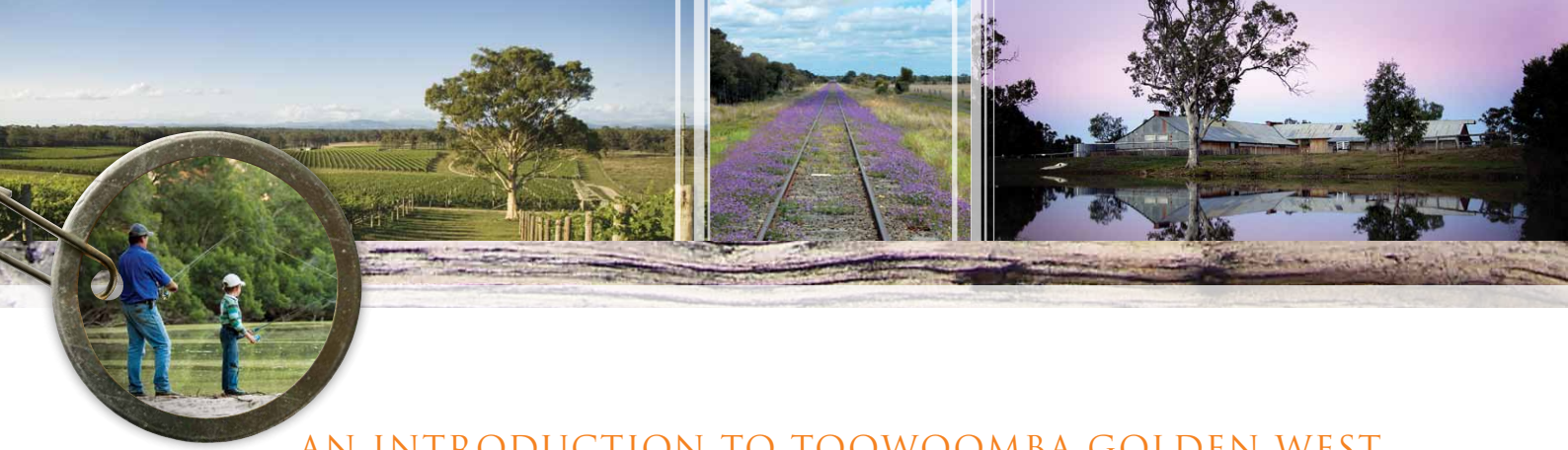


# TOOWOOMBA GOLDEN WEST & SOUTH BURNETT TOURISM



## MEMBERSHIP PROSPECTUS





## AN INTRODUCTION TO TOOWOOMBA GOLDEN WEST AND SOUTH BURNETT TOURISM (TGWSBT)

TGWSBT is a not for profit, membership based organisation that is acknowledged as the peak tourism body for Toowoomba and the Darling Downs, the Western Downs and South Burnett. TGWSBT is responsible for the marketing and promotion of these regions and is one of 14 Regional Tourism Organisations (RTOs) in Queensland recognised by Tourism Queensland.

### WHY YOUR MEMBERSHIP IS IMPORTANT

TGWSBT requires significant funding in order to fulfill the initiatives and objectives of the local tourism industry and make a significant economic contribution to the future of our region. Income generated from members partially enables TGWSBT to be sufficiently resourced to professionally and proactively market our region while also providing members with many benefits.

Membership is tax deductible and is a valuable investment in your own business as well as the future economic interest of our community and region.

### THE TGWSBT REGION

Our region promotes the tourism members in these local government areas and we work in partnership with:



### MEMBERSHIP LEVELS

#### BRONZE, SILVER AND GOLD MEMBERS

All tourism-related business, such as restaurants, accommodation or attractions. Each level of membership has different benefits.

#### INDUSTRY SUPPORTER

Businesses who are not primarily tourism related, such as web design or printing.

#### ASSOCIATE MEMBERS

A business not based in the actual TGWSBT region. These members must first be a full financial member of their host RTO.

