

A photograph of three young women sitting on a wooden pier over water, fishing. They are smiling and looking towards the water. The scene is set during sunset or sunrise, with a warm, golden light. The background shows a calm body of water and distant hills. The text 'LAKE MACQUARIE' is centered above the women in a white, sans-serif font. Below it, the phrase 'Love The lake' is written in a large, white, cursive script. At the bottom, the text 'LAKE MACQUARIE TOURISM PARTNERSHIP PROGRAM 2020-2021' is displayed in a white, sans-serif font. There are white, hand-drawn style lines in the top left and bottom right corners of the image.

LAKE MACQUARIE

Love The lake

LAKE MACQUARIE TOURISM
PARTNERSHIP PROGRAM 2020-2021





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Welcome to Lake Macquarie Tourism

The Lake Macquarie Tourism Partnership Program is designed to maximise the exposure of Lake Macquarie as a tourism destination through the promotion of local Partner businesses and the provision of quality visitor information.

Tourism is a growing major economic driver in Lake Macquarie. In 2019, Lake Macquarie received almost 1.4 million overnight and day trip visitors, who spent a total of \$210 million across the year*.

Being a Lake Macquarie Tourism Partner offers your business high profile and official avenues of promotion, such as inclusion in the Lake Macquarie Visitor Guide and Map, and a presence online on the destination website, visitlakemac.com.au. In 2019-2020, Lake Macquarie Tourism generated a an online reach of 8.67 million across website, social media and other campaign channels.

Partners can enjoy access to our award-winning 'Love the Lake' marketing campaigns and branding, as well as benefits at the Lake Macquarie Visitor Information Centre and opportunities for networking with other operators in the area.

We look forward to welcoming you on board as a Lake Macquarie Tourism Partner in 2020-2021.

*Source: Lake Macquarie Local Government Area Profile 2019, Tourism Research Australia. Data is based on a four year average from 2016 to 2019.

COVID-19 Recovery Program

From 5 June – 26 July, Lake Macquarie Tourism implemented a major destination campaign to boost Lake Macquarie's post-pandemic recovery process.

Boosted by the *Bushfire Community Resilience and Economic Recovery Fund*, the campaign built on 2019's destination awareness joint campaign with Destination NSW; promoting domestic self-drive visitation with themes of adventure and the great outdoors.

The campaign's primary target market was the Sydney short breaks and day trips market, with additional markets being Regional NSW (within a four-hour drive) and Lake Macquarie's visiting friends and relatives market.

The campaign took place across a number of different online channels, including social media; content marketing partnerships with high profile publishers including Broadsheet Sydney, Pedestrian.TV and HUNTERhunter, and Outbrain native advertising. Television advertising was also utilised within the Hunter and Regional NSW from July 10-23.

Staff contacts

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Danielle Nicholson and

Rosemarie Smiley

Cultural Experiences Officers

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Results

The campaign delivered totals of approximately 10 million impressions across all digital channels and 2.5 million engagements (including video plays).

The destination website visitlakemac.com.au received 28,209 website hits across the campaign period, this was a 142.76% uplift in traffic to when compared to the same period in 2019.

The campaign is currently continuing via social media, and recovery efforts will continue into 2021.

Lake Macquarie City Council COVID-19 resources for businesses

We recognise the uncertainty many businesses across Lake Macquarie are experiencing at this moment. We encourage our Tourism Partners to explore the support available for our community, including information on how to access advice, financial support and practical resources at lakemac.com.au/COVID-19/local-business-support.

