



*... will take you there!*

**NSW Accredited Visitor Information Centre**

**AVIC Application Form – Online Completion**

**New Application**

**Renewal**

**Office Use**

Date Received:

Sub Committee:

Approved/Rejected:

Notification:

Renewal Date:

Database:

**Applicant Details and Declaration (Please complete one Application per Centre, click and type into the shaded areas)**

Name of proposed Visitor Information Centre:

Registered Business Name

Business Commencement Date

Australian Company Number (ACN):

Australian Business Number (ABN):

Local Government Area:

Contact Name at Visitor Information Centre:

Street Address of Visitor Information Centre:

Postal Address of Visitor Information Centre:

Phone Number of Visitor Information Centre:

Toll Free Phone Number:

Fax Number of Visitor Information Centre:

Email :

Website:.

Contact person for Accreditation related issues: .

Position

Organisation:

Address (if different from Visitor Information Centre):

Phone Number (if different from Visitor Information Centre):

E-mail Address (if different from Visitor Information Centre):

Please provide your Travel Agents Licence No (*if applicable*):

**Declaration Page**

You must provide the following documents / certification with your application:

- Public Liability Insurance (Minimum of \$5 million which includes volunteers)
- Professional Indemnity Insurance (which includes volunteers) (where applicable)
- Certificate of Incorporation (where applicable)
- Proof of Ownership Documentation (where applicable)
- Relevant Operating Licences (eg. Travel Agent Licence if required)

The (name of Visitor Information Centre) \_\_\_\_\_ has completed the Accreditation self-assessment process and applies for Level: (Please tick).

Level 1      Level 2      Level 3

**DECLARATION FOR LEVEL 1 AND 2 APPLICANT**

I declare that the information we have provided in this Accreditation Application is true and correct. I agree to operate the Accredited Visitor Information Centre in accordance with the relevant Accreditation Criteria, adhere to the Code of Ethics and Truth in Advertising requirement, and will advise the AVIC Network Secretariat (Aurora) of any change of ownership. I have liaised with the Local Council in preparing this application and I agree to operate the AVIC in a professional manner that does not adversely impact on the local Council endorsing my Application. I agree to supply any additional information that may be required by Aurora to support this Application. I am authorised by my organisation to sign this document.

Signature: .....  
Name:  
Position:  
Date:.

**DECLARATION FOR LEVEL 3 APPLICANT**

I declare that the information we have provided in this Accreditation Application is true and correct. I agree to operate the Accredited Visitor Information Centre in accordance with the relevant Accreditation Criteria, adhere to the Code of Ethics and Truth in Advertising requirement, and advise the AVIC Network Secretariat (Aurora) of any change of ownership. I have liaised with the appropriate Tourism Manager/Local Council in my area and I agree to operate the AVIC in a professional manner that does not adversely impact on the Accreditation of the Level 1, Level 2 AVIC or local Council endorsing my Application. I agree to supply any additional information that may be required by Aurora to support this Application. I am authorised by my organisation to sign this document.

Signature: .....  
Name:  
Position:  
Date:.

**\*LOCAL COUNCIL ENDORSING APPLICATION:**

I have been consulted during the applicant's self-assessment process and I support the application. I also believe the applicant meets all appropriate Accreditation Criteria).

Name of Endorsing Entity:

Signature: .....  
Name:  
Position:  
Date:.

\*Please note all Levels of Accreditation Application require Local Government endorsement

## LEVEL 3 POLICY

This Policy was endorsed by the Industry Reference Group on 23 September 2003

1. Any Accreditation of Level 3s must be endorsed by a Level 1/2/Local Government Authority (LGA).
2. Accreditation (standards/auditing) for Level 3 AVICs must be **actively managed** by the sponsoring Level 1/2/LGA.
3. Accreditation is not to be given to Level 3 AVICs, which duplicates services of existing Level 1/2.
4. Level 3s must provide complementary services to existing Level 1/2.
5. Level 1/2 must take account of Level 3 location on the local road network, particularly with regard to travel patterns of visitors and whether the Level 3 will divert visitation from the sponsoring Level 1/2.
6. Level 1/2/LGAs must sight the business plan and operations manual of the Level 3 applicant prior to endorsement.
7. Level 1/2/LGAs must maintain constant (minimum of 2 visits per month) contact with the Accredited Level 3 to ensure that the brand is not diluted and the management of the Level 3 AVIC is in line with the mission of the AVIC Network and the sponsoring Level 1/2/LGA. Level 1/2 will supply brochures to Level 3s as required.
8. Level 3 Accreditation is not transferable to any new business owner and if Accreditation for such Level 3 is not renewed, all signage must be taken down.
9. Level 1/2 Accredited Visitor Information Centres will be required to audit their sponsored Level 3
10. The IRG (Industry Reference Group) reserves the right to reject any Level 3 applications should there be any concerns regarding the level of customer information services.

