

Echuca Moama and District Tourism Development Association Membership Application 1 January - 31 December 2016

Please see the reverse for information regarding membership criteria and categories. As each business will be assessed for membership eligibility individually, please complete one application per business. Please note that information you provide may be used for external marketing purposes (including website listing), unless marked.*

Business Trading Name: _____

* Contact Person: _____

* Registered Name: _____ * ABN: _____

Business Address: _____

Postal Address (if different from above): _____

Phone: _____ Fax: _____ Mobile: _____

Email: _____

Website: _____

Please tick the membership category which best reflects your business:

Membership is tax deductible. Prices are inclusive of GST.

Friend of EMT \$99

Echuca Moama Regional Tourism Partner

(Business whose direct customers include visitors and/or any business with clients/customers who directly service visitors).

Bronze \$279

Diamond \$1,599

Silver \$499

Clubs – Platinum \$2,999

Gold \$799

Clubs – Diamond \$5,999

Platinum \$1,079

Refer over for an explanation of each Tourism Partner category and indicate above which category your business falls within.

Declaration

I declare that the information provided above is a true and accurate description of my business and consent to the details provided (unless indicated by *) being used for the purpose of marketing my business in accordance with the Privacy Act.

In signing the below, I commit to operating the business in accordance with the values of EMDTA.

Print Name: _____

Signature: _____ Date: _____

Following receipt of your application for membership, Echuca Moama & District Tourism Association will assess your details and send an invoice detailing your membership category and membership due.

Please indicate your preferred payment method: Monthly Quarterly 6 Months Annual
Direct Debit only

Please return completed form to:
Sales Coordinator - Echuca Moama & District Tourism Association
2 Heygarth Street, P.O. Box 8, Echuca VIC 3564
Ph: 03 5480 7555 Email:karen@echucamoama.com

Echuca Moama
The Murray's living legend

Explanation of Tourism Partner categories

Business type	Measurement	Quantity	Category
Retail	One outlet only: Number of people working in the business (including owner operators)	<input type="checkbox"/> between 1 & 2 <input type="checkbox"/> between 3 & 4 <input type="checkbox"/> between 5 & 8 <input type="checkbox"/> between 9 & 12 <input type="checkbox"/> 13 or more	BronzeSilverGoldPlatinumDiamond
Service/Trade	Number of people working in the business (including owner operators)	<input type="checkbox"/> between 1 & 4 <input type="checkbox"/> between 5 & 8 <input type="checkbox"/> 9 or more	BronzeSilverGold
Accommodation	Number of rooms:	<input type="checkbox"/> between 1 & 5 <input type="checkbox"/> between 6 & 20 <input type="checkbox"/> between 21 & 30 <input type="checkbox"/> more than 30 rooms <input type="checkbox"/> greater than 10kms from Echuca Post office	SilverGoldPlatinumDiamond Silver
Takeaway food business	Number of outlets:	<input type="checkbox"/> mobile food outlet only <input type="checkbox"/> 1 permanent outlet <input type="checkbox"/> more than 1 permanent outlet	BronzeSilverGold
Cafes and restaurants	Table capacity:	<input type="checkbox"/> less than 10 <input type="checkbox"/> between 11 & 20 <input type="checkbox"/> 21 or more	SilverGoldPlatinum
Houseboats	Number of vessels:	<input type="checkbox"/> less than 4 <input type="checkbox"/> 4 <input type="checkbox"/> 5 or more	GoldPlatinumDiamond
Caravan Parks	Accommodation capacity: (including: privately owned cabins; sites powered & unpowered)	<input type="checkbox"/> Cabins: less than 20, and <input type="checkbox"/> Sites: less than 20 <input type="checkbox"/> Cabins: between 21 & 30, and <input type="checkbox"/> Sites: between 21 & 30 sites <input type="checkbox"/> Cabins: 31 or more, and <input type="checkbox"/> Sites: 31 or moreGoldPlatinumDiamond
Attractions/ Tour Operators	Number of people working in the business (including owner operators):	<input type="checkbox"/> between 1 & 2 <input type="checkbox"/> between 3 & 5 <input type="checkbox"/> 6 or more	SilverGoldPlatinum
Cellar Door	Number of people working in the business (including owner operators):	<input type="checkbox"/> between 1 & 2 <input type="checkbox"/> 3 or more	SilverGold
Paddlesteamer/ Commercial Boat	Number of vessels:	<input type="checkbox"/> 1 <input type="checkbox"/> more than 1	PlatinumDiamond
Hotel			Platinum
Clubs	Number of people working in the business	<input type="checkbox"/> Less than 60 <input type="checkbox"/> 61 or more	Clubs - PlatinumClubs - Diamond

