

2011 Tourism Partner Program



www.visitALBURYWODONGA.com

2011 Tourism Partner Program

AlburyCity established the Tourism Partner Program in 2010 as part of its commitment to proactively drive the growth and development of tourism in Albury Wodonga. While many of the objectives identified in the Tourism and Destination Marketing Strategy (2010-2013) will take considerable time to achieve, progress over the past seven months has been significant.

Key Achievements

- construction and official opening of the Albury Visitor Information Centre at the historic Railway Precinct, with directional signage from the Hume Freeway
- production of new logo and creative elements to support marketing efforts
- launch of a new Official Visitors' Guide (OVG), visitor tear-off map and a revised Albury Trails guide
- development of the www.visitALBURYWODONGA.com website

Other areas of focus have included familiarising staff with partner product, launch of a new Business Event and Conference Guide in February 2011, identifying and capitalising on general marketing and promotion opportunities, sharing ideas and information with industry and building relationships with key stakeholder organisations and individuals.

Our events team has had great success in attracting some major events such as the Powderfinger concert, Group 9 Rugby League, Nitro Circus, an AFL NAB Challenge match, NSW Country Week Tennis, NRL Country vs City and many more. Partner Program participation has increased 12% since its launch with more than 75 businesses or organisations partnering AlburyCity for the 2010-2011 financial year.

The tourism marketplace remains highly competitive and is becoming increasingly so as other regional centres strive to capture more market share. National industry forecasts indicate domestic tourism growth will remain relatively flat, however after five years of declining visitation to Albury and the region, visitor nights have stabilised and are now on the increase.

AlburyCity remains committed to the fulfilment of the strategic objectives identified in the Tourism and Destination Marketing Strategy (2010-2013) developed in consultation with industry. In the next 12 months we will move from a period of consolidation to a more aggressive approach in the attraction of additional domestic overnight and day visitors and increasing visitor length of stay and spend. An implementation plan has been developed, which is available from www.visitALBURYWODONGA.com/program-partners. This plan will be regularly reviewed and updated, with industry kept abreast of activities through monthly partner updates and quarterly information sessions.



Strategic Objectives

- Effectively market Albury's tourism offer
- Improve the visitor experience
- Build the events market
- Attract investment in tourism related product
- Improve tourism related community assets/product
- Increase industry participation in marketing activities through industry engagement
- Increase tourism visitation, spend and length of stay

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Category	Description	Inclusion	Rate - per annum
General VIC Partner (GVP)	For tourism related businesses of a small to medium scale - accommodation providers, attractions, entertainment, restaurants, golf clubs, venues, etc	<ul style="list-style-type: none"> • Brochure placement in VIC (quality standards apply) • Website product listing with link to operator website • Promotion of “hot deals” travel and accommodation specials on website • Quarter page advertisement in OVG (upgrade options available for an additional fee) • Accommodation listing in biennial Business Event and Conference Guide • Event promotion via weekly “What’s Happening” email and calendar of events on website • Opportunity to participate in specific destination marketing campaigns (additional charges apply) • Location reference on, and supply of, A3 tear-off map • Receive VIC and industry information updates • Access to research and data reports • General marketing activities promoting website and 1300Albury as primary call to action 	\$750.00* OVG half page upgrade plus \$750 OVG full page upgrade plus \$1,750 *\$250 discount applies to accommodation providers with three rooms or less and micro businesses
Albury Business Event and Conference Partner (BECP)	Conference venues, 4+ star accommodation, travel operators and event service providers Limited to Albury and Wodonga based service providers. Eligibility criteria apply	<ul style="list-style-type: none"> • All inclusions of General VIC Partner • Advertisement and promotion in biennial Business Event and Conference Guide, with professional photography available • Representation at major conference exhibitions with the opportunity to attend (travel and accommodation expenses to be paid by operator). Sale lead reports provided • Notification of incoming conference enquiries and opportunity to participate in bids 	Half page \$1,700 Full page \$2,500
Associated Business and Services Partner (ABSP)	Designed for Albury and Wodonga businesses that derive indirect benefit from the general tourism industry, such as cafes and restaurants, retailers, taxis, etc	<ul style="list-style-type: none"> • Supply of OVGs, tear-off maps and other relevant collateral • Brochure placement in VIC (quality standards apply) • Acknowledgement in general tourism promotion • Receive VIC and industry information updates • Access to research and data reports 	\$450

