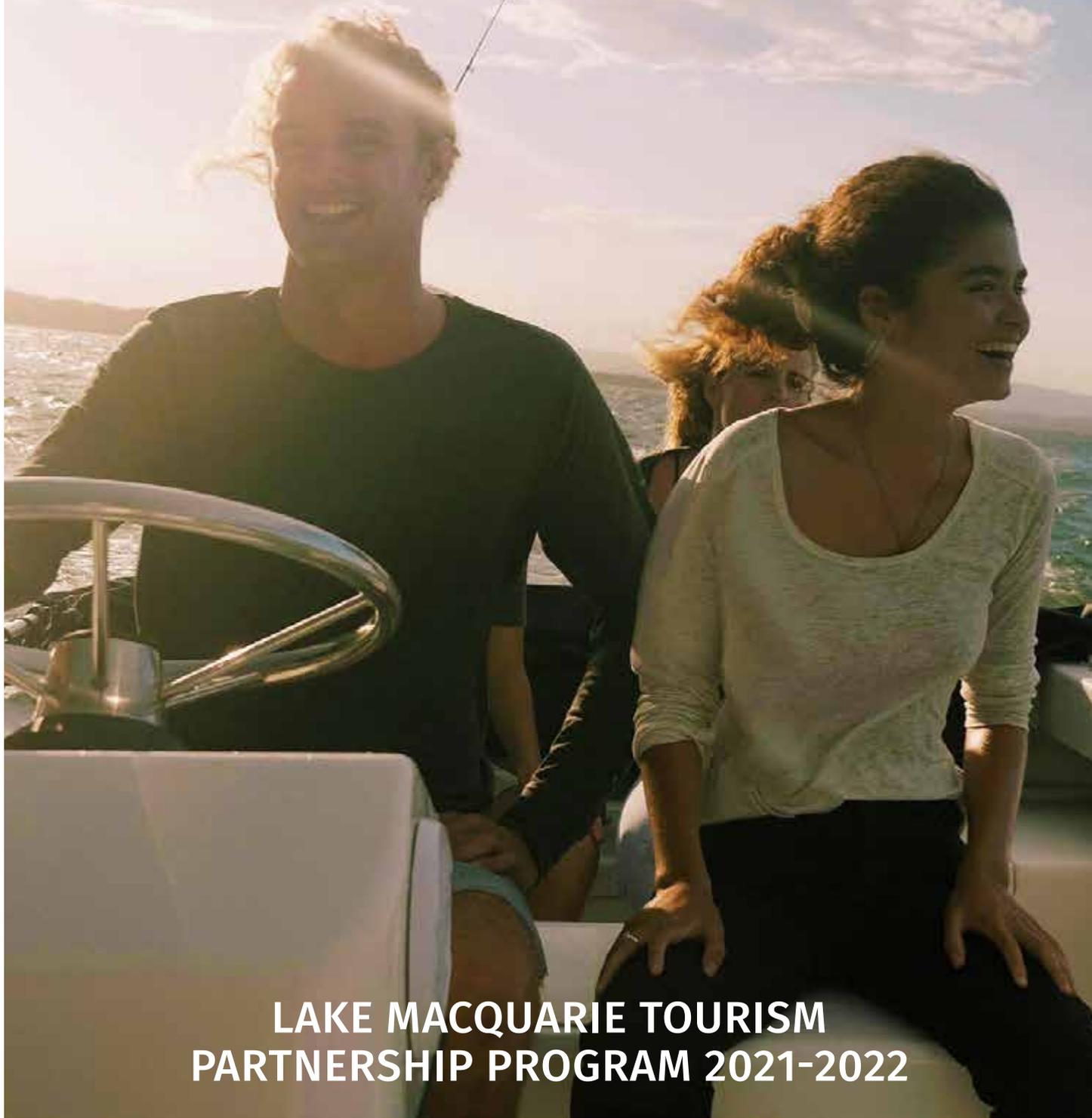