Notes: Any business incorporating multiple facets and fitting into more than one category (e.g. a hotel which also provides accommodation), yet conducts these separate operations from one location, is not required to pay two memberships fees. The business will be required to join as a member under the higher category in which they fit. Any business that conducts separate business from separate locations is required to join each business as an individual member, under the appropriate category and is encouraged to speak with the Sales Coordinator.

Echuca Moama Regional Tourism

JOIN THE TEAM



Echuca Moama
The Murray's living legend

Echuca Moama Regional Tourism

2016 MEMBERSHIP PROSPECTUS

The 2016 Membership Prospectus sets out the benefits of being a supporting partner of EMT, the organisation charged with growing the tourism industry in our region.

Clearly, growing the tourism industry is a win for us all as our visitors spend on food, accommodation, fuel, entertainment, retail and much more.

If we all pitch in we can share the cost of growing one of our major economic generators.

This membership prospectus is inviting you to be a partner once again.

Together we can
make a difference





TOURISM LANDSCAPE

Introduction

Echuca Moama Regional Tourism (EMT) is an industry based organisation committed to growing the tourism industry within our region.

The 2016 Membership Prospectus focuses on key benefits for our members and highlights why we should work together as a united team.

Tourism Landscape

Understanding the structure of tourism at a national, state and regional perspective is an important first step in appreciating the role of EMT.

A simplified structure is as follows:



At a local level the structure is as follows:



ROLES WITHIN THE STRUCTURE

The Tourism Victoria 'Regional Tourism Victoria Action Plan' clearly sets out the respective roles of organisations within the tourism structure.

a) Regional Tourism Boards

(Murray Regional Tourism Board)

- Responsible for the holistic development of tourism in the entire Murray Region (Albury to Mildura).

b) Regional Tourism Association (Echuca Moama Regional Tourism)

- Responsible for the management and development of tourism in a sub region and increasing visitation and yield through destination marketing, industry development & product development.

c) Local Associations

(EMAA, Attractions Association, Portside Traders, etc)

- Represent local business and focus their efforts on enhancing the visitor experience.
- Activities include industry networking events and familiarisation tours.
- Local Associations do not undertake marketing.

FUNDING

The most successful tourism destinations throughout Australia are where the industry and local government operate in a partnership via a fully independent tourism organisation.

The Echuca Moama Regional model is an excellent example of such a structure.

EMT annually receives funding from Local Government (Campaspe and Murray Shires) on the understanding that the industry will also be a key partner.

With Campaspe Shire contributing \$290,000 and Murray Shire \$80,000 our challenge is to ensure the industry are equal funding partners.

The Shires contributions are predominantly focussed on providing Visitor Servicing (looking after the visitor once they arrive). It is important therefore that we generate significant dollars to ensure the visitors actually arrive in the first place – marketing our destination is vitally important.

WHAT'S IN IT FOR ME?

The perennial question is always “What do I get out of tourism?”

Our research shows that when a visitor comes into our region they spend on:

- Accommodation
- Food & Groceries
- Fuel
- Entertainment
- Attractions
- Restaurants
- General Retail
- & much more

Of course all these businesses pay their staff who also spend on all of the above and so the cycle starts again.

If our tourism industry is booming, businesses expand and upgrade and our builders, painters, carpet layers etc also benefit.

Yes tourism is everyone's business!



THE TEAM

The Board

The current board directors are

Kerrie Pitts	Chair
David Grubb	Luxury on the Murray Houseboats
Mark Thomson	Lockwood Partners Chartered Accountants
Rohan Burgess	Murray River Paddlesteamers
Hugh Melville	Dawes & Vary Riordan Lawyers
Renee Oberin	American Hotel
Cr. John Pocklington	Murray Shire (Mayor)
Cr. Paul Jarman	Shire of Campaspe

The Board has a range of professional skills as well as strong direct industry input. Directors, with the exception of Council appointees, are voted onto the Board by Members.

