

Maitland Visitor Information Centre Services Prospectus

Phase One - July 2009

2009 - 2010

MAITLAND *Hunter Valley*



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 application form.

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Welcome to Maitland, Hunter Valley

Maitland Tourism is the marketing name for the Tourism Business Unit of Maitland City Council. The opportunities outlined in this document are designed to maximise exposure of the area as a tourism destination, through the promotion of participating businesses and the provision of quality local, regional and New South Wales information.

Affiliation with Maitland Tourism 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, a networking base to keep you abreast of industry news and developments, and business relationship building opportunities.

The overall program is flexibly structured to enable you to select the options most suited to your business. Fees for the different services and marketing phases are spaced throughout the year to ensure all businesses large and small have the opportunity to participate.

Phase I - Visitor Information Services

Commencing in July 2009 with the essential Visitor Information Centre services including Brochure Racking and Reservations. Businesses who subscribe to be a Brochure Racking Package before 14 August 2009 will receive a listing in the Maitland Visitors' Guide being published in late 2009. Refer to page 11 for further details.

Phase II - Co-operative Marketing Packages

In September 2009, businesses will have a choice of different levels of co-operative marketing packages. These prices will be aligned to payments previously spent on display advertising in the Maitland Visitors' Guide. All marketing funds raised from Phase Two will be matched dollar for dollar by Maitland Tourism. The initiative will include the redevelopment of the Maitland Tourism www.maitlandhuntervalley.com.au website as well as co-operative advertising across different mediums.

To be eligible to become involved with Maitland Tourism or have your brochure racked within the Visitor Information Centre, 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 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

Email: info@maitlandhuntervalley.com.au

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 per 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 including ticket sales, production of a local Visitors' Guide, website and customer service activities.

The Maitland Tourism website is comprehensive, user friendly and will be even better once redeveloped in late 2009. The BookEasy reservations system built into the website makes it a powerful marketing tool for you the operator.

Being affiliated with the Maitland Visitor Information Centre will enable your business to be exposed to a focused audience. The Maitland Visitor Information Centre recorded almost 60,000 enquiries for the 2008/09 financial year and website visitation exceeded 150,000 visits.

Online details for Maitland, Hunter Valley are:

Website: www.maitlandhuntervalley.com.au

The staff of Maitland Tourism include:

Rachel MacLucas	Tourism Manager
Sandy Young	Tourism Services Officer
Rochelle McLennan	Tourism Promotions Officer
Melanie Hutchinson	Tourism Events Officer
Adam Franks	Tourism Projects Officer
Cheryl Sucker & Allison McCallum	Tourism Information Officers
Susan Perriman	Tourism Information Officer (Casual)

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

Members of the Maitland Tourism Advisory Group include:

Councillor Chairperson

Representatives from:

Hunter Valley Steamfest

Princess Bazaar

Northern Highland Travel

Morpeth Wine Cellar

Quest Maitland

Bushranger's Bar & Brasserie

Maitland Chamber of Commerce and Industry

Ex Officio Members:

Graeme Tolhurst, Executive Manager, Marketing and Business Strategy

Rachel MacLucas, Tourism Manager

Brochure Racking

DL Size Brochure: \$99 including GST

A5 Size Brochure: \$165 including GST

Not for Profit Organisation DL Brochure: \$66 including GST *Evidence must be provided*

Established Group DL Size Brochure including 2-3 Businesses: \$198 including GST

Established Group DL Size Brochure including 4-6 Businesses: \$396 including GST

Inclusions

- Display of one specific size (DL or A5) business brochure in the Maitland Visitor Information Centre
- Directory listing in the 2009/10 Maitland Visitors' Guide (including name, address, website, phone, email address and standardised symbols indicating services available at the business)
Only open for businesses who subscribe before 14 August 2009
- Monthly Undercurrents industry e-news including events, product and opportunity updates and the opportunity to submit items for inclusion (*subject to space availability*)
- Certificate of appreciation
- This package receives limited Hunter Tourism benefits (refer page 10)

To have your product available on the redeveloped www.maitlandhuntervalley.com.au Maitland Tourism website will need to purchase one of the Marketing Packages in Phase II of the Co-operative Marketing Packages Prospectus (to be released in September 2009).

