

# Industry Partnership Prospectus

2008 – 2009

MAITLAND  
*Hunter Valley*



[www.maitlandhuntervalley.com.au](http://www.maitlandhuntervalley.com.au)

## *Disclaimer*

*Whilst every endeavour has been made to ensure the accuracy of the information contained within this prospectus, Maitland Tourism, Maitland City Council and the Maitland Visitor Information Centre cannot be held responsible for any consequences resulting from the use of this information and it is recommended that businesses obtain independent advice before using any of the information contained herein.*

*Prices quoted within this prospectus are subject to change without notice and should be checked with Maitland Tourism before completing the Industry Partnership Application.*

# *Table of Contents*

---

Table of Contents .....	2
Welcome to Maitland, Hunter Valley .....	3
Vision Statement .....	3
Mission Statement.....	3
Maitland Visitor Information Centre.....	4
Maitland Tourism Advisory Group.....	5
Business Partner .....	6
Basic Package.....	7
Additional Business Basic Package .....	8
Reservations Package .....	9
Website Upgrade (Level 2).....	10
Website Upgrade (Level 1).....	11
Retail Partner .....	12
Display and Sampling Add On.....	13
Group Tours Add On.....	14
Marketing Add On.....	15
Marketing Additional Business .....	15
Weddings Partner (Level 2).....	16
Weddings Partner (Level 1).....	16
Event Organiser Partnership .....	17
Non Profit Organisation Partnership .....	18
Hunter Tourism .....	19
Additional Charges .....	20
Definitions.....	21
Appendices and Industry Partnership Form .....	25

## *Welcome to Maitland, Hunter Valley*

---

Maitland Tourism is the marketing name for the Tourism Business Unit of Maitland City Council. Partnership between Maitland Tourism and industry operators is designed to maximise the exposure of the area as a tourism destination, through the promotion of partner businesses and the provision of quality local, regional and New South Wales information.

Partnership offers you opportunities to participate in co-operative marketing programs, local tourism events and industry activities on an annual basis. Promotion of your business through Maitland Tourism means potential exposure to over 75,000 enquiries annually through the Maitland Visitor Information Centre, prominent positioning on the web, a networking base to keep you abreast of industry news and developments, and business relationship building opportunities.

Our partnership program is flexibly structured to enable you to select the options most suited to your business. The structure allows the Maitland Visitor Information Centre to service specialty organisations including Events Organisers, Non-Profit Organisation and Events Business Partners. The partnership fees are renewable on an annual basis at the beginning of the financial year.

To be eligible for partnership, your business needs to be located within the Maitland Local Government Area, or situated in a locality that has been identified as strategically aligned with Maitland.

## *Vision Statement*

---

*Community growth through the economic contribution of tourism and the promotion and valuing of our City's unique character and lifestyle.*

## *Mission Statement*

---

*We will contribute to the future of Maitland by inspiring, guiding and marketing a tourism industry that is strategically focused and which contributes to the future of our City through its economic contribution and its promotion of our City's character, lifestyle and heritage.*

## *Maitland Visitor Information Centre*

---

Maitland Tourism is located within the Maitland Visitor Information Centre. Contact details for Maitland Tourism are:

Street Address: Maitland Visitor Information Centre  
Cnr New England Highway and High Street,  
Maitland NSW 2320

Postal Address: PO Box 220, Maitland NSW 2320

Telephone: (02) 4931 2800

Fax: (02) 4931 2811

The Maitland Visitor Information Centre was opened in July 1997 to cater for the interests of visitors to the area, the local community and the local tourism industry.

The Centre is a Level One, Accredited Visitor Information Centre (AVIC) facility and is centrally located in 'Ministers Park' Maitland, on the corner of High Street and the New England Highway.

It is open seven days a week, from 9am to 5pm, and is funded primarily by Maitland City Council, with some support from tourism operators, local businesses and the community.

The Maitland Visitor Information Centre provides an award winning service to customers through various mediums. Services include but are not limited to marketing and promotion of the City as a short break destination, provision of a reservations service, group tour programming, the organisation and promotion of special events, production of a local Visitors' Guide, website development activities and customer service activities.

The Maitland Tourism website is a comprehensive and user friendly website. The state of the art reservations system built into the website makes it a powerful marketing tool for you the operator.

