

Barossa Visitor Centre

Barossa Visitor Services Partner Program 2026-2027

The Barossa Visitor Centre invites businesses across the Barossa tourism region to partner with us and take advantage of a range of promotional and business support services. This document outlines the opportunities and benefits available to our valued members.

The Barossa Visitor Centre (BVC) is a Nationally Accredited Visitor Information Centre operated and funded by The Barossa Council. The Centre is co-located with the Council's Library Branch in Tanunda and opens seven days a week. The BVC is one of the busiest Centres in the state, employing 8 staff and approximately 20 volunteers and fielding 60,000+ enquiries annually. We provide a wide range of visitor services and facilities and pride ourselves on offering more than the traditional Visitor Information Centre model.

Accredited Visitor Information Centres (VICs):

- Play a central role in the distribution of tourism products through the provision of information; the bundling of tourism products; and by providing mechanisms to facilitate bookings.
- Contribute to tourism yield by increasing the number of activities that a visitor will engage in and by increasing the time that a consumer will stay at a destination.
- Deliver trustworthy information to visitors. Although consumers access products online, they also seek confirmation and reassurance about the product. The opportunity to speak to knowledgeable and friendly locals is highly valued, and consequently, information derived from a VIC has been rated as more trustworthy, accurate and credible when compared to information derived from a website.
- Foster significant job creation within the 'visitor economy' as a result of consumers visiting a VIC and the subsequent increased expenditure generated.

The Barossa Council's substantial investment and commitment to the Barossa's Tourism Industry is not only through its Visitor Services but also as funding partner and major stakeholder of Barossa Australia.

Barossa Australia is a membership-based organisation and is the Barossa's official Regional Tourism Organisation. This Partner Program is separate and different to the Barossa Australia Membership.

Although the BVC is funded through The Barossa Council, this Agreement is designed to include tourism operators from across the entire Barossa Tourism Region inclusive of all four council areas, not just The Barossa Council municipality.

Visitors don't distinguish between council boundaries; they simply want easy access to information about the whole Barossa region. By joining us, you'll be part of a unified approach to promotion and business support, strengthening our region and delivering a seamless, high-quality experience for every visitor.

AT A GLANCE

Eligibility: Tourism-related businesses within the Barossa Tourism Region may apply with no annual participation fee; out-of-region businesses may apply subject to approval and a fee.

Cost: In-region participation is free; out-of-region participation is \$138 incl. GST per year.

What members receive: Approved members receive access to standard promotional and business support services relevant to their business type, with optional premium opportunities available at additional cost.

Agreement term: Memberships operate until 30 June each year and require completion of the application process and compliance with the Terms and Conditions in this document.

OUR VISION & MISSION

Our Vision: Creating Handmade Barossa Experiences.

Our Mission: Inspire our guests for the purpose of generating increased economic investment in our region.

BAROSSA TOURISM REGION

The Barossa Visitor Centre proudly promotes the entire Barossa Tourism Region, which extends beyond the boundaries of The Barossa Council.

The Barossa Tourism Region crosses over four local government areas:

- The Barossa Council
- Light Regional Council
- Mid Murray Council
- Town of Gawler

Visitors don't experience the Barossa by council boundaries; they experience it as one destination. Whether exploring world-renowned wineries, regional towns, local produce, events or attractions, they expect seamless access to information about everything the region has to offer.

For this reason, The Barossa Visitor Centre Partner Program, visitor servicing and promotional activities are designed to support eligible tourism businesses from across the entire Barossa Tourism Region. This collaborative approach helps create a stronger visitor experience while showcasing the diversity and quality of tourism offerings available throughout the region.

For a visual representation of the Barossa Tourism Region, we encourage you to view the [Barossa Touring Map](#).

INVESTMENT

Businesses located **within the Barossa Tourism Region**, inclusive of all council areas, **are not required to pay** an annual participation fee. However, all businesses must complete the Partnership Program application process and comply with the Terms & Conditions outlined within this document.

Businesses located outside the Barossa Tourism Region may still apply to participate, subject to approval and an annual participation fee of **\$138 incl. GST**.

Acceptance and participation are at the discretion of the Visitor Services Team Leader upon review of the completed application and compliance with all applicable Terms and Conditions.

Please note: To maintain a high-quality and engaging visitor experience, activation opportunities are carefully curated. This approach ensures a diverse mix of experiences, products and offerings are represented, creating stronger visitor engagement and greater promotional value for participating businesses.

Selection for out-of-region participants is based on factors including product diversity and visitor appeal, seasonal relevance and alignment with the BVC's experience and brand values.

