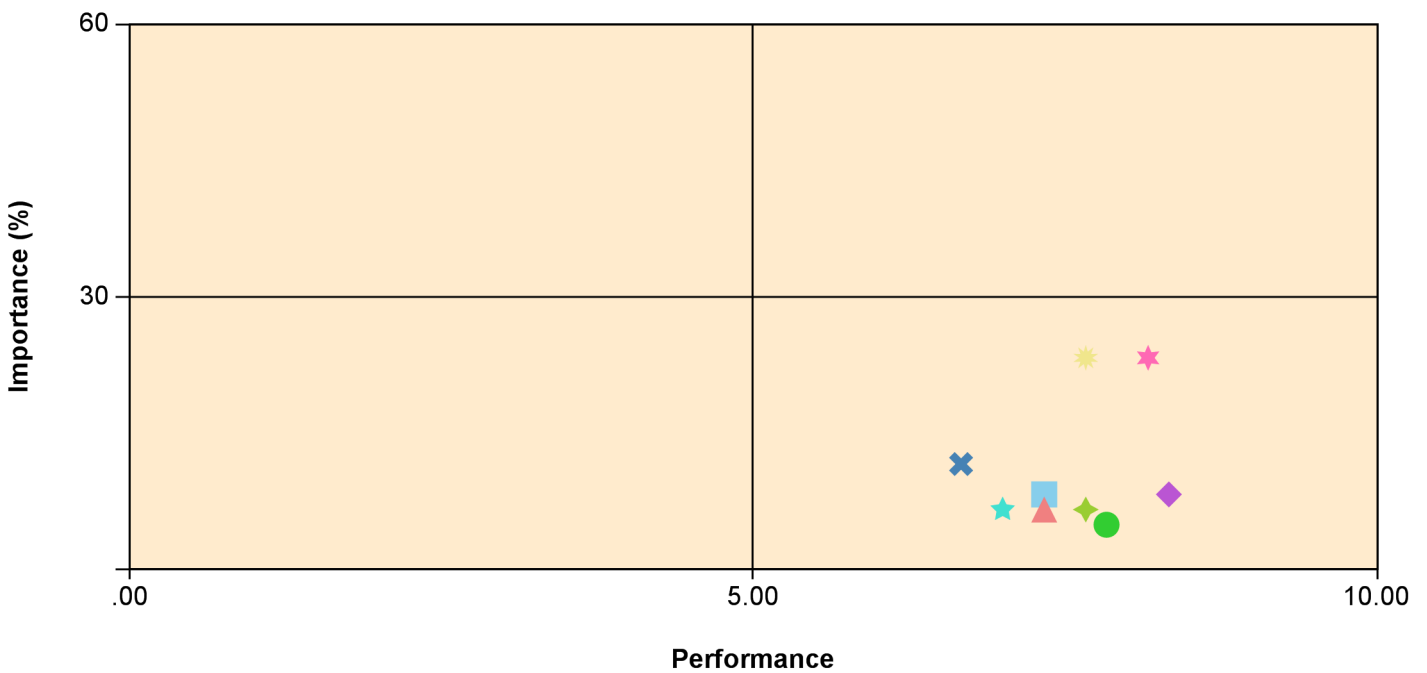


BACKGROUND	
Venue	All states,All Regions,Bendigo VIC
Number of Visits Contributing to this audit	2
Auditor's Market Segment	VISITOR INFORMATION CENTRE

Audit Performance Overview

PERFORMANCE	PERFORMANCE (OUT OF 10)	IMPORTANCE (PERCENTAGE)
Overall quality of planning enquiry booking	7.33	8.3
Overall quality of access / signage / parking	7.83	5.0
Overall quality of first impression	8.33	8.3
Overall quality of amenities	7.33	6.7
Overall quality of presentation	6.67	11.7
Overall quality retail and souvenirs	7.67	6.7
Overall quality of departure	7.00	6.7
Overall quality of staff awareness and activity	8.17	23.3
Overall quality of regional knowledge	7.67	23.3

Audit Report Performance Matrix



■ Overall quality of planning enquiry booking	◆ Overall quality retail and souvenirs
● Overall quality of access / signage / parking	★ Overall quality of departure
◆ Overall quality of first impression	★ Overall quality of staff awareness and activity
▲ Overall quality of amenities	★ Overall quality of regional knowledge
× Overall quality of presentation	

PERFORMANCE	SCORE(%)
Average for PLANNING ENQUIRY BOOKING	57.7%
Average for ACCESS / SIGNAGE / PARKING	75.0%
Average for FIRST IMPRESSIONS	100.0%
Average for PRESENTATION	87.5%
Average for STAFF AWARENESS AND ACTIVITY	85.7%
Average for REGIONAL KNOWLEDGE	54.5%
Average for RETAIL AND SOUVENIRS	79.2%
Average for AMENITIES	71.4%
Average for DEPARTURE	60.0%
Average for SUMMARY	100.0%
Average for the whole audit	81.5%

