

MIDCOAST TOURISM  
~ 2017-2018 ~  

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PARTNERSHIP PROGRAM



# WELCOME

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The MidCoast Tourism Partnership Program is a great way for individuals, businesses and organisations to get involved in the marketing and development of the visitor economy in our region. We currently work with over 420 local businesses through this Program.

Your annual Partnership provides significant opportunities to participate in cooperative campaigns and other marketing activities at a local, regional, national and international level. Our regular networking events and workshops enable businesses to come together to develop beneficial partnerships and learn new skills.

We believe passionately that it is only by working together that we can achieve the thriving and sustainable tourism industry we all want. We therefore invite you to partner with MidCoast Tourism and other like-minded businesses and look forward to an exciting year.

The MidCoast Tourism Team

*All dollars raised through our Partnership program go directly back to market the region as a destination!*

## KEEP IN TOUCH

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Forster Office  
Little Street  
02 6554 8799

Taree Office  
21 Manning River Drive  
02 6592 5444

Gloucester Office  
27 Denison Street  
02 6538 5252

[tourism@midcoast.nsw.gov.au](mailto:tourism@midcoast.nsw.gov.au)





## DELIVERING VALUE

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The MidCoast has a well-developed and significant Tourism industry delivering social, economic and environmental value to the region.

WITH OVER 1.86 MILLION VISITORS DELIVERING \$570 MILLION IN ANNUAL REVENUE, AND CONTRIBUTING OVER 19% OF THE VALUE OF MIDCOAST'S GROSS REGIONAL PRODUCT, IT IS ONE OF THE MOST IMPORTANT INDUSTRIES IN THE REGION.

The new MidCoast Destination Management Plan outlines an ambitious vision & strategic direction for our new region. The Plan identifies a number of significant opportunities - some very significant - that have the potential to grow the MidCoast tourism industry to over \$1.55 billion by 2030.

# BECOMING A TOURISM PARTNER COULDN'T BE EASIER!

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For between \$17 to \$50 per month you can receive a full range of benefits.

You can choose to join the Partnership according to your business size (Levels 1-3) or alternatively you can opt for a Platinum Corporate package if you wish to contribute at a higher level.

Our tiered partnership structure is designed to be as equitable as possible, maximising the range of benefits for ALL businesses, big or small. We're confident that this program will strengthen our cooperative relationship and provide you with more value for your marketing dollar.

**LEVELS 1, 2 & 3 / Level 1: \$200 p.a | Level 2: \$450 p.a | Level 3: \$600 p.a**

The level at which you join the partnership is determined by the size of your business (see page 8).

ALL LEVELS RECEIVE THE SAME RANGE OF BENEFITS.

**PLATINUM CORPORATE SPONSOR / \$1,200 p.a**

This package is an enhanced partnership designed for businesses and organisations wishing to work more closely with the MidCoast Economic Development & Destination Management team on a strategic level. Corporate partners also receive significant advertising discounts and promotional opportunities.

**WEDDING INDUSTRY PACKAGE \$55 P.A**

This package is for those wedding suppliers and providers wishing to participate in the Great Lakes Wedding initiative. Connect with other providers and receive extensive promotion of your business to a large local and regional audience.

This includes:-

- A business listing on [www.greatlakesweddings.com.au](http://www.greatlakesweddings.com.au)
- Inclusion in the glossy Great Lakes Weddings Promotional Folder
- Promotion across Great Lakes Weddings social media platforms - [www.facebook.com/greatlakesweddings](http://www.facebook.com/greatlakesweddings)  
[www.instagram.com/greatlakesweddings](http://www.instagram.com/greatlakesweddings)
- Representation at Wedding Expo's across the state.

## DID YOU KNOW?

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We have the 2nd largest  
destination social media presence  
on the NSW North Coast.

55,000+ facebook followers

6,000+ instagram followers



# PARTNERSHIP BENEFITS

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## BENEFITS AVAILABLE TO ALL PARTNERS

### WEBSITE BUSINESS LISTING

FULL business listing on relevant webpages of your regional website ([www.visitmanningvalley.com.au](http://www.visitmanningvalley.com.au), [www.visitgloucester.com.au](http://www.visitgloucester.com.au), [www.greatlakes.org.au](http://www.greatlakes.org.au) ) PLUS a full business listing on a NEW centralised searchable MidCoast Business Hub which can be clicked on & viewed from all of the regional websites. Increasing your business exposure across the entire new MidCoast region. (Info included in a full listing includes - telephone, email link, website link, social media link, link to own booking channel, video and pdf download)

### SOCIAL MEDIA

One dedicated post promoting your business or event on your preferred Social Media Platform [www.facebook.com/lovethgreatlakes](http://www.facebook.com/lovethgreatlakes), [www.facebook.com/visitmanningvalley](http://www.facebook.com/visitmanningvalley), [www.facebook.com/visitgloucester](http://www.facebook.com/visitgloucester), [www.facebook.com/BarringtonTopsTourism](http://www.facebook.com/BarringtonTopsTourism), [www.instagram.com/greatlakesnsw](http://www.instagram.com/greatlakesnsw), [www.twitter.com/greatlakesnsw](http://www.twitter.com/greatlakesnsw).