Until the new website is launched in late 2009 operators who purchase the Brochure Racking Package will continue to appear on the existing Maitland, Hunter Valley website 24 hours seven days per week. This is a one off bonus benefit for 2009/2010. Once the new website is launched a Marketing Package needs to be purchased to continue with this presence on the new website.

Brochure Development and Racking

DL Size Brochure - Single Sided: \$198 including GST

DL Size Brochure - Double Sided: \$297 including GST

Inclusions

- Design of a full colour DL brochure for your business. Includes one round of proofing, PDF of the brochure for your own use. Content for the brochure including text and images must be provided
- Display of one DL size business brochure in the Maitland Visitor Information Centre
- Directory listing in the 2009/10 Maitland Visitors' Guide (including name, address, website, phone, email address and standardised symbols indicating services available at the business)
Only open for businesses who subscribe before 14 August 2009
- Monthly Undercurrents industry e-news including events, product and opportunity updates and the opportunity to submit items for inclusion (*subject to space availability*)
- 500 DL copies of the brochure printed in house by Maitland Tourism on standard 80gsm art paper
- Certificate of appreciation
- This package receives limited Hunter Tourism benefits (refer page 10)

To have your product available on the redeveloped www.maitlandhuntervalley.com.au Maitland Tourism website will need to purchase one of the Marketing Packages in Phase II of the Co-operative Marketing Packages Prospectus (to be released in September 2009).

Until the new website is launched in late 2009 operators who purchase the Brochure Racking Package will continue to appear on the existing Maitland, Hunter Valley website 24 hours seven days per week. This is a one off bonus benefit for 2009/2010. Once the new website is launched a Marketing Package needs to be purchased to continue with this presence on the new website.

Reservations Package

\$99 including GST

Maitland Tourism operates an online reservations system called BookEasy, which allows for either instantaneous or 24 hour confirmation of bookings depending on the capabilities of the relevant business.

This package entitles the purchaser to have their product included on the Book Easy Reservation System. Bookings will be completed through this system for over the counter and phone customers of the Maitland Visitor Information Centre only.

The BookEasy system puts you in control allowing you to update your information online, allocate rooms and tours for reservations, offer last minute deals and much more. Since its installation in May 2005 the system has increased in popularity to the point where in the 2008 over \$95,000 in bookings were made through this system for over 35 operators.

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

Inclusions

- Ability for Maitland Tourism staff to reserve your inventory over the counter at the Maitland Visitor Information Centre, over the phone and for a limited time on the www.maitlandhuntervalley.com.au website, until phase two of the Co-operative Marketing program is in affect.
- One window display at the Visitors Centre with property details, three images and indicative rates, including phone number for after hours enquiries (including two updates per year) allowing 24 hour exposure of your business to visitors. Includes two display updates per year.

Training

When you sign up for the Reservations Package the staff at the Maitland Visitor Information Centre can arrange a one hour training session to teach you and your staff how to input and maintain all of your information. These are run on a monthly basis.

Booking Guarantee

We're confident that we will be able to sell your product through the Maitland Visitor Information Centre and to prove it we'll offer you a booking guarantee. We promise that you'll receive a minimum of three bookings throughout the relevant twelve month period and if you don't we'll give you the next twelve months Reservations package for FREE.

Online Upgrade

To have your product available for reservation by customers on the redeveloped www.maitlandhuntervalley.com.au Maitland Tourism website will need to purchase one of the Marketing Packages in Phase II of the Co-operative Marketing Packages Prospectus (to be released in September 2009).

Until the new website is launched in late 2009 operators who purchase the Reservations Package will continue to appear on the existing Maitland, Hunter Valley website 24 hours seven days per week. This is a one off bonus benefit for 2009/2010. Once the new website is launched a Marketing Package needs to be purchased to continue with this presence on the new website.