#### COMMUNITY ASSOCIATIONS & EVENTS

All not-for-profit events and community associations, such as Tourism and Progress Associations or Historical Societies.

For more information about membership levels, fees and benefits please refer to the back page.



## BUSINESS LISTING ON TGWSBT WEBSITES

As a member operating within the TGWSBT region your business is entitled to a listing on TGWSBT websites,

**[www.darlingdownsholidays.info](http://www.darlingdownsholidays.info), [www.toowoombaholidays.info](http://www.toowoombaholidays.info),**

**[www.westerndownsholidays.info](http://www.westerndownsholidays.info) and [www.southburnetholidays.info](http://www.southburnetholidays.info), which includes:**

- > 150 word business description
- > Contact details and website link
- > Four (4) images

## COOPERATIVE MARKETING CAMPAIGNS AND DISCOUNTED ADVERTISING

Membership allows you the opportunity to advertise in a regional touring guide and seasonal brochures (relevant to your area). Each year, TGWSBT distributes consumer enquiry packs via phone and email enquiries from people intent on visiting our regions. The regional guides are among the information forwarded in response to all consumer enquiries received. They are also distributed through Visitor Information Centres, RACQ offices, travel shows and marketing campaigns. These great advertising opportunities are available either to members of TGWSBT only or at a significantly discounted rate depending on each region and/or publication.

TGWSBT participates in annual marketing campaigns in partnership with Tourism Queensland and regional stakeholders. These campaigns include a range of activities such as television, radio, print and online marketing.

## INDUSTRY COMMUNICATION, NETWORKING AND INFORMATION

To keep members up to date, TGWSBT produces a regular e-newsletter, "Tapping Into Tourism", which contains relevant industry information.

In order to network within the industry, exchange information and to help develop TGWSBT marketing plans, members have the opportunity to attend Tourism Advisory Group (TAG) meetings.

To enable members to plan, expand or just keep up to update with trends and statistics, a resource library is maintained by Tourism Queensland which allows access to tourism research and marketing statistics. To allow the opportunity for increased publicity of your business TGWSBT can create or redistribute media releases, provided relevant information is forwarded through.

Gold and Silver members are entitled to one vote at the TGWSBT Annual General Meeting. These members are also eligible to nominate for a seat on the board as an industry representative.

## REPRESENTATION AT TRAVEL SHOWS

Throughout the year the staff of TGWSBT attend numerous travel shows to promote Toowoomba and the Darling Downs, the Western Downs and South Burnett to identified target markets. Depending on your level of membership, you will be invited to join TGWSBT staff to promote the region at these shows.

Last year TGWSBT attended Caravan, Camping and Touring Shows in Brisbane, Gold Coast, Sunshine Coast, Toowoomba, Sydney, Melbourne, Lismore and New Zealand and had presence at Perth and Adelaide Shows. Both regional guides and other marketing collateral were distributed at these shows.