We will of course continue to share posts from our partners throughout the year as part of our normal digital and social media activity. However this “dedicated post” provides an opportunity for you to craft and schedule a piece of content which we can post directly from any of our platforms.\*

Our digital marketing team is also available at any time to help with your social media activity. Whether its helping to get you up and running: providing advice on how to grow your followers and increase engagement or perhaps how to source the best content. Just get in touch!

### BROCHURE DISPLAY

Display of your DL business brochure in any or all of the MidCoast Visitor Centres (Bulahdelah, Forster, Gloucester, Pacific Palms, Tea Gardens, Taree). PLUS Taree Highway Service Centre and Taree Airport.

### VISITOR GUIDE

FREE basic business listing in the new MidCoast Visitor Guide. Plus advertising discounts.

### IMAGE LIBRARY

Exclusive access to the MidCoast tourism image & video library.

### RESEARCH

Access to the latest tourism and business research and marketing insights, assistance with grant applications.

### WORKSHOPS & NETWORKING EVENTS

Invitations to Industry workshops, seminars, training days and business networking events throughout the year.

### DIGITAL ADVERTISING

Advertising opportunities for your business or event on digital displays at the Forster Visitor Centre, Taree Visitor Centre, Gloucester Visitor Centre, Taree Service Centre and Taree Airport.

### TOURISM PARTNER UPDATES

Receive regular Partner and Events Updates by email and phone.

### BOOKINGS

Accommodation/Tour bookings & referrals via our online booking engine & visitor enquiries. Please note confirmed bookings made through our Visitor Centre's attract a 10% commission.

### ATDW LISTING

Assistance with uploading your business or event listing onto the Australian Tourism Data Warehouse (ATDW). This will then activate your business or event listing on state & regional tourism websites such as [www.visitnsw.com.au](http://www.visitnsw.com.au)

## CO-OPERATIVE MARKETING CAMPAIGNS

Collaborate with other Industry partners and strategic stakeholders (National Parks, North Coast Destination Network, Destination New South Wales etc) to deliver co-operative Destination Marketing Campaigns.

## 10% ADVERTISING DISCOUNT

10% advertising discounts in MidCoast tourism promotional publications and campaigns.

## MEDIA

Opportunities to host media and blogger famils in region.

## FAMILS

Inclusion of your business in familiarisation training for our tourism team.

## EVENTS

Inclusion of business information in promotional and events packs.

## WEDDINGS

Business listing on [www.greatlakesweddings.com.au](http://www.greatlakesweddings.com.au) and in the Great Lakes Weddings glossy Promotional Pack. Plus promotion via Great Lakes Weddings social media channels [www.facebook.com/greatlakesweddings](http://www.facebook.com/greatlakesweddings) [www.instagram.com/greatlakesweddings](http://www.instagram.com/greatlakesweddings) and representation at Wedding Expos across the state.

## ADDITIONAL PLATINUM CORPORATE PARTNER BENEFITS

### SOCIAL MEDIA

Four dedicated posts promoting your business or event on your preferred Social Media Platform\*

[www.facebook.com/lovethgreatlakes](http://www.facebook.com/lovethgreatlakes), [www.facebook.com/visitmanningvalley](http://www.facebook.com/visitmanningvalley),  
[www.facebook.com/visitgloucester](http://www.facebook.com/visitgloucester), [www.facebook.com/BarringtonTopsTourism](http://www.facebook.com/BarringtonTopsTourism),  
[www.instagram.com/greatlakesnsw](http://www.instagram.com/greatlakesnsw), [www.twitter.com/greatlakesnsw](http://www.twitter.com/greatlakesnsw)

### 20% ADVERTISING DISCOUNTS

20% advertising discounts in MidCoast tourism promotional publications and campaigns.

### PREMIUM BUSINESS LISTINGS

Premium business listing in print and digital promotional material (where possible).

\* Spots will need to be booked in advanced and guidelines apply.



## 3RD PARTY BENEFITS

### Manning Entertainment Centre

As a Partner you become a “Friend of the Manning Entertainment Centre” (value \$25), giving access to reduced-price tickets for most shows. Discounts vary for each show but are usually 10% to 20% off the full price. Partners are welcome to purchase tickets at this reduced rate for guests and staff.

33 Manning River Drive, Taree  
02 6592 5466  
[www.theMEC.com.au](http://www.theMEC.com.au)



### Manning Regional Art Gallery

As a Partner you become a “Friend of the Gallery” which entitles you to the special “Friends” price on all exhibition opening nights. You also receive a 10% discount on retail purchases & workshops. Together with a free floor or exhibition tour at the gallery.

