

2023 KVC MEMBERSHIP BOOKLET



We acknowledge the traditional lands of the Mirriuwung Gajerrong people and pay our respects to their elders past, present and emerging.
We recognise the traditional lands of all custodians of Country that we traverse as we carry out our business across the Kimberley.



Call 08 9168 1177
www.visitkununurra.com
memberships@visitkununurra.com



About us

The Kununurra Visitor Centre (KVC) was established in 1972 and remains one of the oldest, continually operational Visitor Centres in Australia.

We are a not-for-profit, self funded organisation, with a business vision to excel as a trusted provider of services to Kununurra and Kimberley visitors, businesses and operators.

Maintaining a strong base of members is crucial to the success of the KVC and inherently the tourism services that we offer.

Whether you are a small family run business or a large corporation, KVC will work alongside you and our visitors to ensure we are providing that famous Kimberley hospitality!

What we do

Our team is friendly and proud to share their local knowledge.

We work in collaboration with operators, tourism industries and the local community to ensure quality products and services.

We regularly update our social media channels with almost 113,000 followers on Facebook.

We represent and advocate on behalf of the region's tourism industry at local, state and federal levels.

KVC engages with more than 70,000 visitors coming to the region each year, this figure includes face to face, telephone and social media interactions.

We also provide a civic service to locals and visitors alike, dealing with enquiries on topics of public interest such as health and safety (eg: COVID restrictions) weather patterns and road conditions, electoral arrangements and more.

KVC is entrusted with the Argyle Homestead Museum and our caretakers welcome visitors annually from April to September (details later in the pack).

Platinum and Gold member brochures are displayed onsite at the Homestead and we also carry Argyle homestead specific merchandise on sale, along with generic items and refreshments.



What benefit does tourism bring to our region

Tourism is one of the top five future growth sectors for the Australian economy, forecast to double in size over the next two decades. Tourism generates growth in local spend and employment opportunities. It also encourages investment into the development of infrastructure and the protection of natural areas and cultural icons for the shared benefit of visitors and the local community.

Why join us at the Kununurra Visitor Centre

All businesses, professional services and commercial operators within our region, will ultimately receive a benefit that has been provided, directly or indirectly, to the local economy by tourism

It is in the direct interest of all those who benefit from tourism to participate in, and contribute to, the effective promotion of the region and the planned management of its marketing activities. The success of our Local Tourism Organisations requires people to take ownership and make positive contributions to the organisation through active membership and support.

Through a collaborative approach, members work together to advance our common goals for the development of the development of the tourism industry in Kununurra and the Kimberley.

And for our tour operators - without Kununurra Visitor Centre as your booking agent in Kununurra - would your business be able to handle the number of people that will come to your office to book your product?

The value of the WA tourism industry is \$9.5 billion by Gross State Product (GSP) and employs 94,800 people in WA. Please support your local visitor centre as a member to ensure the growth of the tourism industry in the East Kimberley

2022 Stats

Below is the 2022 Statistics the provide an insight into the volume of tourists that the KVC comes into contact with throughout the year.

2022	Phone Calls Received	Phone Calls Placed	Emails Received	Emails Sent	Facebook Reach	Instagram Reach	Website Visitors	Website Users	Website New Users	Door Count
JANUARY	427	197	2271	594	23497	25740	6256	5519	5319	32
FEBRUARY	477	475	3389	1220	12659	17471	6050	5356	5099	197
MARCH	853	1059	3800	1559	16588	36465	8291	7227	6849	218
APRIL	1009	1265	4094	1849	24373	31883	9028	10499	8556	1767
MAY	1501	1707	5170	1938	37271	14117	8353	11071	10426	4238
JUNE	1768	2122	4833	1577	19636	10827	13252	11582	10698	8200
JULY	1606	1939	3864	1338	14429	11610	8434	12201	11503	9134
AUGUST	1018	1112	3063	804	16114	10037	10697	12967	905	6886
SEPTEMBER	597	657	2789	647	8657	14981	5028	6498	6124	3137
OCTOBER	401	308	2738	855	15062	25541	6035	5519	5319	1541
NOVEMBER										
DECEMBER										
Total	9657	10841	36011	12381	188286	198672	81424	88439	70798	35350