Partnership Program benefits and costs

Benefits

Lake Macquarie Tourism Partners can enjoy a wide range of benefits as part of the annual program:

- ✓ Dedicated page including imagery, logo and detailed descriptive copy on visitlakemac.com.au, the official destination website for Lake Macquarie
- ✓ Detailed business listing in the official Lake Macquarie Visitor Guide, including contact details, imagery and descriptive copy. Valued at \$200.
- ✓ Icon representation of your business on the official Lake Macquarie Visitor Map
- ✓ Access to the complete range of Lake Macquarie Tourism visitor publications to stock at your business for guests
- ✓ Priority brochure display at the Lake Macquarie's official Visitor Information Centre in Swansea
- ✓ Visitor referrals to your business from the Lake Macquarie Tourism team
- ✓ Online bookings - list your business online so Tourism staff and consumers can make bookings in real-time
- ✓ Access to a range of free and discounted cooperative marketing opportunities. See page 11 for more information
- ✓ Free and discounted tickets to the Lake Macquarie Tourism Networking Breakfast series
- ✓ Use and display of official Lake Macquarie Tourism Partner branding
- ✓ Product presentations – the opportunity to familiarise the Lake Macquarie Tourism team with your product

Costs

The Lake Macquarie Tourism Partnership Program runs on a 12 month basis, this year from 1 November 2020 – 31 October 2021. The annual fee is \$175 including GST – a flat fee all operators of sizes*. If you are joining mid-year, we offer pro-rata rates.

*Letting agents with multiple properties must pay the letting agent annual fee of \$599 including GST.

Lake Macquarie Tourism online

visitlakemac.com.au is the official destination website for Lake Macquarie.

In 2019, visitlakemac underwent a major refresh to bring the website in line with current consumer expectations. The new design is fresh, modern, easily navigable and fully responsive.

