

Which Membership Is Right For My Business?

MY BUSINESS IS A TOURISM BUSINESS OR EVENT



ACTIVITIES, TOURS & ATTRACTIONS

A product or experience that locals and visitors to our region can participate in



ACCOMMODATION

Locals and visitors stay overnight at our property



HOSPITALITY, VENUES & ENTERTAINMENT

We host locals and visitors for dining, events and/or live performances and entertainment



TRANSPORT

We provide transport options for locals and visitors to our region



RETAIL

We sell products to locals and visitors to our region



MAJOR & REGIONAL EVENT

We are an event that attracts locals and visitors and encourages them to stay in the region



INDUSTRY ASSOCIATION

We are a representative group, peak body or marketing organisation



We value the contribution of BT to the regional economy through destination marketing and PR, visitor services, product and experience development, industry support and destination stewardship and we want to support BT's work

I WANT ...

... VISITORS TO GET TO KNOW MY BUSINESS

- ☒ We want to engage with the Visitor Information Centres
- ☒ We want to appear on the destination website
- ☒ We do not need other marketing, advocacy or business development benefits
- ☒ Also suits out-of-region operators who hold a primary membership with another RTO

VISITOR SERVICES

... TO PROMOTE MY BUSINESS

- ☒ We are a small business
- ☒ We want to engage with the Visitor Information Centres
- ☒ We want to appear on the destination website
- ☒ We want to engage with destination marketing & media activity
- ☒ We want to participate in industry networking, events & activities

BRONZE PARTNERSHIP

... TO GROW MY BUSINESS

- ☒ We are a small to medium business
- ☒ We want to engage with destination marketing & media activities, & visitor services
- ☒ We want to grow our business through development & trade distribution activities
- ☒ We want industry benefits including networking

SILVER PARTNERSHIP

... TO BE A REGIONAL TOURISM LEADER

- ☒ We are an established tourism business & wish to work with the SGBR leaders
- ☒ We want to align and engage with all destination marketing & media activities, visitor services, industry development & trade distribution activities
- ☒ We want industry benefits including networking
- ☒ We may want to promote two arms of our business separately

GOLD PARTNERSHIP

... TO BE A STATE OR NATIONAL TOURISM LEADER

- ☒ We consider ourselves an SGBR industry leader and invest time & energy into tourism
- ☒ We enjoy all the benefits of our high-performing membership
- ☒ We value deeper industry benefits including the opportunity to attend VIP industry roundtables & exclusive events
- ☒ We want access to high level reports, insights, data & research

PLATINUM PARTNERSHIP

Which Membership Is Right For My Business?

I AM AN INDIVIDUAL

MY BUSINESS WORKS ALONGSIDE THE TOURISM INDUSTRY



**COMMUNITY
MEMBERS, STUDENTS
& INTERESTED
PARTIES**



**NOT-FOR-PROFIT
& COMMUNITY
ORGANISATIONS**



**CORPORATIONS
OR PROFESSIONAL
SERVICES**



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I WANT ...

... TO CONNECT & SUPPORT

- ☒ I want to stay current on industry information
- ☒ I want to attend networking events
- ☒ I do not need marketing, advocacy or business development support

... TO CONNECT & CONTRIBUTE

- ☒ We want to stay current on industry information
- ☒ We want to attend networking events
- ☒ We want access to BT's media library and research & statistics
- ☒ We want a business listing on the BT corporate website and to promote my services to other members
- ☒ We do not need marketing, advocacy or business development support

... TO PARTNER FOR REGIONAL GROWTH

- ☒ We want to have a strategic and collaborative partnership between our two organisations for long-term benefits of the region
- ☒ We want a tailor-made corporate partner package that will suit our needs, that is future-focused and that will deliver long-term benefits for our business, the community & the regional economy

**TOURISM
SUPPORTER**

**CORPORATE
SUPPORTER**

**CORPORATE
PARTNERSHIP**

Tourism Memberships

These memberships are specifically for businesses that have a direct interface with visitors to the destination and play a role in the destination development.

Whether you are an established tourism business looking to work with Bundaberg Tourism to leverage co-operative marketing, PR, trade and experience development and strategic partnerships; a growing businesses wanting to benefit from the Visitor Information Centres and the destination marketing; or a small business wanting to participate in workshops and networking events, there is a membership level that suits your business needs.

Individual & Corporate Memberships

Tourism is everybody's business with the industry using local trades, services and professions to help run their tourism business, and visitors spending across all sectors of the community during their stay in the region.

This means when visitor numbers are high and tourism operators are performing well, the corporate sector and community also thrives.

Connect with the tourism industry and contribute to the work Bundaberg Tourism undertakes for the growth of the regional economy through an individual or corporate membership.

Ultimately the benefits are up to you!

Every business takes away something different from membership with Bundaberg Tourism. What you gain depends on what opportunities you take advantage of and how you leverage the member benefits we can provide.

- >> Maintain an active involvement with our team and tell us what's happening in your business;
- >> Get to know your industry - attend market briefings, workshops and networking functions. Get to know other members and their products and work together to promote each other;
- >> Read the information we send to you, distribute to your team and take action where relevant;
- >> Engage, involve, participate. Lets work together to create the future of our region!

