

Goulburn

Marketing Membership
Prospectus 2024-25



GOULBURN
Australia

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**, Wedding Guide, Stay Guide, Taste Guide, weekly and monthly Digital Event Calendars, monthly printed Calendar of Events, 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 & 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 & 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;
- promote Goulburn as an attractive and central city to host motorsport events;
- identify event opportunities and prepare bids to host events to increase visitor numbers and average length of stay;
- administer applications in accordance with Council's Event Development Funding Policy
- conduct guided city coach tours and prepare itineraries for group tours;
- process filming applications from media production companies seeking to capture photographic/video content within the region;
- 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, 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;
- have a listing for your business on www.atdw.com.au (where applicable);
- have a listing for your business on www.meetinns.com.au (where applicable);
- be included in specialised publications such as the Stay Guide, Taste Guide (as appropriate); and
- receive industry updates and invitations to seminars, workshops, cooperative marketing programs and other opportunities.

Membership is free for businesses located within the Goulburn Mulwaree local government area, or situated in a locality that has been identified as strategically aligned with this area and only \$300 for any businesses outside of these areas. Eligibility and approval are at the discretion of the Coordinator Marketing & 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 emphasise and communicate the confident, 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 Brand Guidelines outlining correct 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 & 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

If you are one of our current Goulburn Marketing Members, where applicable and feasible, we would have already registered your business with ATDW-Online. The Australian Tourism Data Warehouse (ATDW) is Australia's online marketplace for tourism information. The ever-evolving ATDW-Online platform is a content tool for tourism operators and businesses to use to improve their digital presence.

ATDW-Online supports over **50,000 tourism profiles** whose content is published by a constantly expanding network of over 250 content distributors. Including experience, event and destination information, all profiles contain consistent and quality-assured content.

ATDW collaborates closely with State and Territory tourism organisations and Tourism Australia, capitalising on mutual projects, harnessing resources, leveraging expertise, and gathering insights.

Once a listing has been approved and is published within ATDW-Online, it will not only display on our www.goulburnaustralia.com.au website but also 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 submitted your listing into ATDW-Online on your behalf (if applicable), and will continue the management of that listing as part of your membership benefits.

If you would like more information around ATDW-Online or if you would like to learn how to manage your own ATDW-Online listing, please contact Council's Marketing & Events Team, on (02) 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 Goulburn Mulwaree local government area
\$300	For approved businesses outside the Goulburn Mulwaree local government area

ADDITIONAL SERVICES/OPPORTUNITIES

Bookings & Consignments

Tour/attraction/event commission	11% commission*
Consignment goods for re-sale	33% commission*

Promotional signage on Visitor Information Centre front window

Digitally Printed Stickers (180cm wide x 190cm high) — \$42* per week hire, \$20* per week hire (for not-for-profit organisations).

Sticker must be supplied by advertiser in consultation with the Coordinator Marketing & 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) — \$26* per week hire, \$14* per week hire (for not-for-profit organisations), per window.

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

Advertisement in DL in-house brochure

Includes 1 x advertisement in a printed in-house DL sized brochure (Taste or Stay brochure, space permitting) for a minimum of 6 months — Half Panel (9.75cm high x 8.9cm wide) \$50* per month. Full Panel (20cm high x 8.9cm wide) \$80* per month.

Advertisement content must be supplied by advertiser in consultation with the Coordinator Marketing & Events.

Digital advertising package

Tier 1 - Includes a feature in an Electronic Direct Mailout, a boosted social media post and inclusion in our Google Ads campaign. Must give at least one month notice — \$276*. \$238* (for not-for-profit organisations).

Tier 2 – Includes one post and two stories on Facebook and Instagram (not boosted) along with a feature in the Monthly What's On EDM — \$138*.