MAITLAND

Hunter Valley

Other

Benefits & Opportunities

Hunter Tourism Benefits

All businesses who take out the **Racking Fee, and / or the Reservation Package** will automatically receive the following benefits from the Hunter Regional Tourism Organisation.

Inclusions

- Inclusion on the Hunter Hotline e-news distribution list with the opportunity to contribute content to Hunter Hotline (operator e-news), What's Hot (consumer e-news), Trade Bulletin (trade e-news) and Hunter Headlines (media e-news)
- Opportunity to participate in regional marketing initiatives and advertising opportunities
- Opportunity to participate in training seminars facilitated by Hunter Tourism
- Opportunity to participate in regional publications (fees and conditions may apply)

Further benefits will be released in Phase Two of the Co-operative Marketing Prospectus.

Maitland Visitors' Guide

The Maitland Visitors' Guide is the official publication for the promotion and marketing of Maitland. The Guide will be published in August 2009 and will be in the market place for approximately 12 months. A new format will be introduced creating a useful travel guide designed to showcase the experiences and attractions of Maitland, Hunter Valley, whilst acting as a directory for assisting visitors around the City during their stay.

Design

The creative concept for the new Guide will align with the 2009/2010 marketing for Maitland Tourism, utilising new imagery and creative elements. The approximate breakdown of the Guide will be 50% editorial, 43% product listings and 7% display advertising.

Guide Specifications

Print type: Full colour, 100% recycled paper
Print run: 30,000 copies
Book Size: DL page size 210mm x 99mm (24pp plus 4pp cover)

Distribution

Distribution of the Guide will include;

- Local businesses in the Maitland LGA
- All local and regional Visitor Information Centres
- Selected intrastate Visitor Information Centres
- All consumer or trade shows attended by Maitland Tourism
- In response to the 2009/10 integrated marketing campaign
- All enquiries for brochures through the Maitland Visitor Information Centre and www.maitlandhuntervalley.com.au
- As a downloadable pdf from www.maitlandhuntervalley.com.au

Display Advertising

Limited display advertising is available within the Maitland Visitors' Guide. Details of the will be sent to all affiliates through the Maitland Tourism E-newsletter Undercurrents. Allocation of the ads will be on a first in basis, including forms and full payment details.

Definitions

Additional Businesses

Additional businesses owned and/or managed by the same operator will need to purchase a separate Brochure Racking and Reservations Packages for each business, should they want the business to be represented by Maitland Tourism.

Availability of Visitors' Guides for Distribution

Business operators are entitled to distribute the Maitland Visitors' Guide in quantities considered appropriate for commercial use, in promotion of the business only. 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 greater than one box of Maitland Visitors' Guides must be made with a minimum of 72 hours lead-time.

Benefits of Participation

These are generally in accordance with the option/s chosen from the Prospectus currently in circulation. Changes to the Prospectus may occur through the financial (fee) year and no account will be taken of benefits stated in a previously published prospectus.

Business Brochure

Where display of a DL size business brochure is chosen 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 separate individual or group racking package has been purchased for that promoted business.

First Payment Year

Is the period from the first day of the month in which Maitland Visitor Information Centre receipts the package fees and continues for a period of the balance of the financial year.

Maitland Reservations

This is the Registered Business Name (BN97899690) for the booking service operated by the Maitland Visitor Information Centre. Only affiliates 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 affiliates. 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.

Marketing and Services Program

Is available to any business or person fulfilling the requirements laid down in the Co-Operative Marketing Packages Prospectus, which will be released in Phase II (September 2009) and offers the benefits in accordance with the chosen benefits as defined within the Prospectus.

Affiliation will be deemed to have lapsed if fees are more than one (1) calendar month in arrears and all privileges associated with the package will be withdrawn immediately once the package has lapsed. Benefits of the package 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 the package.

Packages are for one business enterprise within a Master Category as defined on the Application Form and is operated from one site. The exception is the Group Racking Fee for Brochures (see Business brochure for details).

Businesses must have adequate Public Liability insurance and all relevant Council and other authority approvals and licences for their operation. 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 Marketing and Services Packages will be considered and copies must be supplied with the Application Form/s.