2022 Kununurra Visitor Centre Brochures Distribution List

Visitor Centres

Broome VC

Bushcamp Surplus Store

Darwin VC

Derby VC

Discovery Parks - Lake Kununurra

East Kimberley Airport

Fitzroy Crossing VC

Halls Creek VC

Ivanhoe Village Caravan

Katherine VC

Kimberley Café

Kimberleyland Kununurra

Lake Argyle Caravan Park

Lily Lagoon Resort

Ord River Roadhouse

Perth VC

Purnululu VC

Timber Creek Police Museum

Town Caravan Park - Kununurra

Victoria River Roadhouse



Our Visitors

Whilst digital information is taking over, many visitors still prefer a printed pocket size guide to read and scribble on.

Together we handed out 25,000 printed copies, and at the height of the 2022 season we introduced a option for our visitor to scan a QR code to access an electronic copy of the Visitor Guide, improving our sustainability.

Because of our expertise and solid reputation, we enhance your marketing opportunity to increase booking nights and/or tours.

KVC is often the first point of contact for visitors arriving in the region or beginning to plan their Kimberley adventure from interstate.

Visitors often come with little or no knowledge of Kununurra with questions like:

"How many Bungalows are at the Bungle Bungalows?"

"Argyle Diamond Mine - do they make the diamonds there or do they dig them up?"

"Is there any water in Lake Argyle?"

"We are trying to get to the Kimberley - can you help with directions please?"

Of course, this is where the staff come in.

We go through what there is to see and do in Kununurra, what will entertain the kids or how to get out on the river or lake. Birds, Boabs, Bungalows, Barra, boating or a bed are all covered in our recommendations, as well as coffee, jewellery, pottery or crockery.

Visitors are seeking local advice, trusted guidance and accurate information to navigate unknown territory, they understand the value of seeking out a Visitor Centre in a regional town.

Figures continue to demonstrate direct and online bookings are increasing for our operators. Don't underestimate the value of the KVC as a significant number of those will definitely have come from contact with us first!

"KVC provides a point of exchange of information and also members sign point back to KVC. I believe it is important to be in the network"
Ian, Budget Car Hire

"We trust that our partnership with KVC continues and that we all have a fantastic tour season in 2023!

Enjoy the calm and we look forward to working with KVC in the new year"
-Horizontal Falls Seaplane Adventures

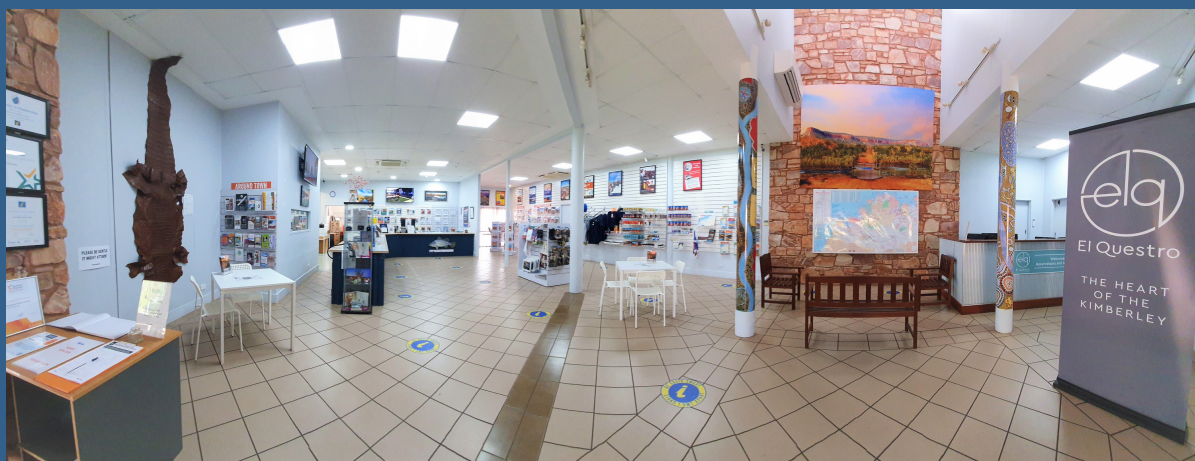
"A point of reference for all sorts of businesses" Paul, Helispirit

Membership Breakdown 2023

Choose a membership level that suits the benefits & services your business needs

Below is a basic benefits table, which should help you in deciding which membership level is appropriate for your business which should assist in choosing a membership level.