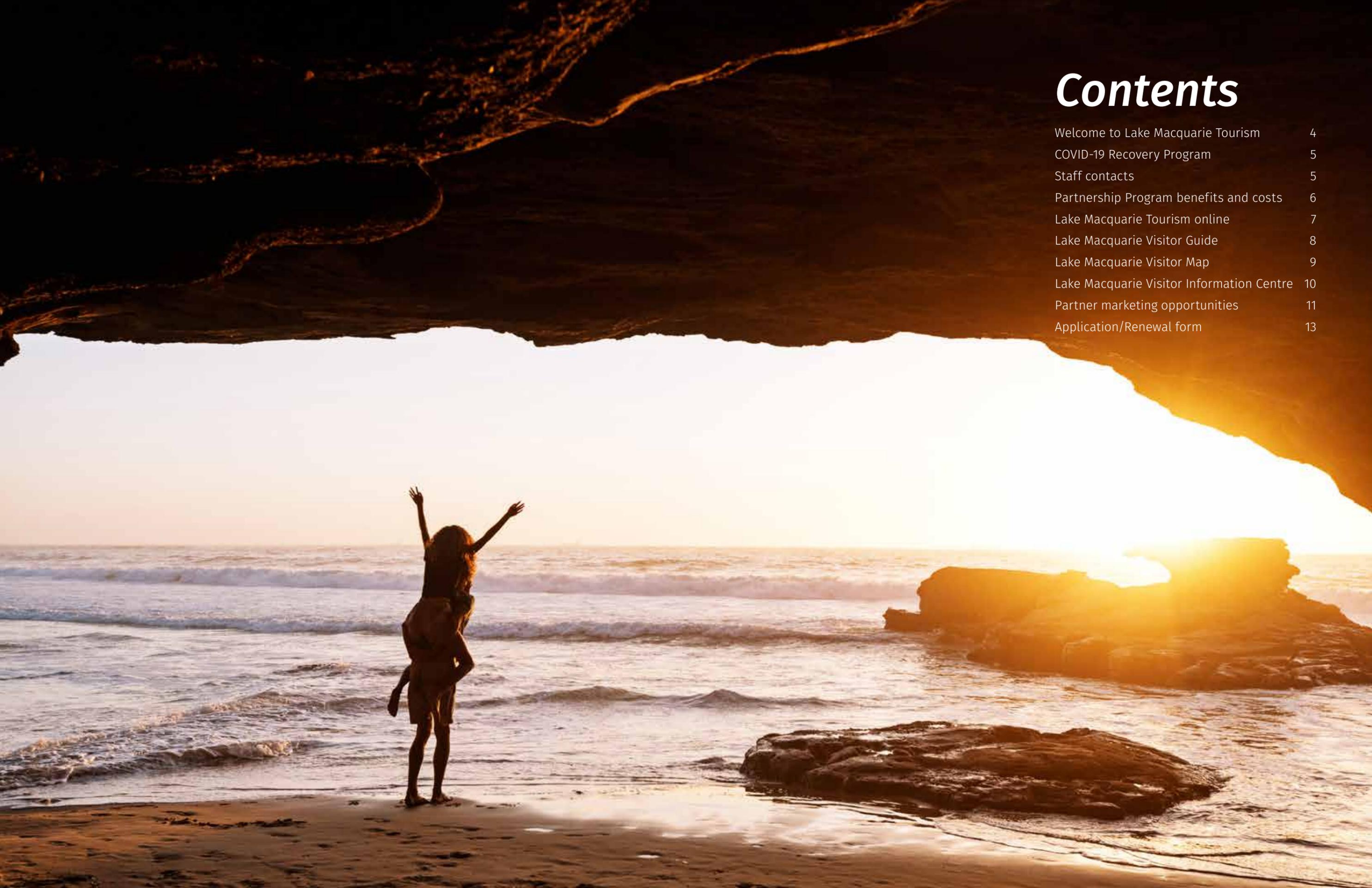


