

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.

									Website	
2022	Phone Calls	Phone Calls	Emails	Emails	Facebook	Instagram	Website	Website	New	Door
	Received	Placed	Received	Sent	Reach	Reach	Visitors	Users	Users	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 Bungles are at the Bungle Bungles?"

"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, Bungles, 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 ororganisation 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 budgetconscious, 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
- List your business on our Kimberley & Kununurra
- 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 vison/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 nstilling community oride

### **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.

# Code of Conduct cont.

#### 2. Affiliate Relations with Other Affiliates

2.1 Affiliates shall follow the best traditions of salesmanship and fair dealing by according fair, objective and impartial representation of other service providers they may from time to time represent on behalf of the region or the Kununurra Visitor Centre, or the Wyndham Information Centre.

2.2 Affiliates should conduct their business so as to try and avoid controversies with fellow providers. In the event of a controversy between service providers, such controversy shall be referred for mediation or arbitration, where appropriate, initially to the Executive Committee of the Kununurra Visitor Centre.

2.3 If an opinion is sought about a competitor, affiliates shall render such opinion with professional integrity and courtesy.

2.4 Affiliates are to encourage and promote membership of the Visitor Centre so that the entire tourism industry and the public benefit from the training, experience and high standards of all member service providers.

#### 3. Conduct of Affiliates

3.1 Affiliates will minimise operational and client environmental impacts by sustainable practices, offering information, leading by example and taking corrective action when and where necessary.

3.2 Failure of a service provider to abide by this "Code of Conduct & Ethics" shall render an operator liable for disciplinary action or cancellation of membership by the Kununurra Visitor Centre.

#### Dealing with Complaints

4.1 If a complaint is lodged in writing against an affiliate by trade, consumer, and/or another affiliate, those concerned will take immediate steps to amicably deal with the complaint.

4.2 Affiliates are required to comply with agreements reached through mediation.

4.3 Written complaints will be dealt with in consultation with the Executive Committee of the Kununurra Visitor Centre.

#### 5. Environmental Issues

5.1 Affiliates will endeavour to prevent both accidental and purposeful actions that cause damage to the environment such as crowding, harassment of wildlife, trampling, off-road driving, walking and riding (except as authorised) and the improper disposal of waste.

5.2 No Business, Service Provider or Employee of any Kununurra Visitor Centre membership shall act in any manner that is detrimental or damaging in any way to the environment as per the rules and regulations as laid down by the Western Australia Department of Environment.

#### 6. Enforcement of Code of Conduct & Ethics

6.1 If the Affiliate fails in one or more nominated ethical standards, they may be suspended from membership of the Visitor Centre. The fact of member suspension will be advised to all tourism bodies associated with the Kununurra Visitor Centre.

6.2.1 Membership will only be restored when and if the operator shows due cause as to why their membership should be re-instated. This is to be determined by the Executive of the Kununurra Visitor Centre.

This Code of Ethics applies only to the financial members, committee and staff of the Kununurra Visitor Centre trading under the incorporated title of the Ord Tourist Bureau.

# Membership Booking form

Membership Level	Please Tick	Co	st 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		Ş	220.00	\$ 242.00	
Information Bay sign small (800x500mm)		\$	440.00	\$ 484.00	
Information Bay sign Large (1080x980mm)		Ş	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 Positio	n				
Business Address					
Postal Address					
Phone Mobile					
Email					
Website					
Business description (please tell us in 100 words what your business does)					



# **Payment Options**

Cred	lit Card				
Nam	le				
Card	Number				
cvv	Number	Expiry Date (MM/YY)			
Tota	l Amount	\$Signature			
Dire	ct Deposit				
		Confirm that the amount of \$			
		posited into the bank account listed below			
	ount Name				
Insti	itution	NAB Kununurra			
BSB	Number	086 787			
Acco	ount Number	01793 9049			
AGR	REEMENT				
the		embership with the Kununurra Visitor Centre. In doing so, I agree to abide by Brochure racking policy <u>and code</u> of ethics and acknowledge that membership			
		Date			
	MEMBERS CHEC				
		embership application form			
		r 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 <u>Visitor</u> 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)				
	Business Licen	uses and Permits (eg. Passenger Vehicle Licenses, National Park Permits etc)			

### **Terms & Conditions**

#### GENERAL

Membership forms must be completed and signed, all required information returned and paid in full before membership is valid. It is the responsibility of the member to advise the KVC, in writing, of any changes in property ownership, contact details or bank account, members who have a complaint about the KVC or its staff should raise the issue with the general manager. Alternatively, if the complaint is about the general manager it should be addressed with the board. Membership fees are non refundable.

#### **CUSTOMER COMPLAINTS**

Members must use reasonable endeavours to resolve customer complaints reported to the KVC within 7 days of the complaint being lodged. The member must fully cooperate with the KVC in any settlement negotiations, including offers or refunds where appropriate. The KVC will direct dissatisfied customers to lodge formal complaints with the Department of Commerce. Where there are ongoing complaints, especially with regard to safety, hygiene or cleanliness, the KVC may suspend or terminate membership with no refund. The KVC adhere to a 3 strikes policy whereby members who break conditions of membership will initially be warned. The second offence will see membership suspended for a period determined by the general manager and the third offence will mean membership will be terminated with no refund of fees paid.

#### **MEMBERSHIP**

Membership will be valid per calendar year, with membership forms completed in full, signed and dated and returned to the membership coordinator prior to January 1st. If members do not meet these requirements on time the KVC will remove all advertising collateral of said business. Through payment of membership fees all members agree to be bound by the constitution and members terms and conditions listed here. Members agree to the commission rate, as set by the board of the KVC, for all bookings. A 15% commission will be charged to all members. With a 13% commission applied to all members with accreditation. A login and password is provided to each member, upon joining the KVC; all information published by operators on their Bookeasy console must be accurate. Members who publish false, misleading or offensive information or imagery will have their listing removed.

#### **BRONZE MEMBERSHIPS**

Bronze memberships are available for smaller businesses or those that are indirectly affected by tourism to the region, but support the aims and objectives of the Association are eligible to apply to the Association for membership as a Bronze Member provided that such a person or entity is not, for example: a tour operator, an attraction, an airline, a coach company, an accommodation facility or a travel agent that is directly involved in the tourism industry.

#### **BOOKING - AVAILABILITY AND RATES**

Anything displayed on tourism operators Bookeasy pro files must be honoured. It is the responsibility of the member to update rates, availability and information accordingly. Members should be aware that bookings can be made up to two years in advance. If a member is unable to provide a product or service after a booking has been con firmed in writing to the customer, the member is responsible for providing an alternative product or service to equal or greater value and standard, as well as covering additional costs, as per the Trade Practices Act 1974. Accommodation, tours, tickets and event booking services are offered by the KVC to visitors, as a complimentary service. Commission must be included in published tariffs and must be consistent with all advertising and distribution channels, including direct sales. If a member chooses to offer a lower retail price or special rates with extra inclusions, the member agrees that the KVC will have access to the same rates or specials, in order to price match. The standard commission rate applies at all times

#### **OPERATOR'S INDIVIDUAL CANCELLATION POLICY**

Member's cancellation policy, or booking conditions, must be published in their Bookeasy pro file. The KVC accepts the regular rate of commission on any cancellation fee paid to the operator. If the operator does not charge a cancellation fee, then no commission is collected





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