

2009/10 Newcastle Tourism Membership Prospectus

Tourism is everybody's business. Tourism generates benefits well beyond the activity of the operators who run hotels, motels, restaurants, tours and attractions. Tourists spend money across all types of businesses - from clothing stores to cafes. As a result, tourism is an industry with significant potential to provide employment and grow Newcastle's economy. Tourism also has great potential to assist, evolve, define and present the image of Newcastle. In this way, tourism helps to shape the living culture of Newcastle and the impressions that people have of the city.

There are many activities that Newcastle City Council is involved with that indirectly assist tourism to grow. With so many people visiting friends and relatives in Newcastle, many Council activities undertaken for residents, also benefit their visitors.

The roles of Newcastle Tourism are to assist, develop and market Newcastle's tourism experiences, and to further develop Newcastle's tourism sector.

Newcastle Tourism is membership-based. The focus is to deliver quality member services. Participation in Newcastle Tourism keeps you informed about the Council policies and projects which affect these areas and impact on your tourism business.

Newcastle Tourism's key resource is its quality information and advice that will assist your organisation in developing and promoting your product or service. By participating in the co-operative marketing programs, your business will be able to reach a much wider market.

Membership of Newcastle Tourism is on a financial year basis and is available in both the leisure and Meetings Incentives Conferences and Exhibitions (MICE) sectors. Details of the membership options available are outlined in the following pages.



Membership levels and benefits

Leisure Membership: Membership Benefits 1 – 10 Inclusive

This is the basic level of membership offered by Newcastle Tourism

MICE Associate Membership: Membership Benefits 1 - 15 Inclusive

The level of Membership appropriate to those organisations wishing to have access to the MICE Market, and ARE NOT either a venue or accommodation provider

MICE Partner Membership: Membership Benefits 1 – 15 Inclusive

The level of Membership appropriate to those organisations wishing to have access to the MICE Market, but ARE either a venue or accommodation provider

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|--|---|
| 1. Brochure displayed in Visitor Information Centre (VIC) | 9. Limited number of Newcastle Free Visitor Guides |
| 2. Referrals & Bookings from VIC for accommodation, tours and services | 10. Opportunity to provide Strategic Sponsorship |
| 3. Receive regular copies of the Newcastle Tourism newsletter | 11. Inclusion in appropriate bid documents |
| 4. Invitation to member networking functions | 12. Receive appropriate conference / event leads |
| 5. Invitation to member workshops / seminars | 13. Receive the quarterly conference / event summary update of forward confirmed business |
| 6. Full listing on Newcastle Tourism website | 14. Opportunity to participate in NVCB MICE publications and other co-operative marketing initiatives |
| 7. Use of Newcastle Tourism logo and branding according to style guide | 15. Participation in the Newcastle Tourism Marketing Group |
| 8. Opportunity to purchase a listing in the Newcastle Free Visitor Guide | |

Application for New Membership (joining fee of **\$117** on top of membership fee)

Membership Renewal

Business Name:

Trading Name:

ABN: or, not registered for GST

Contact Details

Postal Address: P/code:

Street Address: P/code:

Ph: Fax Additional Ph:

Email: Website:

*(the above contact details will appear on Newcastle Tourism website.
Email will receive BookEasy Confirmations)*

Membership Contact:..... Position:

Email: Ph:

Marketing Contact:..... Position:

Email: Ph:

Accounts Contact:..... Position:

Email: Ph:

PRIVACY INFORMATION: Your contact details are held on the Newcastle Tourism database so we may contact you to keep you informed of any Newcastle Tourism services & products we believe you may be interested in & to help us meet our obligations to customers and suppliers. If we have requested information from you & you do not supply it, we may not be able to contact you for the purposes referred to above & we may not be able to satisfy any other specific purposes for which you have been advised.

Joining Fee (New Members Only)	\$117	
Leisure	\$299	
MICE Associate (Not suitable for Venues and Accommodation)	\$798	
MICE Partner (Only suitable for Venues and Accommodation)	\$1250	
TOTAL		\$

I permit Newcastle Tourism to release my contact details for tourism related purposes.
I agree to receive official communications from Newcastle Tourism eg Tourism Marketing & Membership specific emails & mail outs
I hereby apply for membership to / renewal of membership to Newcastle Tourism.
I have read and agree to abide by the terms and conditions attached.