Online contact details for Maitland, Hunter Valley are:

Email: [info@maitlandhuntervalley.com.au](mailto:info@maitlandhuntervalley.com.au)

Website: [www.maitlandhuntervalley.com.au](http://www.maitlandhuntervalley.com.au)

The staff of Maitland Tourism include:

Rachel MacLucas

Rochelle A'dison

Melanie Corke

Wayne Cambourn

Cheryl Sucker & Allison McCallum

Tourism Manager

Tourism Promotions Officer

Tourism Services Officer

Tourism Projects Officer

Tourist Information Officers

## *Maitland Tourism Advisory Group*

---

The Maitland Tourism Advisory Group (MTAG) was formed in June 2001 to guide the development and promotion of the City and surrounds as a successful short break holiday destination in the Hunter Region. The Group meets on a quarterly basis to plan, prepare and assist the implementation of strategic tourism programs.

- The Group have responsibility for monitoring the Strategic Tourism Plan to enhance the marketing and promotion of the City as a great place to visit, and a great place to live. The Plan focuses on building a stronger tourism industry that is strategically focused and will contribute to the economic development of the City, as well as the promotion of the area's character, lifestyle and heritage aspects.

Copies of the Strategic Plan are available in the Business section of the website [www.maitlandhuntervalley.com.au](http://www.maitlandhuntervalley.com.au)

Members of the Maitland Tourism Advisory Group include:

Councillor Victoria Woods, Chairperson

Representatives from:

Hunter Valley Fairs Pty Ltd  
Bronte/Old George and Dragon Guesthouses  
Northern Highlands Travel  
Morpeth Wine Cellar  
Morpeth Sourdough  
Maitland Chamber of Commerce and Industry  
The Bradford Hotel

Ex Officio Members

Roger Stephan, Executive Manager, Marketing and Business Strategy

Rachel MacLucas, Tourism Manager

## *Business Partner*

---

\$110 including GST

### *Inclusions:*

- ▶ Certificate of Appreciation and window sticker
- ▶ Regular industry e-news, events and opportunity updates through Maitland, Hunter Valley Newsletter
- ▶ Licence to use Maitland Tourism marketing logo
- ▶ Opportunity to use Maitland Tourism photographic library free of charge (some conditions may apply)
- ▶ Opportunity to host Maitland Tourism networking functions
- ▶ Invitation to Maitland Tourism networking and other functions
- ▶ Opportunity to submit items that may be included in the Maitland, Hunter Valley Newsletter

This partnership level receives Hunter Tourism benefits (refer page 19)

## *Basic Package*

---

\$176 including GST

### *Inclusions:*

- ▶ Certificate of Appreciation and window sticker
- ▶ Regular industry e-news, events and opportunity updates through Maitland, Hunter Valley Newsletter
- ▶ Licence to use Maitland Tourism marketing logo
- ▶ Opportunity to use Maitland Tourism photographic library free of charge (some conditions may apply)
- ▶ Display of one DL size business brochure in the Maitland Visitor Information Centre
- ▶ Opportunity for racking of a second DL brochure (refer fee page 20)
- ▶ One Level 3 entry on website [www.maitlandhuntervalley.com.au](http://www.maitlandhuntervalley.com.au) This listing will also be sent to Hunter Tourism to be uploaded to [www.huntertourism.com](http://www.huntertourism.com), [www.visitnsw.com.au](http://www.visitnsw.com.au) and [www.australia.com](http://www.australia.com)
- ▶ Opportunity to purchase advertising in the Maitland Visitors' Guide at a discounted rate
- ▶ Opportunity to host Maitland Tourism networking functions
- ▶ Invitations to Maitland Tourism networking and other functions
- ▶ Opportunity to submit items that may be included in the Maitland, Hunter Valley Newsletter
- ▶ Opportunity to have saleable product through the Visitor Information Centre. This may be purchased outright or on consignment (20% plus GST commission applicable)

### *Annual Event:*

Basic Package includes the opportunity to promote one annual event held at the business throughout the financial year (where applicable). Benefits include:

- ▶ Display of one DL size event brochure in the Maitland Visitor Information Centre (max. 2 month period)
- ▶ Listing included on the What's On calendar featured on the [www.maitlandhuntervalley.com.au](http://www.maitlandhuntervalley.com.au) website
- ▶ One enhanced entry in the relevant Quarterly Calendar of Events including one promotional image

*(subsequent events held by the business would need to take out Event Organiser Partnership)*