Membership Level	Events	Bronze	Silver	Gold	Platinum
Cost (exGST)	\$ 275.00	\$ 275.00	\$ 715.00	\$ 1,100.00	\$ 1,815.00
Available to all businesses	Yes	-	Yes	Yes	Yes
Brochure display at the KVC	Yes	Yes	Yes	Yes	Yes
Membership Certificate	Yes	Yes	Yes	Yes	Yes
Newsletter Subcribed	Yes	Yes	Yes	Yes	Yes
Invitation to KVC Events	Yes	Yes	Yes	Yes	Yes
Recommended by KVC	Yes	Yes	Yes	Yes	Yes
Joint advertising opportunities	Yes	Yes	Yes	Yes	Yes
Voting rights at the AGM	Yes	Yes	Yes	Yes	Yes
Listing on visitkununurra	Yes	Yes	Yes	Yes	Yes
Membership support	Yes	Yes	Yes	Yes	Yes
Information bay signage	\$\$\$	\$\$\$	Small	Small	Large
Visitor guide advertisement	\$\$\$	\$\$\$	\$\$\$	1/4 Page	1/2 Page
Homestead borchure display	-	-	-	Yes	Yes
Map reference	-	-	-	Yes	Yes
TV Screen adverstising	-	\$\$\$	\$\$\$	\$\$\$	\$\$\$
KVC wall display	-	\$\$\$	\$\$\$	\$\$\$	\$\$\$
Window advertising	-	\$\$\$	\$\$\$	\$\$\$	\$\$\$



Choose a membership level that suits the benefits and services your business needs

Events \$275

Is your company or organisation planning to hold an event? Then you want to come on board to gain access to expertise, advertising, and shared space

Bronze \$275

Do you own a shop or general business and want to feel part of our collective

Silver \$715

You are starting up in your tourism business and feel budget-conscious, join us so we can support you through your next steps

Gold \$ 1,100

Our most popular type of membership it excellent value for money, and an inclusive option

Platinum \$1,750

Our ultimate level of membership, includes half page advertisement in the visitor guide and other upgrades

What we do for you

- Promote your business in our annual Visitor Guide - 35k printed and distributed nationally each year.
- List your business on our Kimberley & Kununurra Map.
- Meet with our marketing team to discuss business opportunities.
- Stay up-to-date on industry growth and opportunities.
- Take advantage of subsidised advertising rates in marketing campaigns.

Connect with us

- Find everything you need to know about what there is to see & do in and around Kununurra and the East Kimberley on our Facebook page:
<https://www.facebook.com/VisitKununurra/>
- The one-stop shop for planning a trip to Kununurra including trip itineraries, accommodation, tours, services and much more inspiration can be found on our website:
<https://www.visitkununurra.com/>
- Take inspiration from our 'gram' : <https://www.instagram.com/visitkununurra/> remember to use the #visitkununurra hashtag to be featured!

Working together/Shared vision/common goals

KVC is grateful to our members for their hospitality when the team is invited to experience products and services, this ensures we can recommend confidently what there is to see and to do in Kununurra.

