

Becoming an Accredited Visitor Information Centre

Welcome!


Thank you for your interest in operating an Accredited Visitor Information Centre (VIC). We look forward to guiding you to discover if accreditation is the right fit for you and your organisation. To help get you started, there are a couple of questions you need to ask from the perspective of a VIC and a few important things you need to know and consider before applying for accreditation.

Ask these questions


- What is the purpose of applying for Accreditation?
For example, is it in the interest of tourism in your region, does your business model contribute to the tourism economy, will it make a significant contribution to the community, are you willing to work with local businesses, council, the regional or local tourism organisations?
- Have you considered a non-accredited VIC as an option?
- Is your choice of VIC location in a tourism based and/or high traffic area?
- Are you willing to work with your local and regional tourism organisations and local council?
- Are you prepared to maintain the standards set out in the VIC Signage Policy now and as it changes?
Note, to remain accredited it is a requirement to meet all mandatory criteria and many of the highly recommended Criteria. This is important for the Queensland VIC accreditation program to remain current and relevant in terms of keeping in step with the growing network, consumer trends and business practices therefore the Policy will be adjusted as required to accommodate these changes.
- Are you prepared to promote other regions to visitors?
- Are you prepared to promote the local operators and businesses in your region who are best suited to the visitor's needs?

If you can answer these questions positively and are committed to developing tourism services in your region then it is likely that you are suited to Accreditation.


About the VIC Network

The Network currently consists of 108 Accredited VICs and 5 Mobile VICs across Queensland who proudly display the . Most VICs are owned and operated by Councils or Regional Tourism Organisations and there is a handful that is privately operated. All these VICs are a one stop shop for travel information including maps, brochures, itineraries; they facilitate bookings; they are staffed by paid workers and /or volunteers who are locals to the region and are passionate and enthusiastic about promoting the treasures in their back yard.

The importance of accreditation



Accreditation is more than just displaying the  symbol. Accredited VICs are part of the bigger tourism picture, a network with a common goal to provide excellent customer service and standards, assist in creating memorable experiences to visitors in Queensland, to extend visitor stay and encourage return visits, benefiting the wider community.

Tourism & Events Queensland's role

The  accreditation program is operated by VIC networks in all States and Territories. Tourism Victoria owns the national license and the tourism body in each state maintains a sub-license to operate the program. Tourism & Events Queensland (TEQ) developed the Queensland Visitor Information Centre Signage Policy to recognise the role of visitor information centres (VICs) and their importance in providing high quality tourism information. TEQ contracts the VIC Secretariat (Visit Queensland) to administer the policy and conduct the annual VIC audits.

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Accredited Versus Non-Accredited

Accredited 	Non-Accredited 
<ul style="list-style-type: none">• Only Accredited VICs can use this symbol.• The Visitor Information Centre must continually maintain the VIC Signage Policy standards to display this symbol.• These VICs are audited annually and receive an onsite every second year.• Accredited VICs must open for a minimum 42 hours every week, 7 days.	<ul style="list-style-type: none">• Anyone can use this symbol.• This symbol is not governed by a policy or guidelines.• These outlets are not audited.• These outlets choose their own operating hours, there is no consistency in opening times when visiting them.• These outlets are not part of a state-wide network

The Application Process

For all enquiries your first point of contact is the Visitor Information Centre Secretariat who can be contacted at the following details:

VIC Secretariat | Visit Queensland Pty. Ltd.

P: 07 3846 6535

M: 0459 992 030

E: info@visitqueensland.com.au

Once your application and supporting documents have been submitted, it will be reviewed by Tourism & Events Queensland and you will be advised if it is approved or declined.

Other Helpful Links

[VIC Portal](#)

[Resources](#)

[A National Perspective on Visitor Information Servicing](#)

[Visitor Information Centre Signage Policy](#)



Bowen Visitor Information Centre, Bowen