This partnership level receives Hunter Tourism benefits (refer page 19)

## *Additional Business Basic Package*

---

**\$49.50 including GST**

*(must be taken in conjunction with the Basic Package. Available to eligible businesses – refer to definitions p.21)*

### *Inclusions:*

- ▶ Certificate of Appreciation and window sticker
- ▶ Display of one DL size business brochure in the Maitland Visitor Information Centre
- ▶ Opportunity for racking of a second DL brochure (refer fee page 20)
- ▶ One Level 3 entry on website [www.maitlandhuntervalley.com.au](http://www.maitlandhuntervalley.com.au) This listing will also be sent to Hunter Tourism to be uploaded to [www.huntertourism.com](http://www.huntertourism.com), [www.visitnsw.com.au](http://www.visitnsw.com.au) and [www.australia.com](http://www.australia.com)

## *Reservations Package*

---

**\$71.50 including GST**

*(must be taken in conjunction with the Basic Package. Available to eligible businesses – refer to definitions p.21)*

Maitland Tourism takes the hassle out of reservations through real time online bookings. This package is available to accommodation, tour and attraction operators.

The Maitland, Hunter Valley website effectively allows 24hrs a day, seven days a week access to reservations. This opens doors to the global market without huge costs. The system puts you in control; allowing you to update your online information, allocate rooms for reservations, offer last minute deals and much more. In the 2007/08 financial year over \$100,000 in bookings were made through this system with growth showing each month.

In addition to the online reservations system, a property specific information panel is displayed both inside (information on tariffs and facilities) and outside (direct telephone number provided) the Maitland Visitor Information Centre allowing 24 hour access by visitors to your business.

### *Inclusions:*

- ▶ Membership of Maitland, Hunter Valley Reservations through online, live booking system
- ▶ One Level 2 entry on website [www.maitlandhuntervalley.com.au](http://www.maitlandhuntervalley.com.au)
- ▶ Opportunity to participate in “Hot Deals” through the Maitland, Hunter Valley website
- ▶ Opportunity to participate in “email specials” through periodic Maitland Tourism consumer e-newsletters
- ▶ Opportunity to submit “Last Minute” deals on the website
- ▶ Opportunity to participate in flyers distributed within the Visitor Information Centre and with all information packs/visitor guides sent by post (fees may be applicable).
- ▶ Updates of information display in window at Maitland Visitor Information Centre (two times per year<sup>\*\*</sup>)

\* Must be bookable product through the website and subject to standard commission

\*\* If more than two changes required throughout the year an additional charge will be incurred at the hourly staff assistance rate

In addition to the reservations fee a commission of 11% will be charged for each booking made.

## *Website Upgrade (Level 2)*

---

\$71.50 including GST

*(can be purchased as a stand alone product)*

Maitland Tourism boasts a state of the art website featuring extensive information about the area, calendar of events, accommodation and tour search engine, things to see and do, dining and much more.

### *Inclusions:*

- ▶ One Level 2 entry in the appropriate sections of the Maitland, Hunter Valley website [www.maitlandhuntermvalley.com.au](http://www.maitlandhuntermvalley.com.au). This listing will also be sent to Hunter Tourism to be uploaded to [www.huntertourism.com](http://www.huntertourism.com), [www.visitnsw.com.au](http://www.visitnsw.com.au) and [www.australia.com](http://www.australia.com)
- ▶ List of website address, five pages of information, photographs, access on online reservations system, ability to update all pages
- ▶ Initial business entry on the State Tourism Data Warehouse free of charge
- ▶ Assistance with set-up of the initial entry in the Maitland website free of charge\*

\* Additional entries \$22 including GST each

## *Website Upgrade (Level 1)*

---

\$110 including GST

*(can be purchased as a stand alone product)*

Maitland Tourism boasts a state of the art website featuring extensive information about the area, a calendar of events, accommodation and tour search engine, things to see and do, dining and much more.

