

Geographe Bay Tourism Association Membership Fee Structure

January – December 2010

Core Tourism Business

Level 1 – \$735

Accommodation 31+ bedrooms

Includes: Additional brochure rack and website listing;

Level 2 – \$625

Accommodation 11 – 30 bedrooms

Winery or Brewery with accommodation/restaurant

Includes: Additional brochure rack and website listing;

Level 3 – \$489

Accommodation 5 – 10 bedrooms

Restaurant/Cafe or Fast Food outlet with seating for 41+ patrons

Winery or Brewery with cellar sales

Activity or Attraction

Art and /or Craft Gallery

Tour Operator

Hire or Transport Company

Level 4 – \$399

Restaurant, Fast Food or Café with seating for up to 40 patrons

Level 5 – \$342

Accommodation 1 – 4 bedrooms

Supporting Tourism Business

Retail or Service business

Level 6 – \$315

Business with 6+ full time staff

Level 7 – \$174

Up to 5 full time staff

Private individual

Non-regional business (*outside the Shire of Busselton or Augusta-Margaret River see note below)

Additional Brochure Rack (both visitor Centres) with additional website listing \$200

Important Membership Information

- GST included in the above rates.
- For new members, a minimum of 500 DL size promotional brochures are requested for display purposes.
- Membership levels for accommodation operators are determined by the number of bedrooms.
- *Non-regional members are not entitled to vote, utilise the regional photograph library or regional branding, not listed on the GBTA full colour regional map.
- Membership fee is non-refundable
- Membership terms and conditions are available on the website www.geographebay.com Payment of your membership indicates acceptance of these terms and conditions.
- 6 month membership is available upon request (Conditions apply).

Application for 2010 GBTA Membership

Membership Criteria

- Operators are required to obtain appropriate business licensing and appropriate public liability insurance.
- Operators to accept bookings from the Dunsborough and Busselton Visitor Centres and pay commission for those bookings (Accommodation and Tours, GBTA commission rate is currently 12.5%).
- BookEasy Operator change fee applies as follows:
GBTA staff are NOT authorized to make changes to member business page content in BookEasy unless an official request for change has been received in writing by the GBTA. Such changes to business page content actioned by GBTA staff incur a \$22.00 fee per change (inc GST). The GBTA accepts no responsibility for errors made by staff changing information in this circumstance.
- Supply of Product/Service: Availability as shown on your BookEasy page must be honoured. Members are directly responsible for updating rates and availability in BookEasy on a daily basis and are reminded that this action is a condition of GBTA membership. If a member is unable to provide the Product/Service to a customer after the booking with the Customer has been confirmed in writing, the member must provide an alternative product/service of a similar or better standard at the member's expense. This requirement is pursuant to the Trade Practices Act 1974. The GBTA will direct dissatisfied consumers in such circumstances to lodge a formal complaint with DOCEP.
- Customer Complaints: The member must use reasonable endeavours to resolve all complaints of customers who have made their booking via GBTA visitor centres/websites within 7 days of receipt of the complaint from the Customer, and fully co-operate with the GBTA in any settlement negotiations including making offers of refunds where appropriate. The GBTA will direct dissatisfied consumers in such circumstances to lodge a formal complaint with DOCEP.
- Price Match Policy: Members must ensure that retail sell prices for all accommodation and touring services listed on BookEasy will not be above the members own retail sell rate via all on-line and off-line sales channels. If a member does offer a lower retail rate, and/or retail rates with inclusions or introduces a special rate direct to customers or via other sales channels, the member agrees that GBTA will be able to access such rates in order to price match and the GBTA's usual commission rate applies (currently 12.5%). This price match policy is a condition of GBTA membership.
- Operators must have a bank account with the same name as the Business Name for processing booking deposits and payments.
- Booking deposits and payments to comply with the GBTA deposit policy of 1/3 of total booking cost or 1 night tariff, whichever is greater, with final payment paid directly to GBTA 30 days prior to travel.
- Visitor Centre to have access to direct telephone communication to owners/managers at all times. Owner/Manager mobile telephone number must be input by members into BookEasy operator contact details.
- Adequate signage to be installed to ensure safe and easy access to the property/business.
- Manager/Caretaker to meet and greet guests on arrival or keys to be made available on arrival at the property (Accommodation and Tour Operators only).
- A 24 hour emergency contact number to be made available to guests (Accommodation Operators only).
- For quality assurance purposes members are strongly encouraged to obtain Tourism Council of Australia (TCA) accreditation (www.atap.net.au).
- For membership applications to be accepted, the INDEMNITY section of this form must be completed and returned with the membership fee. Cheques are to be made payable to the GBTA.
- It is the responsibility of members to advise the GBTA of any changes in property ownership, contact details and changes to bank account details which occur during the membership year.
- Please note that the GBTA may disclose information about your business to related companies in the course of Association marketing activities. If you do not wish this to occur, please ensure that you sign and return the GBTA Privacy Law form accordingly.
- Access to GBTA member database is available to 12 month members only and is contingent upon abiding by strict privacy legislation whereby the database or part thereof will not be passed on to any third parties, will not be used for blanket marketing purposes (such as adding contact details to e-newsletter distribution lists). Any initial communication to another member must include an 'opt out' clause providing the opportunity to decline further communication.
- Through payment of membership fee's all members of the GBTA agree to be bound by the constitution and membership terms and conditions as listed on www.geographebay.com

Membership Level

1 2 3 4 5 6 7

Business Name: _____

Primary Contact Person: _____

Business Postal Address: _____

Business Street Address: _____

Ph: _____ Fax: _____ Mobile: _____

Email: _____

Business Website: _____

Indemnity / Acceptance of Terms and Conditions

It is a condition of membership that the indemnity section of this form is completed, signed and returned to the GBTA office.

I, as the authorised representative of the business entity show above, confirm that:

- The business complies and will continue to comply with all Commonwealth, State and municipal authority laws which effect the conduct and supply of services of this business, and indemnifies and will keep indemnified the GBTA against all actions, proceedings, claims, liabilities and costs in respect of any breach of these laws and
- The business possesses and will keep current, a Public Liability Insurance Policy providing a minimum cover for any one event of \$5,000,000.

Name (in capitals): _____ Position: _____

Signature: _____ Date: _____

OR

If you do not want to be a member of the Geographe Bay Tourism Association for 2010 please tick this box and return this form.

Office Use Only

- INVOICED PAID WEBPAGE LOGIN AND PASSWORD ISSUED / BOOKEASY LINKED E-BULLETIN AND SOIREE INVITE E-MAIL VCS INFORMED
 NEW MEMBER PACK UPDATED MEMBERS DATABASE BROCHURES REQUESTED (New members only)