

Yarrawonga Mulwala Tourism & Business



Membership Investment Package

“We Believe Tourism is Everybody's Business”

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Yarrawonga Mulwala Tourism & Business

Introduction

Yarrawonga Mulwala Tourism & Business is a not for profit incorporated association, dedicated to developing and maintaining a prosperous tourism industry in the Yarrawonga Mulwala region. Yarrawonga Mulwala Tourism & Business undertakes a variety of marketing and event initiatives each year in an effort to increase visitation and develop partnerships.

As an organisation, Yarrawonga Mulwala Tourism & Business is run by a board of representatives which is made up of business members, council representatives, a volunteer representative and club representatives. Yarrawonga Mulwala Tourism & Business has approximately 200 business members and stretches across Moira Shire and Federation Council.

Meet the Board

President

Doug Evans



Vic President

Ros Vodusek



Treasurer

Don McPhee



Kyla Carpinelli

Federation Council
Representative

Louise Munk Klint

Moira Shire Council
Representative

John Charles

Dr John Charles Dentist

Nicole McPherson

Byramine Homestead

John Clark

Club Mulwala

Shayne Preer

Airtree Resort

Michael Coldham

MRC Lawyers

Anne Watson

Volunteer Representative

Peter Duncan

Mulwala Water Ski Club

Allan Wright

Wright International

Welcome

Yarrawonga Mulwala Tourism and Business is a not for profit association committed to economic growth. We look forward to introducing you and your business to the other like-minded members we have here. We are your businesses biggest advocate.

"We believe tourism is everybody's business"

Our Objective

Our objective is to increase visitor numbers, length of their stay and their expenditure.

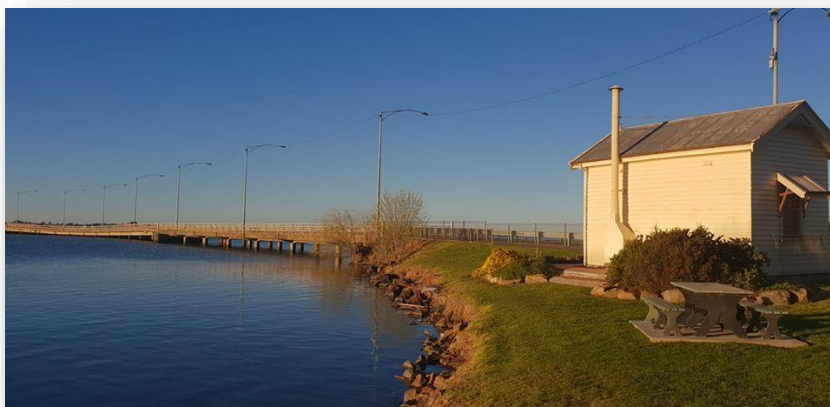
Our Vision

Yarrawonga Mulwala and surrounds will be a leading inland tourist destination in Australia. Through the natural attributes of Lake Mulwala and the Murray River, a comprehensive events calendar, superior golfing, unique farm gate trail, great food & wine, extensive shopping and 3 clubs and pubs offering premium entertainment, dining and more. Our visitors will experience all our region has to offer.

Our Role in Tourism

We work with local government shires the business sector and community groups to promote the region as a premier tourism and business destination.

- We provide an accredited Visitor Information Centre that is open seven days a week.
- We promote and refer business opportunities to our membership base.
- We manage accommodation and tour bookings through our Bookeasy booking system.
- We train and manage all staff and volunteer tourism ambassadors.
- We source and secure events throughout the year with a keen focus on increasing tourist numbers.
- We collaborate with Moira Shire and Federation Council marketing campaigns on your behalf.
- We attend regional consumer expos to maintain industry best practices.
- We manage the regions tourism social media platforms.
- We manage the official website for Yarrawonga Mulwala region.
- We manage retail sales of local souvenirs and artworks.
- We represent the region in a positive manner to ensure visitors enjoy their stay.
- We are a Vic Roads photo point for the benefit of our community.
- We develop and maintain the Yarrawonga Mulwala town map.
- We attend regional tourism development networking sessions.



Meet the Team



Noel Wright
Executive Officer

I am a chartered accountant with a background in the financial services industry. I have worked at tourism for 9 years and have focused on sourcing and securing events outside of the peak holiday periods.



Helen Copland
Team Leader Tourism

My experience is in travel, tourism and real estate in Papua New Guinea.

I am passionate about tourism and hospitality in our country region and am always seeking opportunities to engage new visitors to our region, converting them into invested regulars into our towns.