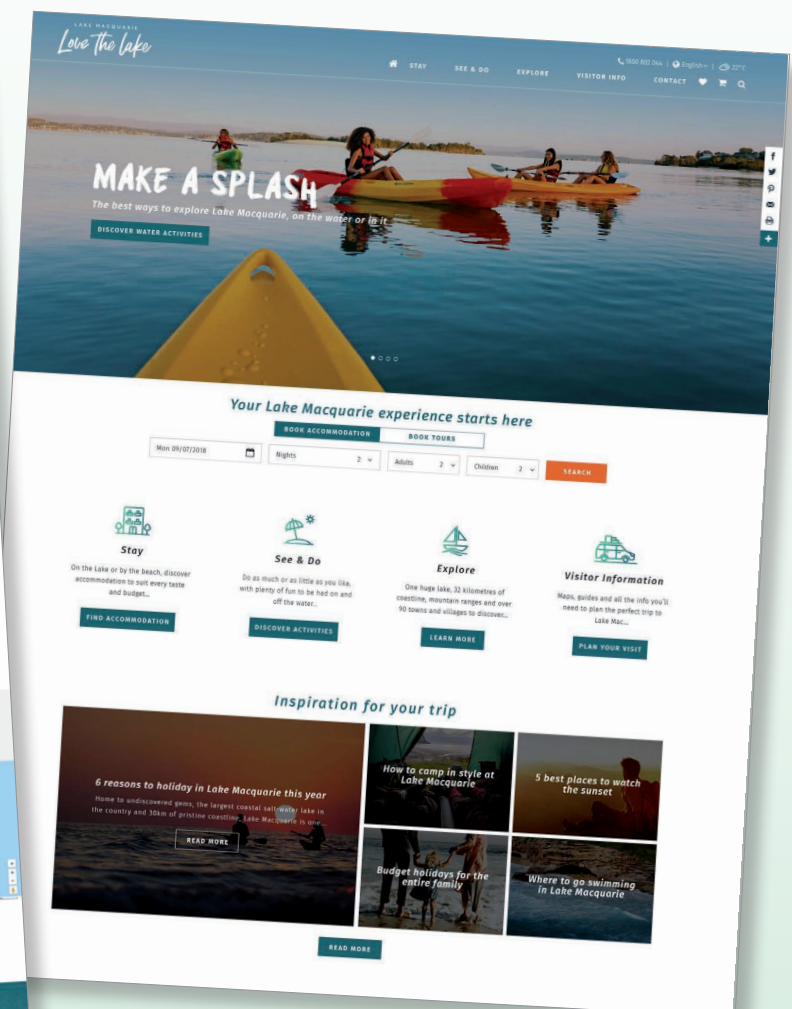
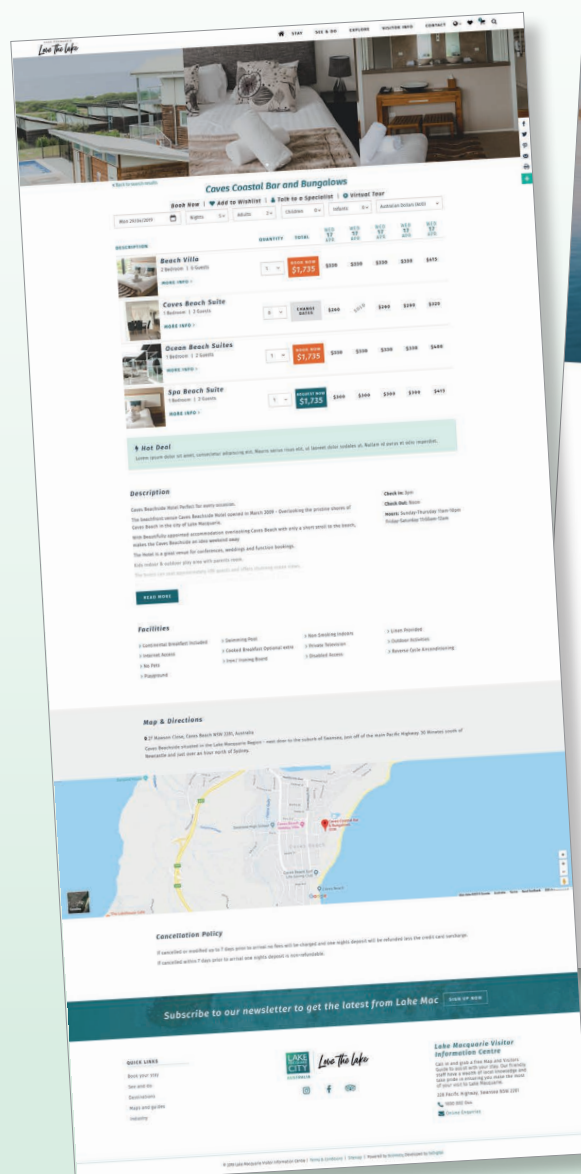
Partner opportunities

✓ Dedicated Partner webpages

Each Partner receives a dedicated page for their business, including imagery, logo and detailed descriptive copy. Partner content is self-managed using the Bookeasy content management system, with training and assistance available from Tourism staff.

✓ Online bookings

Accommodation providers and tour and activities operators have the option of receiving online bookings from Tourism staff and consumers in real-time.



Lake Macquarie Visitor Guide

The Lake Macquarie Visitor Guide is a major piece of promotional collateral for Lake Macquarie Tourism and the Lake Macquarie destination.

This 70-page, high quality booklet provides visitors with detailed information on what to see and do in the area, as well as highlighting every Lake Macquarie Tourism Partner with a comprehensive business listing including contact details, image and descriptive copy.

The Visitor Guide is distributed via these outlets:

