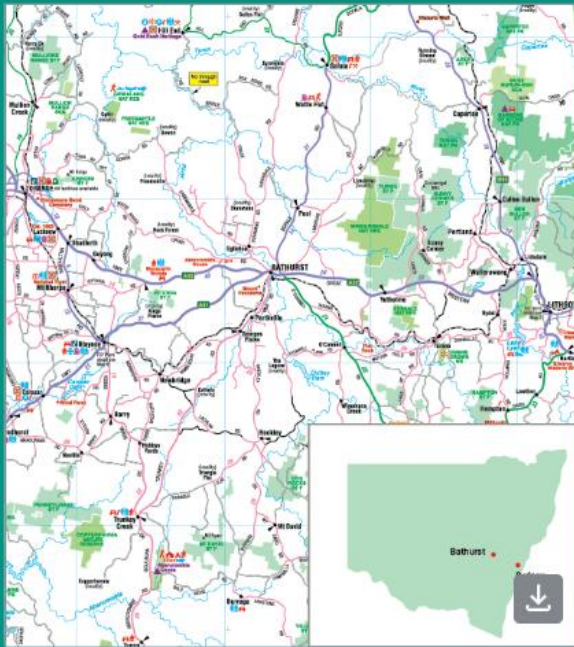




There's plenty of momentum building across regional NSW — and this week we're putting the spotlight on a standout leader. The Bathurst Visitor Information Centre is proving that sustainability and accessibility aren't just industry buzzwords — they're powerful business drivers. As both Sustainable Tourism Accredited and Accessible Tourism Accredited, the centre has embedded inclusion, environmental responsibility and continuous improvement into every part of the visitor experience. In this case study, we explore how accreditation and the tourism awards journey have helped BVIC strengthen its operations, elevate its impact and continue to support a thriving regional visitor economy.

## **Bathurst Visitor Information Centre - Case Study**

*Powering Regional Tourism Through Sustainability, Accessibility and Industry  
Leadership*



The Bathurst Visitor Information Centre (BVIC) is the essential starting point for exploring the vibrant Bathurst region. Welcoming thousands of visitors each year, the centre goes beyond providing information — it delivers inspiration, connecting travellers with local experiences while actively supporting regional businesses and community growth.

Behind this success is a small, passionate team dedicated to showcasing the diversity and appeal of Bathurst.

Their commitment to continuous improvement is underpinned by their status as both **Sustainable Tourism Accredited** and **Accessible Tourism Accredited**, with accreditation seen not as a milestone, but as a vital tool for ongoing business excellence.

## Sustainability in Action

BVIC has become a standout example of sustainability leadership within Bathurst Regional Council, earning recognition as the Council's first **energy-positive facility**.

With a 35kW solar array, supported by a 10kW battery storage and inverter system, the centre generates more energy than it consumes — a powerful demonstration of what's possible in public-facing tourism infrastructure. Sustainability is embedded across all operations, including:

- Use of a hybrid vehicle
- Co-location with NRMA and Tesla superchargers
- Public water refill stations



- Internal sustainability policies and procedures

These initiatives not only reduce environmental impact but also position BVIC as a visible leader in sustainable tourism for visitors and industry alike.



## Accessibility that Enables Exploration

Accessibility is a core priority for BVIC, ensuring that all visitors can confidently explore the region.

The centre is fully accessible and continues to enhance its offering through practical, visitor-focused initiatives such as:

- A free electric wheelchair recharging station
- The ongoing development of the “**Guide to Accessible Bathurst**”, available in digital, print and large-print formats
- Proactive information sharing to support accessible decision-making across the visitor journey

By thinking beyond the building itself, BVIC plays a critical role in improving accessibility across the broader destination — empowering visitors with the information they need to experience Bathurst with confidence.



## The Value of Awards

For BVIC, participation in tourism awards is far more than recognition — it's a rigorous and valuable process of reflection and growth.

The team views the awards program as an opportunity to:

- Honestly evaluate strengths and areas for improvement
- Align their operations with industry best practice
- Celebrate achievements as a team and with the wider community

This commitment has led to significant recognition, including **induction into the NSW Tourism Awards Hall of Fame in 2025** — a milestone that reflects both operational excellence and strong community pride.

## The Outcome

Through accreditation and active participation in awards programs, BVIC has:

- Strengthened internal processes and continuous review practices
- Advanced its approach to accessibility and inclusion
- Embedded sustainability into everyday operations and storytelling
- Elevated its profile across industry and community
- Built a more engaged, motivated and unified team



## Why This Matters

The Bathurst Visitor Information Centre shows how visitor servicing can evolve into something far greater — a hub of leadership, innovation and community connection. By embracing accreditation and the awards journey, BVIC continues to set the benchmark for regional visitor information centres, proving that excellence is not a destination, but an ongoing commitment.



## Inspired by the leadership shown by the Bathurst Visitor Information Centre?

Now's a great time to invest in your own business journey. Accreditation goes beyond recognition — it provides a clear, practical framework to strengthen your operations, build visitor confidence and showcase your commitment to quality, sustainability and accessibility. If you're already Quality Accredited, consider taking the next step into Sustainable Tourism or expanding into additional programs to further elevate your offering.

And with the NSW Tourism Awards opening in just a few weeks, now is the perfect time to start thinking about your entry. The awards process is more than just a chance to win — it's a valuable opportunity to reflect on your business, refine your approach and showcase the incredible work happening across your region.

If accreditation or awards have been on your radar, take this as your sign to get started — we're here to support you every step of the way.

# ACCREDITATION



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