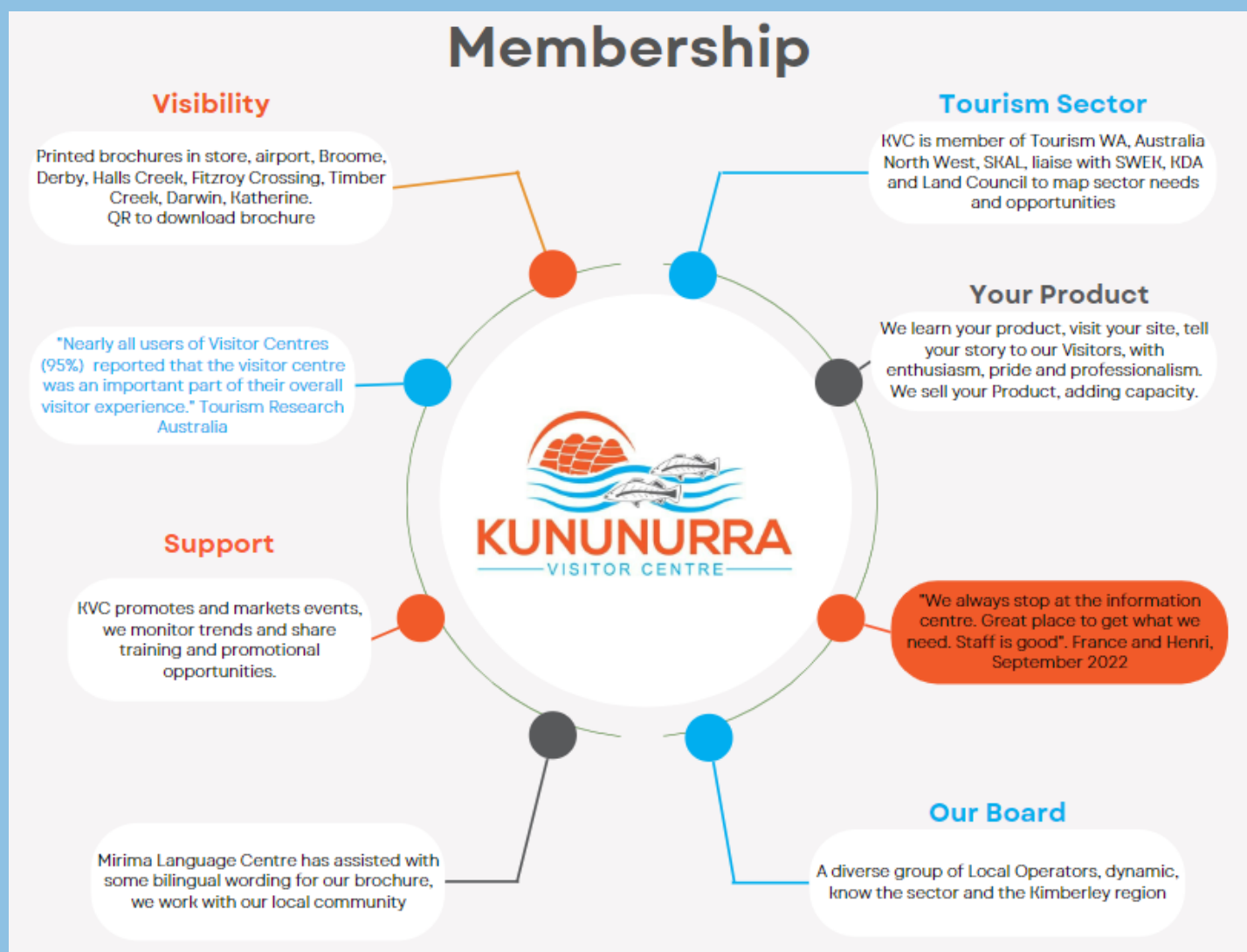
We offer a benchmark of quality and value for money, reassurance to visitors and members alike.

As we support inclusion and participation, it is important that we know what is suitable for different mobility and/or sensorial abilities, such as ability to do lengthy walks or to climb a set of stairs.

We appreciate it when members visit the visitor centre too - product updates are very valuable to you and our staff.

Visiting the visitor centre during busy times is also welcomed.

We have a very strong code of conduct that we expect our members to adhere too, ensuring both KVC and Members each support each other.