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Category	Description	Inclusion	Rate - per annum
NE VIC, Southern NSW Regional Business Partner (RBP)	Tourism businesses based outside the Albury and Wodonga Local Government Areas	<ul style="list-style-type: none"> • Brochure placement in VIC (quality standards apply) • General marketing activities promoting website and 1300Albury as primary call to action • Editorial inclusion on www.visitALBURYWODONGA.com/surrounding-areas with web link • Quarter page advertisement in OVG (additional fee applies) 	\$750 excluding OVG
			\$950 including OVG
Regional Tourism Organisation Partner (RTOP)		<ul style="list-style-type: none"> • Editorial content and website link to RTO/LTO from www.visitALBURYWODONGA.com/surrounding-areas section • General marketing activities promoting website and 1300Albury as primary call to action • Regional brochures displayed in the VIC • VIC and industry information updates • Research and data reports 	\$450
Corporate Sponsor	Designed for non-tourism related businesses that wish to support the growth and development of tourism in Albury Wodonga	<p>All Corporate Sponsors will receive:</p> <ul style="list-style-type: none"> • Business listing on www.visitALBURYWODONGA.com/for-tourism-partners/corporate-sponsors with link to sponsors website • Supply of OVGs, tear-off maps and other relevant collateral • VIC and industry information updates <p>Gold and Silver Sponsors will receive additional benefits on further arrangement.</p>	Gold \$5,000 Silver \$2,000 Bronze \$500

A key activity of our destination marketing program is a familiarisation program, where trade and media from key markets will be brought to the region to gain first hand experiences of our destination and tourism product. This is an opportunity for tourism operators to showcase their product to travel buyers and travel media. Tourism partners are required to provide either free of charge or at your best rate in order to maximise these opportunities.

2011 Tourism Partner Program Confirmation (Closes 31 March 2011*)

* To ensure partner's products are included in the OVG, participation must be confirmed by 31 March 2011. You will then be contacted to provide information for your OVG advertisement.

Contact Information

First Name:	Surname:		
Company Name:	ABN:		
Street Address:	State:	Postcode:	
Postal Address:	State:	Postcode:	
Phone:	Mobile:	Fax:	
Email:	Website:		

Product Partnership Category

Please indicate which category of membership you wish to apply for:

- | | | |
|--|----------------------------------|---------------------------|
| <input type="radio"/> General VIC Partner (GVP) | | \$750 + GST |
| <input type="radio"/> OVG Advertisement Upgrade | Half page + \$750 + GST | Full page + \$1,750 + GST |
| <input type="radio"/> Albury Business Event and Conference Partner (BCEP) | Half page | \$1,700 + GST |
| <input type="radio"/> | Full page | \$2,500 + GST |
| <input type="radio"/> Associated Business and Services Partner (ABSP) | | \$450 + GST |
| <input type="radio"/> NE VIC, Southern NSW Regional Business Partner (RBP) | Excluding 1/4 page advert in OVG | \$750 + GST |
| <input type="radio"/> | Including 1/4 page advert in OVG | \$950 + GST |
| <input type="radio"/> Regional Tourism Organisation Partner (RTOP) | | \$450 + GST |
| <input type="radio"/> Corporate Partner | Gold | \$5,000 + GST |
| <input type="radio"/> | Silver | \$2,000 + GST |
| <input type="radio"/> | Bronze | \$500 + GST |

I am prepared to offer famils and trade visits free of charge rooms, seats or entry, subject to availability YES NO

I am prepared to offer famils and trade visits at cost price for rooms, seats or entry, subject to availability YES NO

I have read and agree to the terms and conditions of the Tourism Partner Program outlined in this prospectus.

