



GOULBURN
Australia

**Goulburn Marketing
Membership Prospectus
2020-21**



WHAT WE DO

Goulburn Mulwaree Council owns and manages the accredited **Goulburn Visitor Information Centre**, goulburnaustralia.com.au, facebook.com/VisitGoulburn, instagram.com/goulburnaustralia and publishes the official **Goulburn Australia Destination Guide**, Stay Guide, Taste Guide, Weekly and Monthly Digital Event Calendars, maps and more.

The role of the Visitor Information Centre is to provide a one-stop-shop for visitors, potential/new residents, businesses, groups and locals to access accurate, up-to-date and relevant information that will enhance their experience in the Goulburn region.

Council's Marketing and Events Team is proactive in the areas of:

1. Visitor attraction, promotion and engagement
2. Group attraction, promotion and engagement
3. New resident attraction, promotion and engagement
4. Supporting growth of existing business and facilitating industry relocation
5. Assisting with and encouraging the development and expansion of events to create a vibrant event calendar for visitors and local residents

In addition to this, the Marketing and Events Team also:

- promote **Goulburn Australia** as a destination and brand;
- promote the benefits of economic development and tourism to the community;
- promote the products, services and opportunities available in the local government area to visitors, groups, potential residents and businesses;
- aims to extend the length of stay of visitors by encouraging operators to provide and coordinate additional activities and develop attractions;
- identify event opportunities and assist with the preparation of bids to host events to increase visitor numbers and average length of stay;
- conduct guided city coach tours and prepare itineraries for group tours;
- provide industry with support, access to research and resources, advice, networking and professional development opportunities;
- produce media releases and editorial on the region, arrange introductions, conduct industry and media familiarisation tours, manage library of relevant images, social media presence and online marketing; and
- maintains a collection of resources to assist in the broad promotion of Goulburn Australia, including banners, polo shirts, brochure racks and numerous other items which are available to hire.

HOW YOUR BUSINESS CAN BENEFIT

Become a **Goulburn Marketing Member** to:

- have a listing for your business on www.goulburnaustralia.com.au;
- be included in specialised publications such as the Stay Guide, Taste Guide and Wedding Guide (as appropriate); and
- receive industry updates and invitations to seminars, workshops, cooperative marketing programs and other opportunities.

Membership is limited to businesses located within the Goulburn Mulwaree local government area, or situated in a locality that has been identified as strategically aligned with this area. Eligibility and approval are at the discretion of the Coordinator Marketing and Events, subject to Council approvals in place and customer satisfaction ratings.

WHY USE THE GOULBURN AUSTRALIA BRAND?

Goulburn Mulwaree Council and local economic development and tourism organisations have united behind the Goulburn Australia brand. The brand has been created for use by all local businesses and industry groups to complement their own branding, and to help spread the word about the many benefits of doing business in Goulburn Australia.

The wording 'Goulburn Australia' represents a global outlook and was chosen to emphasize and communicate the confidence, progressive and ambitious attitude within our region. It was created to locate our region firmly on the map as a desirable location, outward looking, forward thinking and part of the wider world.

Goulburn Australia will also remind local customers that your business is part of their community – a community that must support local enterprises.

THE THINKING BEHIND THE BRAND

Representing the Goulburn region and its surroundings, the logo incorporates a landscape icon, and text, 'Goulburn Australia'.

Together, these elements convey respect for Goulburn's history but also showing movement towards an exciting future.



HOW TO USE THE GOULBURN AUSTRALIA BRAND

Please email info@goulburnaustralia.com.au to obtain the Branding Kit which includes printable versions of the Goulburn Australia logo and a style guide outlining use of the logo, which may be needed by printing companies.

The main requirement for use of the logo is that it must not be altered or changed. This includes never changing the colours, dimensions or shape.

A series of high quality Goulburn Australia photographs are also available for use by businesses utilising the logo.

For advice on using this logo and other brand elements to your best advantage, please contact Council's Marketing and Events Team on (02) 4823 4492.

Suggested uses for the Goulburn Australia brand:

- Include an image banner in your email signature
- Use the logo on your letterhead to complement your own logo
- Use the logo on your website as a clickable link to the website goulburnaustralia.com.au

By uniting under the Goulburn Australia brand, our business community will help spread the word about our region being a great place to visit, live, work, and invest.

LIST YOUR PRODUCT ON ATDW-ONLINE – DON'T GET LEFT BEHIND

If you are one of our current Goulburn Marketing Members, where applicable and feasible, we would have already registered your business with Get Connected (Destination NSW's online membership program). Get Connected taps into thousands of potential customers, both domestic and international who are looking for tourism and event related products. The Get Connected Program is a free service which is open to all NSW based Tourism Operators.

