

As we step into the new year, we’re excited to share how your membership is helping us deliver initiatives that promote our region and drive economic outcomes for the entire community.

In 2026, your support will enable:

- Employing platforms and promotional opportunities to leverage the launch of the new Yarrawonga Mulwala destination brand, helping members attract more visitors and strengthen the region’s profile
- A new, user-friendly website designed to showcase local businesses and experiences, giving members greater visibility
- Developing CRM and digital capabilities to improve how we connect with visitors and promote members and local offerings
- Expanding cooperative marketing and partnership opportunities, creating more ways for members to reach new audiences
- Refurbishing the Visitor Information Centre, creating a more engaging space to connect visitors with member products and services, while expanding our retail range featuring local makers – driving both direct sales and exposure

We’ll continue to strengthen collaboration with councils, business members, and event partners to amplify the impact of every initiative.

These projects represent the next chapter of YMTB’s transformation and they’re only possible because of your investment and support. Together, we’re building a vibrant, prosperous future for Yarrawonga Mulwala.

Thank you for being part of this journey.

MEMBER BENEFITS	PLATINUM PARTNER	GOLD PARTNER	SILVER PARTNER	BRONZE PARTNER	OPERATOR & ACCOM MEMBER	RETAIL & TRADE MEMBER	COMMUNITY SUPPORTER & NOT-FOR-PROFIT MEMBER
	For major investors driving high-impact tourism	For operators shaping the visitor experience	For core businesses strongly aligned with tourism	For businesses contributing to regional vibrancy	For accommodation & small businesses	For retail, hospitality, service providers & trades	For community & volunteer groups, NFPs & supporters
MEMBERSHIP PRICE (+GST)	\$5,000	\$3,000	\$2,000	\$1,200	\$440	\$330	\$100
REGULAR INDUSTRY E-NEWSLETTERS	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
INVITATION TO ATTEND NETWORKING & DEVELOPMENT SESSIONS	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
PRIORITY LISTING ON YARRAWONGAMULWALA.COM.AU	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	
MEMBERSHIP CERTIFICATE & WINDOW DECAL	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	
20% DISCOUNT FOR ADDITIONAL BUSINESSES	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	
BROCHURE DISPLAY IN VISITOR CENTRE	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	
DIGITAL DISPLAY IN VISITOR CENTRE	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>		
20% DISCOUNT FOR YMTB TICKETED EVENTS, SEMINARS, ETC.	<div></div>	<div></div>	<div></div>	<div></div>			
FREE ACCESS TO ANNUAL TOURISM AND BUSINESS REGIONAL ROUNDTABLE	<div></div>	<div></div>	<div></div>	<div></div>			
ATDW LISTING & MANAGEMENT	<div></div>	<div></div>	<div></div>	<div></div>			
VIP ACCESS TO YMTB EVENTS (2 TICKETS)	<div></div>	<div></div>	<div></div>				
OPPORTUNITY TO UTILISE DISPLAY SPACE IN THE VISITOR CENTRE	<div></div>	<div></div>					
PARTICIPATE IN ADDITIONAL DIGITAL & SOCIAL MEDIA EVENTS	<div></div>	<div></div>					
ABILITY TO PARTNER WITH YMTB FOR CONSUMER & TRADE SHOWS	<div></div>						
MARKETING PACKAGE INCLUDING EXCLUSIVE PHOTO & VIDEO CONTENT	<div></div>						