### *Inclusions:*

- ▶ One Level 1 entry in the appropriate sections of the Maitland, Hunter Valley website [www.maitlandhunternvalley.com.au](http://www.maitlandhunternvalley.com.au). This listing will also be sent to Hunter Tourism to be uploaded to [www.huntertourism.com](http://www.huntertourism.com), [www.visitnsw.com.au](http://www.visitnsw.com.au) and [www.australia.com](http://www.australia.com)
- ▶ Link to member's website from the Maitland, Hunter Valley website, ten pages of information, photographs, access on online reservations system, ability to update all pages
- ▶ Opportunity to have your own domain name (additional cost arranged by you) pointing directly to your pages (optional business specific banner at additional charge – prices available on request)
- ▶ Initial business entry on the State Tourism Data Warehouse free of charge
- ▶ Assistance with set-up of the initial entry in the Maitland website free of charge\*

\* Additional entries \$22 including GST each

## *Retail Partner*

---

**\$49.50 including GST**

*(can be purchased as a stand alone product)*

The Maitland Visitor Information Centre has in excess of 75,000 enquiries annually. The design and layout of the Centre was updated in 2005 to increase retail space with a specific focus on increasing the range of quality regionally produced items including clothing, art and craftworks, non-perishable food items, jewellery, books, condiments and more.

Quality display space, shelving and supporting brochure systems work to optimise the space available for effective exposure of your product.

### *Inclusions:*

- ▶ Opportunity to sell your product through the Visitor Information Centre (open seven days per week, 363 days per year). Products are either purchased outright or kept on consignment (20% plus GST commission applicable)
- ▶ Promotion of your product on the website [www.maitlandhuntervalley.com.au](http://www.maitlandhuntervalley.com.au)
- ▶ Opportunity to feature your products on Tasting Counter in the Maitland Visitor Information Centre\*
- ▶ Information card providing details of your product including where the full range is available and contact number

\* once per year depending on availability (up to one week period per time). If additional times required Display and Sampling Add On must be purchased.

## *Display and Sampling Add On*

---

\$71.50 including GST

*(must be taken in conjunction with Basic Package or Retail Package)*

The Maitland Visitor Information Centre has in excess of 75,000 enquiries annually. The design and layout of the Centre incorporate a tasting bar for sampling wine, fresh produce, preserves and much more.

Quality display space, shelving and brochure systems work to optimise the space available for effective exposure of your marketing material.

### *Inclusions:*

- ▶ Opportunity to feature your products on Tasting Counter in the Maitland Visitor Information Centre\*
- ▶ Promotion in the Maitland, Hunter Valley Quarterly Calendar of Events and on the website [www.maitlandhuntervalley.com.au](http://www.maitlandhuntervalley.com.au) of the dates that your product is available at the Tasting Counter
- ▶ Opportunity to utilise the display cabinet in the Maitland Visitor Information Centre once per year (2 – 3 week period depending on demand)
- ▶ Opportunity for racking of a second DL brochure\*\* during the sampling / display period in a premium position

\* up to four times per year depending on availability (up to one week period per time)

\*\* a single DL brochure if package is taken in conjunction with retail partner

## *Group Tours Add On*

---

**\$71.50 including GST**

*(must be taken in conjunction with the Basic Package. Available to eligible businesses – refer to definitions p.21)*

### *Inclusions:*

- ▶ One Level 2 entry\* in the Group Tour Planner section of the Maitland, Hunter Valley website [www.maitlandhuntervalley.com.au](http://www.maitlandhuntervalley.com.au)
- ▶ Enhanced entry in the annual Group Tours Planner, Highlights Brochure plus inclusion in sample itineraries
- ▶ Opportunity to include promotional material in mail distribution to targeted groups database
- ▶ Inclusion of your product in Powerpoint presentation and sales calls to selected group tour operators
- ▶ Opportunity to participate in famils for Group Tour Co-ordinators\*

\* Some conditions apply (One Level 2 entry)

## *Marketing Add On\**

---

**\$550 including GST**

*(must be taken in conjunction with the Basic Package. Available to eligible businesses – refer to definitions p.21)*

### *Inclusions:*

- ▶ One DL size brochure distributed at all consumer shows attended by Maitland Tourism throughout the year;
- ▶ Advertisement in each of the “packages or specials” publications produced throughout the year\*\* and distributed through consumer shows, direct mail, the Maitland Visitor Information Centre and the web
- ▶ One banner advertisement on website [www.maitlandhuntervalley.com.au](http://www.maitlandhuntervalley.com.au) for one two month or two one month period/s and links through to your own website;
- ▶ Premium position and enhanced entry in all “email specials” through periodic Maitland Tourism consumer e-newsletters
- ▶ One advertisement in one of the Quarterly Calendar of Events and the opportunity to purchase additional advertisements in other seasons calendars at a discounted rate\*\*\*
- ▶ Opportunity to distribute “specials” flyer with Maitland Visitors’ Guide in response to direct enquiries and regular mailouts\*\*\*

\* Where space is limited industry partners located in the Maitland LGA may be given preference if an adjacent LGA is also participating in the program and offering partners the opportunity to participate

\*\*\*\* Conditions apply. Subject to availability

\*\* Flyer must include a genuine “special”. Accommodation and tour operators must make the special available for booking through Maitland, Hunter Valley Reservations and include the applicable commission.