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### SELF- ASSESSMENT CHECKLIST / ACCREDITATION CRITERIA

This checklist provides details of the Accreditation Criteria that applicants need to satisfy to become an Accredited Visitor Information Centre.

**Level 1 and Level 2 applicants must meet all criteria (select either criteria 6.1 or 6.2 relating to opening hours depending on whether the Application is for Level 1 or Level 2).**

**Shaded criteria applies to all levels, where shaded criteria relates only to a Level 3 AVIC, then Level 1 and Level 2 AVICs have a monitoring role.**

**Level 3 applicants need only meet the criteria that are shaded in the checklist.**

Please indicate (by a tick) in the right hand column whether or not the applicant meets the criteria. In order to determine, if you satisfy the criteria, you should ask yourself the following questions for each criteria:

- Does my Centre currently ..... ?
- Does my Centre agree to ..... ?

If an applicant does not yet meet any particular criteria, please provide details of proposed actions using the attached Action Plan on the back page

<b>NSW AVIC Accreditation Self Assessment Checklist</b> Please complete all Criteria. Clearly mark with a tick where appropriate Level 3s must meet all shaded areas, Levels 1 & 2 must meet all areas		<b>Meet Criteria</b>	
		<b>Yes</b>	<b>No</b>
<b>1 Operational Protocol</b>			
<b>1.1</b>	Operate in accordance with a Strategic Business Plan that includes the following or similar elements: <ul style="list-style-type: none"> <li>• Executive Summary</li> <li>• Vision / Mission Statement</li> <li>• Background</li> <li>• Brief Description of Products / Services</li> <li>• Situation Analysis</li> <li>• Objectives</li> <li>• Marketing Plan</li> <li>• Human Resources Plan</li> <li>• Operational Plan</li> <li>• Budget / Financial Plan</li> <li>• Evaluation Mechanisms</li> </ul>		
<b>1.2</b>	Operate in accordance with an Operations Manual that includes the minimums set down in the Model Operations Manual.		
<b>1.3</b>	Operate within the protocols set up by sponsoring Level 1 or Level 2 AVIC or the local Council in the case where no Level 1 or Level 2 AVIC exists.		
<b>2 Networking and Cooperation</b>			
<b>2.1</b>	Liaise with appropriate organisations to manage the integration of visitor information sources within the local area.		
<b>2.2</b>	Liaise with Level 3 applicant in the local area to assist them in meeting the Level 3 Accreditation Criteria.		
<b>2.3</b>	Operate within the guidelines set by the sponsoring Level 1 or 2 AVIC or the local Council in the case where no Level 1 or Level 2 AVIC exists.		
<b>3 Image</b>			
<b>3.1</b>	Include the words 'Visitor' and 'Centre' in the name of the Centre. Additional words may be added where appropriate. The word 'Information' in the name of the Centre is desirable but optional, but it must be used in telephone directory listings.		
<b>3.2</b>	List entry in group in White Pages telephone directories in "V" section under heading of "Visitor Information Centre - Accredited". For each AVIC under this heading include all locations the AVIC is 'responsible for' under sub heading "XXX & Surrounds". This ensures that Directory Assistance will put enquirers through to the most appropriate AVIC when they enquire about a location.		
<b>3.3</b>	Comply with the signage requirements for Accreditation including: <ul style="list-style-type: none"> <li>• Identification of AVIC with the accredited 'i' sign both on the building and in the grounds in an unobstructed position on the exterior of the building or on a fixture dedicated for the purpose close by.</li> <li>• Erection of advance direction accredited 'i' signs on both approaches to the AVIC on the nearest state or regional road or roads. Reassurance 'i' signs on local approach roads to be installed to guide motorist directly to the centre. (<b>Level 3 AVICs</b> located on a state or regional road to display 'i' signs signposting <b>only in the Centre's grounds and not in the road reserve</b>. Where the centre is located on a local road, to display advance direction accredited 'i' signs in the road reserve on the approach roads. In each case approval must be obtained from the sponsoring Centre/Council.)</li> <li>• Use of stationery featuring the AVIC 'i' sign. (Level 3 AVICs to use stationery clearly stating that it is a satellite Centre of its sponsoring AVIC or Council).</li> </ul> <p><b>Note:</b> Include the words 'Visitor' and 'Centre' in the name. The word 'Information' is optional.</p>		
<b>3.4</b>	Display notices at transport interchanges showing location of AVIC, hours of operation and services provided.		
<b>3.5</b>	Develop and implement procedures to monitor visitor information where it is provided outside of the AVIC to ensure accuracy and currency.		

