

# MEMBERSHIP PROSPECTUS OVERVIEW 2020



Yarrowonga Mulwala

**Sun Country**

on the Murray

*it's fun country*

## WELCOME

Yarrowonga Mulwala Tourism and Business (YMTB) is a not for profit association committed to growing the economic strength of our region. Our primary objectives are to increase visitor numbers, increase length of their stay and increase their expenditure in the region.

## YMTB – WHAT WE DO

As the peak body for Tourism and business in Yarrowonga Mulwala we work cooperatively with local Government, the Business Sector and Community Groups to effectively and efficiently promote positive visitor experiences in the region as we focus on becoming Australia's premier inland tourism destination.

## VISITOR SERVICES

Management of the Yarrowonga Mulwala Visitor Information Centre, under a service agreement for Moira Shire, assist more than 85,000 visitors annually.

This Includes:

- Accommodation & tour bookings
- Visitor inquiries & recommendations
- Retail sales
- Ensuring the first point of contact for visitors is a positive experience.
- Pursue group conferences and tours
- Provide advice and recommendations for event support, group conferences and tours
- Maintain and support member business directory
- Training & management of all staff, volunteers & tourism ambassadors
- Maintain ATDW listing

## MARKETING SERVICES

YMTB executes:

- Regional marketing campaigns
- Support members with marketing collateral
- Manages social media platforms
- Cross promote members on social media platforms
- Operates the official website and associated links
- Source group conferences and tours – A Vanners March 2019 and Chevrolet Club October 2020

## EVENT SUPPORT

YMTB understand the temporary population explosion as a result of events generates wealth in the community. YMTB sources and secures events throughout the year with a keen focus on increasing tourist numbers outside the 'Peak Period' to ensure your membership contribution is spent as efficiently and effectively as possible.

Events generated and facilitated by YMTB include the Lake Mulwala Rod Run (November 2019) with a \$27,500 contribution from YMTB which boasts an economic impact of over \$4 million for the region. A strong relationship has seen Northern Suburb Street Rods Club returning with their 7<sup>th</sup> annual event in November 2019.

Other events YMTB provide sponsorship support include:

- Country Tennis Week
- Yarrowonga Mulwala Multisport Festival
- EC Griffiths Cup
- Country Festival of Tennis
- Victorian Seniors Open Golf Championship
- The July Gala Ball
- Yarrowonga Mulwala Table Tennis Invitational
- Yarrowonga Mulwala Kids Festival

YMTB's financial commitment to events is \$120,000 pa.

## MEMBER OPPORTUNITIES

- The ability to display marketing & promotional material in the Visitor Information Centre.
- Listing within the YMTB official website.
- Direct marketing to YMTB database of over 5000 business contacts
- Business & Visitor referrals
- Seminars, webinars and business workshops.
- Access to team App – communication platform to connect members with relevant information on upcoming events and business opportunities.
- Member updates including tourism news & issues effecting the industry and our region
- One combined voice to represent and advocate local priorities for our region



## WHAT'S IN IT FOR ME

The tourism industry injects over \$550 million into our economy every year and employs over 1,000 local people directly and indirectly.

The perennial question is always “what do I get out of tourism?”

Research shows that when a visitor comes into our region they spend on:

- Accommodation
- Food & Groceries
- Fuel
- Entertainment
- Attractions
- Restaurants & Clubs
- Retail & Shopping

If our tourism industry is booming it becomes the catalyst for government spending on infrastructure, new business committing to our region, existing business expands and upgrades with the benefits of all this growth flowing to all members of the community. The excess demand created through **direct spending** or **indirect spending** ensures we will all experience economic growth.

## TOURISM IS EVERYONES BUSINESS

### OUR VISION

Yarrawonga Mulwala & Surrounds will be a leading tourist destination on the Murray. Through the natural attributes of the lake and rivers, a comprehensive calendar of events, superior golfing, unique farm gate trail, great food & wine, extensive shopping and 3 clubs offering premium entertainment, dining & more.

Our visitors have a plethora of experiences on offer in our region.

# Yarrowonga Mulwala Tourism & Business

## Member Application Form 2020

1 January 2019 to 31 December, 2020

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I/We (Please insert your name): \_\_\_\_\_  
wish to take part in the promotion of Yarrowonga-Mulwala by becoming a Member of Yarrowonga Mulwala Tourism & Business Incorporated and agree to be bound by the Rules of the Association, and authorise the entry of my/our name/s on the Register of Members.

Business Name: \_\_\_\_\_  
Location: \_\_\_\_\_  
Postal Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Mobile: \_\_\_\_\_  
Email: \_\_\_\_\_  
Web Page: \_\_\_\_\_

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### Membership Dues:

Membership for the 2020 year: **Please tick appropriate box**

- \$300pa** for all Accommodation & Tourism Operators, major business houses & main-street businesses  
 **\$150pa** for Tradesmen with no shop front and non-main street businesses  
 **\$75pa** for not for profit Associations.

Website/ Facebook link fee: **Please tick appropriate box**

- \$120pa** for all Accommodation & Tourism Operators, major business houses & main-street businesses  
 **\$40pa** for Tradesmen with no shop front, non-main street businesses & not for profit Associations.

### Payment Method:

Cash  Cheque  Credit Card  Direct Debit

Credit Card No.: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Expiry: \_\_\_\_/\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Direct Credit** Our BSB: 803-188 Account No.: 1000 11693 ID Code:

**Please take a moment to complete this form to update your information.**

**Importantly check our website [www.yarrowongamulwala.com.au](http://www.yarrowongamulwala.com.au) to ensure information & links are correct for your member listing.**