## *Marketing Additional Business*

---

**\$275 including GST**

*(must be taken in conjunction with the Basic Package. Available to eligible businesses – refer to definitions p.21)*

### *Inclusions:*

- ▶ Businesses which operate more than one business have the opportunity to purchase the complete set of inclusions for their second business at half price. Contact the Visitor Information Centre staff for details.

## *Weddings Partner (Level 2)*

---

**\$71.50 including GST**

*(can be purchased as a stand alone product)*

### *Inclusions:*

- ▶ One Level 2 entry on the Maitland, Hunter Valley Weddings site [www.maitlandhuntervalley.com.au](http://www.maitlandhuntervalley.com.au) including name, address, telephone, fax, website and email and photographs. Five pages of information is available

## *Weddings Partner (Level 1)*

---

**\$110 including GST**

*(can be purchased as a stand alone product)*

### *Inclusions:*

- ▶ One Level 1 entry on the Maitland, Hunter Valley Weddings site [www.maitlandhuntervalley.com.au](http://www.maitlandhuntervalley.com.au) including name, address, telephone, fax, website and email and photographs. Ten pages of information is available. Option to have your own domain name (at your own cost) pointing to pages and ability to purchase business specific banner

## *Event Organiser Partnership*

---

This membership is available for annual events only. Repeat events run by the one organisation will require a normal business membership option.

**\$49.50 including GST**

*(can be purchased as a stand alone product)*

### *Inclusions:*

- ▶ Certificate of Appreciation and window sticker
- ▶ Regular industry e-news, events and opportunity updates through Maitland, Hunter Valley Newsletter
- ▶ Licence to use Maitland Tourism marketing logo
- ▶ Opportunity to use Maitland Tourism photographic library free of charge (some conditions may apply)
- ▶ Display of one DL size business brochure in the Maitland Visitor Information Centre
- ▶ Opportunity for racking of a second DL brochure (refer fee section later in document)
- ▶ One Level 3 entry on website [www.maitlandhuntervalley.com.au](http://www.maitlandhuntervalley.com.au)
- ▶ One enhanced entry in the relevant Quarterly Calendar of Events (30 – 50 words, one photo)
- ▶ Opportunity to purchase advertising in the Maitland Visitors' Guide at a discounted rate
- ▶ Opportunity to host Maitland Tourism networking functions
- ▶ Invitations to Maitland Tourism networking and other functions
- ▶ Opportunity to participate in “email specials” through periodic Maitland Tourism consumer e-newsletters
- ▶ Opportunity to submit items that may be included in the Maitland, Hunter Valley Newsletter

This partnership level receives Hunter Tourism benefits (refer page 19)

## *Non Profit Organisation Partnership*

---

Organisations must be able to show evidence of their non profit organisation status.

**\$49.50 including GST**

*(purchased as a stand alone product)*

### *Inclusions*

- ▶ Certificate of Appreciation and window sticker
- ▶ Regular industry e-news, events and opportunity updates through Undercurrents Newsletter
- ▶ Licence to use Maitland Tourism marketing logo
- ▶ Opportunity to use Maitland Tourism photographic library free of charge (some conditions may apply)
- ▶ Display of one DL size business brochure in the Maitland Visitor Information Centre
- ▶ Opportunity for racking of a second DL brochure (refer fee section later in document)
- ▶ Listing included on the What's On calendar featured on the [www.maitlandhuntervalley.com.au](http://www.maitlandhuntervalley.com.au) website
- ▶ Opportunity to purchase advertising in the Maitland Visitors' Guide at a discounted rate
- ▶ Opportunity to host Maitland Tourism networking functions
- ▶ Invitations to Maitland Tourism networking and other functions
- ▶ Opportunity to submit items that may be included in the Maitland, Hunter Valley Newsletter

This partnership level receives Hunter Tourism benefits (refer page 19)

## *Hunter Tourism*

---

These benefits are applicable to all packages. Contact information will be provided to Hunter Tourism to facilitate provision of these benefits opportunities.