I try to start each day with a positive attitude, with the hope that it infects and affects everyone around me.



Tegan Rhodes
Tourism Ambassador

I have been a part of the tourism team for 5 years. In my time with YMTB I have gained a wealth of knowledge in the tourism & business industry which led me to pursue Cert III studies in Tourism and Diploma in Business.

I am passionate and invested in the future of Tourism in Yarrawonga and Mulwala.



Donna Mongan
Tourism Ambassador

I am local with many years of knowledge of our area and the surrounding country towns. I love to spend quality time with family when I am not working.



Melanie Crighton
Tourism Ambassador

I have been in the hospitality industry for 10 years working at many different venues across the border region.

I am currently enrolled in Certificate 3 in Travel and have a passion for this industry and am always eager to learn new things.

Your role in Tourism

- We know and acknowledge you work hard in your business to make our visitors experience a positive one and we thank you for doing that, on behalf of our region.
- By joining as a member with benefits, you will be part of a tourism body that is determined to build your brand while building our regional brand. Returning your investment each year.
- Your membership contribution would allow us to continue our strategic plan to actively target new and existing markets, bringing visitors to our region and in turn, your door.
- Being a member means we keep you up to date about developments in the tourism and business sectors and work with you to get the most of your investment.
- You can encourage visitors to stay longer and experience more by being a tourist yourself, knowing your region and places to visit helps the tourism dollar go further so our whole region benefits.
- Provide us with your brochures, business cards, website and special package offers so we can act on your behalf as an asset to your marketing strategy.

Fast Facts - **Our visitors are your customers!**

- 1.2 million visitors come to the moira shire region
- 95,000 people come through the Yarrawonga Mulwala Visitor Information Centre
- \$338 million dollars spent by visitors in the region.
- Average spend of \$131.00 per visitor, per day

Your Investment - **Your potential investment per person who visits our centre.**

How many of the 95,000 visitors to our centre could you attract?

- 1% of 95,000 = 950 potential customers
- 5% = 4,750 potential customers
- 10% = 9,500 potential customers



Our future is your future – The face of tourism is changing, and the new opportunities are exciting!

We work closely with developers by referring local member business to provide goods and services. An increase in visitor numbers provides the potential to create new development opportunities such as accommodation operators, retail outlets, cafes, trades, professional services, tours, and attractions. Your membership supports us to promote the region as the ideal destination to live, work and play.



Tourism working for you – Help us to help you!

Yarrawonga Mulwala Tourism & Business (YMTB) via the Yarrawonga Mulwala Visitor Information Centre has focussed efforts on increasing the demand for the product that is Yarrawonga Mulwala. Population growth is a key driver of demand and economic growth.

YMTB for several years have focussed financial and human resources to sourcing and securing events for Yarrawonga Mulwala as the temporary population explosion of an event results in significant economic impact in our towns.

This event driven temporary population growth is great for extending the season and providing opportunities for business to earn outside of the peak tourism periods. The temporary population growth and corresponding cash injection due to an event such as Lake Mulwala Rod Run, or the Kids Festival would be abundantly clear to local businesses and residents.



YMTB event contribution for the 2019/20 financial year are as follows.

Yarrawonga Gala Ball & Dance Weekend	July	2019	\$1,000
Yarrawonga Mulwala Kids Festival	July	2019	\$7,500
	July	2020	\$500
Yarrawonga Mulwala Table Tennis	August	2019	\$1,000
Yarrawonga Multi-Sport Festival	October	2019	\$7,300
Yarrawonga Show	October	2019	\$1,000
Family Fun Carnival (Melb Cup Foreshore Market)	November	2019	\$1,500
Lake Mulwala Rod Run	November	2019	\$28,500
Murray Quadrathlon	November	2019	\$1,500
Country Festival of Tennis CFT – Court Hire	November	2019	\$30,000
			\$2,000
Christmas Monster Market	December	2019	\$1,500
	December	2020	\$2,000
Mulwala Water Ski Shows	January	2019	\$5,000
Various small sponsorship across the year			\$500
Yarrawonga Farmers & Craft Market	Monthly x 12	2019	\$2,400
	Jan, Feb, Nov, Dec	2020	\$800
Total Contributions			\$94,000

Yarrawonga Mulwala have experience significant visitor number growth over the past few years. We are the only Murray River community to achieve double digit growth over the past 3 years.

The above events would be a contributor to these results, and we need your support to continue and sustain the events and maintain the platform for continued visitor numbers growth.