Get Connected is powered by a technology platform named ATDW-Online. This digital platform is a centralised database of almost 90,000 tourism product listings. This rich, up-to-date content is quality assured, electronically accessed and published by over 250+ online distributors, wholesalers and retailers to showcase your tourism products to the World. Existing listings on GetConnected have been rolled over to the new ATDW-Online platform.

Once your listing has been approved and is published, it will display on websites such as www.sydney.com, www.visitnsw.com and www.australia.com.

If you are one of our current Goulburn Marketing Members, rest assured that we have already updated your Get Connected listing on your behalf (if applicable), as part of your membership benefits. If you have registered your business with Get Connected yourself, your registration would have been automatically rolled over to the new ATDW-Online platform as well.

If your tourism-related product hasn't been registered with Get Connected, please don't miss out on the opportunity to give your business much greater online exposure. To register or update your Get Connected listing, please visit www.atdw-online.com.au.

All existing Get Connected Members entering the new platform for the first time will need to trigger a password reset by clicking on the "Forgot Password" link and entering your existing Get Connected email. You will be sent a temporary password (please check your spam and junk email folders) which will need to be reset upon entering the new platform. Your new password must be a minimum of 8 characters.

To learn more about the ATDW-Online platform, please visit www.atdw.com.au/atdwonline/.

If you would like to learn how to manage your own Get Connected listing, please contact the Goulburn Marketing & Events Team, on 4823 4492 or email info@goulburnaustralia.com.au

SCHEDULE OF STANDARD FEES & CHARGES

All fees and charges quoted are inclusive of GST.

Goulburn Marketing Membership

FREE	For approved businesses within the local government area
\$271	For approved businesses outside the Goulburn Mulwaree local government area

ADDITIONAL SERVICES/OPPORTUNITIES

Bookings & Consignments

Tour/attraction/event commission	10% commission (+GST)
Consignment goods for re-sale	30% commission (+GST)

Promotional signage on Visitor Information Centre front window

Digitally Printed Stickers (180cm wide x 190cm high) — \$34 per week hire, \$16 per week hire (for not for profit organisations)

Sticker must be supplied by advertiser in consultation with the Coordinator Marketing and Events. Advertisements must only promote tourism-related messaging, no business advertising.

Promotional signage on Visitor Information Centre selected interior window(s)

Digitally Printed Stickers (49cm wide x 66cm high) — \$22 per week hire, \$10.50 per week hire (for not for profit organisations), per window.

Sticker must be supplied by advertiser in consultation with the Coordinator Marketing and Events. Advertisements must only promote tourism-related messaging, no business advertising.

Digital advertising package

Includes a feature in Electronic Direct Mail, a boosted social media post and inclusion in Google Ads campaign. Must give at least one month notice. \$244. \$210 (for not for profit organisations).

Materials for distribution

Goulburn Australia Destination Guide	FREE (boxes of 33 available for collection)
Goulburn City & District Visitor Map	\$12.00 per pad of 100

NB: The cost of printing these maps is subsidised by Goulburn Mulwaree Council – the actual cost is approx. \$15.00 per pad.

TERMS & CONDITIONS

1. Membership Applications must be approved by the Coordinator Marketing and Events before promotion of that business by the Marketing and Events Team commences/continues.
2. Membership is for the financial year. Renewal notices will be sent out prior to the 1st July each year. New Memberships received from outside the Local Government Area after 1 October will be charged on a pro-rata basis (where applicable), per remaining months left in the financial year.
3. Membership fees are non-refundable. Members who cease trading will not receive a refund.
4. Goulburn Mulwaree Council reserves the right to refuse participation due to outstanding accounts and/or failure to meet industry standards of Australian Law or planning and compliance concerns.
5. Goulburn Mulwaree Council reserves the right to reject any promotional material deemed unsuitable for display in the Visitor Information Centre, or that is not an accurate reflection of the business.
6. Goulburn Mulwaree Council reserves the right to cancel any Membership without refund.
7. A copy of the relevant approval to operate/relevant accreditation is required at the time of becoming a Member. If Council approval is revoked or the business is in breach of NSW Legislation, the business must notify the Coordinator Marketing and Events within 7 days. Membership will be withdrawn until the approval is reinstated or Legislative requirements are met.
8. Current Members will be given priority in referrals.
9. It is the responsibility of the business owner/manager to ensure:
 - a) all information provided to the Marketing and Events Team is current and correct,
 - b) staff are informed about the business' product, features, rates/prices, operating hours and notified about any changes to business operation
 - c) staff are notified of accommodation vacancies on a weekly basis (eg. each Friday). Priority referrals will be given to accommodation houses with known vacancies.
10. Brochures will not be displayed, stored or distributed in the Visitor Information Centre. The exception is general promotional materials for events in the Goulburn Mulwaree local government area. Unsolicited materials from other sources will be discarded.
11. Due to time and cost constraints there may be times when only those Goulburn Marketing Members with e-mail capabilities will be notified of opportunities and initiatives.
12. Goulburn Mulwaree Council reserves the right to promote any product, event or experience that will enhance the profile of Goulburn Australia.
13. Acceptance of this membership application is for promotional purposes only. Receipt of this membership application does not confirm that the business has the relevant Council approval(s). The onus is on the business to gain the necessary approvals in accordance with NSW Legislation prior to lodging this membership application. By signing this membership application you agree to provide a copy of the appropriate approval(s) and/or notification(s) upon request.
14. To protect your potential financial exposure, your business should always have adequate Business Insurance, including Public Liability Insurance (\$20M) and Workers Compensation. The Marketing and Events Team holds no responsibility for business without adequate insurance.
15. Any imagery or information regarding your business that you provide to us, may be reproduced to promote your business. In providing this information, you acknowledge that you are the owner of the information and/or imagery that you are providing, and that it is free of any copyright.
16. Where complaints about member businesses are received from the general public, their membership will be reconsidered, and recalled where necessary.