Promotion of the participating business 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 Participation 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 package fees repaid in full or if the application has been refused before receipting of the fees, they will be returned unreceipted.

Not for Profit Organisations

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

Package Fees

Are the fees due in accordance with the Maitland Hunter Valley Visitor Information Centre Prospectus current at the time of application.

Professional Photography

In Phase II when the Co-operative Marketing Packages Prospectus is released a professional image/s will be included with the three levels of Marketing Packages. To maximise cost efficiencies and enable this offer to be included in the packages all image/s for participating businesses will be shot during a single week - ten day time frame. Businesses will be consulted on their availability however will ultimately need to fit in with this schedule to secure this benefit. Fees for professional talent, props etc. are not included. An agreement will need to be signed between the business, Maitland Tourism and the photographer.

Businesses will have the use of the image/s for their own marketing in accordance with the agreement.

Prospectus

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

MAITLAND

Hunter Valley

Phase One

Application Forms

OPERATOR DETAILS:

Business Name:			
Trading Name:			
Contact Name:			
Contact Title:			
Alternate Contact Name:			
Alternate Contact Title:			
Business Location			
Postal Address			
Town/City		Postcode	
Trading Street Address:			
Town/City		Postcode:	
Contact Details:			
Business Phone Number:		After Hours:	
Business Fax Number:		Mobile:	
Email Address:			
Website Address			
ABN Number:		GST Registered: <input type="checkbox"/> Yes <input type="checkbox"/> No	

PHASE ONE PACKAGE SELECTION:

Fees are for a period of 12 calendar months aligning with the financial year. A renewal form will be sent prior to the end of the financial year requesting updated information and advising the fees current at that time. The fees quoted here are valid for annual packages commencing on 1 July 2009.

Package	Price	Amount	TOTAL
DL Racking Fee	\$99.00		
A5 Racking Fee	\$165.00		
Not for Profit Organisation DL	\$66.00		
Group DL (2-3 businesses)	\$198.00		
Group DL (4-6 businesses)	\$396.00		
Brochure Development and Racking (1 sided DL)	\$198.50		
Brochure Development and Racking (2 sided DL)	\$297.00		
Additional Business (DL)	\$99.00		
Reservations	\$99.00		
TOTAL AMOUNT:			_____

All charges Include GST

BUSINESS CATEGORY:

Please tick the ONE category that is applicable to your core business ie. the trading name under which this partnership is being applied for.

Accommodation

- Backpacker
- Bed & Breakfast/Guesthouse
- Caravan/Tourist Park
- Hotel/Resort
- Motel
- Pub Style
- Self Contained
- Serviced Apartment
- _____

Restaurant

- Bistro
- Café
- Fast Food
- Restaurant - Licensed
- Restaurant - Unlicensed
- Takeaway
- _____

Attraction

- Arts/Crafts/Antiques
- Entertainment/Theatre
- Gallery/Museum
- Heritage Building
- Hot Air Ballooning
- Produce Supplier
- Pub
- Recreation
- Registered Club
- Retail - General
- Retail - Specialty
- Shopping Centre
- Winery/Cellar Door
- _____

Event

- Event

Services

- Advertising/Marketing/Print
- Association/Organisation
- Conference Organiser
- Conference Service
- Function Centre
- Industry Group
- Media
- Produce Supplier
- Service Club
- Service Industry
- Travel Service
- _____

Tour Operator

- Tour Operator

Hire Operator

- Hire Operator

OTHER BUSINESS INFORMATION:

Please indicate your trading days and opening hours.

Monday		Friday	
Tuesday		Saturday	
Wednesday		Sunday	
Thursday		Public Holidays	

Please provide details of the following.

Development Approval

Approval Number: _____

Completion Statement for building works

Please supply a copy of documentation.

Public Liability Insurance

A copy of your current Certificate of Currency must accompany this application

Business Accreditations, Licences, Booking Policy etc.