The YMTB is a not for profit membership-based association and the board encourage all businesses to become members for the 2021 year. If your business benefits from the events listed above, you should contribute to the success of the event and ensure its sustainability in Yarrawonga Mulwala by joining at the Yarrawonga Mulwala Visitor Information Centre.

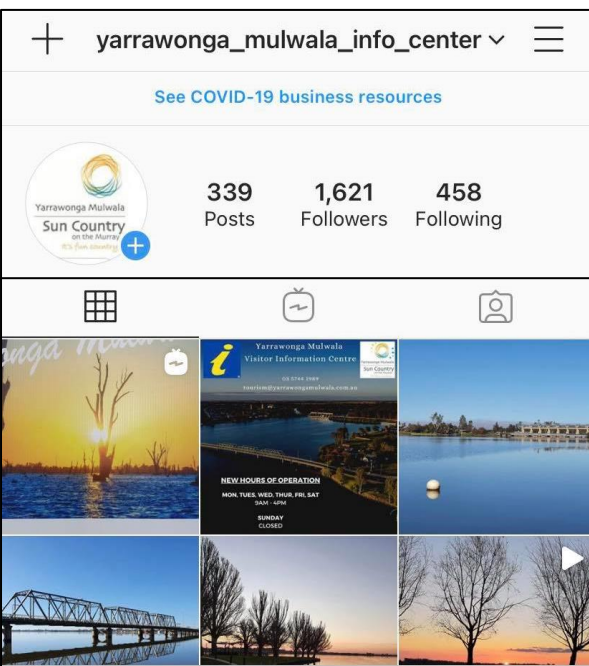


Social Media

We welcome your news and images and join with all our members to promote each other's business, events, and packages. Share your stories with us, connect and be informed on what's happening.

Facebook

As part of your membership we promote and share events, encouraging visitors to engage with us and our community. We stay connected hearing back from international and domestic visitors who regularly interact with our pages. Facebook continues to be our most successful avenue for promotion.



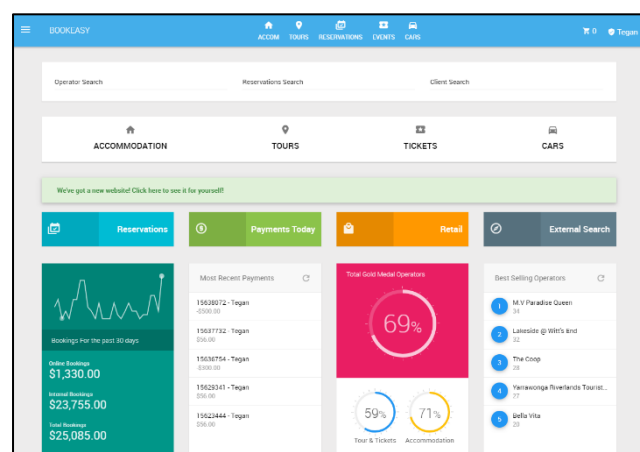
Instagram

A picture speaks a thousand words and with 1,300 followers we can reach a wide audience that can tap directly on to your business Instagram through easy sharing.



Website

Our modern website is easy to navigate and features a comprehensive events calendar so visitors can plan their stay. It is also a great tool for local and visiting groups to plan their events. You will be proud to see that we manage accommodation bookings, tours, and attractions through the website, which allows the visitor to see and contact our members business direct.



Booking Service

As part of your membership we provide an Australian developed and owned **booking platform**. Commission earned from this service stays local further enhancing our local tourism industry. This system enables us to book a large range of accommodation and tours, both locally and Australia wide.

WLT

- Has been in operation since 2007.
- A small locally owned business founded and currently operating from Narrabri in regional NSW.
- Operating in 50 different communities, covering over 130 different postcodes.
- Over 100,000 cards sold.
 - Over \$8 million in loaded cards sold that's over \$8 million injected into local businesses!
- In the past 2 years excess of \$5.1m.
 - \$1.5m in loaded cards were sold in December 2019 alone.
- In the past 2 years the WLT network has been used effectively to also distribute relief funds in excess of \$1 million for things like drought and bushfires and Covid 19.

SHOP LOCAL FACTS

- Every \$100 spent locally has a local impact of approximately \$180.
- Shopping locally helps to generate local jobs, build local infrastructure and ensures products can be acquired locally.

LOCAL GIFT CARD INITIATIVE TO KEEP MONEY IN YARRAWONGA MULWALA



WHAT IS WHY LEAVE TOWN ?