Signature: **Date:**

Name: **Position:**

Tax Invoice

Supplier: Newcastle City Council
PO Box 489 Newcastle NSW 2300
ABN: 25 242 068 129

Business Name		
Trading Name		
Contact Person		
All rates Quoted include GST and are per Financial Year		
Joining Fee (New Members Only)	\$117	
Leisure	\$299	
MICE Associate (Not suitable for Venues and Accommodation)	\$798	
MICE Partner (Only suitable for Venues and Accommodation)	\$1250	
TOTAL		\$
Date of Payment		
Receipt number		
This document will be a tax invoice for GST when you make a payment		

Membership Terms and Conditions

1. Membership is on a financial year basis. Those wishing to join up to and including March will pay the joining fee plus the pro rata fee for that year. Those wishing to join from April will need to pay the pro rata fee, the joining fee, plus the next full year fee up front.
2. The joining fee for new members is a flat one off fee and is not pro rata.
3. All Members agree to operate in such a way as to not harm the reputation of the destination as a whole.
4. All members agree to operate their business in a lawful manner. By applying for membership, members assert that they have sufficient public liability and professional indemnity insurances and indemnify Newcastle Tourism from any responsibility or liability that may arise as a result. All members agree to adhere to Newcastle City Council's DA, Local Environment Plan (LEP) and Relevant Development Control Plans (DCP).
5. Membership to Newcastle Tourism is not open to organisations that it deems, operate in direct competition to the Newcastle Visitor Information Centre.
6. If financial membership is not renewed by a member within 60 days of the due date, the membership is cancelled. Similarly, members with any account owing to Newcastle City Council greater than 60 days will have membership cancelled. If the former member wishes to later rejoin the organisation, they will be treated as a new member and the joining fee will apply.
7. If a member of Newcastle Tourism operates a business at a different physical location to the primary membership, the nominated second business (and any subsequent businesses) will be charged 50% of the appropriate level of membership. NB This does not refer to multiple functions at the one location - eg accommodation, conferencing, dining.
8. Membership does not become active until payment has been made and a receipt has been issued by Newcastle Tourism.
9. Receipt of application does not guarantee membership of Newcastle Tourism.

10. Brochure Display / Distribution

- 10.1 Each membership allows an organisation to distribute one brochure through the Visitor Information Centre.
- 10.2 Newcastle Tourism prefers brochures in a DL format. All other brochure sizes are accepted subject to space limitations in the Visitor Centre.
- 10.3 The brochure must be representative of the organisation that is covered by the membership, and not promote any other business or product that is not a member of Newcastle Tourism.

- 10.4** An organisation may seek to distribute an additional brochure in the Visitor Centre at an extra cost. This will only be an option if there is space available, and if the brochure is only promoting product that is covered by the membership (eg. A Hotel wishing to promote a brochure for their in-house Restaurant).
- 10.5** Due to space limitations, only small supplies of brochures will be accepted at any one time.

11. Website Presence

- 11.1** Each membership allows an organisation one listing on Newcastle Tourism's website
- 11.2** The sub heading for the listing is at Newcastle Tourism's discretion
- 11.3** A member's web-link from the Newcastle Tourism website must be direct to the product/service covered by the membership, not (for example) to the home page of a parent organisation website where non-member products/services can be accessed.
- 11.4** All members with a listing must be willing to offer their product/service for sale through the website at a commission of 10% (11% for those organisations not registered for GST).
- 11.5** All information and images on the website must be representative of the product/service offered by the member, and must not be representative of any product/service not covered by the membership.
- 11.6** Newcastle Tourism reserves the right to alter any information or images on the website, or disable any web page at its discretion if any information/images are believed to be inappropriate or not representative of the product/service covered by the membership.
- 11.7** Newcastle Tourism reserves the right to disable the web page of any member whose account is past due.
- 11.8** To avoid double bookings it is strongly recommended that direct bookings are only confirmed once the room or tour has been marked as unavailable on your online reservation system console. Operators will be responsible for any double bookings. In addition, Operators will be responsible for reimbursement of any payment made to them by guests in error (ie payment made to both Newcastle Tourism, and the Operator by the guest for the same service).
- 11.9** Newcastle Tourism is committed to providing the highest standards in visitor services to ensure that tourism in Newcastle continues to grow. To assist the Visitor Centre with this objective, Tourism Operators are encouraged to offer the Visitor Centre the best possible rates or at the very minimum standard rack rates. Rates published online must be commissionable, correct and not represent a 'loaded' or higher rate than the customer would be offered direct. Tourism Operators must honour all published rates.