### *Inclusions:*

- ▶ Regular operator e-news via Hunter Hotline. Opportunity to contribute information to the Hunter Hotline (Hunter Operators newsletter), What's Hot (consumer specials) Trade Bulletin (Hunter updates sent to trade) and Hunter Headlines (Hunter Releases sent to Media Contacts)
- ▶ Opportunity to participate in regional marketing initiatives and advertising opportunities in partnership with Hunter Tourism
- ▶ Opportunity to participate in training seminars/networking opportunities facilitated by Hunter Tourism
- ▶ Opportunity to participate in regional publications (some conditions may apply)

## *Additional Charges*

---

### *Photographic Library*

Usage Fee (some conditions apply)	\$100 / usage per image
Download Fee – 1 <sup>st</sup> image on CD	\$22.00
Download Fee – Subsequent images on CD	\$11.00

### *Maitland Reservations*

#### **Commissions**

Accommodation / Tour Commission Rate	11%
Ticketing Commission Rate	10%
Concessional Ticket Commission Rate (non profit organisations)	5%

#### **Transaction Fees**

Internet Transaction Fee	\$2.50
Counter Transaction Fee	\$2.50

### *Maitland Visitor Information Centre*

Additional DL Brochure Racking Fee	\$33.00
Staff Advice*	\$44.00 / hour
Website additional entries	\$22.00

\* If staff assistance is required beyond the benefits outlined in the packages above the staff advice rate will be charged. For example this could include assistance with the development of brochures, websites, STDW entries

All fees quoted include GST where applicable.

## *Definitions*

---

### *Additional Business Partnership*

Provides for partnership to cover other / secondary business enterprises conducted from the same site or the same business enterprise conducted from multiple sites.

### *Application for Industry Partnership*

Is the annual request for Industry Partnership with Maitland Tourism and submitted in the requisite form together with the applicable fees. A new Application for Industry Partnership must be submitted at the beginning of each financial year and each request will be considered separately. Automatic renewal of Partnership is not guaranteed.

### *Availability of Visitors' Guides for Distribution*

Partners are entitled to distribute the Maitland Visitors' Guide in quantities considered appropriate for commercial use, in promotion of the business only. Where quantities are requested for mass mailings or other distribution, individual requests should include in writing the number required and a detailed listing of where the items are to be distributed. Generally, requests for mass distribution to other businesses will not be approved, as this will, in many cases, duplicate distribution methods already in place. Specific requests will be considered where it can be shown that the mass distribution does not duplicate current distribution methods or can replace current methods. All requests for quantities of Maitland Visitors' Guides must be made with a minimum of 72 hours lead-time.

### *Benefits of Industry Partnership*

These are generally in accordance with the Industry Partnership Package chosen from the Prospectus currently in circulation. Changes to the Prospectus may occur through the Partnership Year and no account will be taken of benefits stated in a previously published Prospectus.

### *Business Partnership*

Provides for partnership by businesses and organisations, which have a link with but not necessarily a direct reliance upon the tourism industry.

### *DL Business Brochure*

Where display of a DL size business brochure is offered as an inclusion, the brochure is to be no more than eight (8) DL pages in size and be designed to promote the individual business which purchased the package. No other businesses are to be promoted within the brochure unless a supplementary business package has been taken out for that promoted business.

### *Email Specials*

Consumer e-newsletter periodically sent to Maitland Tourism consumer database that includes event information, competitions and accommodation, tour and attraction specials.

### *Event Partnership*

Provides for Partnership by organisations, which prepare and promote an annual or less regular event. Organisers of events which are held on a regular basis throughout the year are required to take out one of the normal partnership options.

### *First Partnership Year*

Is the period from the first day of the month in which Maitland Visitor Information Centre receipts the Industry Partnership Fees and continues for a period of the balance of the financial year. Fees are payable on a pro-rata basis.

### *Hot Deals*

Accommodation, attractions, tours or goods offered by a business at a discounted rate. This must be bookable product and is subject to standard commission rates.

### *Industry Partnership Fees*

Are the fees due in accordance with the Industry Partnership Prospectus current at the time of application. Fees are due and payable for a financial year and are deemed to have commenced on the first day of the month in which they are receipted. Pro-rata fees are charged if a business commences a package more than three months into the financial year. Fees are reviewed annually during preparation of the new Prospectus.