Membership Benefits 2023/24

	Tourism Supporter \$165	Corporate Supporter \$400	Visitor Services \$500	Bronze \$820
Valued contribution to destination marketing of the region	✓	✓	✓	✓
Membership certificate & digital membership badge	✓	✓	✓	✓
Subscription to industry e-newsletter	✓	✓	✓	✓
Total number of votes at the AGM	1	1	1	1
Membership toolkit with resources for your business success		✓	✓	✓
Opportunity to promote business within corporate e-news & social media*		✓	✓	✓
Invitation to attend member events, networking functions & workshops (costs may apply)	✓	✓	✓	✓
Opportunity to host a networking function to showcase your business		✓		✓
Bundaberg Visitor Maps and Visitor Guides free to all businesses who wish to use them for the positive promotion of the Bundaberg region		✓	✓	✓
Opportunity to attend famils with the VIC Team throughout the year*			✓	✓
Opportunity to present to the VIC staff and volunteers at monthly product updates			✓	✓
Brochures displayed in three Visitor Information Centres reaching over 42,000 visitors per year (Size restrictions apply, \$65 per extra brochure on display)			1	1
Ability to sell tour, attraction & accommodation products through Visitor Information Centres via Bookeyeasy (commissions apply)			✓	✓
Eligibility to buy into additional advertising opportunities in the Visitor Information Centres			Costs apply	Costs apply
Consumer listing on destination website (over 275,000 unique visitors in 2020/21)			✓	✓
Business Directory listing on destination website www.bundabergregion.org (over 275,000 unique visitors in 2020/21)		✓	✓	✓
Use of destination logos and brand toolkit		✓	✓	✓
Access to destination image gallery and destination content		✓	✓	✓
Eligibility to buy into co-operative marketing campaigns and activities				Costs apply
Opportunity to advertise in the Destination Visitor Guides & Maps				Costs apply
Consideration for relevant media opportunities where appropriate to market				✓
RTO accreditation points towards Best of Queensland Experiences Program			✓	✓
Access to destination statistics, research and insights		✓	✓	✓
Eligible to apply for Queensland Tourism Industry Council (QTIC) Tourism Supporter membership at RTO members rates		Costs apply	Costs apply	Costs apply

All prices are exclusive of GST

*Conditions apply

**Subject to completion of the Trade Mentoring Program

► Your membership is tax deductible

Visit bundabergregion.org/corporate/become-a-member to begin or renew your membership with Bundaberg Tourism.

Membership Benefits 2023/24

	Silver \$1,200	Gold \$2,500	Platinum \$5,700
VISITOR SERVICES	ALL BRONZE LEVEL MEMBERSHIP INCLUSIONS PLUS:		
	✓	✓	✓
	Total number of votes at the AGM	2	3
	4*		
	Additional brochures displayed in two Visitor Information Centres (Size restrictions apply)	1 additional brochure	2 additional brochures
MARKETING & MEDIA	3 additional brochures		
	Consumer and Business Directory website listings for additional businesses under company banner	Listings for 1 additional business	Listings for 2 additional business
	3 additional business		
	Opportunity to promote events/specials within consumer e-news & social media*	✓	✓
	Consideration for relevant media opportunities where appropriate to market**	✓	✓
	Preferred		
	Access to detailed market research data and insights to assist with sales & marketing activities	✓	✓
	Inclusion of product collateral in conference & events packs	✓	✓
	Priority participation in co-operative marketing campaigns and activities	✓	✓
	Priority inclusion in destination marketing campaigns	✓	✓
TRADE & DEVELOPMENT	Logo included as platinum partner in fortnightly corporate EDM	✓	✓
	Consideration for inclusion in SGBR & destination media kit	✓	✓
	Preferred		
	Exclusive opportunity to leverage Bundaberg Tourism's national media network for product launches, announcements and events	✓	✓
	Preferred		
	Dedicated media monitoring reporting	Annually	Quarterly
	Eligibility for inclusion in Bundaberg Region Business Events Guide & relevant marketing, PR and/or famil activity**	✓	✓
	Featured		
	Eligibility to apply for trade mentoring	✓	✓
	Preferred		
INDUSTRY	Eligibility to apply for experience development mentoring	✓	✓
	Preferred		
	Eligibility to submit content for SGBR published trade manual and e-news**	✓	✓
	Preferred		
	Eligibility to participate in trade sales missions, webinars, trade shows & roadshows**	✓	✓
	Preferred		
	Consideration for relevant trade famil opportunities where appropriate to market**	✓	✓
	Preferred		
	Opportunity to be involved in domestic & international trade campaigns**	✓	✓
	Preferred		
INDUSTRY	Access to bespoke destination & operator statistics and insights	✓	✓
	Complimentary use of the Bundaberg Tourism boardroom (subject to availability)	✓	✓
	Invitation to attend VIP media and trade functions, Ministerial, Executive, and Board roundtable discussions & private briefings	✓	✓
	Access to BT CEO and leadership team for high-line input into business cases, funding applications and submissions	✓	✓
	Access to BT CEO and leadership team for high-line support for high level tourism recruitment including collaborative development of position descriptions, vetting of applicants & interview assistance	✓	✓

CORPORATE PARTNERSHIPS from \$5000

For companies who value the contribution of Bundaberg Tourism to the regional economy and see a strategic benefit of partnering with BT. We will tailor-make a corporate package to suit your needs that's future-focused and will deliver long-term benefits for both your organisation and the community.

✓ Marketing & PR

✓ Industry Development

✓ Research & Data

✓ Advocacy & Support

Working together to create a sustainable future for our Region