

SINGLETON



HUNTER VALLEY

Tourism Membership Prospectus

V1 - 01/06/07



Welcome

The Singleton Visitor Information Centre formed a new membership base in 2006, managed by Singleton Council. Singleton Visitor Information Centre's primary function is to market the Singleton area as a quality tourism destination. Singleton Visitor Information Centre is the base for the Tourism Unit of Singleton Council.

Becoming a member creates a wealth of opportunity for your business including joint marketing opportunities, networking and increased exposure through the website, Singleton Visitor Guide and the Singleton Visitor Information Centre.

The memberships are offered on an annual subscription basis with different packages and benefits to cater for the unique requirements of your business.

Following in this document is an outline of the membership packages and the associated benefits.

In 2006, many major projects have been undertaken and successfully completed. These projects primary objective was to lift the profile of Singleton and ready our position to go out into the market place and actively sell our wonderful destination.

The management and staff of the Visitor Information Centre are committed to the growth of tourism in Singleton. We look forward to working with you as a member of the Visitor Information Centre, to promote your business, the Singleton area and the Hunter Valley as a key tourism destination.

Yours truly,



Salena Kearney
Manager Tourism
Singleton Council

Singleton Tourism Advisory Group

The Singleton Tourism Advisory Group is a committee of representatives from a variety of tourism based industry sectors and interested parties. Singleton Council will seek expressions of interest, on a biennial basis, for participants on the advisory committee.

The current structure has evolved in response to the changes in the former relationship between Council and Tourism Singleton Inc. The purpose of the committee is to facilitate opportunities for contribution from the wider industry, to the growth and direction of tourism in the Singleton area.

Some of the key roles of the Singleton Tourism Advisory Group are:

1. The establishment and review of a strategic direction, formulated into a plan for the development, marketing and promotion of Tourism activities within Singleton;
2. Building recognition of Singleton and the “Unearth every single treasure” branding strategy;
3. Continuing evaluation on the success or otherwise of the adopted plan and making any necessary recommendations to correct or amend the plan, in consideration of the total impacts that such amendments would incur at that time, based on resourcing and capacity;
4. Development of structures and mechanisms that would seek to involve a wider industry participation in Tourism;
5. Provision of support in creation of positive communication channels to ensure that Singleton’s message is clearly represented, up to date and consistent with agreed principles outlined within the plan; and
6. Identification of sponsorship, grant or other funding opportunities that will assist in the growth, promotion and positive direction of Tourism and associated community benefits.

These operators, are your representatives. Take the time to get to know them and ensure that your voice is being heard.

The current Singleton Tourism Advisory Group’s term is for representation from 1 July 2006 to 30 June 2008. Please do not hesitate to contact me should you require any further information.

Salena Kearney
Manager Tourism
Phone: 6578 7214
Email: skearney@singleton.nsw.gov.au

The Singleton Visitor Information Centre (VIC)

The Singleton VIC is a Level One, Accredited Visitor Information Centre (AVIC) located in George Street (New England Highway). The Visitor Information Centre is a fully funded service of Singleton Council providing quality, unbiased customer service from 9.00am until 5.00pm seven days a week, 363 days per year.

Service provisions include but are not limited to:

- Promotion and marketing of Singleton and the Hunter as a tourism destination;
- Promotion of attractions, accommodation and business in the Singleton and Hunter;
- Customer service;
- Accommodation referrals and advice;
- Accommodation booking service;
- Tour advice and booking service;
- Group tour itineraries;
- Event promotion;
- Production and distribution of Singleton Visitor Guide;
- Promotion and maintenance of tourism websites;
- Community Information eg. church services etc

Street Address: 39 George Street, Singleton
Postal Address: PO Box 314, Singleton 2330
Phone: 02 6571 5888
Fax: 02 6571 5999
Email: visitorcentre@singleton.nsw.gov.au
Website: www.singletontourism.com.au
www.singleton.nsw.gov.au

Singleton VIC Marketing Initiatives

Calendar of Events

The Calendar of Events is available to visitors and residents and is distributed through the Singleton Visitor Information Centre, in information packages and in the New Residents Pack. Events published in the Calendar of Events also receive a listing on the website and are promoted through the Singleton and District Guide.

Flip Chart

The Flip Charts are located at the Singleton Visitor Information Centre and provide you with the extra opportunity to promote your business to visitors. The Flip Charts are advantageous as they allow you to present images or make changes more readily than your current brochure, allowing the visitor to see more of your business attractions. The Flip Charts have uniform, effective design layout allowing your business to shine, all you have to do is email your images for insertion.

