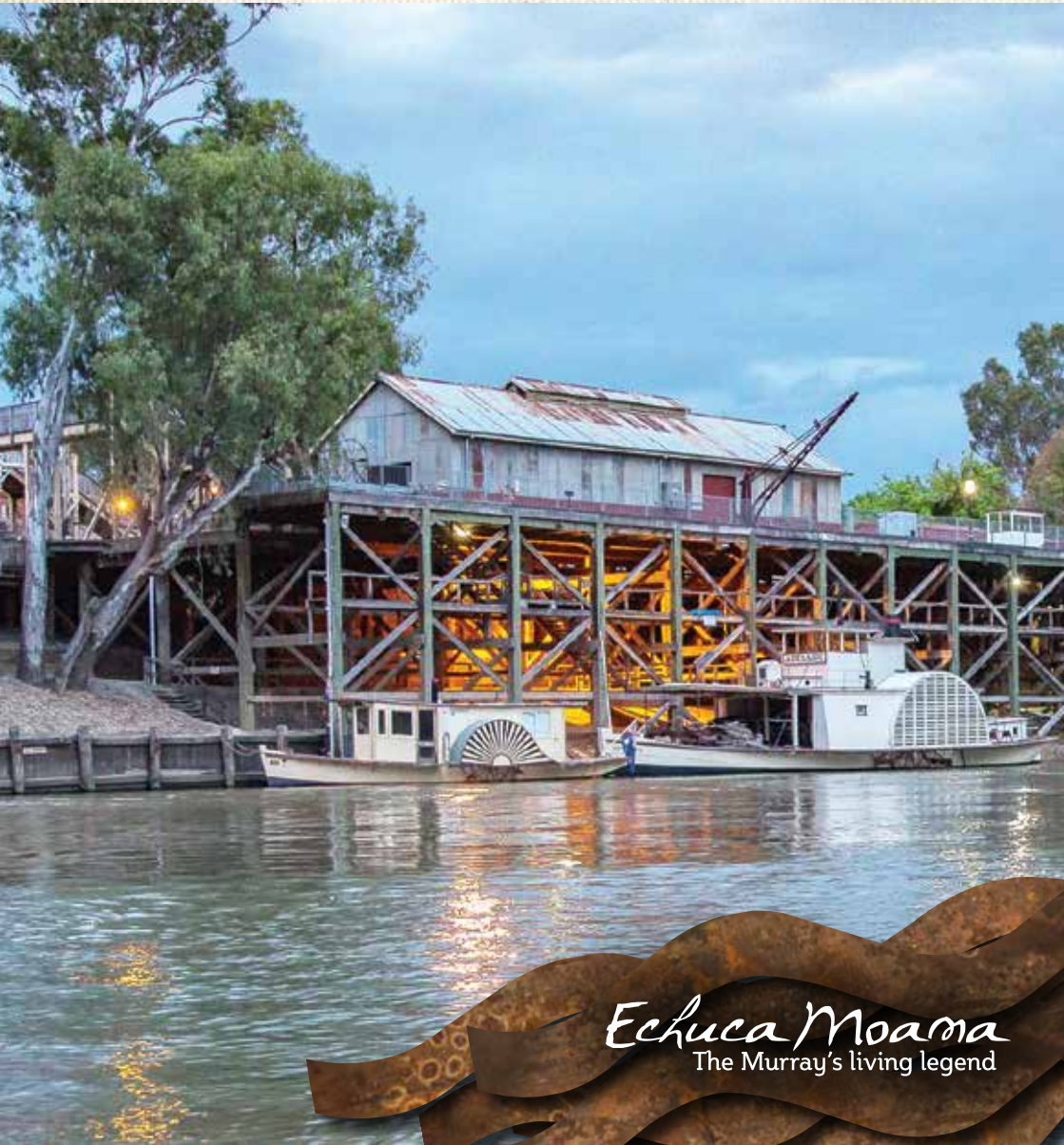


Echuca Moama Regional Tourism

# JOIN THE TEAM



*Echuca Moama*  
The Murray's living legend

# Echuca Moama Regional Tourism

## **2017 MEMBERSHIP PROSPECTUS**

The 2017 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.