Meet the Team

General Manager	Vivienne McEvoy
Accounts Officer	Melissa McDonald
Sales/Marketing & Membership Coordinator	Marie Fitzgerald
Membership Consultant	Denise Gallo
Senior Tourism Consultant	Sheryl Kehl
Tourism Consultants	Elise and other seasonal team members
Argyle Homestead Museum Caretakers	Rod & Lyndal Brown

Our Elected Executive Committee:

Chairperson	Ebony Muirson (Freshwater East Kimberley Apartments, Bungle Bungle Guided Tours, Bungle Bungle Savannah Lodge)
Deputy Chairperson	Greg Smith (Lake Argyle Cruises)
Treasurer	Paul Cripps (Helispirit)
Secretary	Maria Bolten-Magnay (Kimberleyland Holiday Park)
Committee Member	Jeff Hayley (Triple J Tours & Kununurra Cruises)
Committee Member	Cally Bugg (Artopia)
Committee Member	Dean Proudman (The Cambridge)
SWEK Representative	Judy Farquhar



What we are about

Our Vision

For Visitors to Start their Kimberley Adventure with US!

Attracting and welcoming visitors through excellence in visitor servicing and promotion

Offering an immersive, customised, and extraordinary Kununurra and East Kimberley journey

Enticing longer stays and greater spend

Building the tourism industry and broader regional economy

Instilling community pride

Our Goals

To grow awareness of the East Kimberley region, open their eyes to who we are' and what we offer as a destination

- Attract visitors to the centre, in person and by electronic means, so they leave feeling welcomed, well-informed, and excited about their East Kimberley adventure
- Through strategic and dynamic marketing, grow regional visitation, length of stay and spend in the East Kimberley
- Be the foundation and voice on which the tourism industry, local businesses and the community can grow and thrive
- Delight, surprise and deliver on the promise of East Kimberley – Magic, leaving visitors wanting more, to share with their family and friends and visit time and time again
- Ensure the long-term sustainability and viability of the KVC

Strategies

Strategy 1: Excite and delight

Strategy 2: Collaboration and community participation

Strategy 3: Innovation and smart operations

Strategy 4: 'Open their eyes to who we are' – a consistent East Kimberley narrative

Strategy 5: A Gateway to the Future



Code of Conduct

AIMS OF THE CODE

- Ensure that all visitors to the East Kimberley receive the best possible service from all service providers within the tourism industry.
- Maintain and enhance the reputation, standing and good name of Kununurra Visitor Centre and its collective members.
- Ensure that the public interest shall predominate in all considerations of the standards of competitive trading between member service providers in the collective Kununurra Visitor Centre membership.
- Encourage the growth and development of the Kimberley tourism industry consistently with the aims and objectives set out in the Kununurra Visitor Centre (Ord Tourist Bureau Constitution).
- To foster and develop an awareness of the environmental issues effecting our region and educate businesses and customers on sound environmental practices.

CODE OF CONDUCT & ETHICS

- A Business is considered any Service Provider or operation, be it individual or company based and must:
- At all times hold the appropriate insurances and licences for the given activity.
- All business operations must adhere to all the relevant Federal, State and Local Government legislation pertinent to their operations.
- Businesses must give an accurate representation of their products at all times.
- At all times act in a manner deemed professional in Business Management.
- Provide a responsible courteous service to customers and fellow operators alike.
- Be responsible for the actions of their staff. The Employee relates to staff of the Kununurra Visitor Centre and must:
- At all times act in a professional, courteous manner.
- Dress to the approved uniform standard.
- Present a clean, neat and tidy personal appearance.
- Show no bias, preference or recommendation between Visitor Centre members.
- Adhere to all aspects as defined in their Employment Contract.

Affiliates (Business, Service Providers and or Kununurra Committee & staff)

1.1 Affiliates will where possible, inform their customers of all pertinent facts concerning tours, transportation, accommodation or other tourist services that they provide.

1.2 Affiliates will be factual and accurate when called upon to provide information to both wholesale and retail customers.

1.3 Affiliates will keep their employees / representatives informed in an accurate and timely manner of any alterations to their services.