Signed

Date



Payment (Due 31 July 2011)

Payment method:

Credit card Direct Deposit Cheque

Payment term:

Single payment Quarterly payment

Please charge my credit card the amount of

\$

A .65% surcharge will apply to credit card payments.

Visa Mastercard

Card Number: | | | | | | | | | | | | | | | | | | | | | |

Expiry Date: | | | | | |

Authorisation Number | | | | | | | | | | | | | | | | | | | | | |
(last 3 digits on reverse side of card):

Name on card: _____

Signature: _____
(transaction invalid without signature)

Cheque, made payable to AlburyCity, enclosed with this form

\$

Direct Deposit:

\$

* Please include your business name as the reference for confirmation purposes

Account Name: AlburyCity Council

Bank: Commonwealth Bank

BSB: 062500 Account Number: 00010394

This form becomes a tax invoice once bookings are confirmed and payments are processed. Please make a copy for your records.

ABN: 92 965 474 349

Terms & Conditions

1. Completion and signature of this product partnership form constitutes a binding agreement to participate in the AlburyCity Tourism Partner Program in accordance with these terms and conditions.
2. The participant agrees to ensure that its conduct or any information or material provided by it or published for it does not contain any defamatory, slanderous, misleading or deceptive material or any infringement of copyright or otherwise contravene laws and regulations in force in Australia.
3. AlburyCity reserves the right to refuse any substandard materials and to edit copy and images supplied to fit ad themes and templates.
4. Responsibility is on the participant to ensure that images meet all relevant copyright laws.
5. Responsibility is on the participant to ensure that all information in any advertisements in AlburyCity collateral is correct when supplied.
6. AlburyCity reserves the right for non inclusion of product information if material is not submitted prior to deadline.
7. Failure to provide any material by the appropriate deadlines may result in cancellation and loss of any monies paid.
8. The participant agrees to indemnify and hold harmless AlburyCity and the AlburyCity Tourism Partner Program and business team from and against all losses, liabilities, proceedings, claims, expenses and other costs arising directly or indirectly as a result of or in connection with the promotion of the product or facilities of the participant.
9. The participant agrees to participate in media and trade familiarisations as required, pending availability.
10. The participant agrees to make high quality images available for international wholesalers and media as required.
11. AlburyCity will not be liable in any manner for loss or damage to any film, artwork, or other materials, which may be supplied.
12. Only Tourism events will be listed on the calendar of events, www.visitALBURYWODONGA.com/whats-on (i.e. events that attract day and overnight visitation). Other events will be listed at AlburyCity's discretion.
13. Where participating in the Business Event and Conference Partner (BECF) Program, AlburyCity reserves the right to withdraw a business from the program if it is deemed to be not suitable for the conference and event industry. In this case the participation fee would be proportionally refunded.
14. Production for the Official Visitors' Guide is every twelve (12) months. The next edition deadline is 31 March 2011 with the publish date of 1 July 2011.
15. Production for the Business Event and Conference Guide is every two (2) years. The next edition deadline is 30 November 2012. As a Business Event and Conference Partner you agree to a two year commitment and will be invoiced annually.
16. It is at the discretion of AlburyCity - Tourism to accept the inclusion of a partner into the 2011 Tourism Partner Program and associated activities.
17. Participation in the tourism partner program is not confirmed until payment has been received and, where relevant, selection criteria are met.
18. AlburyCity and the Albury Visitor Information Centre is not wholesalers or travel agents and cannot negotiate on behalf of members.
19. The 2011 Tourism Partner Program agreement is valid from 1 July 2011 until 31 June 2012.
20. AlburyCity's 2011 Tourism Partner Program pricing structure is per annum unless otherwise indicated.



Returning your Application

Mail to:

AlburyCity
Attention: Sue Harper – Tourism Officer,
PO Box 323, Albury, NSW 2640

Or fax:

(02) 6023 8398

For additional information about the Tourism Partner Program outlined in this prospectus please contact

Sue Harper,
AlburyCity Tourism Officer
T: 02 6023 8262
E: sharper@alburycity.nsw.gov.au