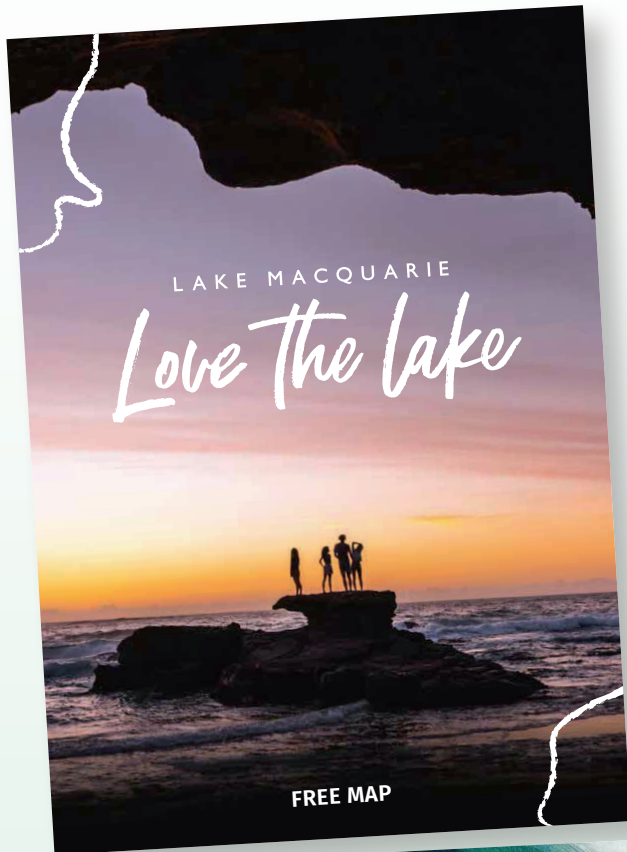
- ✓ The Lake Macquarie Visitor Information Centre
- ✓ Accredited Visitor Information Centres throughout NSW
- ✓ Newcastle Airport
- ✓ Lake Macquarie City Council facilities including Lake Macquarie City Art Gallery, Lake Mac Libraries, Council Customer Service Centre, Lake Mac Holiday Parks
- ✓ Lake Macquarie Tourism Partner businesses including hotels and holiday accommodation, clubs, restaurants, cafes and shops
- ✓ Viewable online at visitlakemac.com.au
- ✓ Supplied to conference delegates, sporting competition attendees and other large groups of visitors
- ✓ Mailed out at customer request
- ✓ Consumer and trade shows
- ✓ Destination NSW offices



Lake Macquarie Visitor Map

Lake Macquarie Tourism also produces an annual Visitor Map. This map has proved itself perennially popular with visitors, and is distributed via the same channels as the Lake Macquarie Visitor Guide, acting as a complimentary travel planning tool.

Each Partner is included on the map with the relevant category icon.



Lake Macquarie Visitor Information Centre



The Lake Macquarie Visitor Information Centre is located on the Pacific Highway in Swansea.

Our centre is open 363 days a year, seven days a week 9am-5pm Monday-Friday and 9am-2pm on weekends and public holidays.

The Lake Macquarie Visitor Information Centre is an Accredited Visitor Information Centre through the NSW AVIC Network and can use the italicised “i” symbol in marketing and visitor information service provision.

You'll find the Visitor Information Centre within the Swansea Centre, alongside the Swansea Library, neighbourhood centre, Eastlakes Youth Centre and hireable meeting rooms.

Additionally, in 2020-2021 the provision of a satellite Visitor Information Centre at Rathmines Theatre will be taking place on a trial basis.

Partner opportunities

- ✓ **Brochure Display**
Tourism Partners receive priority brochure display at the Lake Macquarie Visitor Information Centre
- ✓ **Visitor referrals and bookings**
Be included in recommendations from Visitor Centre staff
- ✓ **Product presentations**
The opportunity to familiarise the Lake Macquarie Tourism team with your product
- ✓ **Bookeasy training**
Bookeasy is the online reservation and content management system that powers the *visitlakemac* website.



