilated?

<b>HIGHLY RECOMMENDED criteria</b>		<b>Yes</b>	<b>No</b>
3.5	Does your VIC have adequate <u>on-site</u> car, caravan and coach parking to meet demand, with appropriate signage?	<input type="checkbox"/>	<input type="checkbox"/>
3.6	Does your VIC have disabled parking in accordance with appropriate Local Government or Australian Standards?	<input type="checkbox"/>	<input type="checkbox"/>
3.7	Does your VIC have a dedicated computer with Internet access for visitor use?	<input type="checkbox"/>	<input type="checkbox"/>
3.8	Does your VIC have a visitor seating area, consultation area or DVD/Video viewing area?	<input type="checkbox"/>	<input type="checkbox"/>
3.9	Are credit card facilities available (if applicable)?	<input type="checkbox"/>	<input type="checkbox"/>
3.10	Does your VIC have a Toll Free (1800) or local call number (1300)?	<input type="checkbox"/>	<input type="checkbox"/>

### 4. Staff and Training **ESSENTIAL criteria** **Yes** **No**

4.1 Does your VIC have a minimum of one dedicated coordinator (part or full time, paid or volunteer), located on site with management assistance from the Regional Tourism Organisation, Local Tourist Association or Local Government Authority?

## SECTION 3 – SELF ASSESSMENT

- |     |  |                          |                          |
|-----|--|--------------------------|--------------------------|
| 4.2 | Does your VIC have a structured induction and training program for staff and volunteers (refer to Section D and G of the Resource Kit), including: | <input type="checkbox"/> | <input type="checkbox"/> |
|     | ▪ a minimum of one local and regional product familiarisations per year  | <input type="checkbox"/> | <input type="checkbox"/> |
|     | ▪ a minimum of one professional development activity for managers/coordinators   | <input type="checkbox"/> | <input type="checkbox"/> |
|     | ▪ customer service   | <input type="checkbox"/> | <input type="checkbox"/> |
|     | ▪ relevant computer training   | <input type="checkbox"/> | <input type="checkbox"/> |
|     | ▪ Workplace, health and safety procedures  | <input type="checkbox"/> | <input type="checkbox"/> |
|     | ▪ Operational policies and procedures?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 4.3 | Do all VIC staff and volunteers wear name badges?  | <input type="checkbox"/> | <input type="checkbox"/> |

<b>HIGHLY RECOMMENDED criteria</b>		<b>Yes</b>	<b>No</b>
4.4	Does your VIC have a minimum of one full time paid or appropriately qualified manager/coordinator (with experience as a tourism officer/manager or other management experience), who may be located on or off-site?	<input type="checkbox"/>	<input type="checkbox"/>
4.5	Does the VIC manager/coordinator have appropriate first aid training?	<input type="checkbox"/>	<input type="checkbox"/>
4.6	Does the VIC commit to ensuring that the Manager/coordinator completed a customer service program for managers?	<input type="checkbox"/>	<input type="checkbox"/>
4.7	Does the VIC have a minimum dress standard or uniform for staff and volunteers?	<input type="checkbox"/>	<input type="checkbox"/>
4.8	Does the VIC display the italicised 'i' on name badges or uniforms?	<input type="checkbox"/>	<input type="checkbox"/>

<b>5.</b>	<b>Networking</b>	<b>Yes</b>	<b>No</b>
	<b>ESSENTIAL criteria</b>		

- |     |  |                          |                          |
|-----|--|--------------------------|--------------------------|
| 5.1 | Does your VIC have a commitment to network with other VICs and Regional and Local Tourism Organisations in the region and adjoining regions? | <input type="checkbox"/> | <input type="checkbox"/> |
|-----|--|--------------------------|--------------------------|

<b>HIGHLY RECOMMENDED criteria</b>		<b>Yes</b>	<b>No</b>
5.2	Does your VIC have a commitment to attending the annual Queensland Information Centres Association Conference?	<input type="checkbox"/>	<input type="checkbox"/>

