



Inverloch Visitor Information Centre Advertising Opportunities 2021-2022



Visitor Information Centre Network

Who are we?

The award winning Phillip Island and Bass Coast Visitor Information Centre Network plays a vital role in looking after visitors before, during and after their visit. Our team strives to provide the best customer service and inspiration to explore our region.

Bass Coast Shire Council owns and operates three accredited Visitor Information Centres, Phillip Island (Newhaven and Cowes) and Inverloch and an online booking service.

In 2020-2021 the Phillip Island and Bass Coast VIC Network

- assisted 58,961 walk in visitors
- answered 7,925 phone calls
- website attracted 122,528 visitors

Promotional Opportunities for local businesses

Package A - \$87.50 inc. GST

- Business listing on visitbasscoast.com.au includes 3 images and up to 100 words
- Access to online booking service with one on one training, ongoing support and advice

add on brochure display - \$191.00 inc. GST

- DL Brochure on display at the Inverloch Visitor Information Centre

Package B - \$592.00 inc. GST

- Includes Package A
- DVD advertising footage played at the Inverloch VIC
- A3 Advertising poster at Inverloch VIC
- DL Brochure on display at all Bass Coast VICs- Newhaven, Cowes and Inverloch

Terms and Conditions

To participate in the above advertising opportunities businesses must have;

- A Certificate of Registration of Business Name (if not trading under the company's name or the exact name of a sole trader)
- A Certificate of Currency (Public Liability Insurance for coverage of at least \$10 million)
- All necessary permits, authorities and approvals required to conduct your business i.e. Commonwealth licenses, State licenses, Council approvals, Health Permits, appropriate vehicle licenses, and other Government approval



Inverloch VIC Advertising Application Form

Application Form

Financial Year 2021/2022

Business name	
Business address	
Business phone/fax	
Business email	
Business website	
Postal address	

Business Contact Details

Contact name	
Contact email	
Contact number	

Email Updates

Email updates will be forwarded to the business email address. The Visitor Information Centre will not release the business contact database to external organisations with the exceptions being Destination Gippsland Ltd, Destination Phillip Island and Visit Victoria.

Business Type

Please tick the website category which best describes your business:

- | | |
|---|--|
| <input type="checkbox"/> Attraction | <input type="checkbox"/> Nature and Wildlife |
| <input type="checkbox"/> Accommodation | <input type="checkbox"/> Water Activity |
| <input type="checkbox"/> Tour | <input type="checkbox"/> Winery/Brewery |
| <input type="checkbox"/> Café or Restaurant | <input type="checkbox"/> Local Produce |
| <input type="checkbox"/> Retail | <input type="checkbox"/> Event |

Online Booking Service

Business that would like to be registered with the Phillip Island and Bass Coast VIC Network Online Booking Service need to complete an 'Expression of Interest' form. To be eligible businesses must meet the requirements of registration and agree to the Booking and Ticketing Service policies and procedures. Please contact the Inverloch Visitor Information Centre for copies of these forms and policies.

Further information

Inverloch Visitor Information Centre
16 A' Beckett Street, Inverloch
Phone: 03 5671 2233
Email: invyinfo@basscoast.vic.gov.au

Please nominate Advertising Package by ticking your selection. All charges are inclusive of GST.

NB: \$30.00 discount applies to local tourism and business association members only

<input type="checkbox"/>	Package A only	\$87.50
<input type="checkbox"/>	Package A plus DL brochure display at the Inverloch Visitor Information Centre	\$191.00
<input type="checkbox"/>	Package B	\$592.00
<input type="checkbox"/>	Local business or tourism association member	Less \$31.00
	Application Total	\$

Application Checklist

Compulsory items

Have you:

- Completed all sections of the form?
- Enclosed cheque payable to Bass Coast Shire Council or provided credit card details?
- Provided 3 jpeg images and a business description to the Inverloch Visitor Information Centre
- Enclosed a proof of current business/tourism membership receipt?

Where applicable:

- Enclosed Booking Service 'Expression of Interest' application form

Payment Details

Payment options: in person at Inverloch Visitor Information Centre

Credit Card: Over the phone: Call 03 5671 2233

Credit card by mail: Card Type: Visa/Mastercard

Card Number: _____ Expiry date: __/__/__

I / We acknowledge that I must portray accurate services and prices in all promotional material and conduct my business in the best interests of business and tourism in Bass Coast.

I / We undertake to notify the Inverloch Visitor Information Centre immediately if any of the applicable certificates, permits, licenses etc. as stated in the **Terms and Conditions** are cancelled, expire or otherwise become inoperative during the 2021/2022 Financial Year.

Signed:

Card
Holders
Name:

Date:

Position:

Council collects and holds this Personal Information in accordance with the Privacy and Data Protection Act 2014 (Vic) Principles.