1.4 Affiliates will endeavour to eliminate any practice that could be damaging to customers or to the dignity and integrity of the tourism industry in general, and the Kununurra Visitor Centre (Ord Tourist Bureau).

1.5 Affiliates will avoid misleading or doubtful superlatives in their advertising and are required to provide promotional material free of misleading information or of false advertising implications.

1.6 Affiliates must advise their intending customers in writing, prior to the time initial payment is made for any booking, about cancellation policies and any service changes that may be imposed.

1.7 Affiliates will ensure that employee dress standards are consistent with an acceptable level of professionalism within their particular section of the industry.

1.8 Affiliates providers must ensure all staff are appropriately qualified to legally conduct business on behalf of the operator. Further to this the operator must provide copies of all qualifications, insurance and licence details to the Kununurra Visitor Centre (Ord Tourist Bureau) upon making application or renewal of their Kununurra Visitor Centre membership.

Membership Booking form

Membership Level	Please Tick	Cost ex. GST	Total
Events		\$ 275.00	\$ 302.50
Bronze		\$ 275.00	\$ 302.50
Silver		\$ 715.00	\$ 786.50
Gold		\$ 1,100.00	\$1,210.00
Platinum		\$ 1,815.00	\$1,996.50
EXTRAS			
Additional brochure display		\$ 220.00	\$ 242.00
Information Bay sign small (800x500mm)		\$ 440.00	\$ 484.00
Information Bay sign Large (1080x980mm)		\$ 880.00	\$ 968.00
1/4 page Visitor Guide ad (60x90mm)		\$ 550.00	\$ 605.00
1/2 page Visitor Guide ad (124x90mm)		\$ 990.00	\$1,089.00
1 Page Visitor Guide ad (124x185mm)		\$ 1,760.00	\$1,936.00
TV Screen advertising (90 seconds)		\$ 2,220.00	\$2,420.00
Wall advertisement (490x735mm)		\$ 350.00	\$ 385.00
Window advertisement (570x550mm)		\$ 350.00	\$ 385.00
Membership fees payable			
Extras			
Total			

Business Name _____

Contact _____ Position _____

Business Address _____

Postal Address _____

Phone _____ Mobile _____

Email _____

Website _____

Business description (please tell us in 100 words what your business does)



Payment Options

Credit Card

Name _____

Card Number _____

CVV Number _____ Expiry Date (MM/YY) _____

Total Amount _____ \$ _____ Signature _____

Direct Deposit

I, _____ Confirm that the amount of \$ _____

Has been directly deposited into the bank account listed below _____

Account Name Kununurra Tourist Bureau T/A Kununurra Visitor Centre

Institution NAB Kununurra

BSB Number 086 787

Account Number 01793 9049

AGREEMENT

I hereby apply for membership with the Kununurra Visitor Centre. In doing so, I agree to abide by the rules, conditions, Brochure racking policy and [code](#) of ethics and acknowledge that membership fees are none refundable.

Signature _____ Date _____

NEW MEMBERS CHECKLIST

- ☐ Completed membership application form
- ☐ Copies of your current brochure or Business Card for display with the KVC
- ☐ Individual Product Information (is. Product Codes, Departure Times [etc.....](#))
- ☐ Yes, I wish to receive an emailed copy of the current Constitution of the Kununurra [Visitor Centre](#)
- ☐ Yes, I wish to receive an Current Code of Ethics for the Kununurra [Visitor Centre](#)
- ☐ Are you an accredited business? *If yes, it is not necessary to complete the rest of the checklist*
- ☐ Certificate of Registration of Business Name
- ☐ Certificate of Incorporation of Proprietary Company (where applicable)
- ☐ Details of Public Liability Insurance, including current schedule
- ☐ Business Licenses and Permits ([eg.](#) Passenger Vehicle Licenses, National Park Permits [etc.....](#))
- ☐ If the KVC will be taking bookings on your behalf, have you provided current bank details?



Let's get in touch

Marie Fitzgerald

Membership Coordinator

Denise Gallo

Membership Consultant

membership@visitkununurra.com

75 Coolibah Drive

Kununurra WA 6743

Phone 9168 1177