(Attach copies of any relevant documents)

MAITLAND TOURISM SERVICES APPLICATION:

Please accept this application for partnership with Maitland Tourism. I enclose a cheque / money order / credit card authority for the above partnership option/s. I certify that the business has all required approvals and licences to operate as described in this application and current Public Liability Insurance cover. I certify that I have read and understood the conditions and obligations of membership contained in the Prospectus and agree to the business' contact details being provided to other members for information and networking and to Hunter Tourism for membership of that organisation.

(See credit card authority below and make cheques payable to Maitland City Council)

CREDIT CARD AUTHORITY:

Card No: Expiry Date: /

Total Payment Amount:	\$
Full Name on Card:	
Card Signature:	
Application Signature:	
Date:	

Please return all forms to:

Maitland Visitor Information Centre
Cnr New England Highway & High Street
(PO Box 220) MAITLAND NSW 2320
Fax: (02) 4931 2811

POLICY GUIDELINES

The following outlines the privileges and guidelines that operators are required to respect and adhere to as a user of the Maitland, Hunter Valley Website & Reservation System.

ALL Visitor Information Centre Reservations Package holders receive:


- A Username and Password to login to the Online Administrative Console within the Maitland, Hunter Valley website
- Ability for Maitland Tourism staff to reserve your inventory over the counter at the Maitland Visitor Information Centre and over the phone.
- One window display at the Visitors Centre with property details, three images and indicative rates, including phone number for after hours enquiries (including two updates per year) allowing 24 hour exposure of your business to visitors. Includes two display updates per year.
- The property will be bookable online through the www.maitlandhuntervalley.com.au website at 11% commission, 24 hours a day, seven days per week. **When Phase Two of the Co-operative Marketing is implemented affiliates must purchase a marketing package to visible on the website.**
- The opportunity to promote your business/service through other affiliates including RoamFree


Policy Guidelines for Operators

The Maitland Visitor Information Centre has developed guidelines to ensure a best practice approach. You are required to respect and adhere to the policy guidelines below:

Availability

You can choose between:

1) Gold Medal - real-time availability. Operators guarantee that availability is 100% accurate and clients making a booking will not have to wait for confirmation. These operators will appear at the top of availability searches and will be marked with a gold medal. 

2) 24 hour confirmation period. Bookings will be held for up to 24 hours whilst being confirmed. You will be required to confirm the booking. This type of booking will appear in the Visitor Information Centre Reservations area and a staff member will contact the operator for confirmation and confirm the booking if available. Operators with a 24 hour confirmation period will not be prioritised in the search listing and will be marked with a 24 hour medal. 

Double Bookings

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 the online reservation system console. Operators will be responsible for any double bookings and Maitland Tourism will not accept responsibility, nor give a refund of the commission, to the operator if after confirmation of the booking with the property owner, a room is not available at the time of the client's arrival. This matter must be resolved between the property owner and the client.

In addition operators will be responsible for reimbursement of any payment made to them by guests in error (ie. payment made to both Maitland Tourism and the operator for the same service). Maitland Tourism reserves the right to charge operators an administration fee of \$22.00 including GST. Maitland Tourism are authorised to change the availability level of an operator at any time when the operator can not maintain real-time availability.

Non Arrival of Client

The Maitland Visitor Information Centre will not take responsibility for non arrival of clients.

Rates

Maitland Visitor Information Centre is committed to providing the highest standards in visitor servicing to ensure that tourism in Maitland, Hunter Valley continues to grow. To assist with this objective, you are required to offer the Maitland Visitor Information Centre the best possible rates or at the very minimum standard rack rates.

You can set up to eight different seasonal rates for individual rooms or tours. Rates published online must be commissionable (11% commission), correct and not represent a “loaded” or higher rate than the customer would be offered direct. Operators must honour all published rates.

Long Term Stays

Where a client makes a booking through the Maitland Visitor Information Centre for a continuous period of more than three months the operator may be able to negotiate a reduced commission rate with the Tourism Manager.

Specials

All specials entered into the Maitland, Hunter Valley website must be commissionable. You must honour all published specials and rates.