Why Leave Town's (WLT) Gift Card program is an EFTPOS based system (excludes Square Readers) aimed at keeping money within communities by encouraging people to shop locally in Yarrowonga Mulwala.

Cards can be purchased at a select number of stores that we call "Load Up Stores".

There are no additional fees for businesses apart from their normal bank transaction fees.

When a customer purchases a card they decide how much money to load onto the card and this money can then be used by the card holder to purchase goods in any participating store within the market where the card was purchased.

The card will NOT be able to be used outside of the participating stores.

This means that every time one of these cards is purchased, the **MONEY STAYS LOCAL!**

HOW TO GET MY BUSINESS INVOLVED ?

It's easy to become involved and the sooner you join the sooner you reap the rewards of your community supporting business. Everybody wins!

Yarrowonga Mulwala Tourism will be contacting businesses directly during September.

To get involved in this program or find out more information please contact:

Helen Copland or Noel Wright

1 Irvine Parade, Yarrowonga, VIC 3730

Phone: (03) 5744 1989

Email: tourism@yarrowongamulwala.com.au

Web: <https://www.whyleavetown.com>



Yarrowonga Mulwala

Sun Country
on the Murray
it's fun country

Easy pay plan

We understand running a business is financially demanding at times and that paying a one of lump sum fee is not practical for some. We have developed easy pay, a plan that allows you to join us and receive all the benefits while managing your cash flow more effectively.

How does it work

Pay full amount upfront

Due January 1st

OR

Pay quarterly instalments

Terms of instalments

\$25.00 admin fee upfront

+

**Quarterly membership fee paid on or before
the 1st of each month**

Payment Months

January, April, July and October

If you choose easy pay plan method; please fill in the membership application form on the last page of this prospectus and tick your preferred method of payment for your quarterly instalments.



A promotional banner for the Lake Mulwala Rod Run 2019. The banner features a light blue background with a stylized 'Lake Mulwala' logo in the center. Below the logo, it says 'Rod Run 2019' in a red, flame-like font. At the bottom, a red starburst contains the dates '7th, 8th, 9th & 10th of November'. On the left, there is a purple and yellow hot rod. On the right, there is a blue hot rod. The banner also includes logos for 'Yarrawonga Mulwala Sun Country', 'Holiday Park', 'NORTHERN SUBURBS STREET RODS', 'TRIPS 95.3', and 'ASRF'. The website 'www.northernsuburbsstreetrods.com.au' is at the bottom left, and 'Yarrawonga, Mulwala.' is at the bottom right.

Yarrawonga Mulwala Sun Country
Holiday Park

NORTHERN SUBURBS STREET RODS
TRIPS 95.3
ASRF

Lake Mulwala
Rod Run 2019
7th, 8th, 9th & 10th of November

www.northernsuburbsstreetrods.com.au Yarrawonga, Mulwala.

Investment Comparison

Yarrawonga Mulwala Tourism & Business

Average membership contribution \$350+GST

A year young promotional package with the opportunity to be viewed by a potential 95,000 walk ins to our Visitor Centre.

