

Circular Head Tourism Association

MEMBERSHIP PROSPECTUS

2019 - 2020

Stanley — AND — TARKINE



Salt of the earth

Dear Circular Head Business

It is my pleasure to present this invitation to join the membership of the Circular Head Tourism Association (CHTA).

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It's a very exciting time in Tasmania's tourism industry which is driving growth in the Tasmanian economy. This visitor economy as it has become known is also a crucial component of the economy here in Circular Head area.

We have approximately 80 tourism businesses in Circular Head who contribute to and benefit directly from the tourism industry. There are also many other businesses who are not "tourism businesses" as such but do benefit directly from the tourism industry. With this in mind, we have established a new membership model with a renewed benefit and cost structure, that will be more appealing to a broader range of businesses, including those that benefit from the broader visitor economy such as petrol stations, supermarkets, bakers, butchers and laundries.

Our new membership model provides a low-cost way for these "tourism industry associated businesses" to contribute a little, to become part of the local tourism industry and in turn gain more success benefit from the visitor economy.

This new membership structure also uses a different approach in calculating applicable fees for "direct tourism businesses". As can be seen in the following pages, we now have a base fee of \$200 that is applicable to all tourism businesses, to which a variable component is added according to the size of the business. We believe this is the most equitable method of calculating the cost for participation in our program. Retail businesses and service providers are offered a very affordable flat rate of just \$100 per year.

The CHTA are no longer responsible for operating the Stanley Visitor Information Centre, after successfully negotiating with Council for them to operate the centre. This presents us with an exciting opportunity to focus our efforts on marketing, promotion and lobbying for the interests of tourism in Circular Head.

Base membership of the association provides a range of benefits, however this year we have also introduced three different membership upgrade options for businesses who would like to gain greater exposure through the CHTA's activities. Details are included for your advice on the following pages.

Aside from these direct benefits to individual businesses, far greater benefits come indirectly via a united voice and co-operative marketing activities.

For many years now, the CHTA has maintained many business members. This provides a powerful voice with which to lobby local council, state politicians and tourism administrators for tourism matters that association seeks to pursue on behalf of the membership. This united and powerful voice has influenced many beneficial outcomes over recent years, including:

- Ongoing funding agreements with Circular Head Council providing supplementary resources for marketing and promotion of tourism attributes across the district;
- Investments in infrastructure such as: Dip Falls viewing platform and stairs, Stanley penguin viewing platform, Selfie spot picture frames, the Tarkine Drive and associated visitor nodes, enhancement of the Stanley Nut visitor experience and the Stanley self-guided heritage walk,

- ongoing improvements at Highfield historic site and refurbishment of the Arthur River PWS visitor centre;
- The state's investment in the "Reimagining Our Region's" project;
- Development of the state-wide journey's strategy;
- Establishment of a new independent regional tourism organisation.

Aside from a powerful united voice, the most important aspect of the CHTA's work is marketing and promotion of the district's tourism attributes to targeted markets.

We really do believe in the benefits of a co-operative approach to destination marketing. Rather than businesses all working in silo's, there is great benefit to be gained from pooling funds, contributing to joint initiatives and working together. We have a much better chance of influencing potential travellers to visit our district if we have a suitably resourced marketing budget that enables us to effectively capture people's attention.

Membership contributions provide a modest annual marketing budget and our united voice allows us to lobby for and attract supplementary funds from Circular Head Council that enable us to facilitate reasonable marketing plans. We further value add the association membership through leveraging marketing funds by working in conjunction with individual operators, the regional tourism organisation, Spirit of Tasmania and Tourism Tasmania to promote our local area.

Our detailed marketing strategy, action plan and budget are available on request.

It's through a united voice and effective marketing that we can best effect growth in visitation to Circular Head; this in turn will nurture an environment in which private enterprise will feel confident to innovate and invest.

On behalf of the CHTA committee, I sincerely hope you see a strong value proposition in the membership offer and make the decision to be part of our team effort.



Clint Walker
President.

Membership Benefits

Tourism Industry Associate Membership Benefits	Tourism Industry Business Base Membership Benefits
\$100	from \$200
Business listing on stanleyandtarkine.com.au: Business name, street address, email, up to 3 social media links, link to website, phone number.	Business listing on stanleyandtarkine.com.au: Business name, email, up to 3 social media links, street address, link to website, phone number, medium photo 25 Words
Listing on the CHTA email database to receive tourism related information, monthly snapshot updates of CHTA activities and seasonal industry news letters.	Listing on the CHTA email database to receive tourism related information, monthly snapshot updates of CHTA activities and seasonal industry news letters.
Invited attendance to all CHTA meetings, and eligible for election to CHTA committee and associated voting rights	Invited attendance to all CHTA meetings, and eligible for election to CHTA committee and associated voting rights
Business listing on regional map that is distributed around all members, all Tasmanian visitor information centres and Launceston & Hobart airports	Business listing on regional map that is distributed around all members, all Tasmanian visitor information centres and Launceston & Hobart airports; eligible to take extra paid advertising space (subject to availability)
Display 1 DL brochure in Stanley visitor information centre & 1 x DL brochure in the Smithton information display	Display 1 DL brochure in Stanley visitor information centre & 1 x DL brochure in the Smithton information display
A united voice for lobbying politicians, councillors and administrators to raise tourism interests in Circular Head.	A united voice for lobbying politicians, councillors and administrators to raise tourism interests in Circular Head.
Contributing to pooled resources that will be matched by council funding for marketing activity to promote Circular Head's tourism attributes	Contributing to pooled resources that will be matched by council funding for marketing activity to promote Circular Head's tourism attributes
Access CHTA Members closed Facebook group for sharing of information and promotions between members	Access CHTA Members closed Facebook group for sharing of information and promotions between members
	Use of CHTA's photo and video library for use in your own promotions
	E legible to take extra paid advertising space (subject to availability) Tarkine guide