EMT Staff

Echuca Moama Tourism

Tom Smith	CEO
Gerard Sheldon	Tourism Officer

Visitor Information Services

Karen Colvin	Visitor Information Services Manager
Jenn Rendle	Visitor Services Officer
Fran Martin	Visitor Services Officer (Part Time)
Janis Wilson	Visitor Services Officer (Part Time)
Di Kelly	Visitor Services Officer (Part Time)

Finance

Lyn McMurdo	(Part Time)
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Design/Digital

Gabrielle Quirk	(Part Time, 1 day per week)
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VISITATION

A regional snapshot

IN 2014/2015:

- 2 million domestic visitor nights spent in our region
- 57% of our visitors come for 'Holiday or Leisure'
- 84% of our visitors come from Victoria
- 53% of our visitors 'eat out, dine at restaurant or café'
- 21% of our visitors 'go shopping for pleasure'
- We host 670 000 day visitors each year
- 32% of our visitors go to 'pubs and clubs'
- For 64% of visitors, Echuca Moama is their only destination on their holiday
- Visitors to the Echuca Moama region spend over \$400 million annually



An industry which generates
\$400 million in new expenditure
each year is a vital industry
for our region

3 YEAR STRATEGIC PLAN

EMT operates within a three year Strategic Plan 2014 – 2017 which sets the overarching direction for the Boards activities over the next three years.

The key planks of EMT's Strategic Direction for the next three years are:

- Leadership and Engagement
- Marketing
- Product Development
- Industry Development
- Research
- Visitor Servicing.

A full copy of the Board's 3 Year Strategic Plan is available by contacting EMT.

1 YEAR IMPLEMENTATION PLAN

Working from the 3 Year Strategic Plan a One Year Action Plan has been developed to guide the activities of the organisation over the 12 month period.

The key activities include:

Leadership and Engagement

- Quarterly Industry Forums.
- Quarterly Member's Newsletter.
- Member Satisfaction Survey to improve Member Services.
- Advocate on behalf of Echuca Moama to Murray Regional Tourism Board (MRTB), Destination NSW, Tourism Victoria and other relevant Government Departments.

Marketing

- Build awareness of the Echuca Moama Living Legends brand
- Upgrade image and video library
- Undertake two major integrated campaigns into our key markets utilising the 'John Waters' suite of commercials
- Work with Murray Tourism to gain maximum exposure via the contracted Public Relations Agency
- Work with Sydney Melbourne Heritage Drive to increase international visitation

Product Development

- Develop "Touring Out" Product to increase visitor dispersal throughout the region
- Develop Event Procurement resources to assist in attracting key events to the region
- Undertake research to identify product gaps in our region

Industry Development

- Deliver a minimum of four training programs for the regional industry
- Work with Businesses to facilitate their entry into State Tourism Awards

Visitor Services

- Run the Echuca Moama Visitor Information Centre
- Run the Echuca Moama Booking Service
- Review options for satellite Information Services/Kiosks within the region

Research

- Provide Quarterly Visitation data from the National and International Visitors Survey
- Undertake Quarterly Visitor Perception Research
- Undertake Members' Satisfaction Research

The One Year Action Plan will be reviewed on a monthly basis.

Member Benefits

1. Marketing the Destination

- The 'John Waters' television campaigns supported by integrated print and social media will be the key tool to drive visitation to the region
- As a member you have direct access to these commercials and campaigns
- All members have the opportunity to participate in marketing campaigns, familiarisations, trade shows and other promotional events
- Tourism visitors spend over \$400 million annually in our region so we need to continually strive to grow visitation



2. Public Relations

- Echuca Moama Regional Tourism works in partnership with Murray Regional Tourism to access the services of Cox Marketing Services
- During the 2014/15 this partnership attracted 19 key media writers/television shows to the region, generating over \$1,000,000 in positive media coverage for our destination
- Positive 'third party' endorsement of our producing is critical in continuing to grow our visitation
- Members have an opportunity to participate in this program

3. Research

- Echuca Moama Regional Tourism distributes quarterly visitation data to all members. This data provides members with details on:
 - Visitation numbers
 - Origin of visitors
 - Visitor expenditure
 - Activities undertaken
- Echuca Moama Regional Tourism also undertakes annual visitor perception research. The research identifies 'what our customers think of us' as a destination, the research is made available to all members

4. Image and Photo Library

- The extensive Echuca Moama Regional Tourism image and video library is available to all members for use in their own business

5. Website

The Echuca Moama Regional Tourism website, www.echucamoama.com has an average of 20 000 visits per month.