Materials for distribution

Goulburn Australia Destination Guide	FREE (boxes of 33 available for collection)
Goulburn City & District Visitor Map	\$16* per pad of 100

**Fees and charges are subject to change until final endorsement by Goulburn Mulwaree Council.*

TERMS & CONDITIONS

1. Membership Applications must be approved by the Coordinator Marketing & Events before promotion of that business by the Marketing & Events Team commences/continues.
2. Membership is for the financial year. Renewal notices will be sent out prior to 1st July each year. New Memberships received from outside the local government area after 1st 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, 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/event.
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 & Events within 7 days. Membership will be withdrawn until the approval is reinstated or Legislative requirements are met.
8. Short Term Rental Accommodation (STRA) operators must register their property via the NSW Government Planning Portal and provide proof of registration and payment when applying to become a Goulburn Marketing Member.
9. In relation to agritourism (farm stay accommodation, farm gate premises or farm experience premises), the following is to be provided as applicable:
 - a) A statement of compliance with the exempt provisions for agritourism in accordance with *State Environmental Planning Policy (Exempt and Complying Development Codes) 2008*. Including a copy of relevant approvals for a food premise (*Food Act 2003*), onsite effluent management and waste (*s.68 Local Government Act*).
 - b) The complying development certificate number for an approval under State Environmental Planning Policy (Exempt and Complying Development Codes) 2008 _____.
 - c) Development Application No. _____.

Note: Compliance with legislation is the sole responsibility of the operator and landowner.
10. Current Members will be given priority in referrals.
11. It is the responsibility of the business owner/manager to ensure:
 - a) all information provided to the Marketing & 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 upon request. Priority referrals will be given to accommodation houses with known vacancies.
12. Individual business brochures will not be displayed, stored or distributed in the Visitor Information Centre. Unsolicited materials from other sources will be discarded.
13. 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.
14. Goulburn Mulwaree Council reserves the right to promote any product, event or experience that will enhance the profile of Goulburn Australia.
15. Businesses and operators who are current advertisers in the Goulburn Australia Destination Guide and Wedding Guide must remain as Goulburn Marketing Members.
16. 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.
17. To protect your potential financial exposure, your business should always have adequate Business Insurance, including Public Liability Insurance (\$20M), and Workers Compensation. Goulburn Mulwaree Council holds no responsibility for businesses without adequate insurance.
18. 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.
19. 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.

2024-2025 GOULBURN MARKETING MEMBERSHIP

APPLICATION FORM

Business Name: _____

Contact Person: _____ Position: _____

Business Street Address: _____

Postal Address: _____

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

Australian Business Number (ABN): _____

E-mail: _____ Website: _____

Facebook: _____ Instagram: _____

Accommodation Providers please specify the following:

Room Types: _____ Sleeping Capacity: _____

Rack Rates: _____ Number of Rooms: _____

NEW MEMBER APPLICATIONS

- A summary of the services my business offers is attached or outlined below, 20 words or less.
(Additional information may be emailed to info@goulburnaustralia.com.au)

- I will supply up to five (5) high resolution jpeg digital images to be used by Goulburn Mulwaree Council to promote my business and Goulburn Australia (logos not accepted)
- My business has all the necessary approvals to operate. Please provide Development Application Number here: _____ (new/relocated businesses only)
- My Short-Term Rental Accommodation (STRA) Property is registered with NSW Planning Portal. Please provide STRA Registration Number here: _____
- 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)
- In relation to agritourism (farm stay accommodation, farm gate premises or farm experience premises), I have supplied the necessary documentation (a, b or c) as per #9 of the Terms and Conditions.
- 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 **goulburnaustralia.com.au**, **atdw.com.au**, as well as all the content in the relevant **guides** produced by Council's Marketing & Events Team (eg. Taste Guide, Stay Guide, etc.) is up-to-date and accurate.

By signing this form I, _____ agree to the Terms and Conditions in the 2024-2025 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 – ABN: 84 049 849 319

- FREE, Business located **within** the Goulburn Mulwaree local government area
- \$300***, Business located **outside** the Goulburn Mulwaree local government area
 - Payment by Cash Cheque (payable to Goulburn Mulwaree Council)
 - Invoice
 - Card payment over the phone

**Fees and charges are subject to change until final endorsement by Goulburn Mulwaree Council*

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 conor.ferguson@goulburn.nsw.gov.au

OFFICE USE ONLY

Received: ___/___/___ by: _____

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

RENEWAL APPROVED by Marketing Strategist: ___/___/___ Initial: _____

Website Updated: ___/___/___ by: _____

Database Updated: ___/___/___ by: _____

Stay Guide Updated: ___/___/___ by: _____

Taste Guide Updated: ___/___/___ by: _____

ATDW Updated: ___/___/___ by: _____

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

Wedding Guide Updated: ___/___/___ by: _____