# MEMBERSHIP LEVELS, FEES AND BENEFITS

SUMMARY OF BENEFITS *Including GST	INDUSTRY SUPPORTER \$210*	ASSOCIATE MEMBERS \$420*	COMMUNITY ASSOCIATIONS & EVENTS \$220*	BRONZE MEMBERS \$275*	SILVER MEMBERS \$420*	GOLD MEMBERS \$630*
Receive regular Tapping into Tourism e-newsletter	✓	✓	✓	✓	✓	✓
Membership Certificate and decal stickers	✓		✓	✓	✓	✓
Associate Membership Certificate		✓				
QTIC Associate membership	✓	✓	✓	✓	✓	✓
Calendar of Events listings on all websites	✓	✓	✓	✓	✓	✓
Monthly payment system available	✓	✓	✓	✓	✓	✓
Invitation to workshops	✓	✓	✓	✓	✓	✓
Use of branding logo	✓		✓	✓	✓	✓
Access to industry feedback and networking opportunities through Tourism Advisory Group meetings	✓	✓	✓	✓	✓	✓
Access to statistical information through Tourism Queensland and other relevant sources	✓	✓	✓	✓	✓	✓
Business featured on TGWSBT Websites		✓	✓	✓	✓	✓
Logo displayed on the TGWSBT Website with a link to operators website	✓					
Access to cooperative marketing campaigns/advertising opportunities (priority access to Silver/ Gold members)		✓	✓	✓	✓	✓
Access to TGWSBT Marketing Calendar of Opportunities for planning purposes		✓	✓	✓	✓	✓
Letters of support			✓	✓	✓	✓
Free marketing and media advice			✓	✓	✓	✓
Discounted membership fee to the Australian Tourism Data Warehouse (ATDW)			✓	✓	✓	✓
Book Easy Benefits – online bookings				✓	✓	✓
Voting and nomination rights at all TGWSBT General Meetings			✓+	✓+	✓	✓
Assistance in writing media releases			✓		✓	✓
Potential media publicity			✓		✓	✓
Access to the TGWSBT and TQ Image library			✓		✓	✓
Access to TGWSBT promotional pull-ups and banners			✓		✓	✓
Opportunity for personal attendance at trade shows			✓		✓	✓
Opportunity for sponsorship					✓	✓
A further 20% off of all advertising opportunities					✓	
Free employment advertising through TGWSBT e-newsletter					✓	✓
A further 30% off of all advertising opportunities						✓
Discounted rates to attend workshops (where applicable)						✓
Brochure distribution at all travel shows						✓
Logo placement and hyperlink to website in the TGWSBT regular e-newsletter						✓
Brochure to be included with all mail outs to consumers						✓
Priority ad placement in promotional brochures/ advertising campaigns						✓

+ Subject to proposed review of Articles of Association

## CORPORATE PARTNER

Organisations, businesses or individuals that wish to offer monetary or in-kind support. This form of membership can be negotiated on an individual basis.

## SUBSEQUENT MEMBERSHIP

Operators who own more than one business within the Toowoomba Golden West and South Burnett Region receive a 25% discount off each subsequent membership of equal or lesser value when joining.

## TOOWOOMBA GOLDEN WEST & SOUTH BURNETT TOURISM

Level 1, James Cook Centre, Cnr Herries and Ruthven Streets, Toowoomba QLD 4350

PO Box 2589, Toowoomba QLD 4350

**Phone:** 07 4632 1988

**Fax:** 07 4632 4404

**Email:** enquiries@tgw.com.au



## MEMBERSHIP FORM

Trading Name .....

Company Name..... ABN.....

Street Address .....

..... Postcode.....

Postal Address.....

..... Postcode.....

Phone..... Fax..... Mobile.....

Web Address.....

Email.....

Contact: Names/s .....

Position.....

I wish to participate within the membership category indicated:

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Industry Supporter \$210 | <input type="checkbox"/> Associate Member \$420  | <input type="checkbox"/> Community Associations and Events \$220 |
| <input type="checkbox"/> Bronze Membership \$275  | <input type="checkbox"/> Silver Membership \$420 | <input type="checkbox"/> Gold Membership \$630                   |

Are you a member of any other Regional Tourism Organisations (RTO)?

Yes / No If so, which one?.....

### PAYMENT DETAILS

- Direct Debit – pay to: **TGWSBT** BSB: 014 - 720 Account: 379 976 883
- Cheque enclosed – Amount \$.....

### CREDIT CARDS

Accepted credit  Visa  MasterCard

Name on Card..... Card Expiry Date ..../.....

Credit Card Number..... Amount \$.....

Signature.....

Please tick if you would not like your contact details to be shared with other members or with TGWSBT affiliated tourism bodies.

I hereby apply to become a member of Toowoomba Golden West & South Burnett Tourism and to abide by its rules. I also declare that I have all applicable Local and State Government licenses and current liability insurances as required. I agree to provide an accurate description of my business to TGWSBT for all forms of marketing and media promotion and to act with integrity and honesty. I understand that Toowoomba Golden West & South Burnett Tourism reserves the right to reject/ terminate membership according with constitution.

Please sign here:.....