

# KALBARRI

Membership Prospectus 21-22



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

Kalbarri Skywalk @aerature\_au



## Kalbarri Visitor Centre Supporting Tourism

The Kalbarri Visitor Centre (KVC) Inc invites you to become a member of our Association for 21-22. Our dedicated team love to promote WA and we are very passionate about Kalbarri and tourism. We look forward to working with your business throughout 21-22 and thank you for your continued support.

### About us

Our goal is to raise participation in activities, boost repeat visitation, length of stay in the region and share amazing experiences with travelling visitors.

We are a proud non-profit, non-government association, owned by our members, with Level 1 Visitor Centre Accreditation with Tourism Council WA.

The destination website [www.kalbarri.org.au](http://www.kalbarri.org.au) sees over 162,500 people visit annually and is proudly maintained by the KVC team.

80,000 annual visitors passed through our central riverfront location in 20-21, with an average 270 visitors per day and a total of 60,000 Kalbarri Holiday Guides were distributed throughout Western Australia during the year.

### Members Benefits

(Note: Benefits vary, subject to your membership category)

- ≈ 25% of your annual fee is allocated towards marketing levy for Kalbarri to ensure we remain a strong and desirable tourism destination in Western Australia.
- ≈ Access to your own dedicated webpage to self-manage and promote your business on our top-ranking website **[www.kalbarri.org.au](http://www.kalbarri.org.au)**, with the option to make use of the real time booking service and Bookeasy software.
- ≈ Free use of the "Book Now" button, available to link from your website to ours, for instant bookings.
- ≈ Receive latest industry news and notifications via email to keep you up to date.
- ≈ Marketing opportunities throughout the year.
- ≈ A reference on the KVC map as soon as it is practical to reprint.
- ≈ Year-round staff referral and promotion.
- ≈ In house brochure display (2 x DL size) for all members.
- ≈ Tour Operators - Canvas on the tour wall within the KVC, listing on tour sheet handouts- *free to visitors*
- ≈ Caravan Parks & Farm Stays - Caravan Park guide handouts - *free to visitors*
- ≈ Food & Beverage - Listing on the Dining Guide flyer - *free to visitors*
- ≈ Opportunity to advertise in the highly successful Kalbarri Holiday Guide.
- ≈ Ability to nominate for KVC Management Committee and become active within the tourism community.
- ≈ Bookeasy advice and troubleshooting upon request.

Kalbarri Visitor Centre is open 7 days a week to maximise exposure of your product to our visitors.  
Monday to Saturday 9am to 5pm | Closed Sundays (Open Sundays in peak season 9am to 1pm)

## Kalbarri Visitor Centre - Membership Fees

<b>Platinum</b> Caravan Parks & Station Stays. Holiday Accommodation operators with 20 Rooms + ( <i>Commissionable to the KVC</i> )	\$885
<b>Gold</b> Tour Operators and Attractions. Holiday Accommodation operators with 10 to 19 Rooms ( <i>Commissionable to the KVC</i> )	\$600
<b>Silver</b> Food and Beverage operators. ( <i>Non-Bookable product</i> ) Holiday Accommodation operators with 3 to 9 Rooms ( <i>Commissionable to the KVC</i> )	\$400
<b>Bronze</b> Local Business & Trade services ( <i>Non-Bookable product</i> ) Holiday Accommodation operators 1 to 2 Rooms ( <i>Commissionable to the KVC</i> )	\$200
<b>Standard</b> Not for Profit   Private Member   Businesses operating outside the township of Kalbarri ( <i>Commissionable to the KVC</i> ) Includes <b>1 x DL</b> brochure rack space on display within the KVC. Includes <b>1 x A4</b> brochure rack space, on display within the KVC	\$120 \$160

