



2021 MEMBERSHIP PROGRAM

Vision

Excellence in service, giving visitors an extraordinary Kununurra and East Kimberley experience.

Mission

We will achieve our vision by leading:

- Collaboration in tourism
- Growth and prosperity in the region through tourism
- Respect of country, culture and place
- Provision of accurate and reliable information

Values

We are impartial in the way we represent our members.

We provide united leadership by:

- Being authentic
- Providing support
- Building trust and respect
- Being flexible

We have integrity:

- In all communication we undertake
- In all the knowledge we share

We are professional:

- In our overall presentation and conduct

Welcome

Since 1972, the Kununurra Visitor Centre has been at the centre of tourism for Kununurra and the East Kimberley region. The KVC team are committed to servicing the needs of our members, customers and the local community.

KVC is a not-for-profit, non-government organisation with a business vision to excel as a trusted provider of services to Kununurra and Kimberley visitors, businesses and tourist operators.

The Kununurra Visitor Centre exists for and by its members, and we endeavour to grow this base so that we can reinvest our revenue into growing tourism and visitor expenditure in the region. The KVC is proud to recommend members from a range of sectors such as hospitality, tourism, accommodation, retail, mechanical, health and beauty services.

The KVC is an accredited Visitor Information Centre (VIC). Accredited VICs are the only information centres able to display the yellow italicised 'i' on a blue background. This symbol denotes genuine, high quality Visitor Information Centres with dedicated staff. These centres have achieved specific industry standards and are recognised as providing exceptional service and advice.

PROUDLY SUPPORTED BY



2021 MEMBERSHIPS

The 2021 Membership Program is a slightly tweaked version of the current 2020 program, based on the strengths and weaknesses we've identified. We've added an Events membership option that allows event organisers to sign up for a KVC membership. We're also happy to announce that we will be keeping the pricing model established for the 2021 program!

Membership Level	EVENTS	BRONZE	SILVER	GOLD	PLATINUM
Cost (ex GST)	\$250	\$250	\$650	\$1000	\$1650
Available to all businesses *	✓	✗	✓	✓	✓
Brochure display at the KVC	✓	✓	✓	✓	✓
Membership certificate	✓	✓	✓	✓	✓
Newsletter subscription	✓	✓	✓	✓	✓
Invitation to KVC events	✓	✓	✓	✓	✓
Recommended by the KVC	✓	✓	✓	✓	✓
Joint advertising opportunities	✓	✓	✓	✓	✓
Voting rights at the AGM	✓	✓	✓	✓	✓
Listing on visitkununurra.com	✓	✓	✓	✓	✓
Membership support	✓	✓	✓	✓	✓
Information bay signage	\$\$	\$\$	Small	Small	Large
Visitor guide advertisement	\$\$	\$\$	\$\$	1/4 Pg	1/2 Pg
Homestead brochure display	✗	✗	✗	✓	✓
Map reference	✗	✗	✗	✓	✓
TV screen advertising	✗	\$\$	\$\$	\$\$	\$\$
Messages on hold advertising	✗	\$\$	\$\$	\$\$	\$\$
KVC wall display	✗	\$\$	\$\$	\$\$	\$\$
Window advertising	✗	\$\$	\$\$	\$\$	\$\$

* = Bronze memberships are not offered to tourism centric businesses. See booking form for all exclusions | \$\$ = Optional

Print Media Marketing

THE VISITOR GUIDE

The Kununurra & East Kimberley Visitor Guide has a print run of 32,000 copies and is distributed to visitor centres, trade shows, tourism operators and accommodation providers from all over Australia.



Gold and Platinum memberships include a free advertisement in the visitor guide. Prices for other members are as listed below. Get in touch with us for more information.

Ad Type	Ad Size	Cost (ex GST)
1/4 Page	60x90mm	\$500
1/2 Page	124x90mm	\$900
1 Page	124x185mm	\$1600

BROCHURES

All of our membership levels include the provision to display one brochure at the Kununurra Visitor Centre.

Members may also display more than one brochure at an extra cost of \$200 + GST, subject to availability.

Gold and Platinum members will also be able to display a brochure at the Argyle Homestead.



TEAR-OFF MAP

The tear-off maps are obtained by almost every visitor to the region. Tear-off maps are available at the KVC and are also distributed to other local businesses in Kununurra.



Tear-off maps also include references to businesses run by our Gold and Platinum members. Map References are only available to our Gold and Platinum members, and are included in the cost of the membership.

JOINT ADVERTISING VENTURES

From time to time, our members will be invited to participate in joint advertising ventures with the KVC, through our membership emails.

If there are any other advertising opportunities that you think we might be interested in exploring, get in touch with us.