### *Industry Partnership Program*

Is available to any business or person fulfilling the requirements laid down in the Prospectus and offers the benefits in accordance with the chosen benefits as defined within the Prospectus.

Partnership will be deemed to have lapsed if fees are more than one (1) calendar month in arrears and all privileges associated with the Industry Partnership Package will be withdrawn immediately once the Package has lapsed. Partnership will be reinstated with the payment of the fees for the Renewal Year, but will be retrospective to the date the fees became due and no allowance will be made for the period from lapse to renewal of Partnership.

An Industry Partnership is for one business enterprise within a Master Category as defined on the Application Form and is operated from one site. Additional Industry Partnerships can be taken out.

Industry Partners must have adequate Public Liability insurance and all relevant Council and other authority approvals and licences for the operation of the business. Operators who take bookings from visitors for services provided (eg. accommodation, tours etc.) must have a booking policy including the circumstances under which refunds due to cancellation will be made. These must be obtained before an Application for Industry Partnership will be considered and copies must be supplied with the Application for Partnership.

Promotion of the partner will cease immediately if it is found that these requirements have not been met or policies not adhered to and no refund of fees will be payable.

Acceptance or otherwise of an Application for Partnership will be at the complete discretion of Maitland City Council and no correspondence will be entered into nor reasons given for the refusal of any application. Refused applications will have their current Partnership fees repaid in full or if the application has been refused before receipting of the fees, they will be returned unreceipted.

### *Non Profit Partnership*

Provides for Partnership by organisations that can provide evidence of their non - profit status. This evidence must be submitted with the Partnership Application.

### *Maitland Reservations*

This is the Registered Business Name (BN97899690) for the booking service operated by the Maitland Visitor Information Centre. Only partners of Maitland Tourism are permitted to be included on Maitland Reservations and receive the services provided. Maitland Reservations operates an accommodation, tours and attractions booking service and a computerised event ticketing service, both of which are also web enabled. Both services are available to partners. Commissions and transaction fees may apply (see the list of Additional Charges).

### *Maitland Tourism*

Is the marketing name for the Tourism Business Unit of Maitland City Council. It is administered by the Maitland Visitor Information Centre, which falls within the Marketing and Business Strategy Division of Maitland City Council. Maitland Tourism is a Registered Business Name (BN97849034) to Maitland City Council with its principal place of business being the Maitland Visitor Information Centre.

### *Prospectus*

Is the document prepared by Maitland Tourism detailing benefits of Industry Partnership of the organisation and will generally be prepared for a standard financial year.

### *Renewal Partnership Year*

Is for any Industry Partnership after the first partnership year and is for a twelve month period commencing 1st July and completing on 30th June each year.

### *Retail Partner*

Provides for partnership by businesses, artists and craftspeople to sell their product through the Maitland Visitor Information Centre either on an outright purchase or consignment basis. Consignment fees are 20% plus GST.

## *Website*

Level 3 Package – Includes one entry into the relevant category on the website [www.maitlandhuntervalley.com.au](http://www.maitlandhuntervalley.com.au) comprising name, address, telephone, fax, email and two photographs. One page of information is available.

Level 2 Package – Includes one entry into the relevant categories on the website [www.maitlandhuntervalley.com.au](http://www.maitlandhuntervalley.com.au) comprising name, address, telephone, fax, website, email and photographs. An additional five pages of information is available.

Level 1 Package – Includes one entry into the relevant categories on the website [www.maitlandhuntervalley.com.au](http://www.maitlandhuntervalley.com.au) comprising name, address, telephone, fax, website link, email link and photographs. In total ten pages of information is available. Option to have your own domain name pointing to pages and ability to purchase business specific banner.

All levels enable one entry into the relevant category on the websites [www.huntertourism.com](http://www.huntertourism.com), [www.visitnsw.com.au](http://www.visitnsw.com.au), [www.australia.com](http://www.australia.com)

## *Appendices and Industry Partnership Form*

Partnership Check List (Green)

Partnership Application Form (White)

Image Release Form (Pink)

Maitland Hunter Valley Reservations Agreement Form (Yellow)

Website Content Form (Blue)

Marketing Participation and Content Form (Cream)

Weddings Participation and Content Form (Lilac)

Event Advice Form (Grey)

# *Notes*

# *Notes*