## 6. Information and Displays

## SECTION 3 – SELF ASSESSMENT

<b>ESSENTIAL criteria</b>		<b>Yes</b>	<b>No</b>
6.1	Is your VIC able to facilitate the booking process for the visitor? The VIC must be able to make enquiries on behalf of visitors. The VIC may operate as a reservation agency, or may provide an online reservation system.	<input type="checkbox"/>	<input type="checkbox"/>
6.2	Does your VIC provide comprehensive destination information on the local area, local region and neighbouring regions?	<input type="checkbox"/>	<input type="checkbox"/>
6.3	Does your VIC display an Events Notice Board which provides details of current and upcoming events?	<input type="checkbox"/>	<input type="checkbox"/>
6.4	Does your VIC have a local area fact file on accommodation, attractions, activities etc?	<input type="checkbox"/>	<input type="checkbox"/>
		<b>Yes</b>	<b>No</b>
6.5	Does your VIC have state, regional and local area maps available and/or on display?	<input type="checkbox"/>	<input type="checkbox"/>
6.6	Does the VIC clearly display at the entrance to the premises or adjacent window:		
	▪ business hours	<input type="checkbox"/>	<input type="checkbox"/>
	▪ local emergency contact numbers for police, ambulance and hospital	<input type="checkbox"/>	<input type="checkbox"/>
	▪ after hours information display board	<input type="checkbox"/>	<input type="checkbox"/>
	▪ 24 hr contact number for RACQ Australian Road Conditions Reports or an appropriate local emergency service contact?	<input type="checkbox"/>	<input type="checkbox"/>
6.7	Does your VIC abide by a Brochure Management Policy (for assistance refer to the <i>Resource Kit</i> )	<input type="checkbox"/>	<input type="checkbox"/>

## SECTION 3 – SELF ASSESSMENT

		Yes	No
6.8	Is your VIC committed to providing up to date VIC contact information to the VIC Secretariat for inclusion into the Australian Tourism Data Warehouse (ATDW)?	<input type="checkbox"/>	<input type="checkbox"/>

6.9	Does your VIC provide objective, appropriate and accurate information?	<input type="checkbox"/>	<input type="checkbox"/>
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<b>HIGHLY RECOMMENDED criteria</b>		Yes	No
6.10	Does your VIC provide information on every RTO region in Queensland?	<input type="checkbox"/>	<input type="checkbox"/>
6.11	Does your VIC have a dedicated website or section of the LGA, LTO or RTO website?	<input type="checkbox"/>	<input type="checkbox"/>
6.12	Does your VIC display local merchandise or products for sale?	<input type="checkbox"/>	<input type="checkbox"/>
6.13	Does your VIC provide or operate an online reservation system to facilitate bookings?	<input type="checkbox"/>	<input type="checkbox"/>

### 7. Signage and Identification *ESSENTIAL criteria*

		Yes	No
7.1	Is the VIC's Mission Statement prominently displayed in the centre?	<input type="checkbox"/>	<input type="checkbox"/>

7.2	Does the VIC have advance warning sign/s prior to the VIC?	<input type="checkbox"/>	<input type="checkbox"/>
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7.3	Does the VIC have a commitment to the standardised use of the italicised 'i' symbol in all applications (eg brochures, letterheads, advertising etc)?	<input type="checkbox"/>	<input type="checkbox"/>
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7.4	Does the VIC have a commitment to prominently display the italicised 'i' property sign within 30 days of receiving it, in an unobstructed position?	<input type="checkbox"/>	<input type="checkbox"/>
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7.5	Does the VIC have a commitment to replace the existing white on blue 'i' sign with the italicised 'i' sign on all other property, position and direction signs (pertaining to the VIC) within twelve months of obtaining approval to display the 'i' sign?	<input type="checkbox"/>	<input type="checkbox"/>
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## SECTION 6 – RTO SUPPORT AND VERIFICATION

To be signed by the VIC Manager/Coordinator after completing the Application Form.

***I declare that the information provided in this Application is true and correct.***

***I agree to:***

- maintain the standards defined in the Queensland VIC Signage Policy, and acknowledge that non-maintenance of these standards may result in removal of the ‘i’ sign from the VIC;
- give commitment to continual improvement of the VIC;
- implement the Action Plan attached (if applicable) within the defined timeframe;
- supply any additional information that may be required by the VIC Secretariat, Visit Queensland and/or the Management Group to support this application, such as my Business Plan and/or Operations Manual.

Signature \_\_\_\_\_

Name \_\_\_\_\_

Position \_\_\_\_\_

Date \_\_\_\_\_



## SECTION 6 – ACTION PLAN

Please complete the following Action Plan for any criteria that are not currently being met by your VIC.

Criteria Number	How is criteria not met?	Why is criteria not met?	Proposed Actions	Deadline