Website Integrity

Information and images must be representative of the product/service offered by the partner, and must not be representative of any product/service not covered by the partnership.

All information published by operators on the Maitland Visitor Information Centre website must be true and accurate. Tourism Operators found publishing false or misleading information (text or pictures) will be removed from the website immediately.

Content Control

Maitland Tourism reserves the right to alter any information or images on the website, or disable any webpage at its discretion if any of the information / images are believed to be inappropriate or not representative of the product / service covered by the partnership.

Expired Partner

Maitland Tourism reserves the right to disable the webpage of any partner whose account is past due.

Booking Conditions

Accommodation operators are able to create booking conditions for specific rooms. Booking conditions need to be clearly written and adhered to at all times.

Customer Booking Fee

Maitland Tourism will charge a \$2.50 fee to all customers who book through the www.maitlandhuntervalley.com.au website. This fee will not be applicable to over the counter and phone sales.

Administration of Bookings

The Maitland Visitor Information Centre is the administrator of all bookings. If a booking needs to be cancelled or amended the client or the operator will need to contact the Visitor Information Centre immediately. The Visitor Information Centre 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.

Cancellation Policies and Indemnity Policies

You must include your cancellation and indemnity policies. (You may choose to use the Maitland Visitor Information Centre standard cancellation policy). The Maitland Visitor Information Centre will also charge visitors a cancellation or amendment administration fee of \$22.00 including GST.

Standard Cancellation Policy – refunds to the client will be made as follows in the event of cancellation:

More than 4 weeks	full refund, less administration fee
Between 4 weeks & 7 days	administration fee retained by Maitland Tourism & 20% of tariff paid to property/ tour operator
Between 7 days & 24 hours	administration fee retained by Maitland Tourism & 50% of tariff paid to property/ tour operator
Less than 24 hours	no refund unless property re-booked, if property is re-booked the administration fee is retained by Maitland Tourism

Bookings without Payment

Maitland Visitor Information Centre assigns the length of time that bookings are held without payment. If payment has not been received in the specified time the booking will be cancelled by the Visitor Information Centre staff.

Discussion Board

The Discussion Board within the Online Administrative Console is an area for networking with other operators in the area. Any defamatory or inappropriate content will be removed immediately.

TERMS:

Maitland Tourism is the tourism unit of Maitland City Council and administered by the Maitland Visitor Information Centre.

Maitland Tourism will complete a reconciliation for each business operator twice a month and the balance of monies owing will be forwarded to the business owner within 14 days of the reconciliation. Maitland City Council reserves the right to deduct any amounts owing to Maitland Tourism from funds collected by Maitland City Council on behalf of the business owner.

Maitland Visitor Information Centre reserves the right to recommend to clients the most compatible facility, as determined.

It is the sole responsibility of the business to advise in writing to Maitland Tourism any variations in rates to be charged, from when such changes will apply and for the period for which they are expected to be valid to enable staff to update the promotional window display at the Maitland Visitor Information Centre for the property.

This agreement can be cancelled by either party, provided fourteen (14) days notice is given in writing to the other party at the place of service of notices/documents specified in this agreement. Any such cancellation of the agreement shall not void any bookings made prior to the service of the notice of intent to cancel this agreement.

Operators will complete this Agreement Form to confirm their participation and acknowledge procedure for the service.

The addresses for service of notices/documents for the parties to this agreement are:

Maitland Tourism,
c/- Maitland City Council,
High Street (PO Box 220), Maitland 2320
t: (02) 4931 2800

Operator: as stated on this agreement form under “Tourism Operator Details”

Where a notice/document is sent by email or fax, the notice/document will be deemed to have been served at the time the email or fax is received.

Maitland Tourism/Maitland Visitor Information Centre/Maitland City Council is not responsible for any accident/mishap that happens at the premises of the property owner or during a tour. The property owner/tour operator shall ensure all relevant insurance policies are held and have been sighted at the Maitland Visitor Information Centre.

