

# KALBARRI

An aerial photograph of a coastline. The top part shows a sandy beach with gentle waves washing onto the shore. Below the beach, the water is a vibrant turquoise color, revealing a rocky seabed with various textures and colors, including dark grey and brown rocks. The overall scene is bright and clear, suggesting a healthy marine environment.

*Kalbarri Visitor Centre  
Membership Prospectus 2018-19*

[www.kalbarri.org.au](http://www.kalbarri.org.au)



# KVC Membership 2018-19

The Kalbarri Visitor Centre (KVC) invites you to join or renew membership for the forthcoming financial year

## About us ...

We are a non-profit, non-government, member owned organisation. We rely heavily on the continued support of our membership base to remain sustainable and Accredited as a Level 1 Visitor Centre.

Our passionate staff work efficiently to provide exceptional service and local information, whilst promoting our region.

## Our Goal

Increase length of stay, raise participation in activities and to boost repeat visitation.

## [www.kalbarri.org.au](http://www.kalbarri.org.au)

Our website sees on average 55,000 users annually. Online bookings make up 32% of KVC's income.

## Visitation

In 2017-18 a total of 60,000 Kalbarri holiday planners were distributed throughout Western Australia and 85,000 people passed through the doors of our central riverfront location.

## Why become a member?

- ✓ In house brochure display (2 x DL size)
- ✓ Your business will receive direct exposure through our recently redesigned, top ranking website [www.kalbarri.org.au](http://www.kalbarri.org.au)
- ✓ Real time booking service with dedicated webpage displaying your business
- ✓ Free use of the "Book Now" button available to link from your website for instant bookings.
- ✓ Opportunity to promote special events and functions on our website's calendar of events
- ✓ Facebook and Instagram engagement
- ✓ Receive latest industry news and notifications via email to keep you up to date
- ✓ Marketing opportunities throughout the year with discounts on publications
- ✓ A reference on the KVC map as soon as it is practical to reprint
- ✓ 25% of annual membership fee injected into marketing Kalbarri to ensure we remain a strong and desirable tourism destination
- ✓ Year-round staff referral and promotion
- ✓ **Tour Operators** - Allocation of canvas on tour wall within KVC, tour sheet handouts - free to visitors
- ✓ **Caravan Parks & Farm Stays** – Caravan Park guide handouts / mail outs - free to visitors
- ✓ **Food & Beverage** – Placement on the Dining Guide flyer – free to visitors
- ✓ Opportunity to advertise in the highly successful Kalbarri Holiday Planner
- ✓ The ability to nominate for KVC committee and become active within the tourism community
- ✓ Staff familiarisations of your business to ensure we are selling your product to the best of our ability
- ✓ Complimentary bookeasy training, advice and troubleshooting upon request

**Our centre is open 7 days a week to maximise exposure of your product to our visitors**  
**Mon to Saturday 9am to 5pm, Sundays 9am, to 1pm**

## Membership Level 2018-19

<b>Platinum</b> Available to Caravan Parks & Station Stays. Holiday Accommodation operators with 20 Rooms + (Commissionable to the KVC)	\$885
<b>Gold</b> Available Tour Operators and Attractions. Holiday Accommodation operators with 10 to 19 Rooms (Commissionable to the KVC)	\$600
<b>Silver</b> Available to Food and Beverage operators. (Non-Bookable product) Holiday Accommodation operators with 3 to 9 Rooms (Commissionable to the KVC)	\$400
<b>Bronze</b> Available to Local Business & Trade services (Non-Bookable product) Holiday Accommodation operators 1 to 2 Rooms (Commissionable to the KVC)	\$200
<b>Standard</b> Available to businesses outside the township of Kalbarri (Commissionable to the KVC) Non-Profit Businesses & Private members. (Non-Bookable product)	\$120