PLANNING ENQUIRY BOOKING	Auditor's Assessment
Was the "venue" clearly identified	50.00%
Did the person identify himself/herself	100.00%
Was the person helpful	100.00%
Did the person freely offer information on the venue	50.00%
Did the person encourage you to make a reservation or visit	50.00%
Did the person offer to send you materials	50.00%
Did the person refer you to their website	50.00%
Where you advised about: access	50.00%
Where you advised about: parking	50.00%
Where you advised about: weather	50.00%
Did the staff member ask atleast 3 questions to ascertain your needs	50.00%
Did the person leave you feeling positive about your forthcoming visit	50.00%
Did the staff member ask for your postcode	50.00%
Average for PLANNING ENQUIRY BOOKING	57.69%
ACCESS / SIGNAGE / PARKING	Auditor's Assessment
Was adequate direction signage in place	50.00%
Were the entrances clearly visible	50.00%
Were the roads / pathways well maintained	100.00%
Was the parking adequate for the volume and type of traffic use	50.00%
Were the opening hours clearly displayed for after hours visitation	100.00%
Were locality maps clearly displayed for after hours use	100.00%
Average for ACCESS / SIGNAGE / PARKING	75.00%
FIRST IMPRESSIONS	Auditor's Assessment
Was the external appearance appealing	100.00%
Were the premises appropriate to its surroundings	100.00%
Was it obvious that the facility was accredited	100.00%
Was the entrance clean / tidy	100.00%
Were you acknowledged within an appropriate timeframe	100.00%
Average for FIRST IMPRESSIONS	100.00%
PRESENTATION	Auditor's Assessment
Was there sufficient directional signage	100.00%
Were "No Access" areas clearly signed	100.00%
Were all signs professionally written	100.00%
Were all areas clean	100.00%
Were all areas well presented / inviting	100.00%
Was the facility well lit / appropriately lit	100.00%
Did the facility stock an adequate range of brochures	100.00%
Were the brochures well displayed / presented	100.00%
Were the displays well presented and in full working order	100.00%
Were there sufficient clean rubbish bins	50.00%
Was visitor seating provided	50.00%
Was the premises pram and wheelchair friendly	50.00%
Average for PRESENTATION	87.50%

STAFF AWARENESS AND ACTIVITY	Auditor's Assessment
Were the staff/volunteers wearing identification	100.00%
Were all the staff/volunteers suitably presented and groomed	100.00%
Were staff/volunteers easily distinguished from the customers	100.00%
Was customer service given highest priority	100.00%
Were you approached within 0-3 minutes	50.00%
Were you asked a question leading into conversation	50.00%
Was the staff/volunteer warm and friendly	100.00%
Average for STAFF AWARENESS AND ACTIVITY	85.71%
REGIONAL KNOWLEDGE	Auditor's Assessment
Did the staff/volunteer ask 3 questions to ascertain your needs	50.00%
Was the s/v actively listening for information about you	50.00%
Was the s/v responding in a friendly manner	100.00%
Did the s/v immediately address your needs	50.00%
Were you offered an adequate choice of attractions / accommodation / etc	50.00%
Did the s/v confidently relay their product knowledge	50.00%
Did the s/v display a good knowledge of local product / points of interest	50.00%
Did the s/v display a good knowledge of regional product / points of interest	50.00%
Did the s/v offer to make a reservation for you	50.00%
Did the s/v actively promote the region to you	50.00%
Did the s/v ask for your postcode	50.00%
Average for REGIONAL KNOWLEDGE	54.55%
RETAIL AND SOUVENIRS	Auditor's Assessment
Were the products neatly presented	100.00%
Was the range of souvenirs adequate	50.00%
Were the shelves well stocked	100.00%
Were all price points professionally written	100.00%
Were the service staff well presented	100.00%
Were the staff wearing identification	100.00%
Was the staff member helpful	100.00%
Were the staff focussing primarily on serving customers	100.00%
Was your purchase processed efficiently	50.00%
Were you happy with the packaging of your purchase	50.00%
Did the salesperson thank you on completion of the sale	50.00%
Were you issued with a tax receipt	50.00%
Average for RETAIL AND SOUVENIRS	79.17%
AMENITIES	Auditor's Assessment
Were the toilets easily located	50.00%
Were there adequate toilets available	100.00%
Were the toilets clean	100.00%
Were the toilets well serviced	50.00%
Were the toilets dual flush	100.00%
Were there babychange facilities available	50.00%
Were public telephones located within a short distance	50.00%

Average for AMENITIES	71.43%
DEPARTURE	Auditor's Assessment
Was your feedback encouraged	50.00%
Did a member of staff enquire about your visit	50.00%
Was anything said or done to encourage your return	50.00%
Were you offered a pleasant parting comment	50.00%
Was the exit clearly signed	100.00%
Average for DEPARTURE	60.00%
SUMMARY	Auditor's Assessment
Were your expectations met	100.00%
Would you recommend this to others	100.00%
Would you come back again	100.00%
Average for SUMMARY	100.00%
Total Score for the Audit	Auditor's Assessment
Average for the whole audit	81.48%

Some final Comments

Negative comments about this visit(s)

Positive comments about this visit(s)

How can the experience be improved