DISPUTE RESOLUTION PROCEDURE:

1. Notice of Dispute

In the event of any dispute or difference arising between the Maitland Visitor Information Centre and the operator, either during the period of this agreement or after its termination, abandonment or breach of this agreement, about any matter or thing connected with this agreement or arising under this agreement, then the Maitland Visitor Information Centre or the operator may give to the other party notice of the dispute or difference. Such notice:

Shall not be unreasonably given; and

Shall signify that it is a notice under this clause; and

Shall give sufficient details of the dispute or difference as to enable the party receiving the notice to ascertain the nature of the dispute or difference alleged.

2. Procedures for Resolution of Disputes

At the expiration of two (2) days from the date of receipt of such notice by the Maitland Visitor Information Centre or the operator as the case may be, both parties must have considered and may agree to settlement of the dispute or difference (unless settled) by an independent expert as follows:

Either party may propose in writing the names of up to two (2) independent experts considered suitable to resolve the disputes.

Where the parties can agree on an independent expert, the Maitland Visitor Information Centre representative shall appoint the independent expert to recommend in writing the means of settling the dispute, (including the appointment of costs);

The recommendation of the independent expert shall be binding on both parties.

If the two parties cannot agree on an independent expert within fourteen (14) days of either party proposing a panel of names of independent experts, the dispute shall be resolved by the Maitland Visitor Information Centre representative requesting the Institute of Arbitrators Australia to appoint an arbitrator who will be required to act as an expert, not as an arbitrator. The parties to this agreement shall give the expert all assistance and provide all documents and make such submissions, as the expert requires. The decision of that expert shall be in the absence of a manifest error be binding on both parties. The costs of the retention, submission, reference and determination of the experts shall be borne by the party directed by the expert to bear those costs.

3. No Obligation to Refer

Clause 1 shall not in any way require Maitland Visitor Information Centre or the operator to refer to an independent expert any dispute or difference or in any way act as a bar to the bringing of legal proceedings by Maitland Visitor Information Centre or the operator, except that no dispute or differences shall be the subject of legal proceedings from the time notice is given by Maitland Visitor Information Centre or operator under Clause 1 to the end of any subsequent dispute resolution.

4. Work to Continue

If it is reasonably possible, work under the agreement shall continue during dispute resolution or legal proceedings, and no payment due or payable by Maitland Visitor Information Centre, that is not in dispute, shall be withheld on account of the dispute resolution or legal proceedings, unless so authorised by the operator.

OPERATOR DETAILS:

Trading Name:	
Contact Name:	
Contact Title:	

I will be using the:

- Maitland Tourism Standard Cancellation Policy
- Property specific cancellation polity detailed below

Property Specific Cancellation Policy:

I wish to be:

- Gold Medal Real Time
- 24 hour confirmation

Distribute inventory to the following (Gold Medal Real Time Subscribers only)

- Visitor Centre Network (15% commission)
- RoamFree (10 - 15% commissions)
- Neither

AGREEMENT:

I/we the undersigned agree to adhere to the Policy Guidelines and the terms and conditions of the Reservations Agreement for the confirmation of bookings through Maitland Tourism and its website.

Signed by:	
Print Name	
For Trading Name:	
Date:	

Please return all forms to:

Maitland Visitor Information Centre
Cnr New England Highway & High Street
(PO Box 220) MAITLAND NSW 2320
Fax: (02) 4931 2811

OPERATOR DETAILS:

Trading Name:	
Contact Name:	
Contact Title:	

IMAGES SUPPLIED:

Our preferred method of receiving images is in digital format. Each image should be saved as a tif or jpg file and named using an appropriate and unique description. Good quality prints or photographs may be forwarded and will be processed by the Maitland Visitor Information Centre.

Image 1:	
Image 2:	
Image 3:	
Image 4:	

Please attach another sheet for any further images.