NOTES:

1. Associate tourism Industry membership is aimed at retail outlets and service providers who recognise the benefit they receive from the tourism industry.
2. Tourism Industry Business membership is aimed at all direct tourism businesses but is also open to "associate businesses" who seek greater benefit from membership.
3. The CHTA committee reserve the right to categorise a business as eligible or not eligible for "Associate" membership.
4. The CHTA committee reserves the right to exercise editorial control over all content to protect brand integrity and advertising standards.
5. A \$30 fee applies to make changes to website listings, features or social media posts after initial setup each year.
6. A3 poster for display in information centre to be provided by member.
7. Display advertising space in the information centre is charged according to available spaces; signage is to be of acceptable standard and supplied by member.
8. All digital promotional benefits will be standardised by template formats; members must provide appropriate text and images.
9. All fees are GST exclusive and will have 10% GST added.

Membership Upgrade Options

Bronze Upgrade	Silver Upgrade	Gold Upgrade
Extra Benefits: \$500	Extra Benefits: \$1500	Extra Benefits: \$3000
Business listing on stanleyandtarkine.com.au: Business name, street address, email, up to 3 social media links, link to website, phone number, medium photo, 25 words	Business listing on stanleyandtarkine.com.au: Business name, street address, email, up to 3 social media links, link to website, phone number, large photo, 50 words	Business listing on stanleyandtarkine.com.au: Business name, street address, email, up to 3 social media links, link to website, phone number, 2 small photos, 1 large photo, 100 words
A3 poster display space in Stanley visitor information centre	A3 poster display space in Stanley visitor information centre	A3 poster display space in Stanley visitor information centre
Entitlement to display signage space at Stanley visitor information centre (extra charges apply)	Entitlement to display signage space at Stanley visitor information centre (extra charges apply)	Entitlement to display signage space at Stanley visitor information centre (extra charges apply)
Opportunity to do a presentation about your business to a monthly CHTA meeting.	Opportunity to do a presentation about your business to a monthly CHTA meeting	Opportunity to do a presentation about your business to a monthly CHTA meeting
Feature seasonal specials on deals page on stanleyandtarkine.com.au	Feature seasonal specials on deals page on stanleyandtarkine.com.au	Feature seasonal specials on deals page on stanleyandtarkine.com.au
Featured in 1 x Facebook post per year with web link	Featured in 3 Facebook post per year with web link (bi-monthly throughout year)	Featured in 6 Facebook posts per year with web link (monthly throughout year)
Featured in 1 x Instagram posts per year	Featured in 3 x Instagram posts per year (bi-monthly throughout year)	Featured in 6 x Instagram posts per year (monthly throughout year)
Consideration for possible inclusion in some CHTA promotions	Priority consideration for possible inclusion in some CHTA promotions	High priority consideration for possible inclusion in some CHTA promotions
	Discounted commission (10% down from standard 15%) on bookings from Stanley visitor information centre	Discounted commission (10% down from standard 15%) on bookings from Stanley visitor information centre
	Featured on home page for 2 x 2 weeks	Featured on home page for 4 x 2 weeks
	Mentioned on 1 quarterly newsletter to consumer database with web link	Featured on 1 quarterly newsletter to consumer database with web link
		Featured in 1 bi-monthly Facebook competition (prize donation required)

Membership Sign up form – Period 01.10.19 – 30.09.20. Please fill in the forms below and email it to kim@stanleyandtarkine.com.au for an invoice to be forwarded to you.

Business Name	
Street address	
Postal address	
Contact Name	
Contact phone	
Business phone	
Business email	
Website	
ABN	

Membership Fee Calculation:

Sector	Unit	Base Fee	Fee Per Variable Unit	Number Of Variable	Total Variable Fee	Base Fee + Variable Fee
Accommodation	Room	\$ 200	\$ 50			
Caravan & Cabin Park	Cabin	\$ 200	\$ 50			
Caravan & Cabin Park	Powered Site	\$ 200	\$ 10			
Caravan & Cabin Park	Un-powered Site	\$ 200	\$ 5			
Restaurant or Café	Seats	\$ 200	\$ 5			
Tour	Seats	\$ 200	\$ 25			
Attraction	Visitors (per 5,000)	\$ 200	\$ 100			
Retail		\$ 100				
Service Provider		\$ 100				
Not for Profit Attraction/Event		\$ -				
Community Organisation		\$ -				
					ADD: Optional membership upgrade fee	
					PLUS: 10 % GST	
					TOTAL MEMBERSHIP FEE PAYABLE:	

Notes:

1. Each business operator only pays 1 x base fee regardless of the number of variable components payable.
2. Most businesses also pay a variable component that is based on the number of “units” (rooms, seats etc) that the business has available to sell x the variable fee.
3. Accommodation, caravan & cabin Park and campground variable fee is capped at 40 individual guest rooms per operator; Caravan & cabin parks will include all cabins 1st, followed by powered sites and then unpowered sites up to a total of 40.
4. Restaurants, Café's and tours variable fees are capped at 70 seats per operator.
5. Attractions variable fee is based on the number of people the business attracted the previous financial year. This is calculated within increments of 5,000 people, so as to protect the privacy of the operator.
6. All fees are GST exclusive and will have 10% GST added.