12 Macquarie Street, Taree,  
02 6592 5455  
[www.manningregionalartgallery.com.au](http://www.manningregionalartgallery.com.au)



### Tourism Tribe

20% discount on a yearly subscription to “Tourism Tribe” a Digital Hub for Tourism & Hospitality Businesses.

[www.tourismtribe.com](http://www.tourismtribe.com)



Details on how to access these 3rd-Party benefits will be provided on payment of your partnership. We will continue to actively seek additional 3rd Party Benefits throughout the year.



# PARTNERSHIP FEE STRUCTURE

	SMALL - \$200	MEDIUM - \$450	LARGE - \$600
Accommodation	Up to 4 rooms/properties/ apartments/cabins/sites	5 to 30 rooms/properties/ apartments/cabins/sites	More than 30 rooms/properties/ apartments/cabins/sites
Attractions / Activities	Entry fee below \$15 per adult	Entry fee \$15 to \$30 per adult	Entry fee \$30+
Clubs & Pubs	Employees 1 to 10	Employees 11 to 50	Employees 50+
Tour Operators & Visitor Tuition	Licensed seating or max group size 1 - 10 people	Licensed seating or max group size 11 to 50 people	Licensed seating or max group size 50+
Restaurants, Cafes, Wineries & Food Outlets	Seating capacity 1 to 100	Seating capacity 101 to 200	Seating capacity 200+
Shops, Retailers, Gyms, Spas, Health Practitioners, Media & other Businesses	Employees 1 to 20	Employees 21 to 40	Employees 40+
Sporting organisations, Industry Groups, Business Chambers, Community Organisations, Government Organisations, Museums & Galleries.	ALL	N/A	N/A
Additional Partnerships	Partnership for additional businesses is available at a rate of \$150 per additional business. The business attracting the highest partnership charge will be considered the primary business. Multiple business owners will be expected to maintain each business as a separate entity.		

Fees shown are GST exclusive.





# MIDCOAST TOURISM PARTNERSHIP PROGRAM TERMS & CONDITIONS

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1. Acknowledgement and/or completion of the application form constitutes a binding agreement to participate in the MidCoast Tourism Partner Program 2017/2018 in accordance with these terms and conditions.
2. It is at the discretion of MidCoast Tourism to accept the inclusion of a partner into the Partner Program and associated activities.
3. On receipt of this application form for the Partner Program an invoice will be raised by MidCoast Council and sent to the nominated address.
4. Participation in the Partner Program is not confirmed until the signed agreement and full payment has been received.
5. All membership invoices must be paid within 30 days.
6. The applicant agrees to enter into a twelve (12) month membership from 1 July 2017 to 30 June 2018.
7. The participant agrees to participate in media and trade familiarisations as required, pending availability.
8. The participant agrees to make high quality images available for promotional material and media as required
9. Applicable members agree to pay the membership fee plus commission on accommodation bookings that have been taken.
10. Any new memberships after 31 January 2018 will be calculated on a pro-rata basis.
11. If a members business is sold during the membership term the new owners may continue the current membership as per the original agreement.
12. If any member is guilty of any conduct, which in the opinion of MidCoast Tourism is unbecoming, prejudicial to the interests of MidCoast Tourism / MidCoast Council or constitutes misconduct the member may be expelled.
13. MidCoast Tourism Partner Program benefits can be subject to change without notice.
14. Members must complete & return a "Business Data Sheet" for their website listing and supply 4-6 high resolution images within 30 days of joining the Partner Program.
15. MidCoast Tourism reserves the right to edit any content supplied for publication to improve marketability of message.
16. Members agree to the following responsibilities by becoming a member of the Partner Program:
  - a. Operate the business in a professional and courteous manner;
  - b. All advertising and promotion to reflect a true and accurate picture of the business;
  - c. Customers are informed of all terms and conditions and the member adheres to these;
  - d. All customers are treated equally;
  - e. Acknowledge the responsibility to meet the reasonable expectations of customers;
  - f. All customer queries and concerns are handled promptly and fairly;
  - g. All reasonable care is taken to ensure customer and staff health and safety;
  - h. No customer information is divulged which breaches an individual's right to privacy;
  - i. All plant, equipment and products are in good working order;
  - j. The business has public liability insurance;
  - k. The business maintains all relevant licenses and permits to operate the business.

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## PLEASE COMPLETE AND RETURN WITH YOUR PAYMENT.

Name \_\_\_\_\_

Business \_\_\_\_\_

Email \_\_\_\_\_

I acknowledge and agree to the Terms and Conditions\* that apply to the 2017/2018 MidCoast Tourism Partnership Program

Position \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

Please return your completed Form to:  
MidCoast Tourism, PO Box 117 Forster, NSW 2428  
or email [tourism@midcoast.nsw.gov.au](mailto:tourism@midcoast.nsw.gov.au)

If you need any further information please don't hesitate to contact us on 02 6591 7405 or 02 6591 7406.