



Kalbarri Visitor Centre (KVC) Brochure Racking Policy

The display positions of brochures are based on the KVC membership levels and designated areas within the centre. Brochures are moved around in placement (quarterly) to ensure fairness of representation.

Brochures will only be displayed in the KVC once the following standards have been met:

- All membership fees are paid in full
- All validation requirements for membership is complete
- The brochure itself is of an appropriate quality. (Tour operator canvases are not to display contact phone numbers)
- A sufficient quantity of brochures will be provided to the centre, relevant to the demand envisaged.

The following parties will have the following responsibilities in relation to their role in the provision and display of brochures:

Visitor Centre team

- Staff shall be responsible for displaying and storage of brochures within the centre.
- Brochure reminders will be emailed to members from time to time.

Brochure owners' responsibilities

- All costs and activities related to printing, collating and delivering brochures to the KVC.
- Follow-up and ensuring that sufficient brochures are available at all times within the centre
- Brochures meet the appropriate quality specifications (listed below at point A)
- The recommended delivery frequency is monthly, unless otherwise arranged with the KVC.
- Delivery address: 70 Grey ST Kalbarri WA 6536

A) Appropriate Quality

All brochures provided should be at least three-colour, printed on 40GSM paper or better, on gloss paper and contain no images/words likely to be considered offensive by the general public. Black and white photocopies will not be displayed. Brochures that contain misleading, out of date or incorrect information is not considered to be of appropriate quality.

Complaint Resolution

If complaints arise regarding brochure display, the KVC will aim to resolve these with the operator in good faith. If there are more than three genuine complaints filed, the brochures will be removed from display if the complaints are considered to damage the quality, image and goodwill associated with the Kalbarri Visitor Centre. This will be done in accordance with the adopted 'Code of Conduct' and KVC Management committee. The brochures will be reinstated on the shelves only on the approval of the KVC management committee.

Regional planners

The KVC will display copies of holiday planners of each region, free for visitors to collect

Town and Area brochures and maps

These will be racked accordingly to their region and content. It is also agreed that if multiple brochures/maps of the same town/area existed, the KVC will nominate which brochure/map is to be displayed.