Partner marketing opportunities

Lake Macquarie Tourism coordinates a wide range of marketing activities across the year, both paid and free, that Partners can participate in. Costs will be communicated as the various opportunities are distributed via email. Examples include:

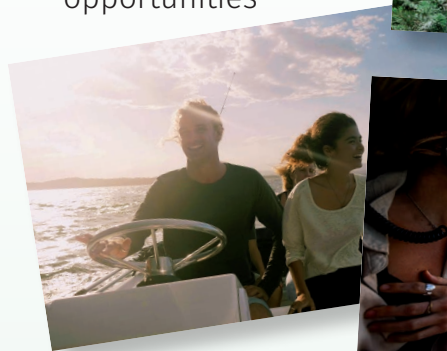
Additional advertising in the Lake Macquarie Visitor Guide

Catch visitors' eyes as they browse the Guide with a larger-size listings or branded advertisement



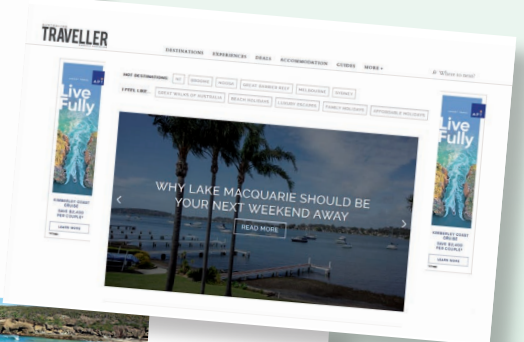
Representation in major destination marketing campaigns

Plus additional opt-in promotional opportunities



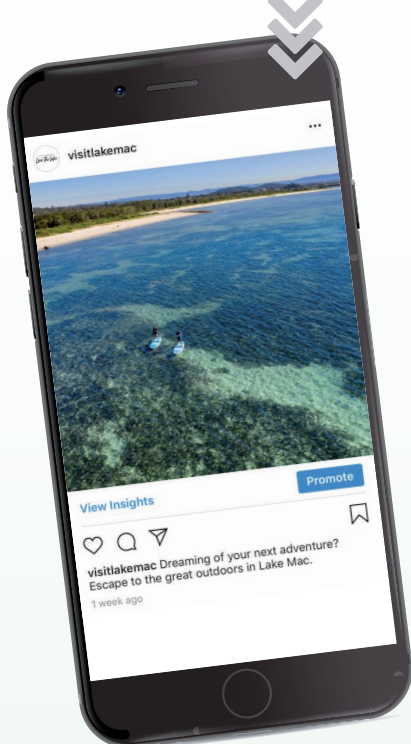
Media familiarisations

Host visiting journalists to promote your business through travel and lifestyle outlets



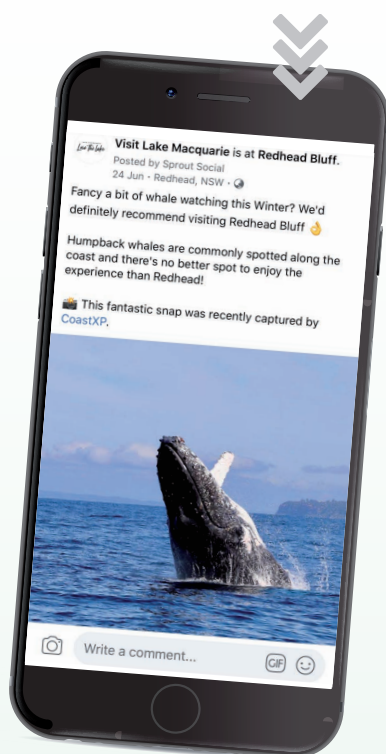
Seasonal online campaigns

Participate and drive your online engagement via social media.



