



Gawler



GAWLER VISITOR INFORMATION CENTRE **Participation Agreement**

2021-22

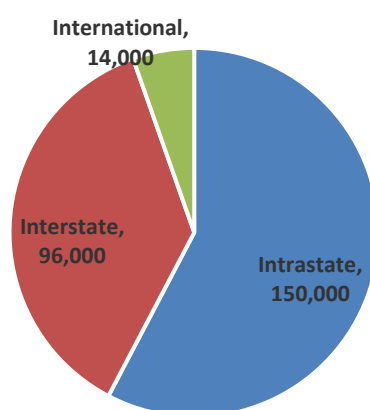
Gawler Visitor Information Centre (GVIC) invites businesses to partner with us and take advantage of a series of promotional and support opportunities available through the Centre.

GVIC is a Nationally Accredited Visitor Information Centre operated by the Town of Gawler. Managed by the Senior Visitor Information Centre Officer and assisted by over 30 enthusiastic and dedicated volunteers, GVIC provides a wide range of visitor services offering more than the traditional Visitor Information Centre model.

Part of the Barossa Region, GVIC is located on Lyndoch Road, the main thoroughfare from Gawler to the Barossa Valley. GVIC is the tourism information “hub” linking South Australia’s Barossa Valley, Mid North, Clare Valley, Far North, Flinders Ranges, Adelaide Hills and Southern Districts. This strategic positioning makes the GVIC ideally situated to promote your business.

GVIC attracts international, interstate and local visitors with approximately 17,000 unique visits to the Centre every year. Partnering with GVIC provides direct exposure to this market as well as indirect exposure to the wider Barossa Valley’s annual tourist market.

Barossa Region Annual Visitor Summary 2017-2019



GVIC is open 7 days a week, 363 days of the year which provides excellent publicity for all of our partners. Promotion at GVIC is available to all tourism operators. Visitors to the Centre regularly request information not just on Gawler or the Barossa Region but the entire State of South Australia.

Benefits of Participation

Brochure Display at GVIC

- Business Cards, DL, A5 and/or A4 brochures are able to be displayed.
- GVIC staff will contact you when stocks of your brochure are getting low or we need additional information for our customers.

Events Display

- Opportunity to display your event brochures, flyers and A4 posters in the appropriate event area.

Information Sheets

- Opportunity to have your business listed in relevant information flyers – up to 40 word description.
- Information sheets are updated quarterly by GVIC staff, printed in-house and made available to our visitors.

Booking Service

- Opportunity to be part of our Booking Service.
- Bookings are currently offered for accommodation, tours and tickets.
- A 10% commission for this service is payable on any firm booking made on behalf of your business.

Famil Program / Guest Speaker

- Opportunity to be visited by staff and volunteers as part of our Familiarisation program.
- These face-to-face visits provide our staff and volunteers the information and knowledge they need to confidently on-sell products and experiences.
- If it is not suitable for us to visit your business then you may be invited as a guest speaker to one of our monthly Team Meetings.

Investment

Tourism operators within the Town of Gawler local government area are able to access this participation opportunity at no cost. All other tourism operators will be charged an annual fee of \$72.00 (including GST). The annual fee covers financial year participation and will be discounted to \$36.00 (including GST) for any operator wanting to enter into a new participation agreement with GVIC that commences after 1 January in any given financial year.

Thank-you for considering this participation opportunity for GVIC promotional and business support services that will assist us to provide our visitors with a seamless customer experience. Do not hesitate to contact us if you require any further information.

Lynette Ancell
Senior Visitor Information Centre Officer
Gawler Visitor Information Centre
2 Lyndoch Road, Gawler SA 5118
PO Box 130, Gawler SA 5118

Tel: (08) 85229 263

Email: visitorcentre@gawler.sa.gov.au

www.gawler.sa.gov.au

ABN: 29 861 749 581

Terms and Conditions:

1. Participation fee only applicable to operators located outside the Town of Gawler local government area.
2. Operators must hold a current certificate of public liability insurance in an amount equal to or greater than \$10 million.
3. All tour operators must hold the appropriate Commercial Tour Operators Licence.
4. All operators must hold a registered business with the SA Office of Consumer and Business Affairs.
5. Participation fee is non-refundable. An invoice (if applicable) will be forwarded following Application approval.
6. Payment must be received within the payment terms. Failure to do so will result in benefits ceasing.
7. Non-commercial operators eg galleries, museums must still register but are exempt from the fee.
8. The agreement operates until 30 June each year. An invoice will be forwarded annually for this service unless advised in writing by 30 June.
9. All brochures supplied to GVIC must be of an acceptable quality and standard as determined by the Senior Visitor Information Centre Officer.
10. Brochures must not contain any literature or photographs that could be considered offensive.
11. GVIC will contact operators to advise when brochure stock is low. It is the responsibility of the operator to ensure new brochures are delivered to the front counter of the GVIC as soon as possible. (Please do not fill your own brochure display).
12. Your business will only be listed on the relevant suite of information sheets.
13. All operators are responsible for letting GVIC know of any changes required on the information sheets throughout the year.

OFFICE USE ONLY

Applicant Approved By:

Date:

Gawler Visitor Information Centre Participation Agreement

| | | | |
|---|---|-----------------|--|
| Trading Name | | | |
| ABN | | | |
| Business Address | | Postcode | |
| Postal Address | | Postcode | |
| Contact Person | | | |
| Position Title | | | |
| Telephone | | Mobile | |
| Email | | | |
| Website URL | | | |
| Facebook URL | | | |
| Short Business Description (no more than 60 words) | | | |
| Terms and Conditions | <p>I AGREE to the terms and conditions outlined in the GVIC Participation Agreement and confirm that I have the authority to accept these terms on behalf of my organisation.</p> <p>I declare that my organisation has Public Liability Insurance and all necessary licenses, permits and accreditations to operate its business in South Australia.</p> | | |
| Please tick which service(s) you would like to participate in: | <input type="checkbox"/> Brochure Display <input type="checkbox"/> Famil Program <input type="checkbox"/> Booking Service <input type="checkbox"/> Event Display | | |
| Name of Authorised Person | | | |
| Signature of Authorised Person | | | |
| Date | | | |

OFFICE USE ONLY

- ☐ Town of Gawler LGA Business
- ☐ Non Town of Gawler LGA Business – Annual \$72.00 (including GST)
- ☐ Non Town of Gawler LGA Business – Post 1 January \$36 (including GST)