LAKE MACQUARIE

Love The lake



**LAKE MACQUARIE TOURISM
PARTNERSHIP PROGRAM 2021-2022**



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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 2020-2021, Lake Macquarie Tourism generated a an online reach of 9.14 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 2021-2022.

COVID-19 Recovery Program

After another year unfortunately impacted by the Greater Sydney and wider Regional NSW lockdowns, the Lake Macquarie destination is set to bounce back in 2021-2022.

Lake Macquarie Tourism's recovery efforts commenced in October 2021 with the resumption of its public relations program. An integrated recovery campaign is currently underway, with monthly media pitches to broadcast, print and digital taking place, in addition to a social media campaign that will be in-market November-December.

After the traditionally busy summer season, the destination can look forward to a number of major recovery initiatives as we move into 2022.

Lake Macquarie Fly + Drive Campaign

Scheduled to take place February-March 2022 (pending state border restrictions), this major campaign with Destination NSW, Tourism Australia, Newcastle Airport and online travel booking platform Kayak will target interstate growth markets in VIC, ACT and QLD and intrastate visitors from Sydney. Digital media channels include an influencer campaign with The Bachelor star Tim Robbards, a media partnership with Urban List, social media advertising and advertising across the Kayak website and its associated digital channels.

2022 Love the Lake Recovery Campaign

This major campaign will strengthen brand and destination awareness, and will bolster recovery efforts through to winter. It will build on the success of previous Love the Lake campaigns, promoting the destination through the key themes of adventure, the great outdoors and driving holidays. This year, an additional theme will be added – events. The campaign will drive out-of-area visitation for the Lake Macquarie Superboats, Belmont Beers, Blues & Beats, Up In The Air Festival, Float Your Boat and the Dobell Festival. The campaign's overarching goals are to support local businesses and promote low-season visitation to NSW and key interstate growth markets.

Staff contacts

Jacqui Hemsley
Manager Arts, Culture and Tourism
E: jhemsley@lakemac.nsw.gov.au
P: 02 4921 0411

Bianca Gilmore
Cultural Engagement, Marketing
and Tourism Coordinator
E: bgilmore@lakemac.nsw.gov.au
P: 02 4921 0743

**Natalie Kozary, Danielle Nicholson
and Rosemarie Smiley**
Visitor Information Centre team
E: tourism@lakemac.nsw.gov.au
P: 02 4921 0740

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

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 customers
- ✓ 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 (subject to 10% commission paid to Lake Macquarie Tourism)
- ✓ 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 2021 – 31 October 2022. 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.