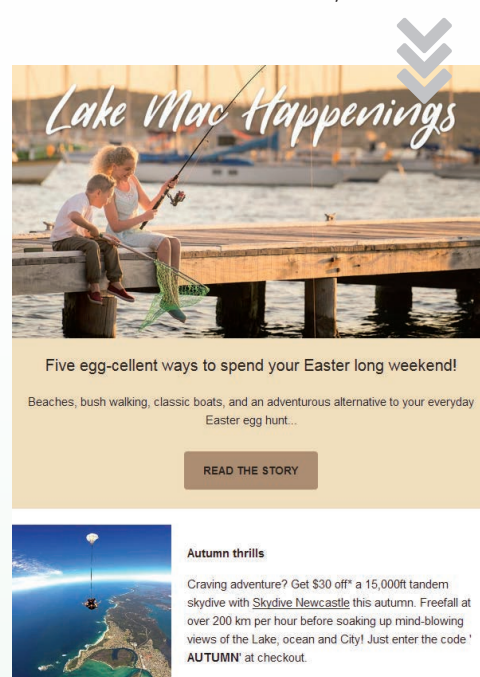
Social media collaboration

Spread the word about your business through the Lake Macquarie Tourism channels



eNewsletter

Inclusion in Lake Macquarie Tourism eNewsletters, distributed to subscriber base of 7,000



Representation at consumer and trade shows

Brochure distribution and the option to host the stand and sell your business in person



Lake Macquarie Tourism Program Application/Renewal Form

PLEASE NOTE: Partnership applications and renewals can now be completed and paid online.
Visit visitlakemac.com.au/lake-macquarie-tourism-partnership-program.

Invoice: Lake Macquarie Tourism Partnership Program 2020-2021

Fee: \$175.00 incl. GST *

PARTNER DETAILS

Please complete all applicable fields to help us keep your business details accurate.

Business/Property Name:

Trading street address:

Postal address (if different from above):

Website:

Business phone number:

Business email:

Contact name:

Contact phone (if different from above):

Contact email (if different from above):

Marketing contact name (if different from above):

Marketing contact email (if different from above):

ABN:

BUSINESS CATEGORY

Please tick the relevant categories that apply to your business:

Accommodation

- ☐ Self contained
- ☐ Hotels, motels and resorts
- ☐ Holiday parks and camping
- ☐ Bed and breakfast
- ☐ Houseboat
- ☐ Letting agent with multiple properties*

Please note:

If your business includes multiple different operations (e.g. an accommodation and a general operation) at the same trading street address, your business will be covered under one Partnership fee. This entitles you to one business listing in the Lake Macquarie Visitor Guide.

General

- ☐ Dining and entertainment
- ☐ Water-based activity/business
- ☐ Adventure activity
- ☐ Attraction
- ☐ Tour
- ☐ Hire services
- ☐ Shopping
- ☐ Cinema
- ☐ Golf
- ☐ Arts, heritage and culture

*If you are joining mid-year, pro-rata rates may apply. Letting agents must pay letting agent fee of \$599 (in total, incl. GST).

AGREEMENT AND PAYMENT METHODS

I/We the Operator/Supplier agree:

1. Lake Macquarie City Council, acting as our agent, will administer bookings (where applicable) on our behalf via the visitlakemac.com.au website
2. Lake Macquarie City Council will use the Bookeasy or a similar technology system to administer booking payments
3. It is the responsibility of the Operator/Supplier to verify the bonafides of the customer
4. I/We certify that the business/property has all the necessary approvals, licenses and insurances required to operate

Signature:

Date:

PLEASE NOTE: Partnership applications and renewals can now be completed and paid online.
Visit visitlakemac.com.au/lake-macquarie-tourism-partnership-program.

Other payment methods: ☐ Mastercard ☐ Visa ☐ Cheque* ☐ Cash

*Please make cheques payable to Lake Macquarie City Council

CREDIT CARD DETAILS

Card Number:

Name on card:

Expiry Date:

CSV:

Amount:

PLEASE SIGN AND RETURN FORM TO:

Lake Macquarie Tourism

Email: tourism@lakemac.nsw.gov.au

Post: PO Box 3014, Blacksmiths NSW 2281



Lake Macquarie Tourism

228 Pacific Highway, Swansea NSW 2281

visitlakemac.com.au 02 4921 0740 or freecall 1800 802 044

facebook.com/visitlakemac @ tourism@lakemac.nsw.gov.au

@visitlakemac #visitlakemac #lovelakemacquarie



Love The Lake