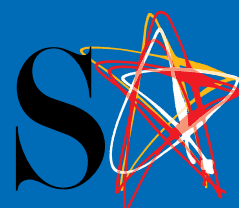


APPLICATION AND REQUIREMENTS

South Australian Accredited Visitor Information Centre Program



South Australia.
A brilliant blend.

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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 "i" logo.

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 "i" 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.

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.

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.

CONDITIONS FOR USE OF THE NATIONAL TOURISM ACCREDITATION LOGO



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 Customer Services 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 style 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 style guidelines.

ACCREDITATION APPLICATION PROCESS FOR VISITOR INFORMATION CENTRES

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 "i" 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.

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.tourismaccreditation.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.

APPLICATION FOR VISITOR INFORMATION CENTRE ACCREDITATION

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

1 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.
2 How many attractions are there in this area? (Natural + man-made). What are the key/iconic/must see attractions?
3 What is the size of your geographical catchment area? Describe its boundaries?
4 Where are the nearest VICs? (Distance and driving time?)
5 What destinations outside your domain do you receive regular requests for information for? (Accommodation, tours, attractions, events etc).
6 What drive routes do consumers use through your area? (Consumers travel from where to where?)
7 How many visitors do you get to your VIC per annum? What are the visitation trends?

APPLICATION FOR VISITOR INFORMATION CENTRE ACCREDITATION

8 Who will (or does) own and operate the VIC?
9 Why is it important for your town to have an accredited Visitor Information Centre as opposed to a non-accredited centre?
10 Is the manager of your centre a paid employee? Full time/part time?
11 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.

- | | |
|--|----------|
| <input type="checkbox"/> Local government support demonstrated (letter) | YES / NO |
| <input type="checkbox"/> Regional Marketing Committee support demonstrated (letter) | YES / NO |
| <input type="checkbox"/> Brief business plan for the VIC | YES / NO |
| <input type="checkbox"/> Have read VIC Accreditation guidelines | YES / NO |
| <input type="checkbox"/> 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

ACCREDITED VISITOR INFORMATION CENTRE CRITERIA

8	ADMINISTRATION AND OPERATIONS	
8.1	<p>BUSINESS NAME</p> <p>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.</p> <p>i.e. a VIC situated in the town of Bordertown must be registered and trade as the Bordertown Visitor Centre as not the Dukes Highway Visitor Centre.</p>	Yes / No
8.2	<p>SIGNAGE</p> <p>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 SATC.</p> <p>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.</p>	Yes / No
8.3	<p>COMPLIANCE</p> <p>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.</p>	Yes / No
8.4	<p>INSURANCE</p> <p>Must have insurance cover for all staff and volunteers, both on-site and off-site (familiarisation visits) in all insurances.</p> <p>A minimum \$10 million professional indemnity insurance specifically covering Visitor Information Centre operations.</p>	Yes / No Yes / No
8.5	<p>BROCHURE ACCEPTANCE AND DISPLAY POLICY</p> <p>All twelve regional visitor guides and other SATC publications must be clearly displayed and available at no cost to the visitor.</p> <p>Any product/operator that the manager of the Visitor Information Centre deems unsuitable for display or recommendation must advise the SATC immediately.</p> <p>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.</p> <p>If the Visitor Information Centre has a fee/membership structure for brochure display, a copy of this policy must be provided to the SATC Industry Support Manager for review/approval.</p>	Yes / No Yes / No Yes / No
8.6	<p>OPERATIONS MANUAL</p> <p>Copy must be provided with the submission.</p>	Yes / No
8.7	<p>COMMUNICATIONS</p> <p>Telephone: Centre has a dedicated toll free number (1800)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.</p> <p>Facsimile: Either a phone/fax or separate fax machine, which is operational 24 hours a day must be in place.</p> <p>Email: All centres must have a generic email address for general enquiries.</p> <p>All VIC Centre Managers must have a separate personal email address for all communication with SATC.</p>	Yes / No Yes / No Yes / No Yes / No