- 11.10** The Visitor Information Centre (VIC) is the administrator of all bookings on the website. If a booking needs to be cancelled or amended the VIC needs to be contacted immediately by the customer or the operator. The VIC will confirm cancellation within a 24 hour period. It is best practice to follow these procedures so that all three parties are aware of the booking status.
- 11.11** The discussion board is an online area for networking with other operators in the area. Any inappropriate content will be removed by Newcastle Tourism and may result in a member's password for the site being disabled.
- 11.12** To eliminate the significant and increasing potential for cheque fraud (for both Council and yourself) and to pass on the efficiencies of Electronic Funds Transfer (EFT), Newcastle Tourism makes all Creditor payments for the BookEasy system by EFT.
- 12.** Newcastle City Council issues Tax Invoices as an agent for member organisations. Member organisations are liable for their GST portion of these Tax Invoices at the time of issue.
- 13.** Any member wishing to make complaint about Newcastle Tourism or appeal a decision made by Newcastle Tourism, should do so in writing to the General Manager Newcastle City Council. The complaint will then be handled in accordance with Newcastle City Council's policy.
- 14.** Any operator from outside the Newcastle Local Government Area (LGA) should first be a member of the Tourism Association in their own LGA before seeking Membership to Newcastle Tourism. In addition, membership will only be accepted if there is a clear cooperative benefit.
- 15.** Operators from outside the Newcastle Local Government Area (LGA) accept that there may be some projects / campaigns etc with a specific focus on Newcastle that they may not have access to participation in through Newcastle Tourism. This includes all events calendars managed by Newcastle Tourism.
- 16.** Membership to Newcastle Tourism does not guarantee inclusion of any member's specific events to the Newcastle Tourism Weekend or Monthly Calendar of events. Nor does it guarantee inclusion of events on Newcastle Tourism's website.
- 17.** Any member not adhering to these terms and conditions may have their membership benefits suspended, and subsequently have their membership cancelled.

Payment Options

Newcastle City Council accepts payments via cash, cheque ,Direct Deposit, Eftpos, Visa card or Mastercard. If you wish to pay via Visa or Mastercard, please fill in the Authorisation to charge below and return to Newcastle Tourism with your renewal form.

If you wish to pay by Direct Deposit, please fill in the form on the following page once you have made your payment, and return with your renewal form.

Credit Card Authorisation

Newcastle Tourism
Membership Payment 2009/10

NCC ABN: 25 242 068 129

If you wish to pay by Visa or Mastercard, could you please complete the following details and return to Newcastle Tourism with your application form.

Business Name.....

Name on Card

Card Number

Card Type (please circle) VISA MASTERCARD

Expiry Date:

Amount to be debited from card

Cardholder's Signature

Date:

<p>Office Use only: Job number: 5350.422201</p> <p>Eftpos processed by: on.....</p>
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2009/10 Newcastle Tourism Membership Direct Debit Notification

Business Name

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Account Name

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Contact Person

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Phone: Email

Amount Deposited: \$_____ Date Deposited: ___/___/2009

Account Details for Deposit

Name : Newcastle City Council
 Bank : Commonwealth Bank
 Branch : Newcastle
 BSB/Code: 062-815
 Account Number: 10230651

Please fax this completed form to: 4929 5948

Please note: Memberships will not be processed until confirmation has been received from Newcastle City Council Revenue Team that the above payment has been received.

<p>Office Use only: Job number: 5350.422201</p> <p>Eftpos processed by: on</p>
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