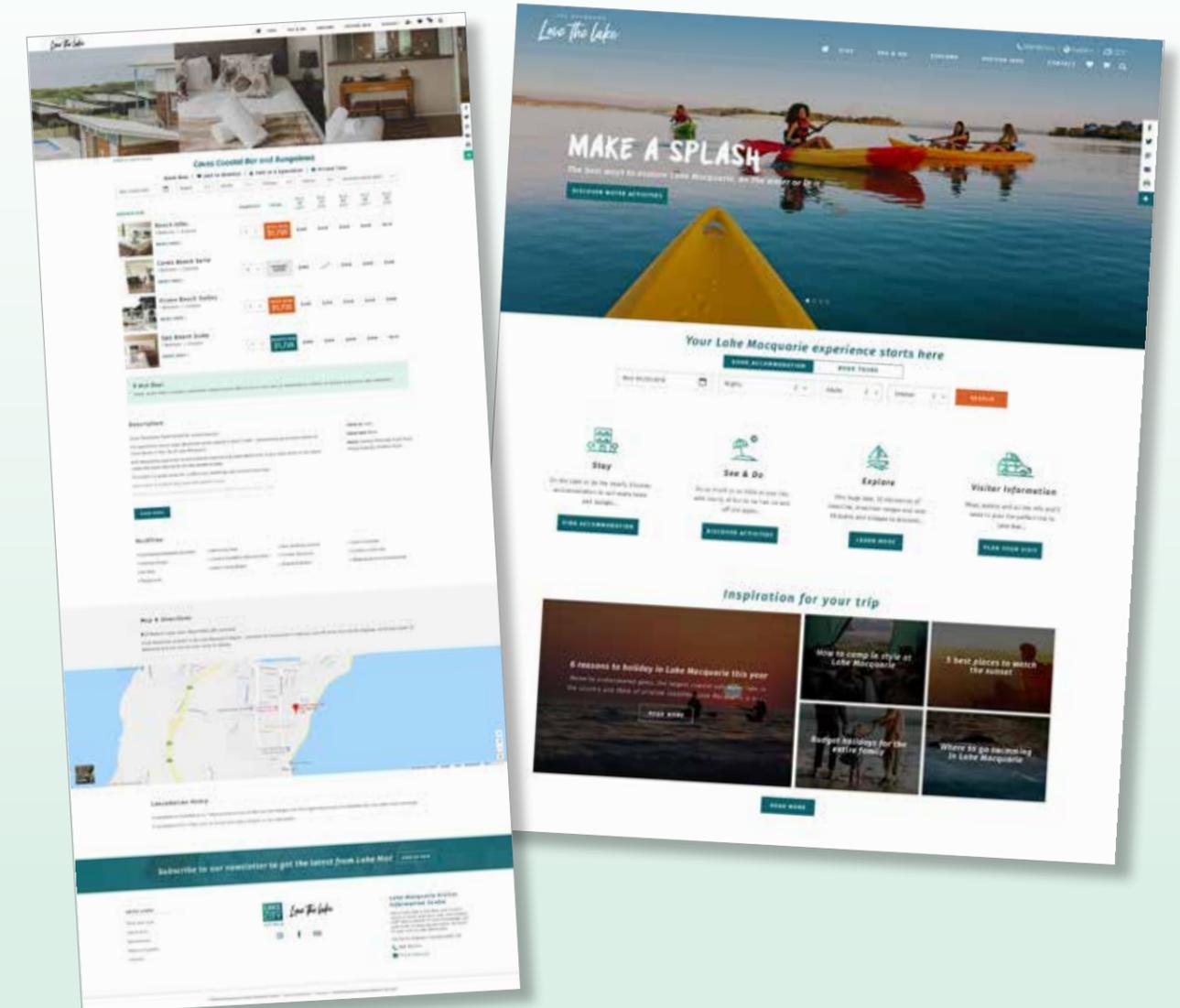
Lake Macquarie Tourism online

visitlakemac.com.au is the official destination website for Lake Macquarie, receiving almost 150,000 hits and over 350,000 page views in 2020.

All Lake Macquarie Tourism-led destination campaigns direct traffic here.

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.



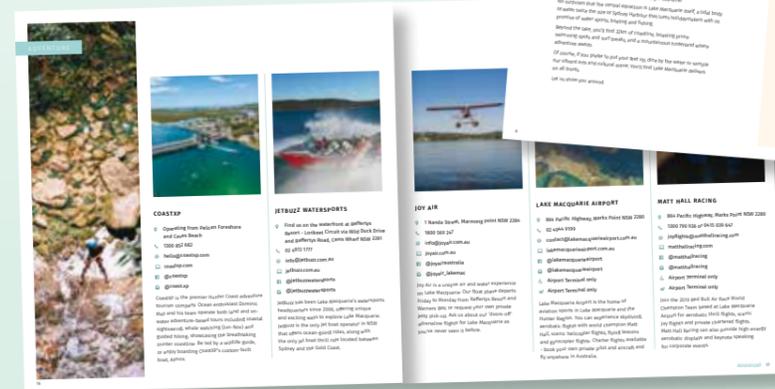
Lake Macquarie Visitor Guide

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

This 100-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 venues, including Lake Mac Libraries, the Museum of Art and Culture, the Multi-Arts Pavilion, Rathmines and Warners Bay Theatres and 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