ACCREDITED VISITOR INFORMATION CENTRE CRITERIA

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

ACCREDITED VISITOR INFORMATION CENTRE CRITERIA

9.2	<p>OPENING HOURS</p> <p>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>	<p>Yes / No</p> <p>Yes / No</p> <p>Yes / No</p>
9.3	<p>HUMAN RESOURCE MANAGEMENT</p> <p>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>	<p>Yes / No</p> <p>Yes / No</p> <p>Yes / No</p> <p>Yes / No</p> <p>Yes / No</p> <p>Yes / No</p>
9.4	<p>FEEDBACK AND COMPLAINTS</p> <p>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>	<p>Yes / No</p> <p>Yes / No</p>
9.5	<p>NETWORKING</p> <p>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>	<p>Yes / No</p> <p>Yes / No</p> <p>Yes / No</p>
9.6	<p>PLASTIC BAG FREE</p> <p>All Visitor Information Centres to provide paper bags for visitor information purposes.</p>	<p>Yes / No</p>
9.7	<p>PARKING FACILITIES</p> <p>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>	<p>Yes / No</p> <p>Yes / No</p> <p>Yes / No</p> <p>Yes / No</p>

ACCREDITED VISITOR INFORMATION CENTRE CRITERIA

9.8	<p>PUBLIC TOILETS</p> <p>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>	<p>Yes / No</p> <p>Yes / No</p>
9.9	<p>DISABLED TOILETS</p> <p>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>	<p>Yes / No</p> <p>Yes / No</p>

10	RISK MANAGEMENT & PHYSICAL BARRIER ACCESS STRATEGIES	
10.1	<p>FLOOR PLAN</p> <p>Floor plan provided with location of exits, first aid and fire extinguishers.</p>	<p>Yes / No</p>
10.2	<p>INSIDE PREMISES</p> <p>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>	<p>Yes / No</p> <p>Yes / No</p> <p>Yes / No</p> <p>Yes / No</p>
10.3	<p>THEATRETTES (if applicable)</p> <p>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>	<p>Yes / No</p> <p>Yes / No</p>
10.4	<p>EXHIBITIONS (if applicable)</p> <p>Enough space for a wheelchair user to move around the room and the displays. Displays that can be viewed from a wheelchair.</p>	<p>Yes / No</p> <p>Yes / No</p>
10.5	<p>CAFÉ/BISTRO/RESTAURANT (if applicable)</p> <p>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>	<p>Yes / No</p> <p>Yes / No</p> <p>Yes / No</p> <p>Yes / No</p> <p>Yes / No</p> <p>Yes / No</p>

ACCREDITED VISITOR INFORMATION CENTRE CRITERIA

10.6	CAR PARKING	
	A dedicated accessible car parking space clearly marked with the international access (wheelchair) symbol, close to the entrance.	Yes / No
	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.	Yes / No
	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.	Yes / No
10.7	ENTRANCES	
	If the entrance is at ground level - no ledges or steps greater than 5mm.	Yes / No
	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 i.e. 1:14 or gentler gradient.	Yes / No
	A door mat flush with the surrounding floor. If not, mats especially loose ones, can be a trip hazard as well as difficult for wheel chair users.	Yes / No
	A minimum door opening width of 800 mm (as per AS1428.1 1998).	Yes / No
	If there are full glass doors - safety markings across the door at a height between 900 and 1000mm.	Yes / No

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.

ACCREDITED VISITOR INFORMATION CENTRE CRITERIA

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.

ENQUIRIES

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

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 (.....)

Website

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 Other funding sources
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	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

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

IPAT 2 Total SA _____

Melbourne
Vic Country
NSW/ACT
Queensland
WA
Tasmania
NT

IPAT 3 Total Interstate _____

UK
Other Europe
USA/Can
NZ
Japan
Other Asia
Other Country

IPAT 4 Total Overseas _____

IPAT 5 Total Unknown _____

IPAT 6 Duration of Stay

Day Trip _____ Overnight _____
Longer _____ Unknown _____

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

