

# KALBARRI VISITOR CENTRE

## Membership Prospectus



## 2025/2026



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



## KALBARRI VISITOR CENTRE – SUPPORTING TOURISM

The Kalbarri Visitor Centre (KVC) invites you to become a member of our Association for the 2025/2026 financial year.

As a proud not-for-profit organisation with Level 1 Visitor Centre Accreditation from the Tourism Council WA, we are dedicated to supporting Western Australian tourism and promoting Kalbarri and our region.

Each year, we welcome over 70,000 visitors through our Visitor Centre, engage with more than 162,500 users via our destination website [www.kalbarri.org.au](http://www.kalbarri.org.au), and distribute 65,000 copies of the *Kalbarri Holiday Guide* across the state.

Kalbarri Visitor Centre is proud to be the winner of the Tourism Council WA Tiny Tourism Town Award for both 2024 and 2025, and a national finalist in the Australian Top Tourism Town Awards for both years (run by the Australian Tourism Industry Council).

Our mission is to increase participation in local activities, extend visitor stays, encourage repeat visitation, and share the incredible experiences that Kalbarri has to offer.

### MEMBER BENEFITS

Membership benefits vary by category. Some of the core benefits include:

- Dedicated business listing on [www.kalbarri.org.au](http://www.kalbarri.org.au) with optional real-time booking via Bookeasy.
- Marketing opportunities and KVC industry updates.
- Year-round staff referral and promotion.
- Display of 2 × DL brochures (all members).
- Tour Operators that are bookable and commissionable with KVC can have a canvas display on the KVC tour wall plus inclusion on tour handouts – free to visitors.
- Caravan Parks, Station & Farm Stays included on our Caravan Park guide handout – free to visitors.
- Food & Beverage included on our Dining Guide handout – free to visitors.
- Advertising opportunities in the Kalbarri Holiday Guide (65,000 distributed throughout WA each year).
- Access to free workshops and sundowner events.
- Ability to nominate for KVC Management Board.

Kalbarri Visitor Centre is open to maximise exposure of your product to our visitors.

Monday to Friday 9am – 5pm | Saturday & Sunday 9am – 1pm (Sundays closed off peak)

## MEMBERSHIP CATEGORIES & FEES

MEMBERSHIP LEVEL	PRICE	CATEGORIES	ELIGIBILITY
PLATINUM	\$885	• Caravan Parks & Station Stays	- Registered & Licensed
PLATINUM	\$885	• Holiday Accommodation (20+ units)	- <b>Bookable &amp; Commissionable to KVC</b>
GOLD	\$600	• Bookable Tour Operators	- <b>Bookable &amp; Commissionable to KVC</b> (Includes one 40x50cm canvas display)
GOLD	\$600	• Accommodation (10–19 units)	- <b>Bookable &amp; Commissionable to KVC</b>
SILVER	\$400	• Accommodation (single house / 3–9 units)	- <b>Bookable &amp; Commissionable to KVC</b>
SILVER	\$400	• Food & Beverage operators	- <b>Non-Bookable Product</b>
BRONZE	\$200	• Non-Bookable Tours	- <b>Non-Bookable Product</b> - 2 x DL brochure rack (no canvas display)
BRONZE	\$200	• Accommodation (duplex / single unit)	- <b>Bookable &amp; Commissionable to KVC</b>
BRONZE	\$200	• Local Business & Trade	- <b>Non-Bookable Product</b> - 2 x DL brochure rack
STANDARD	\$120	• Non-Profit / Private	- <b>Non-Bookable</b> - 1 x DL brochure rack
EXTERNAL	\$120	• Businesses operating outside of Kalbarri	- <b>Bookable &amp; Commissionable to KVC</b> - 1 x DL brochure rack - 1 x A4 brochure rack (\$160-)
EVENT	\$120	• Event listings and promotion	

*\*10% discount for each additional business under the same ownership*



## **ADDITIONAL SERVICES**

- Second canvas display (Tour Operators only operating a seasonal activity): \$200
- Third DL brochure display: \$60

## **DISPLAY ELIGIBILITY and POLICY**

- Membership fees to be paid in full.
- Membership validation requirements are completed.
- Members are responsible for all printing, collating, and delivery costs.

### **Canvas**

- Canvas displays on the KVC tour wall only for bookable and commissionable tours to KVC.
- \* Non-bookable tours may join as Bronze members for \$200, which includes 2 x DL brochure racking.*

### **Brochure**

- The display of member brochures is determined by membership level and allocated display areas.
- Brochures must be high quality (minimum 3-colour gloss – minimum of 40 GSM), and to exclude any offensive, misleading, outdated, or incorrect content.
- Sufficient quantity to be supplied by members to meet expected demand (to maintain presentation, empty racks will be removed and replaced once brochures are restocked). KVC will send reminders when stock runs low.

## **COMMISSION STRUCTURE**

- Effective 1 August 2025, all bookable products via KVC attract a flat 15 % commission.
- Commission is deducted from completed bookings and paid twice monthly to your nominated account (approx. 15<sup>th</sup> and last day of the month).
- The KVC Board, (appointed to manage KVC in a financially responsible and sustainable manner), reserves the right to review, confirm, or vary commission and membership rates as required – these to be announced at the KVC Annual General Meeting.

## **MEMBER WEBSITE DISPLAY / BOOKEASY RESPONSIBILITIES**

### **Booking Platform Requirement**

- The Kalbarri Visitor Centre (KVC) currently uses the Bookeasy platform to manage and book tours. To enable KVC to make bookings on your behalf, all tour operator members must be listed on Bookeasy - either directly (self-managed) or via a connected channel manager or partner connection.

### **Maintaining Accurate Information**

- Members are responsible for keeping their information on the Bookeasy console accurate, up to date, and truthful at all times.

### Product and Service Availability

- The availability shown on your Bookeasy page must be honoured.
- Gold members (Instant Book) must update their rates and availability daily.
- Bookings may be made up to two years in advance, so forward planning is essential.

### Contact Details on Website

- Bookable members must not display any contact details (including phone numbers, URLs, or other calls to action) that direct users away from **[www.kalbarri.org.au](http://www.kalbarri.org.au)**
- The Kalbarri Visitor Centre reserves the right to edit or remove any content on its website.

### Cancellation Policy

- All members must provide a detailed cancellation policy in Bookeasy. This should include:
  - When refunds will be issued
  - Any minimum numbers required for tours to operate
  - KVC will always contact the operator before processing a cancellation or refund.

### Pricing Parity

- Prices listed on Bookeasy must not exceed the member's own rates on other platforms (both online and offline).
- If a lower rate is offered elsewhere, the member agrees that KVC may match that price when taking bookings.

## TOUR BOOKING REQUIREMENTS

To ensure visitors have access to high-quality and consistently available experiences, all tour and activity operators who wish to be promoted as *bookable* by the Kalbarri Visitor Centre (KVC) must meet the following criteria:

- Be available for booking via the Bookeasy platform, enabling our team to process bookings on your behalf.
- Operate on a regular schedule (e.g., daily, weekly, or throughout a defined season). Tours must be readily bookable for the majority of the year.
- Seasonal tours must be clearly identified and available for booking during their advertised operating season.

Tours that are only intermittently available (e.g., one-off or irregular offerings with no predictable schedule) may not be considered *readily bookable* and therefore may not qualify for certain membership benefits, such as promotional display or inclusion in tour booking promotions.

The Kalbarri Visitor Centre reserves the right to pause or remove promotional listings (including printed, digital, and in-centre materials) for products that are not currently operating or are not reliably available for booking.

We are committed to supporting businesses that offer visitors genuine and accessible experiences. Thank you for helping us maintain a high standard of service and reliability for those exploring Kalbarri.