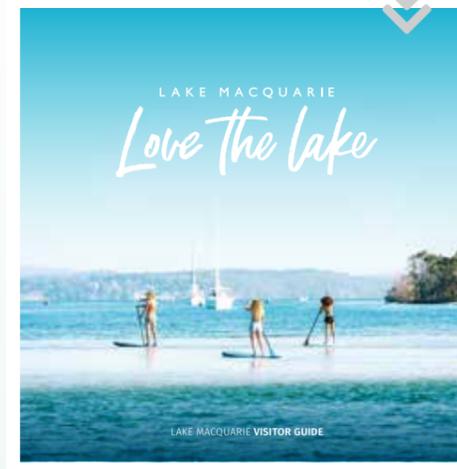
- ✓ **Brochure display**
Tourism Partners receive priority brochure display at the Lake Macquarie Visitor Information Centre
- ✓ **Visitor referrals and bookings**
Be included in recommendations from Visitor Centre staff
- ✓ **Product presentations**
The opportunity to familiarise the Lake Macquarie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



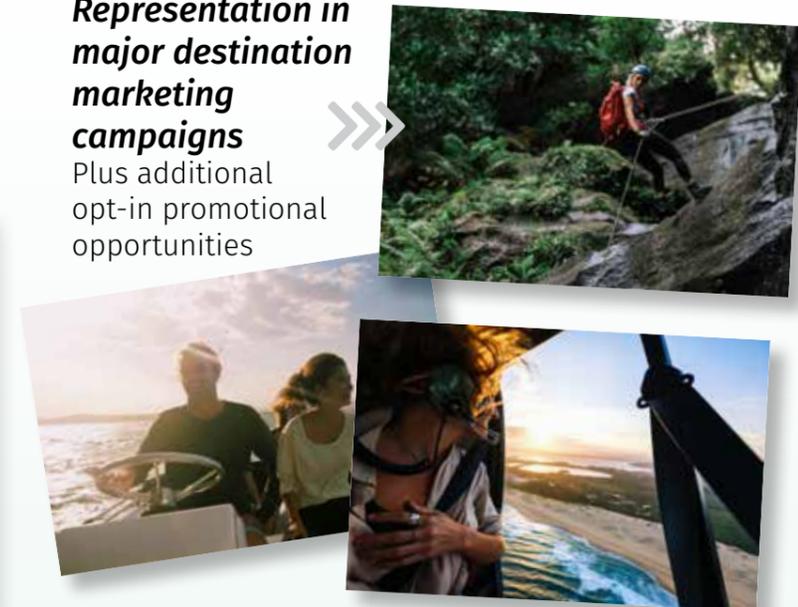
Partner marketing opportunities

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



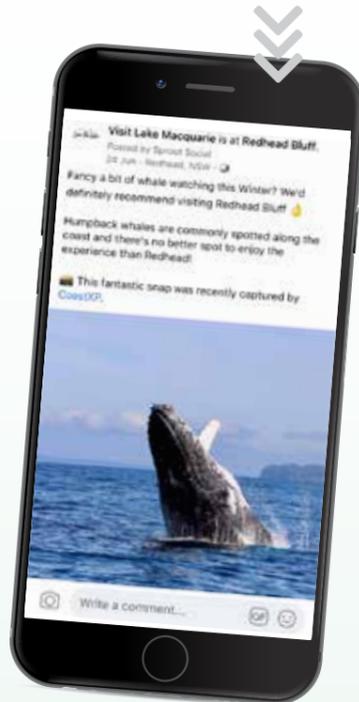
Seasonal online campaigns

Participate and drive your online engagement via social media



Social media collaboration

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



eNewsletter

Inclusion in Lake Macquarie Tourism eNewsletters, distributed to subscriber base of over 6,000



Lake Macquarie Tourism Partnership Program Application/Renewal Form

PLEASE NOTE: Partnership applications and renewals can now be completed and paid online. Go to visitlakemac.com.au/partnership-program

Invoice: Lake Macquarie Tourism Partnership Program 2021-2022

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:

STRA Property ID number (self contained accommodation operators only):

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/partnership-program

Other payment methods: Mastercard Visa Cheque*

*Please make cheques payable to Lake Macquarie City Council

CREDIT CARD DETAILS

Card Number:

Name on card:

Expiry Date:

CSV:

