

McLAREN VALE & FLEURIEU COAST VISITOR CENTRE BROCHURE RACKING & VISITOR MAP

TERMS & CONDITIONS

Displaying brochures:

The administration fee applies to brochures promoting commercial establishments - a tourism related commercial establishment is one which either charges an entrance fee or anticipates purchase of goods or services by visitors and which has produced a brochure or leaflet designed to attract visitors to their establishment.

The administration fee entitles you to promotion through the Visitor Centre, follow up phone calls for extra brochures or information and exposure 7 days a week, 363 days a year (excluding Christmas Day and Easter Friday).

Visitor guides, town guides, event and festival calendars, Regional Marketing Boards and Tourism Association information and South Australian and National Tourism Commission information will be stocked, displayed and distributed **free**.

Brochures of non-commercial operators and attractions such as National Parks, publicly funded museums and National Trust properties are distributed **free**.

Tourism Website

You must have a current listing on www.mclarenavaleandfleuriucoast.com.au - this is a FREE tourism business listing which can be uploaded via - <https://www.mclarenavaleandfleuriucoast.com.au/website-operator-form>

Brochure Levels & Stocking

Brochure back-up stock levels within the Visitor Centre is limited due to the availability of space. All back-up stock must be kept at capacity to ensure brochures do not run out of stock during busy periods of the year. When brochures levels are running low, the VIC will order enough stock to last a period of 3-4 months.

Brochure/Guide Placement

All brochures/guides on display at the Visitor Centre need to be approved by the Centre Manager to ensure they meet the visitor centre's standard. Any brochures that have been put on display without prior permission will be removed immediately.

Each brochure will be allocated a position in the Visitor Centre, with the exception of some 'seasonal' brochures which will alternate throughout the year. Only the labeled brochure can be displayed in the brochure stand, in the event the brochure is out of stock it must remain empty until the brochure is back in stock.

Public Liability Insurance

All business' displayed within the McLaren Vale & Fleurieu Coast Visitor Centre must hold a current certificate of public liability insurance to the value of no less than \$10,000,000.

Business Registration

All business' displayed within the McLaren Vale & Fleurieu Coast Visitor Centre must be a registered business with the SA Office of Consumer and Business Affairs.

Visitor Map

The Visitor Map will be a full colour tear off B3 size map, with a minimum of 60,000 copies printed each 12 month period - no changes can be made to the printed map throughout the year.

In the event your listing is mistakenly omitted from the map, you will be entitled to a full refund for the current listing and the following years listing will be free of charge to the same value as the current year.

ATDW

All operators must register for their FREE ATDW listing <https://atdw.com.au/>