STANDARD BENEFITS

All approved members will automatically receive access to the following standard Partner Program services where applicable to their business and tourism offering.

Barossa Resource Guides

An opportunity to have your business featured in relevant Barossa Resource Guides, including a short description to showcase your services or offerings.

Resource Guides are updated quarterly by BVC staff and printed in-house. They are a well-used resource and are distributed through BVC and Visitor Information Outlets (VIOs) and can be viewed and downloaded on barossa.com. Many accommodation properties use the Resource Guides in their compendiums.

View the range of Barossa Resource Guides [HERE](#).

Barossa Villages, Townships and Trail Maps

Opportunity to have your business listed on any relevant Barossa villages, townships, and trails maps. Brochures are updated as required and are professionally printed and distributed to other regional Visitor Centres and VIOs. They can also be viewed and downloaded on barossa.com and barossa.sa.gov.au.

View an example of our latest refresh of the [Eden Valley Town Map](#)

Booking Service – Tours & Experiences

The BVC offers a real-time booking service for tours and experiences using Rezdy, a trusted online booking platform widely used by Visitor Information Centres across Australia. This service allows BVC staff to make live bookings on behalf of visitors, helping connect your business directly with walk-in, phone and online enquiries.

To be eligible for bookings through the BVC, operators must:

- Hold an active Rezdy Supplier account.
- List their product as commissionable via the Rezdy Marketplace, using automated payment settings.
- Maintain accurate availability and product information within Rezdy.
- Agree to Rezdy supplier terms and conditions.

Even if your product is not directly bookable, all members continue to receive personalised referrals and recommendations from our staff and volunteers.

Brochure Display

Brochure display in the relevant section within the BVC. Current sections include *Drink, Wine, Eat, Explore, Stay & Events*.

Your brochure will be allocated to the most suitable category. Secondary placement in another category will be at the discretion of the BVC and dependent on available space.

Events Poster/Flyer Display

Opportunity to promote your events on our Events Board, with A4 and A3 posters preferred. Larger sizes (A2 and above) may be displayed at staff discretion, dependent on available space. Event flyers can also be displayed alongside the board with DL, A5 or postcard sizes preferred.

For additional promotional opportunities, please refer to the 'Digital Display' information below.

Event Support Service

If you're hosting an upcoming event within the Barossa Tourism region, the Visitor Economy and Events Team is here to support you with tools and resources to help your event reach more people.

We can assist with:

- Guidance on using the Australian Tourism Data Warehouse (ATDW) to list your event for greater visibility across tourism platforms.
- Promotion through barossa.com and southaustralia.com, ensuring your event is seen by locals and visitors alike.
- Display your event posters and flyers in the BVC to capture foot traffic and visitor interest.

Get in touch with us to find out how we can help promote your event and connect it with the wider tourism network.

Wine Resource Guide

The Barossa Wine Resource Guide is an invaluable resource for both visitors and locals.

The guide showcases key information about your cellar door in one quick access document. The guide lists your wine varieties, tasting fees, opening hours and unique offerings i.e., food options, organic wines, and ability to cater to families. The information displayed in this guide is based on the enquiries we receive about cellar doors in the Barossa region. The Barossa Wine Resource Guide is a well utilised resource and is distributed through the BVC, VIOs and can be viewed and downloaded on barossa.com

Famil Program

The Familiarisation program gives operators the opportunity to showcase their products and experiences to the BVC staff and volunteers, so we can confidently sell and make recommendations to our guests. FAMILs are scheduled every 6-8 weeks with a pause from December to February.

All operators who partake in a FAMIL will be featured on our in-house digital displays for the month following the famil visit.

E-news Distribution List – Visitor Economy and Events Newsletter

Receive our fortnightly industry update with the Visitor Economy and Events Newsletter.

This newsletter will be a regular way for us to connect with our valued industry partners. Sharing updates, insights and opportunities as we work together to elevate the Barossa as one of Australia's premier destinations for tourism, events and business.

PREMIUM BENEFITS AT ADDITIONAL COST

If you wish to take advantage of the following benefits, please note they are an additional cost to all operators. The additional charges are outlined below.

Visitor Centre Business Activation Space

Showcase your business directly within the BVC through our dedicated activation and display spaces. This opportunity allows operators to connect with visitors through product displays, tastings, demonstrations, workshops, meet the maker experiences and interactive activations. It's a unique chance to bring your brand to life within a Centre that welcomes thousands of visitors through its doors each year. Activations spaces may include the Makers Table, Barn Door display area and other designated promotional spaces within the [BVC](#) and Barossa Made Store.