## Additional Services

<b>Canvas display</b> (16x20in   40x50cm) Applicable to Tour Members only and operating a seasonal activity. Second canvas display (membership includes 1 x canvas display, <i>no contact details permitted</i> ) Third DL brochure display (membership includes 2 x DL brochure displays)	\$200 \$60
<b>TV Slide Show</b> (per week) Exclusively display your business in the KVC on one of the wall mounted televisions in the centre. (Finished presentation to be supplied by the member on a USB device, MP4 format, no sound available)	\$100 Peak season \$25 Off Peak
<b>Operator Booking Engine</b> (OBE) Bronze members (only) for use of the 'Operator Booking Engine link' on their websites with a lower commission rate set at 5%	\$200
<b>Kalbarri to host your business on Bookeasy.</b> Standard members within the Shire of Northampton, who require the KVC to host their Bookeasy listing	\$200

## Terms and Conditions of Kalbarri Visitor Centre (KVC)

To ensure the highest level of member and visitor satisfaction, terms and conditions are set out to ensure industry standards are met. These guidelines help protect both the member and KVC team.

- Members are solely responsible for having all necessary licences, insurance policies and statutory approvals required to operate their business in agreement with any local, state and federal authorities and within the law.
- Membership is valid and brochures will be displayed in the centre once the membership form is completed, returned with payment and all relevant licences and insurances relevant to the business activity are supplied.
- Membership subscription is on a financial year basis. Fees are non-refundable, non-transferrable. For business joining after June 30<sup>th</sup> 2021, fees are calculated by a pro rata basis.
- As a member of KVC, each member agrees to indemnify the KVC (Committee, Employees & Volunteers) against any liability, costs incurred or loss arising in connection with:
  - 1) Any breach by the member of the Terms and Conditions or the member's Code of Conduct
  - 2) The use of kalbarri.org.au website, KVC, Bookeasy booking services or other membership benefits.
  - 3) The www.kalbarri.org.au website / Bookeasy being interrupted, unavailable or not working properly, it is further agreed that to the extent permitted by law, neither party will be liable to the other in any circumstances for any interruption to business, profit loss, loss of data or any consequential or indirect losses.
  - 4) The member complies with state and federal statutory regulations which affect the conduct/supply of services and indemnifies the KVC against all actions, proceedings, claims, liabilities and costs in respect to any breach of these laws.
- 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.
- KVC retains the right to suspend membership of any operator who breaches the Terms & Conditions, code of conduct, acts in a manner considered unprofessional or that they may bring the operations of the KVC into question or disrepute.

## Code of Conduct

These outline professional guidelines to ensure members and the KVC team work cohesively within the tourism industry.

- Members are to act professionally and conduct their businesses with a high level of care and consideration towards the Kalbarri Visitor Centre and its fellow members, customers, committee, team and management.
- If complaints arise about the KVC or its members, they must be submitted in writing to management. Management is available to see members at a prearranged time. Members are to act respectfully and not slander or discriminate based on race, gender, religious belief, sexual orientation, or political persuasion.
- Members are to ensure claims in advertising and marketing of a product or service are true (including images), never misleading or exaggerated and are not negative about another member's product, service or Kalbarri.
- Members are to manage their business professionally, 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 on Australia's Coral Coast and help promote community understanding of the importance of tourism as a contributor to the economy.

## Commission Rates

- 12.5% commission applies for 'Instant bookable product.'
- 15% commission applies for 'On request / 24-hour operators.'
- Commissions are paid after the clients have stayed or taken part in their activity and are automatically credited into nominated financial institutions. This occurs on the 15<sup>th</sup> and last day of each month.

## Website Display

- 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.
- Supply of product and service - availability as shown on your Bookeasy page must be honoured. Gold members (Instant book) 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.
- 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 on [www.kalbarri.org.au](http://www.kalbarri.org.au). 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)
- 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. It is the KVC's policy to contact the operator if a cancellation or refund is requested, prior to refunding a client.
- Members are to ensure advertised 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.