- All members are profiled on www.echucamoama.com as a part of your annual membership fee
- Echuca Moama Regional Tourism offers an online booking service to its members
- Members receive access to website advertising opportunities
- Members receive rotational branding/promotion of their attraction or event on the big screen within the Visitor Information Centre.
- Inclusion in our weekly 'What's On' promotional eNews document (Print & Digital)
- Listing on our Calendar of Events on www.echucamoama.com

6. Booking Service

Last year this service generate over \$600,000 in bookings for member operators

- Echuca Moama Regional Tourism provides a booking service for attractions, events and accommodation providers that are members
- Echuca Moama Regional Tourism utilises the Bookeye booking service, Australia's leading booking system for the tourism industry

7. Social Media

Facebook www.facebook.com/EchucaMoama

YouTube EchucaMoamaTourism

Twitter Echuca_Moama

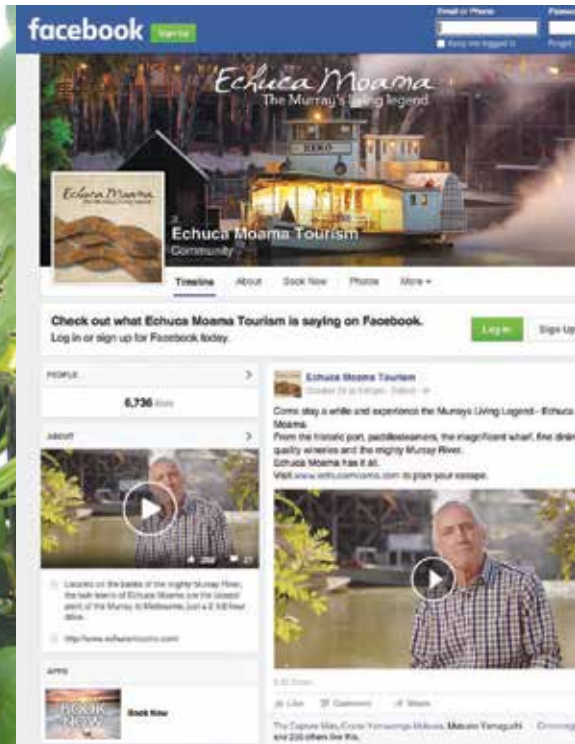
Google+ Echuca_Moama

Instagram Echuca_Moama

- Our Facebook Page engages with more consumers than any other region along the Murray.
- Social Media is an integral component of all our marketing campaigns, being the most immediate, cost effective way to communicate with our visitors.



Accommodation
Booking Desk





8. Display Advertising

Members are able to promote their business on the EMT Big Screen located in the Visitor Information Centre

9. Brochure Display

- Members are able to display their DL sized print media marketing brochures within the Visitor Information Centre (70,000+ visitors through the doors annually)

10. International Marketing

- Echuca Moama Regional Tourism has an established partnership with Sydney Melbourne Touring to promote our region and members into our key International markets of New Zealand, UK/Europe and USA

11. Event/Conference Attraction

- In 2015/16 EMT will be focusing on the attraction of events and conferences to our region
- Events and Conventions means more visitors for our region and our members!

INDUSTRY ENGAGEMENT

Industry Forums

Echuca Moama Regional Tourism will be conducting a series of quarterly Industry Forums throughout the year. All members are invited to Industry Forums which focus on key issues in the region.

The Forums provide the industry with the opportunity to hear about some of the latest trends in the tourism industry and more importantly provide direct input to EMT activities and programs.

Forums will be held on the following dates -

Forums will be held as follows:

- **February 18**
- **May 19**
- **August 18**
- **November 17**

Local Associations Forum

EMT conducts bimonthly forum with representatives from:

- Echuca Moama Accommodation Association
- Portside Traders
- Attractions Association
- Regional Tourism Associations

The Forums provide the opportunity for improved communication between all the Associations and with EMT.

Forum Dates

February 4

April 21

June 9

August 4

October 6

December 1

Two representatives from each Association attend the Forums and feedback information to/from the Associations.



2 million domestic
visitor nights spent
in our region

Visitors to the Echuca
Moama Region spent
over \$400 million
annually

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234,735 visits to
echucamoama.com
in the last 12 months

8,000 followers on
social media platforms
and growing

\$600,000
in bookings for
member operators