

## Bass Coast Business & Tourism Partnership Prospectus 2009/10



**Get involved and give your business the best opportunity for growth!**

### Exclusive Partnership Marketing Opportunities

Your membership to the Bass Coast Business & Tourism Partnership (BCB&TP) will enable you take advantage of a range of marketing opportunities on offer:

- The Bass Coast Official Visitors Guide will be distributed at consumer shows. Bass Coast Official Visitor Guide lists businesses from accommodation to retail and trade as well as services & eateries. Discount is applicable for Bass Coast Business & Tourism Partnership members.
- Website listing on [www.visitbasscoast.com](http://www.visitbasscoast.com), [www.visitgrantville.com](http://www.visitgrantville.com), [www.visitinverloch.com](http://www.visitinverloch.com), [www.visitsanremo.net.au](http://www.visitsanremo.net.au) & [www.visitwonthaggi.com.au](http://www.visitwonthaggi.com.au)
- Subsidised collaborative marketing with Destination Gippsland Ltd.
- Bass Coast VICs information sheets e.g. retail, services, accommodation, eateries, walks
- Buy local campaign plus Bass Coast on-line Business Directory
- Destination Gippsland Ltd are offering businesses that are not already listed with Tourism Victoria, and are financial members of the Bass Coast Partnership and tourism related e.g. accommodation, eateries, etc. a two year listing for the price of one on [www.visitvictoria.com](http://www.visitvictoria.com). This means instead of paying \$500 incl. GST for a two year business listing you will receive two years membership for \$250 incl. GST. For businesses accredited via TAAL programs (e.g. ATAP) the cost is \$100 incl. GST.

### Be informed Forums and Workshops

- Take advantage of networking events & information sessions throughout the year
- Attend BCB&TP Industry Forums
- General training sessions plus BookEasy training

### Become involved How to become a Member?

- Is your business registered with all relevant insurances?
- Do you have all forms needed to finalise your application?
- Accommodation businesses will need to complete the Authority to Book Form

### What is the Bass Coast Business & Tourism Partnership?

The Bass Coast Business & Tourism Partnership facilitates cooperation between business and tourist operators and Bass Coast Shire Council, through the Visitor Information Centre network. The Partnership offers members a range of promotional opportunities plus the benefits of cooperative marketing and industry strength. Marketing is not limited to Bass Coast Shire, but regionally through the network of Visitor Information Centres across Victoria. Strong industry associations are vital in attracting opportunities and funding for local business and tourism. Your membership will enable the Partnership to successfully undertake promotions and activities that ultimately benefit your business.

#### Partnership Alliances



**Visitor Information Centre  
Network**



**Destination Gippsland Ltd**



**Destination Phillip Island Inc**

# Membership Benefits:

	Bronze \$120	Bronze + \$220	Silver \$350	Gold \$600
Advertising discount in the Bass Coast Official Visitor Guide	•	•	•	•
1 photo & 100 word business description on your association website	•	•	•	•
Link from your association website to your own business website	•	•	•	•
Entry on online Bass Coast Business Directory <a href="http://www.visitbasscoast.com">www.visitbasscoast.com</a>	•	•	•	•
Buy Local ( online shopping facility for Bass Coast Shire businesses)	•	•	•	•
Business Card & Menu display in Wonthaggi & Inverloch VICs	•	•	•	•
Membership of your local Business or Tourism Association	•	•	•	•
Access to VIC booking service, walk in clients, phone & internet customers	•	•	•	•
Industry visits by staff & volunteers from all Visitor Information Centres (VICs)	•	•	•	•
Access to Destination Gippsland Ltd, Destination Phillip Island Inc & Visit Victoria promotional campaigns. E.g. Website listing & electronic digital marketing	•	•	•	•
Networking forums & workshops	•	•	•	•
Membership recognised for accreditation / awards & industry profile	•	•	•	•
Bi monthly newsletter	•	•	•	•
Receive up to date information e.g. Tourism Victoria & Business Victoria	•	•	•	•
Annual Partnership sticker	•	•	•	•
DL brochure display in Inverloch & Wonthaggi Visitor Information Centres	•	•	•	•
2 photos & 200 word business description on association website	•	•	•	•
A4 poster in Inverloch & Wonthaggi Visitor Information Centres	•	•	•	•
PDF product information sheet on website for retail, eateries & service providers	•	•	•	•
3 photos & 300 word business description on association website	•	•	•	•
A3 poster in Inverloch & Wonthaggi Visitor Information Centres	•	•	•	•
A4 poster in Newhaven & Cowes Visitor Information Centres	•	•	•	•
DL brochure display in Newhaven & Cowes Visitor Information Centres	•	•	•	•
DVD promotion in Inverloch & Wonthaggi Visitor Information Centres	•	•	•	•

<b>Associate Membership</b> (for members of other regional business & tourism associations)	<b>Associate \$50.00</b>	<b>Associate + \$150</b>
Access to the Bass Coast Visitor Information Centres (VICs) online booking service – Book Easy	•	•
Receive current information from relevant organisations e.g. Tourism Victoria & other peak bodies	•	•
VIC service available daily for walk in, phone & internet customers	•	•
Access to Destination Gippsland Ltd & Destination Phillip Island Inc marketing campaigns	•	•
Membership recognised for accreditation / awards & industry profile	•	•
Annual partnership membership sticker	•	•
DL brochure in Inverloch & Wonthaggi Visitor Information Centres	•	•

## Contact Details

Suzanne Conlan  
BCB&TP Project Officer  
0417 169 776

[Information@wonthaggi.com.au](mailto:Information@wonthaggi.com.au)

Teresa Mahood, BCSC  
Tourism Co-ordinator  
03 5951 3383

[t.wilson@basscoast.vic.gov.au](mailto:t.wilson@basscoast.vic.gov.au)

Margaret Murray, BCSC  
Business Development Officer  
03 5951 3384

[m.murray@basscoast.vic.gov.au](mailto:m.murray@basscoast.vic.gov.au)