TERMS AND CONDITIONS FOR SUPPLY OF IMAGES:

By providing the images to Maitland Tourism you must satisfy the following criteria:

- You own the copyright on the images supplied;
- You give approval for Maitland Tourism, Hunter Tourism and Tourism New South Wales to distribute the image as part of the Maitland Tourism, Hunter Tourism and Tourism New South Wales web and marketing strategies and to provide the images to other 3rd parties including tourism bodies such as the Australian Tourism Commission
- You give Maitland Tourism, Hunter Tourism and Tourism New South Wales a non-exclusive and perpetual license to copy, use and further distribute your images
- Your images will be distributed where Maitland Tourism, Hunter Tourism and Tourism New South Wales believes benefit will be derived for tourism in New South Wales and stakeholders

Please note that by giving permission for Maitland Tourism, Hunter Tourism and Tourism New South Wales to use your images, you are not relinquishing your copyright ownership.

Each time you submit new images you are required to complete a new form.

The images supplied will be held on file at the Maitland Visitor Information Centre. The filed images will be used by Maitland Tourism for its initiatives only and they will not be released to non tourism body third parties without the image owner's written authority. A fee may be levied for this download service.

I have read and hereby agree to the above terms and conditions.

Signed by:	
Print Name	
For Trading Name:	
Date:	

EVENT DETAILS:

Event Name:			
Event Date/s:		Event Time:	
Event Venue:			
Venue Address:			
Event Contact Details:			
Contact Name:			
Contact Position:			
Postal Address:			
Town/City:		Postcode:	
Business Phone Number:		After Hours:	
Business Fax Number:		Mobile:	
Email Address:			
Website Address:			

EVENT TYPE:

Please tick all relevant boxes:

Exhibition/Show

- Agriculture
- Education
- Exhibition/Show
- Lifestyle
- Military
- Recreation
- Science/Technology
- Trade

Festival/Other

- Arts/Culture
- Carnival
- Celebration/Commemoration
- Festival
- Food & Wine
- Family Entertainment
- Field Day
- Heritage
- Markets
- Sports
- Other - Specify _____

Performance

- Ballet
- Circus
- Comedy
- Dance
- Music
- Performance
- Theatre

FURTHER COLLATERAL:

Please provide any additional information you have which is not specifically requested here such as additional contacts, ticket packages, brochures etc. Please keep the Maitland Visitor Information Centre informed of the progress of organisation for your event and any changes which may occur to the information supplied.

PHOTOGRAPHY/IMAGERY:

A photograph is REQUIRED for the listing to be placed on www.maitlandhuntervalley.com.au. Please fill out the image release form (specifications included) and send your photographs to info@maitlandhuntervalley.com.au.

<input type="checkbox"/> Yes, I have emailed an image <input type="checkbox"/> Yes, I have provided an image CD

EVENT DESCRIPTION:

Please provide a description of your event (300 words max.) - Attach an additional sheet if required or email text to info@maitlandhuntervalley.com.au.

FREQUENCY:

Please indicate the regularity of your event:

- | | | |
|--------------------------------------|------------------------------------|------------------------------------|
| <input type="checkbox"/> Annual | <input type="checkbox"/> Bi-annual | <input type="checkbox"/> Daily |
| <input type="checkbox"/> Fortnightly | <input type="checkbox"/> Monthly | <input type="checkbox"/> Once Only |
| <input type="checkbox"/> Quarterly | <input type="checkbox"/> Weekly | |

ENTRY FEES:

Please indicate your entry fee structure where applicable:

Free Entry: YES NO

Entry Fees:

Type: (eg Adult, Child, Concession)	Child Age From:	Child Age To:	Fee/Notes:

PUBLIC AUTHORISATION:

I certify that the event has all required approvals and licences to operate as described in this notification and has adequate Public Liability insurance cover for the event. I acknowledge that the information provided may be publicly distributed, used in the quarterly Calendar of Events, websites and disseminated to other organisation and members of the public. I authorise such distribution including contact details as provided on this notification.

Signed by:	
Print Name	
Date:	

PLEASE NOTE: NO PUBLICITY OF EVENTS WILL OCCUR UNLESS THIS PUBLICATION AUTHORISATION IS SIGNED.

Please return all documents to:

Maitland Visitor Information Centre
Cnr New England Highway & High Street
(PO Box 220) MAITLAND NSW 2320