

Take some time to explore
KALBARRI



Membership Prospectus 2020/21

Kalbarri Visitor Centre

Supporting Tourism

The Kalbarri Visitor Centre team love to promote WA and we are very excited about our future of tourism. We look forward to working with your business throughout 2021 and thank you for your continued support.

About us

We are a proud non-profit, non-government, member owned organisation. Accredited as a successful Level 1 Visitor Centre, with Tourism Council WA.

Our destination website www.kalbarri.org.au sees over 108,000 users visit annually and is completely maintained by the KVC team.

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

87,000 annual visitors pass through our central riverfront location with an average 270 visitors per day. In 2019 a total of 60,000 Kalbarri Holiday Guides were distributed throughout Western Australia, made possible with the generous support of our members to promote tourism in Kalbarri.

Oyster Reef @sailor.jay

The Kalbarri Visitor Centre Inc invites you to become a member of our Association for 2020

Members benefits

- ✓ 25% of your annual membership fee is injected into marketing Kalbarri to ensure we remain a strong and desirable tourism destination in Western Australia.
- ✓ Receive a dedicated webpage to promote your business on our top-ranking website 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.
- ✓ Facebook and Instagram engagement.
- ✓ 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 & Sundays 9am to 1pm

Membership Fees

| | |
|---|-------|
| Platinum Caravan Parks & Station Stays. Holiday Accommodation operators with 20 Rooms + (<i>Commissionable to the KVC</i>) | \$885 |
| Gold Tour Operators and Attractions. Holiday Accommodation operators with 10 to 19 Rooms (<i>Commissionable to the KVC</i>) | \$600 |
| Silver Food and Beverage operators. (<i>Non-Bookable product</i>) Holiday Accommodation operators with 3 to 9 Rooms (<i>Commissionable to the KVC</i>) | \$400 |
| Bronze Local Business & Trade services (<i>Non-Bookable product</i>) Holiday Accommodation operators 1 to 2 Rooms (<i>Commissionable to the KVC</i>) | \$200 |
| Standard (External members) Businesses operating outside the township of Kalbarri (<i>Commissionable to the KVC</i>) | |
| Includes 1 x DL brochure rack space on display within the KVC | \$100 |
| Includes 2 x DL brochure rack space on display within the KVC | \$200 |
| Includes 1 x A4 brochure rack space, on display within the KVC | \$150 |

Additional Services

| | |
|--|--|
| Canvas display (16x20inches) – Applicable to Tour Members only and operating a seasonal activity. Second canvas display (membership includes 1 x canvas display) Third DL brochure display (membership includes 2 x DL brochure displays) | \$200 \$60 |
| TV Slide Show (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 |
| Operator Booking Engine (OBE) Bronze members (only) for use of the 'Operator Booking Engine link' on their websites with a lower commission rate set at 5% | \$200 |
| Kalbarri to host your business on Bookeasy 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 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 30th 2020, fees are calculated on 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 business 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 and are automatically credited into nominated financial institutions, this occurs on the 15th and last day of each month.

Website Display

- 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. The Kalbarri Visitor Centre reserves the right to remove or alter any content listed on their website www.kalbarri.org.au
- 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.
- 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 is 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.

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 Form*

Complete the form below and return to Kalbarri Visitor Centre

| | |
|-------------------------|--|
| Business name | |
| ABN | |
| Contact person | |
| Postal address | |
| Business phone / mobile | |
| Email | |
| Website | |

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)** Businesses operating outside the township of Kalbarri (*Commissionable to the KVC*)
 - Includes 1 x DL brochure rack (\$100)
 - Includes 2 x DL brochure rack (\$200)
 - Includes 1 x A4 brochure rack (\$150)

Additional Services

- Second canvas display (\$200) – Tour operators only
- 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: