



Membership Prospectus

2021 - 2022



Major Partners





Welcome from the Mackay Isaac Tourism team

Mackay Isaac Tourism, your official Regional Tourism Organisation, would like to thank our tourism operators for your commitment and resilience in the face of adversity through 2020-21.

As we navigate the effects of the global pandemic, Mackay Isaac Tourism will continue to advocate for our businesses and regions to ensure the path to recovery is smooth. With the welcomed addition of new product offerings and significant investment in the region, we are well poised for the region's upward trajectory.

The Mackay Region has become a popular destination for intrastate and interstate visitors alike, looking to escape the crowds and discover their own backyard. Our consistent domestic marketing campaigns, growing digital channels and social media presence ensure we are in the perfect position to inspire more visitors to experience Mackay and to disperse to our regions.

We would like to invite you to join a collective of proactive businesses and individuals who are invested in the future success of our region.

This year we are offering three membership categories to cater for tourism related operators, businesses who would like to connect with and support tourism, and regional events.

As a valued member of Mackay Isaac Tourism, you'll have access to resources and workshops designed to meet your needs, skilled professionals who will represent your business at nationwide tradeshow and in our visitor information centres, and a dedicated membership team to assist you and provide the relevant support and advice for your business.

We look forward to welcoming you to Mackay Isaac Tourism and we encourage you to take advantage of the opportunities on offer. Together we can truly maximise the burgeoning tourism potential our region has to offer, and the Mackay Isaac Tourism team can't wait to work with you!

Vision: We develop, connect, and promote our region's experiences to the world.

Mission: We support stakeholders in developing experiences to inspire visitors to explore our regions.



What we do



Visitor Information Services

The Mackay Region Visitor Information Centre (VIC) at the Sarina Field of Dreams and the Mackay Visitor Information Kiosk at Bluewater Lagoon have over 30,000 walk in customers each year, and thousands of enquires. As a member, you have the opportunity to display your brochures and to purchase additional VIC displays.



Industry Development

We ensure our members receive quality training by working closely with Queensland Tourism Industry Council (QTIC), Tourism and Events Queensland (TEQ) and other partners to connect or facilitate development programs relevant to Mackay and Isaac businesses.

We are committed to keeping our members up to date on regional visitor trends, marketing opportunities, grant programs and crisis communications.

Facilitating the Mackay and Isaac Destination Tourism Plan, we align industry stakeholders and identify future opportunities for the region.



Marketing and Media

We market our destination to attract visitors to the region, to increase average length of stay and overnight visitor expenditure.

We promote our region and businesses to visitors via our website along with over 38,000 Facebook followers and over 18,500 Instagram followers.

For consistent destination messaging we offer our members access to destination information, logos, and resources. In addition, we also help content creation and promotion of Mackay and Isaac regions.



Advocacy and Support

As a member-based organisation, we are committed to supporting and advocating for the Mackay and Isaac regions to local media, council and state government to build a sustainable regional tourism industry.



Partnerships

Mackay Isaac Tourism, on your behalf, works closely with Tourism and Events Queensland to maximise the promotion of the region.



Membership Levels



Tourism Business — \$300^{ex GST}

For new and established businesses who want to leverage marketing campaigns, reach more visitors, gain valuable business insights and skills and join a network of people promoting the Mackay and Isaac regions.



Membership unlocks these opportunities.

Promote your brochure to over 30,000 yearly visitors through our Visitor Information Centre (VIC) and Visitor Information Kiosk.	✓
Inclusion of your business listing in the annual Visitor guide – 50,000 copies distributed nationally.	✓
Complimentary access to quality workshops, training, and mentoring to take your business to the next level.	✓
Complimentary entry to our networking and exclusive member only events.	✓
Receive a Southern Cross Austereo voucher valued at \$1000 for radio advertising on Triple M or Hit FM.	✓
Ability to further showcase your business through purchasing VIC display advertising*	✓
Increase your marketing reach by advertising in the Visitor Guide*	✓
Receive RTO accreditation points and support towards Best of Queensland Experiences Program.	✓
The opportunity to participate in trade shows that are supported by Mackay Isaac Tourism*	✓
Participate in trade, media, and volunteer famils to showcase your business.	✓
Opportunity for inclusion in co-operative marketing campaigns*, itineraries and blogs.	✓
Subscription to the Mackay Isaac Tourism industry newsletter to keep you informed on industry opportunities and tourism trends.	✓
Promote your business to visitors on the Mackay Region website via your Australian Data Warehouse listing.	✓
Alignment with MITL marketing campaigns with access to digital images, logos, content and destination wording.	✓
A dedicated membership team to assist and offer support and advice.	✓

*Costs may apply.

Membership Levels cont.

Tourism Supporter — \$0

Suitable for businesses, individuals and not-for-profit organisations who want to support and connect with the tourism industry.

Membership unlocks these opportunities.

Subscription to Mackay Isaac Tourism industry newsletter to keep you informed on industry opportunities and tourism trends. ✓

Access to quality workshops, training, and mentoring to take your business to the next level* ✓

Access to our networking and exclusive member only events* ✓

Promote your business to visitors on the Mackay Region website via your Australian Data Warehouse listing. ✓

Alignment with Mackay Isaac Tourism marketing campaigns with access to digital images, logos, content and destination wording. ✓

A dedicated membership team to assist and offer support and advice. ✓

**Costs apply.*

Events — \$0

Perfect for regional event organisers and coordinators, this membership is designed to offer support, connection and dedicated event training and workshops.

Membership unlocks these opportunities.

Complimentary tickets (for you and your team) to the annual Event Bootcamp, featuring some of Australia's best event organisers. ✓

Complimentary tickets (for you and your team) to the Business and Events Packaging Workshop. ✓

Access to quality workshops, training, and mentoring to take your business to the next level*. ✓

Access to our quality networking and exclusive member only events*. ✓

Access to the Mackay Isaac Tourism Event Toolkit a one stop shop for event coordinators. ✓

Subscription to Mackay Isaac Tourism industry newsletter to keep you informed on industry opportunities and tourism trends. ✓

Promote your event to over 30,000 yearly visitors through our Visitor Information Centre (VIC) and Kiosk. ✓

Promote your business to visitors on the Mackay Region website via your Australian Data Warehouse listing. ✓

A dedicated membership team to assist with grant and event support. ✓

**Costs apply.*

Membership Application



Business Name			
Contact Name			
Job Title			
ABN			
Type of Business			
Tourism Region			
Business Address			
	City	Postcode	
Postal Address			
	City	Postcode	
Contact Email Address			
Accounts Email Address			
Business Phone Number		Mobile Phone Number	
Website			
Facebook Page			
Instagram username			

I have complied with all local laws and have the correct insurance in place for the business. I accept the terms and conditions set out by Mackay Isaac Tourism (please refer to www.mackayregion.com/corporate/membership)

I would like to take part in familiarisations

Membership Level:

Tourism Business \$300ex GST Tourism Supporter \$0 Events \$0

Preferred Payment Option:

Credit Card 1.5% Surcharge EFT (Invoice to follow)

Card Card Details:

Card Type: Visa MasterCard

Card Number		Expiry		CVV	
Name on Card		Signature			

By completing this form, you agree to become a member of Mackay Isaac Tourism Ltd and agree to the conditions set out on our website.

Name:

MITL CEO:

Signature:

Signature:

Date:

Date:

Please email your completed application to development@mackayregion.com



Contact our team to become a member

MACKAY

Chrissy Evangelou

m. +61 (0) 417 203 530

p. +61 (0) 7 48 371 277

e. development@mackayregion.com

ISAAC

Liana Jones

m. +61 (0) 438 075 094

e. isaac@mackayregion.com



Full Terms & Conditions and Membership outline is available on our website. www.mackayregion.com/corporate/membership

Major Partners