<b>4</b>	<b>State Tourism Data Warehouse (STDW)</b>		
<b>4.1</b>	Operate STDW, maintain current and accurate information on system.		
<b>5</b>	<b>Research</b>		
<b>5.1</b>	Participate in VICDP endorsed research programs including collection of AVIC Visitor Data and Customer Satisfaction as required by the Accreditation Program.		
<b>6</b>	<b>Hours of Operation</b>		
<b>6.1</b>	Open for at least 363 days per year for a minimum of 56 hours per week. This criteria applies to Level 1 AVICs only.		
<b>6.2</b>	Open for at least 363 days per year for a minimum of 43 hours per week. This criteria applies to Level 2 AVICs only.		
<b>6.3</b>	Open for at least 5 days per week including weekends for a minimum of 7 hours per day. This criteria applies to Level 3 AVICs only.		
<b>6.4</b>	24hr access to information/display details of after-hours services, including accommodation, attractions, and emergency help services, together with a local map in an appropriate location when the AVIC is closed.		
<b>7</b>	<b>Services Offered</b>		
<b>7.1</b>	Display a map of the area within two hours driving radius.		
<b>7.2</b>	Maintain information on coming events. Level 3 applicants to display information on coming events as supplied by sponsoring Level 1 or Level 2 AVIC or with the local Council in the case where no Level or Level 2 AVIC exists.		
<b>7.3</b>	Maintain and provide information on: <ul style="list-style-type: none"> <li>• Accommodation</li> <li>• Attractions</li> <li>• Dining</li> <li>• Other visitor amenities, including facilities capable of handling people with disabilities.</li> </ul> Level 3 applicant to display information as agreed with the sponsoring Level 1 or 2 AVIC or with the local Council in the case where no Level 1 or 2 AVIC exists.		
<b>8</b>	<b>Visitor and Operator Enquiries</b>		
<b>8.1</b>	Provide impartial and objective information as required by the Code of Ethics.		
<b>8.2</b>	Maintain a compliments and complaints management system.		
<b>8.3</b>	Develop and adhere to policies relating to customer response times to be noted in Operations Manual.		
<b>8.4</b>	Provide local, regional and Statewide information in response to visitor enquiries.		
<b>9</b>	<b>Accommodation and Other Service Referrals</b>		
<b>9.1</b>	Maintain an accommodation and other services register.		
<b>10</b>	<b>Booking Conditions (if applicable)</b>		
<b>10.1</b>	Hold appropriate licences to operate reservations system (if applicable).		
<b>10.2</b>	Document booking procedures (if applicable).		
<b>10.3</b>	Maintain a peak period accommodation vacancy register system. Level 3 applicant only need to display after hours contact for the accommodation vacancy register.		
<b>11</b>	<b>Merchandise</b>		
<b>11.1</b>	Document and implement merchandising policies and procedures. (Level 3 AVIC-related merchandise only).		
<b>12</b>	<b>AVIC Services to Operators</b>		
<b>12.1</b>	Document services provided by the AVIC to local operators and other organisations.		