## MEMBERSHIP TERMS & CONDITIONS

To ensure high standards and mutual protection for both members and the Kalbarri Visitor Centre (KVC), the following terms and conditions apply:

### Legal and Regulatory Compliance

- Members are responsible for holding all relevant licences, insurance policies, and statutory approvals required to operate in compliance with local, state, and federal laws.

### Membership Activation

- Membership becomes active once:
  - Completed membership form is submitted
  - Full payment is received
  - All required documentation (e.g. licences and insurances) is provided
- Canvas and Brochure display in the Visitor Centre will commence after all the above requirements are met.

### Membership Duration and Fees

- Membership is valid for the financial year (July 1 – June 30).
- Membership is subject to approval and fees are non-refundable and non-transferable.
- Businesses joining after June 30, 2025, will be charged on a pro-rata basis.
- The KVC Board, (appointed to manage KVC in a financially responsible and sustainable manner), reserves the right to review, confirm, or vary commission and membership rates as required – these to be announced at the KVC Annual General Meeting.

### Liability and Indemnity

Members agree to indemnify the KVC (its Board, staff, and volunteers) against any claims, costs, or losses arising from:

- Breach of these Terms and Conditions or the Member Code of Conduct.
- Use of [www.kalbarri.org.au](http://www.kalbarri.org.au) KVC services, Bookeasy platform, or any other member benefits.
- Website or Bookeasy interruptions, downtime, or functionality issues.
- Any breach of legal obligations by the member, including those related to service provision.

### Feedback and Complaints

- Members will be notified of any customer feedback received by KVC.
- It is the member's responsibility to respond to complaints professionally, resolve issues promptly, and inform KVC of the outcome.

### Suspension of Membership

KVC reserves the right to suspend or terminate membership if a member:

- Breaches these Terms and Conditions or the Code of Conduct.
- Acts unprofessionally.
- Brings KVC into disrepute.

## MEMBER CODE OF CONDUCT

The following standards are designed to ensure professional, respectful, and cooperative relationships among members, KVC, and the broader tourism industry.

- Act professionally and respectfully towards customers, fellow members, KVC staff, volunteers, and the community.
- Represent Kalbarri and Australia's Coral Coast as tourism ambassadors, promoting tourism's value to the local economy and community.
- Refrain from slander, discrimination, or disrespectful behaviour based on race, gender, religion, sexuality, or political beliefs.
- Ensure all advertising is truthful, accurate, and non-misleading. Avoid negative commentary about other members or Kalbarri.
- Manage customer complaints promptly, courteously, and constructively. Update business practices if needed.
- Submit any complaints about KVC or its members in writing. Meetings with management can be arranged by appointment.