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 2017 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 River Council) on the understanding that the industry will also be a key partner.

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

<b>Renee Oberin</b>	Chair
<b>Belinda Gilbert</b>	P.S. Hero & Steampacket Inn
<b>Mark Thomson</b>	Lockwood Partners Chartered Accountants
<b>Rohan Burgess</b>	Murray River Paddlesteamers
<b>Hugh Melville</b>	Dawes & Vary Riordan Lawyers
<b>Dick Phillips</b>	Antonio's On The Port
<b>Margot Stork</b>	Murray River Council
<b>Cr. Vicky Neale</b>	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

### Visitor Information Services

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

### Finance

Lyn McMurdo                      (Part Time)

### Design/Digital

Gabrielle Quirk                      (Part Time, 1 day per week)

# VISITATION

## A regional snapshot

IN 2015/2016:

- 2 million domestic visitor nights spent in our region
- 55% of our visitors come for 'Holiday or Leisure'
- 81% of our visitors come from Victoria
- 52% of our visitors 'eat out, dine at restaurant or café'
- 21% of our visitors 'go shopping for pleasure'
- We host 787,000 day visitors each year
- 38% 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 \$450 million annually



An industry which generates  
\$450 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**

- Undertake package development to support our major campaigns
- Work with media and trade personnel to gain third party endorsement of our product
- 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 Sydney Melbourne Heritage Drive to increase international visitation
- Maintain and grow [www.echucamoama.com](http://www.echucamoama.com) as our main digital platform
- Promote Echuca Moama Region via our Social Media Platforms

## **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 Regional Visitor Information Centre - a Level 1 Accredited Service
- Run the Echuca Moama Regional Accommodation Booking Service

## **Research**

- Provide Quarterly Visitation data from the National and International Visitors Survey
- 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 \$450 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 2015/16 this partnership attracted 26 key media writers/television shows to the region, generating over \$1,500,000 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](http://www.echucamoama.com) has an average of 20 000 visits per month.

- All members are profiled on [www.echucamoama.com](http://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](http://www.echucamoama.com)



## 6. Booking Service

Last year this service generate over \$650,000 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](http://www.facebook.com/EchucaMoama)

YouTube [EchucaMoamaTourism](http://EchucaMoamaTourism)

Twitter [Echuca\\_Moama](http://Echuca_Moama)

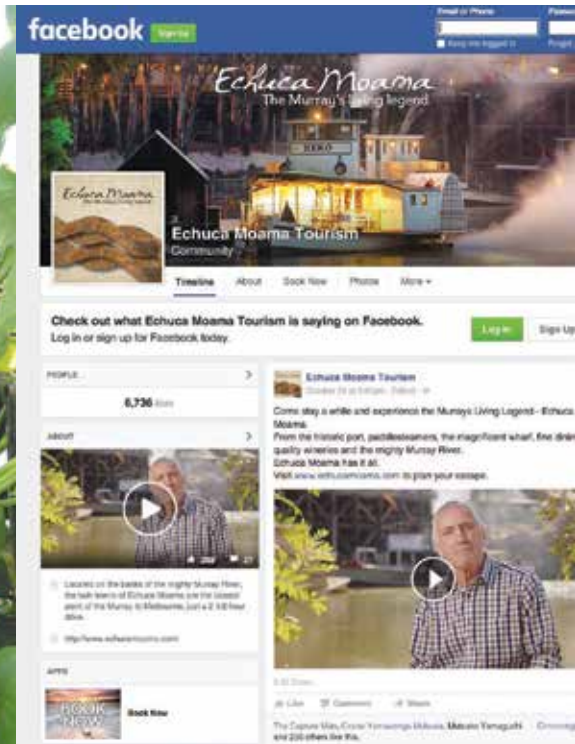
Google+ [Echuca\\_Moama](http://Echuca_Moama)

Instagram [Echuca\\_Moama](http://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

# 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.

## Local Associations Forum

EMT conducts quarterly forums 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.

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

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Visitors to the Echuca  
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# *Echuca Moama*

The Murray's living legend

284,735 visits to  
echucamoama.com  
in the last 12 months

Over 10,000 followers  
on social media  
platforms and growing

\$650,000  
in bookings for  
member operators