<b>13 Brochure Management</b>			
<b>13.1</b>	Display and / or carry brochures from all local operators who meet local quality standards. (Where Membership applies it is understood only members' brochures will be displayed). Level 3 AVICs to display brochures in accordance with guidelines set down by the sponsoring Level 1 or 2 AVIC or the local Council where no Level 1 or Level 2 AVIC exists.		
<b>13.2</b>	Document and implement a brochure management system that includes policies and procedures for: <ul style="list-style-type: none"> <li>• Acceptance of brochures</li> <li>• Display</li> <li>• Distribution</li> <li>• Supply (at AVIC and other outlets)</li> <li>• Removal of out-of-date brochures</li> </ul>		
<b>13.3</b>	Display and / or carry regional / Statewide information brochures according to customer demand and space availability. Where space or other limitations apply, alert customers to availability of regional / Statewide information within the AVIC through use of appropriate signage.		
<b>14 Support Material</b>			
<b>14.1</b>	Maintain or have access to material such as videos and photographic libraries to support the operations of the AVIC.		
<b>15 Staffing</b>			
<b>15.1</b>	Employ a minimum of one permanent staff member with at least one year's experience as a Tourism Officer / AVIC Manager, a minimum of one year's relevant management experience or a relevant tourism management, general management qualification or general management or tourism related degree.		
<b>15.2</b>	Develop and implement an Induction Program for all new staff including Customer Service and ongoing training.		
<b>15.3</b>	Comply with the requirements of the Professional Development Program.		
<b>15.4</b>	Maintain a formalised system of ongoing local product familiarisation. Level 3 applicant to consult with their sponsoring Level 1 or Level 2 AVIC or the local Council where no Level 1 or Level 2 AVIC exists.		
<b>15.5</b>	Maintain dress standards, in keeping with local requirements.		
<b>15.6</b>	Ensure all customer service staff wear name badges.		
<b>15.7</b>	Document and implement policies and procedures for human resource management including: <ul style="list-style-type: none"> <li>• Staff recruitment</li> <li>• Job descriptions, roles and responsibilities</li> <li>• Staff rostering</li> <li>• Maintenance of personal records</li> <li>• Performance management</li> </ul>		
<b>16 Code of Ethics</b>			
<b>16.1</b>	Observe a Code of Ethics that reflects the values of the Accreditation Program		
<b>17 Premises</b>			
<b>17.1</b>	Locate AVIC on the main approach to a town or city, or in a prime position.		
<b>17.2</b>	Occupy shared premises with a compatible business or organisation.		
<b>17.3</b>	Obtain relevant Local Government approvals.		
<b>17.4</b>	Maintain AVIC grounds and premises.		
<b>17.5</b>	Provide adequate disabled access and facilities, as set out in Australian Standard 1428.1. <i>Existing buildings may be exempted, but new buildings to comply.</i>		
<b>17.6</b>	Provide adequate parking facilities, either at the AVIC or in the near vicinity.		

17.7	Provide adequate coach parking and car and caravan facilities that comply with Local Government requirements, either at the AVIC or in the near vicinity.		
17.8	Provide staff facilities that comply with Local Government /industrial relations requirements.		
17.9	Provide adequate brochure and storage facilities to ensure presentation and OH&S standards.(Level 3 highly desirable)		
17.10	Provide an information / enquiry counter. (Level 3 highly desirable)		
17.11	Provide accessible public / staff toilets or access to same in close proximity. (Level 3 highly desirable)		
17.12	Hold relevant Local Government and RTA approval for signage.		
<b>18 Telecommunications</b>			
18.1	Operate telephone systems capable of handling the demands on the AVIC. (Level 3 including fax or email)		
18.2	Operate other telecommunications systems capable of handling the demands on the AVIC including: <ul style="list-style-type: none"> <li>• After hours telephone answering system</li> <li>• Facsimile</li> <li>• Email</li> <li>• Internet</li> </ul>		
<b>19 Occupational Health and Safety</b>			
19.1	Document, communicate and implement Policies and Procedures for Occupational Health, Safety and Security in accordance with relevant legislation and to include as a minimum: <ul style="list-style-type: none"> <li>• Risk Management Plan</li> <li>• Roles and Responsibilities of Employer / Employees</li> <li>• Information on Safe Working Practices / Procedures</li> <li>• Emergency / Evacuation Procedures</li> <li>• Incident / Accident Procedures including Log Book</li> <li>• First Aid Kit</li> </ul>		
<b>20 Insurance</b>			
20.1	Hold Public Liability Insurance (must include volunteers) for a minimum of \$5 million.		
20.2	Hold Professional Indemnity Insurance that includes volunteers.		
<b>21 Financial Management</b>			
21.1	Accept credit cards, except where precluded by Council policy, when average merchandise sales exceed \$10.00.		
21.2	Document and implement financial management systems for AVIC operations including: <ul style="list-style-type: none"> <li>• Cash handling procedures</li> <li>• Credit card procedures</li> <li>• Details of bank accounts and credit card facilities</li> <li>• Merchandise sales</li> <li>• General bookkeeping processes and systems</li> <li>• Accounts payable</li> <li>• Invoicing</li> <li>• Banking</li> </ul>		
21.3	Provide EFTPOS facilities if applicable.		
<b>22 Asset Management/Equipment Maintenance</b>			
22.1	Maintain an equipment maintenance schedule and a register of all AVIC assets.		
<b>23 Environmental Protection</b>			
23.1	Document policies and practices for sustainable environmental protection.		

