

# VISITOR SERVICES COLLATERAL DISPLAY POLICY

## POLICY

### 1. Overview

For stakeholders seeking to have collateral displayed in the City of Melbourne's [visitor services network](#)<sup>1</sup>, this policy outlines the **criteria and application process**.

City of Melbourne's Tourism and Events Branch is responsible for the delivery of the organisation's visitor services network. To complement digital offerings and face-to-face personalised visitor information, the visitor services network distributes Melbourne visitor economy industry collateral (free of charge).

The City of Melbourne works co-operatively with the visitor economy industry to ensure the availability of a range of information across all visitor products and services.

### 2. Definition

The term 'collateral' in this policy refers to printed promotional brochures, flyers and booklets, including maps and visitor guides.

### 3. Responsibility of the Tourism and Events Branch

The Tourism and Events Branch must approve collateral prior to it being displayed and reserves the right to determine and administer the assessment criteria, and manage the application process outlined in this policy. It also reserves the right to determine the collateral display across City of Melbourne's visitor services network at all times. This includes:

- Deciding on the visitor service location for the display of collateral
- Curating the collateral display walls
- Determining the duration of display
- Reviewing the ongoing display of collateral after it has been approved.

Please note that some collateral may remain on permanent display whilst other collateral will rotate at City of Melbourne's discretion.

The display of collateral in the visitor services network does not imply endorsement by City of Melbourne. Any false information will result in the denial or removal of collateral being displayed.

### 4. Criteria assessment

The City of Melbourne's visitor services network does not generally display brochures for individual businesses (for example, accommodation, car hire businesses, apps or mobile websites) unless they are visitor attractions.

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<sup>1</sup> [whatson.melbourne.vic.gov.au/visitors](http://whatson.melbourne.vic.gov.au/visitors)

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The following criteria will be assessed when determining what collateral is approved for display. City of Melbourne will exercise discretion when determining what is displayed.

## Visitor experiences within the [City of Melbourne municipality](#)<sup>2</sup>

- The collateral promotes visitor experiences within the City of Melbourne municipality by providing information about destinations, attractions, events and festivals, tours and other activities.
- City of Melbourne-produced collateral is prioritised for display.
- Information is accurate and current.
- Only one brochure is displayed per attraction/visitor experience.
- Galleries and retailers within the City of Melbourne who sell Aboriginal and Torres Strait Islander art or art products (e.g. t-shirts, postcards and souvenirs) must subscribe to the City of Melbourne's [Code of Practice](#)<sup>3</sup> for Galleries and Retailers of Aboriginal and Torres Strait Islander Art.

## Visitor experiences within Greater Melbourne

- Collateral promoting an individual visitor experience outside of the City of Melbourne municipality will not be displayed.
- Collateral that presents an overview of visitor experiences within an area outside of the City of Melbourne municipality (i.e. a visitor guide or map) may be displayed at City of Melbourne's discretion.
- Collateral that promotes an event which takes place outside of the municipality will not be approved unless it is a City of Melbourne sponsored event and has activations that take place within the City of Melbourne municipality.
- Collateral promoting festivals which have a series of events inside and outside of the City of Melbourne municipality will be assessed on a case-by-case basis.

## Visitor experiences within Regional Victoria

- Priority will be given to collateral that promotes visitor experiences within the City of Melbourne municipality at all times. Collateral promoting an individual visitor experience outside of the City of Melbourne municipality will not be displayed.
- Collateral that presents an overview of visitor experiences within the eleven regions as identified by Visit Victoria<sup>4</sup> (i.e. a visitor guide or map) may be displayed at City of Melbourne's discretion.

## Business requirements

- Businesses have appropriate insurance cover from an authorised insurance company that covers public liability, professional indemnity, property insurance and workers compensation.
- Tourism operators are members of a recognised industry association (e.g. Victoria Tourism Industry Council, Professional Tour Guide Association of Australia) and/or accredited under the Australian Tourism Accreditation Program.

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<sup>2</sup> <https://www.melbourne.vic.gov.au/sitecollectiondocuments/suburb-map-boundary-city-of-melbourne.pdf>

<sup>3</sup> <http://www.melbourne.vic.gov.au/indigenoucode>

<sup>4</sup> <http://www.visitvictoria.com/Regions>

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- Tourism operators, where necessary, hold relevant licence(s) and permit(s) to conduct their business operation e.g. Parks Victoria's Licensed Tour Operator permit.

## Environmental requirements

The City of Melbourne is taking action to improve its own environmental performance in delivering visitor services and information. Collateral must adhere to a minimum of two of City of Melbourne's environmental requirements:

- Forest Stewardship Council (FSC) Certified paper
- Program for the Endorsement of Forest Certification (PEFC).
- Printer is carbon neutral.
- Carbon neutral paper.
- Vegetable based inks used for printing.

## Collateral requirements

- Collateral must be designed to a professional standard.
- The finished size of the brochures is ideally either DL (portrait orientation preferred) or A5 size.
- At a minimum, single page collateral must be printed on 160gsm paper stock.

## Packaging requirements

- Due to Occupational Health and Safety requirements, collateral will not be accepted if it exceeds 10 kilograms per box.
- Boxes should ideally measure 160mm (H) x 220mm (W) x 300mm (L).
- Collateral delivered must be securely packaged in a box marked with:
  - The name of the collateral
  - The quantity of collateral
  - Company name and contact phone number

## 5. Application Process

Applications to display collateral must be submitted via the [online form](#). Applicants will be notified of the outcome by email, within 10 working days from the date the application is received.

## 6. Delivery Process

Detailed delivery instructions will be provided once collateral is approved.

- Boxed deliveries are to be mailed to an off-site address for security screening.
- Suppliers with regular and/or bulk deliveries may be exempt from security screening and permitted to deliver to the Melbourne Town Hall administration building. These suppliers will be added in advance of delivery to a courier exemption register. Suppliers to advise of the delivery date in advance.
- At City of Melbourne discretion and with prior approval, bundles of collateral (not packaged) may be delivered to the Melbourne Visitor Hub.

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## AGREEMENT TO TERMS AND CONDITIONS

With all applications submitted, businesses are warranting that:

- i. There is no guarantee of acceptance of collateral for display
- ii. The Visitor Services Collateral Display Policy has been read and agreement to abide by these terms and conditions.
- iii. The applicant is duly authorised to submit the application and commit to the terms and conditions of the agreement.
- iv. The business holds appropriate insurance that covers public liability, professional indemnity, property insurance, workers compensation.
- v. Agreement to indemnify the City of Melbourne in respect of any liability claim that may be made against it by any breach of the above warranties.
- vi. If approved, the City of Melbourne reserves the right to remove collateral from display at any time.
- vii. If approved, the City of Melbourne reserves the right to remove the collateral if the trading terms of the City of Melbourne are not met.
- viii. The City of Melbourne will take all necessary measures to prevent unauthorised access to, or disclosure of, your personal information. External organisations to which personal information is disclosed include City of Melbourne's contracted Service Providers who perform various services for and on behalf of City of Melbourne. These contractors have agreed to be bound by the provisions of the *Privacy and Data Protection Act 2014 (VIC)*. For more information refer to [City of Melbourne's Website privacy statement](#)