- Includes website listing
- Includes personal referral service



Radio advertising

Basic yearly package contribution \$12,000+GST

- No brochure display
- No website listing



Television advertising

Basic yearly package contribution \$15,000+GST

- No brochure display
- No website listing
- Limited target audience



Print media

Annual small display advertising \$6,600+GST

- No brochure display
- No website listing
- Limited target audience



Our members

Airtree Resort	Richglen Olive Estate	Satellite City Street Rod Club Inc
Akuna	Elsinor Townhouse 10	Shelford Shooting
All Saints Estate Wines	Essenza Resort Spa	Shine Your Lyght
Allegro Theatre Company	Focus Wellbeing & Fitness	Sobrane
APM Solar Data & Electrical	Friends in Common	St Andrews Close
Arnie's Place	Gardy Home Handyman	St Cuthberts Anglican Church
Belle Rose	Gouge Linen	Stanton & Killeen
Belmores Chartered Accountants	Happy's Shack	Staxa Freight
Big 4 NRMA Yarrawonga Mulwala Holiday Park	Hardluck Coffee Co.	STF Engineering
Big Strawberry	Hargraves Solicitors	Stuart Simmons Motorcycles
Biggers Furniture World	Hicks Butchery	Sun Country Historical Car Club
Bike Locker	Highgrove Cherries	Terry White Chemmart
Bill Myers	Intents Fishing & Outdoors	The Coop
Billson's Brewery	Intersport Wingate's	The Sebel
Black Bull Pro Shop	Janets Art Niche	Tin Shack
Blooms of Yarrawonga	Jeff Haebich	Training Australia
Blush Beauty 3730	John Batman Group	Trvl Sak
Bourke Hire	John Tresize	Tungamah Hotel
Bundalong General Store	Judds & Sons	Tunzafun
Bundalong Holiday Resort	KNS Plumbing Services	Upper Murray Cruise Boats Pty Ltd
Bundalong Tavern & Villas	Lake Edge Resort	Villa Crystal # 4
Burkes Hotel Motel	Lake Moodemere Estate	Villa Tarni # 13
Byramine Homestead	Lake Mulwala Sportfishing	Villa Tarni # 16
Cactus Country	Lakeside @ Witts End	Villa Tarni # 18
Canning A.R.T.S	Lakeview Motel	Warrabilla Wines
Capri Waters Country Club	Lions Club of Yarrawonga	Why Leave Town
Capricorn Motor Inn	Lou's Place	Wright International
Carters Pest Control	Marine Cove	Yarra Musculoskeletal Clinic
Central Murray Credit Union	Mel Jamieson Art	Yarrawonga Caravan Storage
Club Mulwala	MI & KL Davis Plastering	Yarrawonga Chronicle
Club Mulwala Resort	Michael R Coldham & Associates	Yarrawonga Custom Plasma Cutting
Country Paradise	Monichino Wines	Yarrawonga Fish 'N' Chips
Country Women's Association	Mul Haven	Yarrawonga Holiday Park Committee
Craft Collective	Mulwala Football Netball Club	Yarrawonga Hotel
DBJ Holiday Units	Mulwala Golden Inn	Yarrawonga Lakeside Apartments
DC on the Lake	Murray Grange # 2	Yarrawonga Manufactured Housing PTY LTD
Denis Medical Group	Murray Valley Resort	Yarrawonga Medical Clinic
Don McPhee	North East Limousines	Yarrawonga Mulwala Golf Club Resort
Double Five	Northern Suburbs Street Rod Club	Yarrawonga Mulwala Historical Society Inc.
Dr. John Charles	O'Bryan & O'Donnell Accountants	Yarrawonga Mulwala Physiotherapy
Duncan Holiday Units	Otto IT (Miland Industries)	Yarrawonga Neighbourhood House
Dyson Group	Paradise Palms Motel Mulwala	Yarrawonga Paint Place
ED Evans Holdings Pty Ltd	Paradise Queen	Yarrawonga Riverlands
Elders Real Estate	Party Palace	Yarrawonga Show Committee
Prestige Catering Yarrawonga	Persephones Creations by Kris	Yarrawonga Veterinary Clinic
Purtle Electrical	Pfeiffer Wines	Yarrawonga Westside Caravan Park
Renee's Bundalong Bears & Treasures	Rotary Club Yarrawonga Mulwala	Yarrawonga Yacht Club
Riches Homes & Improvements	Sandra Heaney Optical	

Thanks!

Thank you for taking the time to read through our membership promotional package. Please don't hesitate in contacting us should you need any assistance choosing your membership benefits. We're here to help!

Membership Application

Business Name
Contact Person
Business Address
Postal Address
Phone Mobile.....
Email
Website

Membership Investment - Please Tick

Accommodation & Tourism Operators Includes Website Listing	\$385 inc GST	<input type="checkbox"/>
Business Membership Includes Website Listing	\$275 inc GST	<input type="checkbox"/>
Trade Services Membership Includes Website Listing	\$165 inc GST	<input type="checkbox"/>
Not for Profit Associations Includes Website Listing	\$110 inc GST	<input type="checkbox"/>
Friends of Tourism	\$50	<input type="checkbox"/>

Website listing requirement - Please email tourism@yarrawongamulwala.com.au with business information including; business description, high quality images & public contact details.

Value add extras Optional – Please Tick

Business card or Brochure Display	\$55 inc GST	<input type="checkbox"/>
Two Workshops or Seminars	\$55 inc GST	<input type="checkbox"/>
Business Feature in Newsletter	\$55 inc GST	<input type="checkbox"/>
SPECIAL - 3 value add extras for the price of 2	\$110 inc GST	<input type="checkbox"/>

Total Payable

\$

Payment Method (If paying via direct debit please reference payment with your invoice number)

Cash **Cheque** **Credit Card** **Easy Pay Plan** **Direct Debit**

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Card Number/...../...../.....

Expiry/..... CCV.....

Signature Date

BANK: CMCU

BSB: 803 188

ACCOUNT: 10001 1693

DESCRIPTION: Inv#