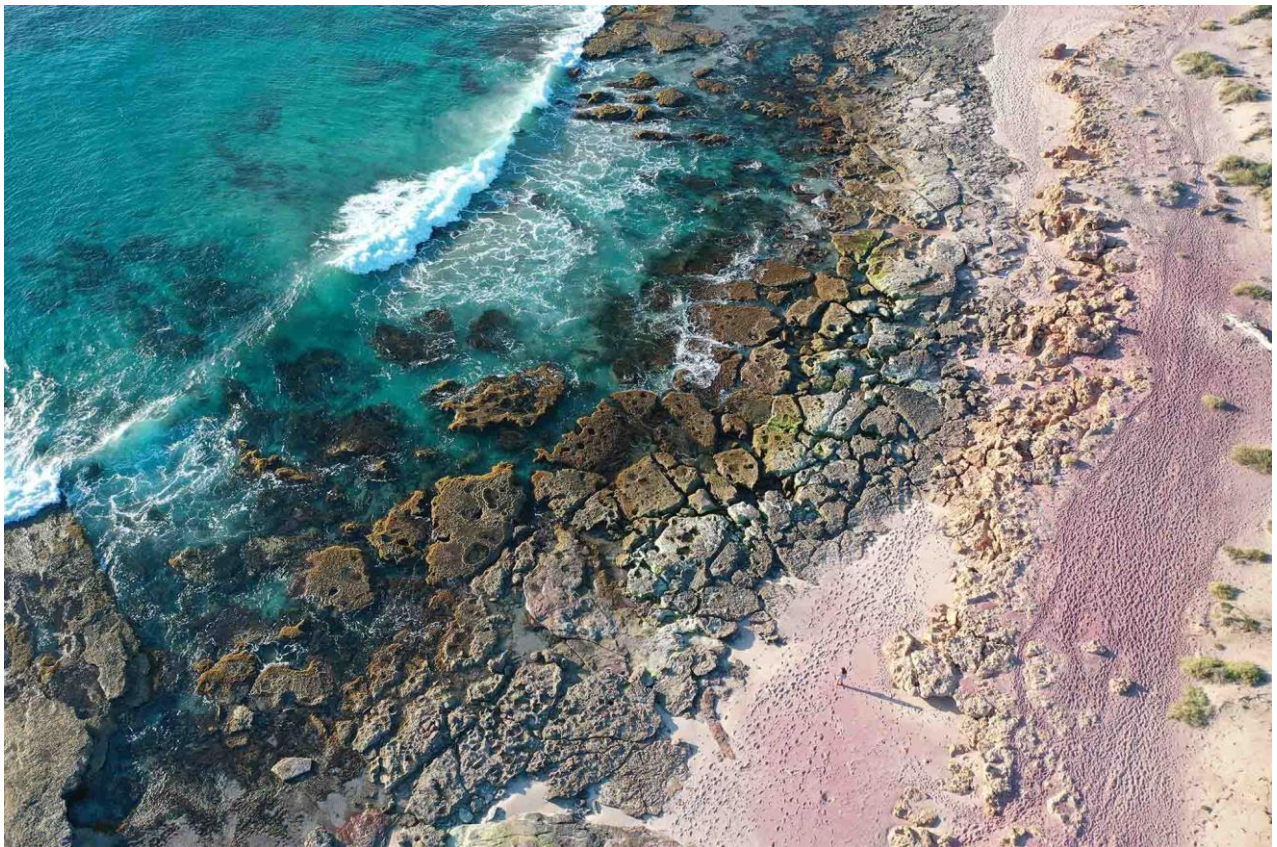


Photo Credit \_@ka.photography\_



## Kalbarri Visitor Centre – Membership Application 2025–2026

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

[bookings@kalbarri.org.au](mailto:bookings@kalbarri.org.au)

Business Name	
ABN	
Contact Person	
Postal Address	
Business Phone/Mobile	
Email	
Website	
Membership Level	
Membership Eligibility (description of business) e.g., bookable product with KVC	

### FEES

- ☐ Platinum (\$885) – Caravan Parks & Station Stays / Holiday Accommodation (20+ units)
- ☐ Gold (\$600) – KVC Bookable Tour Operators / Holiday Accommodation (10–19 units)
- ☐ Silver (\$400) – Food & Beverage Operators / Single House / Holiday Accommodation (3–9 units)
- ☐ Bronze (\$200) – Non-Bookable Tours / Local Business & Trade Services / Holiday Accommodation (duplex/single unit)
- ☐ Standard (\$120) – Not-for-Profit / Private Members
- ☐ External / Event (\$120) – Business operating outside Kalbarri / Event listing & promotion

### ADDITIONAL SERVICES

- ☐ Second canvas display (\$200) – 40x50cm (Tour operators only, no contact details permitted)
- ☐ Third DL brochure display (\$60) – Tour operators only

### DISCLAIMER

Members are solely responsible for holding all required licences, insurances, and statutory approvals to operate legally under local, state, and federal regulations. By applying, members agree to indemnify the Kalbarri Visitor Centre (KVC) against any liability, costs, or losses arising from referrals or bookings. Members also agree to abide by the Code of Conduct and Terms and Conditions outlined in the Membership Prospectus.

Print name: \_\_\_\_\_ Signature: \_\_\_\_\_

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