Additional Advertising



INFORMATION BAY SIGNAGE

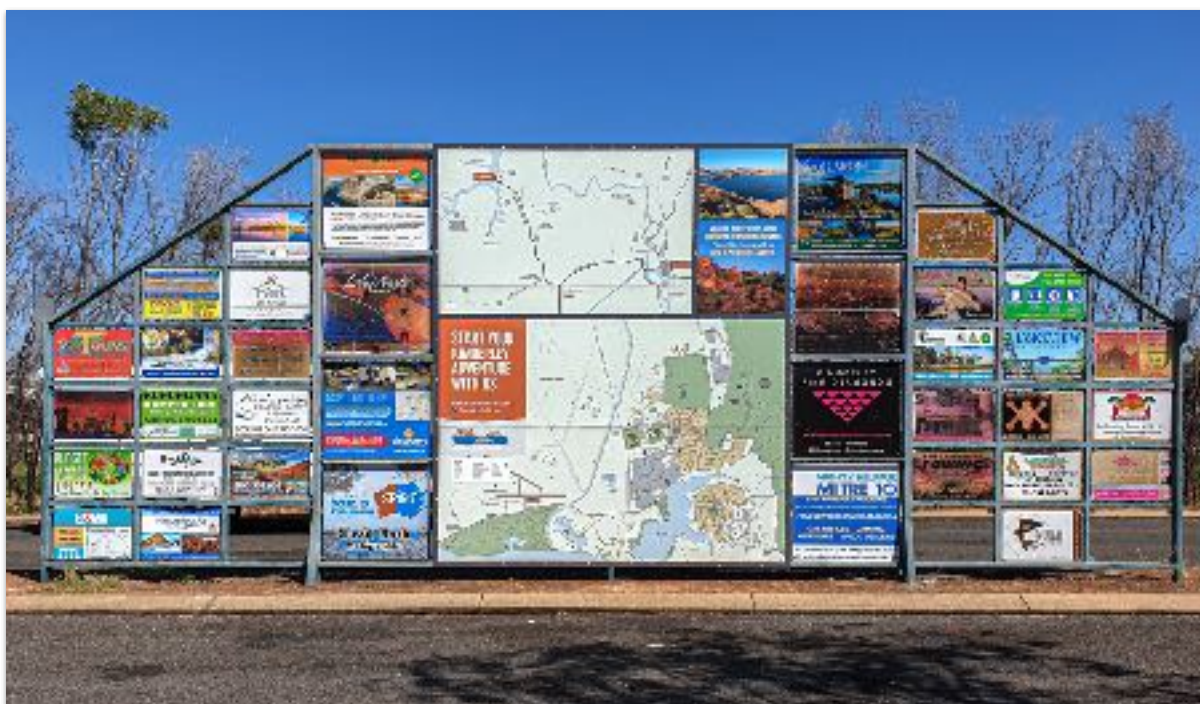
Members can also advertise their business on the information bays that are located at either end of town. Silver, Gold and Platinum memberships include the annual cost of hanging a sign, and the prices for other members are as listed. The KVC will endeavour to make repairs where possible, but any vandalism or stolen sign replacements will be at cost to the member. Member's must also ensure that their sign is kept up to date with their details and in good readable condition.

VISITOR CENTRE TV ADS

The Visitor Centre has 2 high definition 48" television screens situated directly above the point of sale counter. This prominent position allows visitors to become inspired by high quality videos and photos of the region, whilst promoting individual operators.

The screens are a premium advertising space with limited operators supplying 90 second videos. This premium opportunity is subject to availability at the time of application, at a cost of \$2000 + GST per calendar year.

Information Bay Sign Size	Cost (ex GST)
Small (800x500mm)	\$400
Large (1080x980mm)	\$800



Additional Advertising

MESSAGES ON HOLD

The perfect way to engage a potential customer before they speak with a KVC staff member is through a succinct message about your company.



The MOH team provide professionally scripted messages with professional voice overs and music; which can be updated at any time. The cost for 2021 is \$630 + GST for 30 seconds. Places are limited and require an application. Contact us for more information.

WINDOW ADVERTISING

Members may also advertise their business on the windows outside the Kununurra Visitor Centre. These advertisements are placed in a premium location, positioned right beside the entry to the Visitor Centre.



The cost for a window advertisement is \$650 + GST per year. The dimensions for a window advertisement is 570x550mm.

WALL ADVERTISEMENTS

We offer additional wall hanging advertising space at a cost of \$200 + GST per year. These framed posters hang above our regular brochures in the KVC and offer a very affordable option for extra exposure. Artwork and frames are to be provided by the advertiser. Please bear in mind that space is limited. The dimensions for the Wall advertisement is 490x735mm.