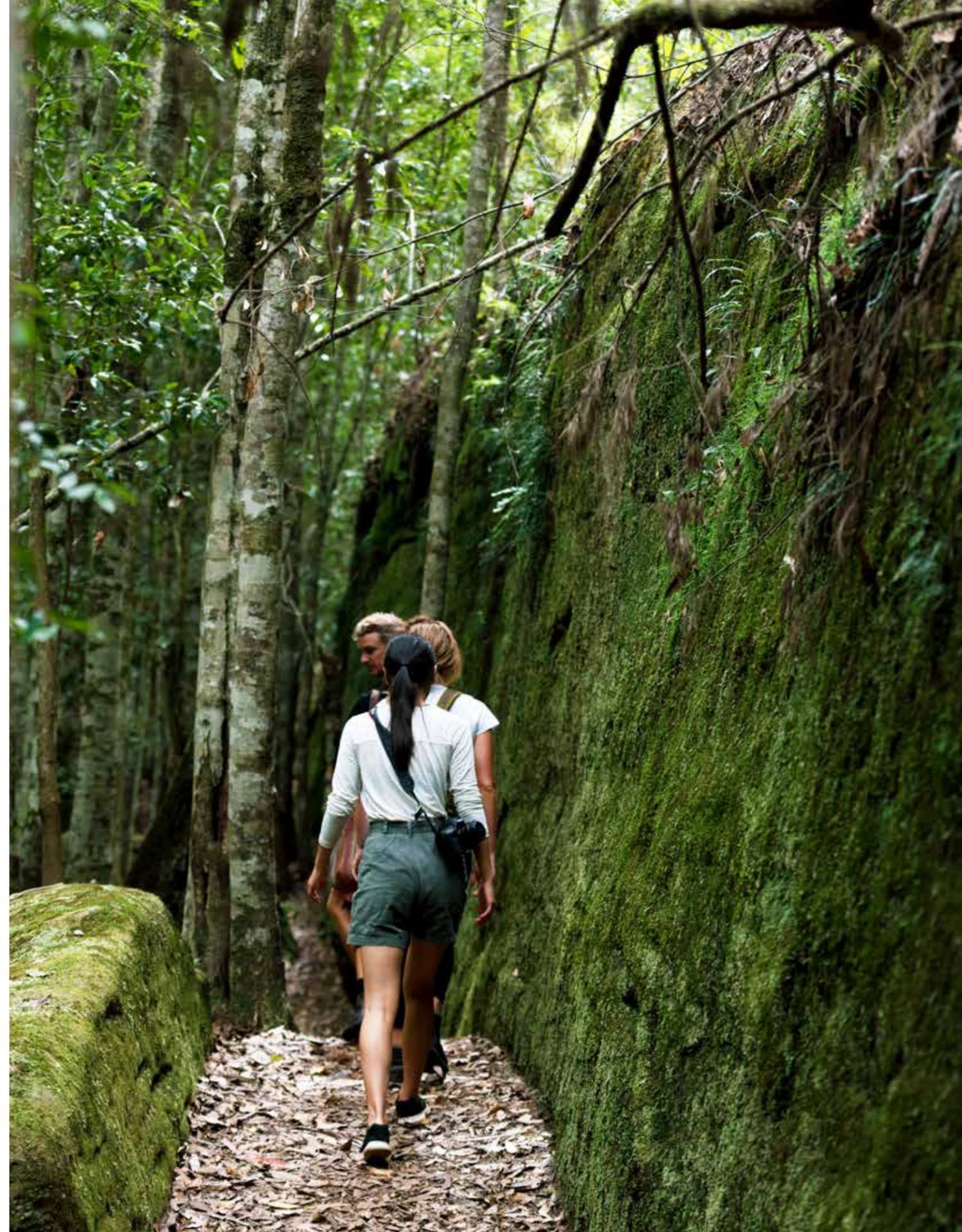
Amount:

PLEASE SIGN AND RETURN FORM TO:

Lake Macquarie Tourism

Email: tourism@lakemac.nsw.gov.au

Post: Lake Macquarie Visitor Information Centre,
Box 1906, Hunter Region Mail Centre NSW 2310





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

**LAKE
MACQUARIE
CITY**

NEW SOUTH WALES

Love the lake