## Kalbarri Visitor Centre (KVC) Brochure Racking Policy

The display positions of members brochures are based on the KVC membership levels and designated areas within the Visitor Centre. Brochures are moved around in placement (quarterly) to ensure fairness of representation.

Brochures will only be displayed in the KVC once the following standards have been met:

- All membership fees are paid in full.
- All validation requirements for membership are complete.
- The brochure itself is of an appropriate quality.
- A sufficient quantity of brochures will be provided to the centre, relevant to the demand envisaged.

The following parties will have the following responsibilities in relation to their role in the provision and display of brochures:

### Visitor Centre team

- Shall be responsible for displaying and storage of brochures within the centre.
- Brochure reminders will be emailed to members from time to time when stocks are low.
- To maintain the visual appeal of the centre, empty brochure racks will not be displayed. These will be removed from the designated area and replaced when the members brochures have been re-supplied.

### Brochure owners' responsibilities

- All costs and activities related to printing, collating and delivering brochures to the KVC.
- Follow-up and ensuring that sufficient brochures are available at all times within the centre.
- Brochures meet the appropriate quality specifications (listed below at point A).
- The recommended delivery frequency is monthly, unless otherwise arranged with the KVC.
- Delivery address: 70 Grey ST Kalbarri WA 6536.

#### A) Appropriate quality

All brochures provided should be at least three-colour, printed on 40GSM paper or better, on gloss paper and contain no images/words likely to be considered offensive by the general public. Black and white photocopies will not be displayed. Brochures that contain misleading, out of date or incorrect information is not considered to be of appropriate quality.

### Complaint resolution

If complaints arise regarding brochure display, the KVC will aim to resolve these with the operator in good faith. If there are more than three genuine complaints filed, the brochures will be removed from display if the complaints are considered to damage the quality, image and goodwill associated with the KVC. This will be done in accordance with the adopted 'Code of conduct' and KVC management committee. The brochures will be reinstated on the shelves only on the approval of the KVC management committee.

## Kalbarri Visitor Centre- Membership Application

Complete the form below and return to Kalbarri Visitor Centre for your membership to be valid.

Business name	
ABN	
Contact person	
Postal address	
Business phone / mobile	
Email	
Website	
Brief description of your business	

### Fees

- Platinum (\$885)** Caravan Parks & Station Stays. Holiday Accommodation operators with 20 Rooms +
- Gold (\$600)** Tour Operators and Attractions. Holiday Accommodation operators with 10 to 19 Rooms
- Silver (\$400)** Food and Beverage operators. Holiday Accommodation operators with 3 to 9 Rooms.
- Bronze (\$200)** Local Business & Trade services Holiday Accommodation operators 1 to 2 Rooms
- Standard (\$120)** Not for Profit | Private Member | Businesses operating outside the township of Kalbarri.  
*(Commissionable to the KVC at 15%) Includes 1 x DL brochure rack for display.  
 (For A4 brochure holders a \$160 fee applies) Additional DL's are \$60each.*
- Affiliate** (Complimentary membership, relevant to businesses who are currently not operating in Kalbarri, due to Tropical Cyclone Seroja)

### Additional Services

- Second canvas display (\$200) 16x20in / 40x50cm - Tour operators only *(No contact details permitted)*
- Third DL brochure display (\$60) - Tour operators only
- TV Slide Show - 1-week peak season (\$100)
- TV Slide Show - 1 week Off peak season (\$25)
- Operator Booking Engine (OBE) (\$200)
- Kalbarri to host your business on Bookeasy (\$200)

### Disclaimer

Members are solely responsible for having all necessary licences, insurance policies and statutory approvals required to operate their business in agreement with any local, state and federal authorities and within the law. As a member of KVC, the member agrees to indemnify the KVC against any liability, costs incurred, or losses associated with referral and the booking service. I agree to abide by the code of conduct and terms and conditions of my membership as stated in the membership prospectus.

**Print name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_