### Additional Services

<b>Canvas</b> Applicable to Tour Operators (Additional canvas display for seasonal tours)	\$200
<b>Slide Show</b> Display your business in the KVC for a week on one of the wall mounted televisions in the centre. (Finished presentation to be supplied by operator on USB in MP4 format)	\$100 <small>Peak Season</small> \$25 <small>Off Peak</small>
<b>Bookable ability</b> Applicable to Bronze members only for use of the 'Operator Booking Engine' on their websites (5% commission)	\$200
<b>Kalbarri to host your business on Bookeasy</b> Applicable to Standard members within the Shire of Northampton, who require the Kalbarri VC to become their mothership on Bookeasy.	\$200

The renewal process for membership is now online, please [CLICK HERE](#) to submit your application

## Terms & Conditions

- Membership subscription is on a financial year basis. Fees are non-refundable, non-transferrable. For business's joining after the 1st July, fees are payable on a pro rata basis.
- Membership is dependent on compliance with the following requirements; Copies of all necessary insurances, business registrations and licenses applicable to their business must be provided for validation.
- KVC retains the right to suspend membership of any operator who breaches the Terms & Conditions, Code of Conduct or acts in a manner considered unprofessional or that may bring the operations of the KVC into question or disrepute.
- Operators will be forwarded any feedback the KVC receives regarding their business. It is the operator's responsibility to handle any complaint that may arise in a professional and timely manner, this includes notifying the KVC of the outcome.
- Website contact details –
  - ☆ Bookable members must not display any contact details, including URLs, phone numbers or other calls to action directing users to alternate sites or booking methods.
  - ☆ Non-bookable members are limited to displaying contact details only on their listings, URLs are not permitted.
- Website detail changes – It is the responsibility of the member to make appropriate changes on their Bookeasy console while ensuring their information is true, accurate and up to date.
- The Kalbarri Visitor Centre reserves the right to remove or alter any content listed on their website [www.kalbarri.org.au](http://www.kalbarri.org.au)
- Supply of product / service – Availability as shown on your Bookeasy page must be honoured. Members are directly responsible for updating rates and availability in Bookeasy on a daily basis and should also understand that bookings can be made up to 2 years in advance.
- All Tour Members permit the KVC to move/ refund passengers after 4.30pm on the day prior to tour departure if minimum numbers are not achieved, unless advised otherwise by the tour operator.
- All members must have an extensive cancellation policy within Bookeasy to include circumstances under which refunds are given or minimum numbers applicable for tours to commence.
- 12.5% commission applies for gold members. 13.5% commission for 24 hour operators. Commission payments are paid into financial institutions on the 15<sup>th</sup> and last day of the month.
- The Rate Parity policy is a condition of KVC membership. If KVC becomes aware that a member is not providing the KVC with their best rate, the committee will intervene.

To ensure the highest level of member and visitor satisfaction, Terms & Conditions are set to ensure industry standards are met. These guidelines help protect both members and staff of the KVC

**Rate Parity** – Members must ensure that the retail prices for all accommodation and tour services listed on Bookeasy will not be above the member's own sell rate via on-line and off-line channels. If a member offers a lower rate, the member agrees that the KVC will be able to access such rates in order to price match.

## Code of Conduct for Members

- Members are to act professionally and conduct their business with a high level of care and consideration towards the KVC, its members, customers, staff, management and the community.
- Members are to act respectfully and not denigrate, slander or discriminate on the basis of race, gender, religious belief, sexual orientation or political persuasion.
- Members ensure claims in advertising and marketing of a product or service are true (including images), are never misleading or exaggerated and are not negative about another KVC member's product or service.
- Members are to manage their business effectively and efficiently, enhancing the reputation of tourism in our region, respond and resolve customer complaints in a timely and courteous manner and change business policy where necessary.
- Members are to be ambassadors for tourism in the region and help promote community understanding of the importance of tourism as a contributor to Kalbarri's economy.

If complaints arise about the KVC or its members, they must be submitted in writing to management. Management is available to see members, please phone to prearrange a suitable time.

The KVC Code of Conduct outlines professional guidelines to ensure members and staff work cohesively within the tourism industry and our community.