Operators may:

- Promote and sell their products.
- Conduct tastings or demonstrations.
- Host mini workshops or experiences.
- Create immersive brand displays.

Operators are responsible for supplying all display, tasting and activation materials.

A weekly activation fee of **\$52 incl. GST** is applicable to all successful bookings. Terms and Conditions apply. Please enquire with the [BVC](#) for more information and booking requests.

Digital Signage Advertising

Promote your business, event or experience across BVC's digital display network, positioned in high-visibility locations throughout the Centre.

Advertisements rotate continuously seven days a week, providing strong exposure to visitors actively seeking inspiration, information and local recommendations.

Advertising options include:

- Small Static Screen Advertising **\$27 incl. GST** per month
- Large Video Screen Advertising **\$42 incl. GST** per month

For static advertising, operators must provide:

- Up to 60 words of promotional text
- One high resolution image supplied via downloadable link or USB

For video advertising, operators must provide:

- MP4 format video supplied via downloadable link or USB
- Professional quality content suitable for public display

Terms and Conditions apply.

Please enquire with the [BVC](#) for more information and booking requests.

Main Street Window Activation

Take advantage of premium exposure through the BVC's highly visible Murray Street front window display spaces.

Located alongside the main street entrance to the BVC in the heart of Tanunda, this activation provides a unique opportunity to showcase your brand, products, experiences or seasonal campaigns for both daytime foot traffic and evening main street visitors, as displays are illuminated at night, providing a 24/7 promotional presence.

Please note: Operators are responsible for supplying all display materials.

A monthly activation fee of **\$106 incl. GST** is applicable to all successful bookings. Terms and Conditions apply.

Please enquire with the [BVC](#) for more information and booking requests.

GENERAL TERMS AND CONDITIONS

1. Participation is open to tourism-related operators and businesses located within the Barossa Tourism Region (refer to SATC regional boundaries).
2. Businesses located within the Barossa Tourism Region are not required to pay an annual participation fee. Businesses located outside the Barossa Tourism Region may apply to participate subject to approval and payment of the applicable annual fee of \$138.00.
3. Acceptance and participation in the Barossa Visitor Economy Partner Program is at the discretion of the Visitor Services Team Leader upon review of the completed application and compliance with all Terms and Conditions.
4. Operators must hold a current Certificate of Currency for Public Liability Insurance with a minimum cover of \$20 million and provide evidence upon request.
5. Operators must operate as a registered business and comply with all relevant legislation, permits, licences, approvals and industry accreditations applicable to their business activities.
6. Any applicable participation fees are non-refundable. An invoice will be issued following approval of the membership (if applicable). Payment must be received within the stated payment terms. Failure to make payment may result in promotional benefits ceasing.
7. The Barossa Visitor Economy Partner Program membership is valid until 30 June each year. Renewal information for the following financial year will be distributed annually.
8. Operators are responsible for ensuring all information, business details, opening hours, imagery and promotional materials supplied to the Barossa Visitor Centre are accurate, current and suitable for publication. The Barossa Visitor Centre accepts no responsibility for inaccuracies, omissions or outdated information provided by operators and published across promotional materials, digital platforms or visitor services.
9. All promotional materials, advertisements, imagery, brochures, posters, flyers and digital content must be professional in presentation and appropriate for a public tourism environment. The Barossa Visitor Centre reserves the right to refuse, remove or discontinue any content deemed unsuitable, misleading, offensive or inconsistent with the values of the organisation.
10. Where applicable, promotional content and materials must comply with the [Barossa Brand Guidelines](#) and broader destination marketing objectives. Promotional opportunities, activations, displays and advertising placements are subject to availability, suitability and approval by the Barossa Visitor Centre.

The Barossa Visitor Centre reserves the right to amend, update or discontinue services, promotional opportunities or Membership Agreement inclusions at any time where operationally required.

APPLY OR RENEW YOUR MEMBERSHIP

New and existing members are invited to complete the Barossa Visitor Centre Partnership Form to apply for membership or update their business information for the 2026/2027 financial year.

The Microsoft Form has been designed to streamline the application process and ensure your business details, promotional information and selected services remain accurate and up to date.

Before completing the form, please review the Partnership Agreement, including the available Standard and Premium Benefits and the Terms and Conditions.

Scan the QR code below or visit the link provided to access the Membership Form:

<https://forms.office.com/r/FDyJ1XLnjq>



Once your application has been submitted, it will be reviewed by the Barossa Visitor Centre team. If any further information is required, we will contact you directly.