**Please keep this information kit
for your records**

2020-2021 GOULBURN MARKETING MEMBERSHIP

APPLICATION FORM

Business Name: _____

Contact Person: _____ Position: _____

Business Street Address: _____

Postal Address: _____

Telephone No: _____ Mobile No: _____ for our records only

E-mail: _____

Website: _____

Facebook: _____ Instagram: _____

Twitter: _____

NEW MEMBER APPLICATIONS

New Goulburn Marketing Member Applications **MUST** include a summary of the services your business offers and/or a copy of your brochure. Additional information may be attached, supplied on disk, or emailed to info@goulburnaustralia.com.au. Accommodation Members **MUST** also provide indicative prices for various room types. Please also supply up to five (5) high resolution digital images to be used by Goulburn Mulwaree Council to promote your business and Goulburn Australia.

- A summary of the services my business offers is attached or outlined above
- Indicative prices for accommodation provided (if applicable)
- I have supplied up to five (5) high resolution jpeg digital images (logos not accepted)
- My business has all the necessary approvals to operate. Please provide Development Application Number here: _____ (new/relocated businesses only)
- A copy of the relevant Development Approval/Consent/Pathway to Consent, for my business to operate or relevant accreditation is attached (new/relocated businesses only)
- My business has adequate insurance in place
- My business is operating in accordance with the NSW State Planning Legislation
- Please send me the Goulburn Australia Branding Kit, including logos and Brand Guidelines

MEMBERSHIP RENEWALS

- Where applicable I have checked all content relevant to my business on www.goulburnaustralia.com.au, www.getconnected.dnsw.com.au, as well as all the content in the relevant **guides** produced by the Marketing and Events Team (eg. Taste Guide, Stay Guide, etc.) is up-to-date and accurate.
- Please send me the Goulburn Australia Branding Kit, including logos and Brand Guidelines

By signing this form I, _____ agree to the terms and conditions in the 2020-2021 Goulburn Marketing Membership Prospectus and agree that my business is operating in accordance with NSW State Planning Legislation and that my business has all necessary Council approvals and adequate insurance in place.

Signed: _____ Date: _____



Payment Details

TAX INVOICE

Goulburn Mulwaree Council – 84 049 849 319

FREE, Business located **within** the Goulburn Mulwaree local government area

\$271, Business located **outside** the Goulburn Mulwaree local government area

Payment by Cash Cheque (payable to Goulburn Mulwaree Council)
 Visa Mastercard American Express

Card Details

Card holders Name: _____

Expiry Date: ___/___/___ CCV: _____

Signature: _____

To complete your Membership Application,
please return the Application Form
(and payment where required) to:

Attention: Media & Marketing Officer
Goulburn Mulwaree Council
201 Sloane Street (Locked Bag 22),
Goulburn NSW 2580

OR email to steven.redman@goulburn.nsw.gov.au

OFFICE USE ONLY

Received: ___/___/___ by: _____

APPROVED by M&E Coordinator: ___/___/___ Initial: _____

Website Updated: ___/___/___ by: _____

Database Updated: ___/___/___ by: _____

Accom. Guide Updated: ___/___/___ by: _____

Dining Guide Updated: ___/___/___ by: _____

ATDW Updated: ___/___/___ by: _____

Conference Guide Updated: ___/___/___ by: _____

Tour Guide Updated: ___/___/___ by: _____

Branding Kit sent: ___/___/___ by: _____

Meet in Regional NSW Updated: ___/___/___ by: _____ Weddings Directory Updated: ___/___/___ by: _____