New Residents Pack

Singleton Visitor Information Centre staff receive a significant number of enquiries from new and potential new residents requiring information on a variety of matters including; real estate, employment, schools, childcare, aged care, medical information, retail information and more. Therefore, the Singleton Visitor Information Centre has developed the New Residents Pack to be distributed which includes:

- The Singleton Visitor Guide;
- Singleton town map;
- Singleton and District Guide;
- Current Community Infomail brochure; and
- Calendar of Events booklet.

Website

As you know, the internet is a key marketing tool for any business. Singleton VIC has recently commissioned BookEasy experienced e-business consultant to create a new website with an integrated online booking system, membership management, secure pay facilities and database driven changeable pages.

In simple terms this means just by logging in you are able to change the text, images and contact details for your business from your home/business computer. Visitors to the website can make real time accommodation and tour bookings, see what we have to offer, learn how to get to Singleton and much more. For further information please refer page 18 or contact Salena Kearney on 6578 7214.

Benefits

1. The opportunity to display one (1) promotional brochure at the Singleton Visitor Information Centre.
2. The opportunity to display a second DL promotional brochure at the Singleton Visitor Information Centre.
3. Mini Site on the Singleton VIC website, including your business logo, images, contact details and description. (Φ)
4. Referrals to your business from Singleton VIC staff.
5. A bi-monthly, informative tourism newsletter to keep you up to date. (€)
6. A double page spread in the accommodation “Flip Charts” displayed in the Visitor Information Centre. (Φ)
7. Invitations to networking functions, workshops and seminars.
8. The opportunity to promote special events or functions in the Singleton VIC Calender of Events.
9. The opportunity for one DL Brochure or a business card to be included in the New Residents Packs.
10. The ability to advertise in the Singleton Visitor Guide at a discounted member rate.
11. The opportunity to participate in relevant Singleton tourism marketing programs and initiatives.
12. The opportunity to be involved in appropriate media familiarisations.
13. Certificate of Membership with Singleton Visitor Information Centre.
14. Membership sticker for your window display.
15. The opportunity for an additional booking service through the Singleton Visitor Information Centre for your tours/accommodation (see Accommodation and Tour Operators Agreement in the back of this document).

Benefits

1. The opportunity to display one (1) promotional brochure at the Singleton Visitor Information Centre.
2. Mini Site on the Singleton VIC website, including your business logo, images, contact details and description. (Φ)
3. Referrals to your business from Singleton VIC staff.
4. A bi-monthly, informative tourism newsletter to keep you up to date. (€)
5. Single page spread in the accommodation “Flip Charts” displayed in the Visitor Information Centre. (Φ)
6. Opportunity for one DL Brochure or a business card to be included in the New Residents Packs.
7. Invitations to networking functions, workshops and seminars.
8. The opportunity to promote special events or functions in the Singleton VIC Calender of Events.
9. The ability to advertise in the Singleton Visitor Guide at a discounted member rate.
10. The opportunity to participate in relevant Singleton tourism marketing programs and initiatives.
11. The opportunity to be involved in appropriate media familiarisations.
12. Certificate of Membership with Singleton Visitor Information Centre.
13. Membership sticker for your window display.

Benefits

1. Referrals to your business from Singleton VIC staff.
2. Business listing on the Singleton VIC website, including your business logo, images, contact details and description. (Φ)
3. A bi-monthly, informative tourism newsletter to keep you up to date. (€)
4. Invitations to networking functions, workshops and seminars.
5. Opportunity for one DL Brochure or a business card to be included in the New Residents Packs.
6. The opportunity to promote special events or functions in the Singleton VIC Calender of Events.
7. Certificate of Membership with Singleton Visitor Information Centre.
8. Membership sticker for your window display.

Not for Profit membership

\$ 40 (Conditions APPLY)

Benefits

1. Referrals to your business from Singleton VIC staff.
2. A bi-monthly, informative tourism newsletter to keep you up to date. (€)
3. Business listing on the Singleton VIC website, including your business logo, images, contact details and description. (Φ)
4. Invitations to networking functions, workshops and seminars.
5. The opportunity to promote special events or functions in the Singleton VIC Calender of Events.
6. Opportunity for one DL Brochure or a business card to be included in the New Residents Packs.
7. Certificate of Membership with Singleton Visitor Information Centre.
8. Membership sticker for your window display.

Quick Reference matrix

	Gold Membership	Silver Membership	Bronze Membership	Not for Profit Membership
1 Promotional DL Brochure in VIC	✓	✓	✓	✓
2 nd Promotional DL Brochure in VIC	✓			
Mini Site on Singleton Tourism Website	✓	✓		
Access to Online Reservations System for Accommodation and Tour Bookings	✓			
VIC Staff Referrals	✓	✓	✓	✓
Newsletter	✓	✓	✓	✓
Double Page Spread – Flip Charts	✓			
Singleton Page – Flip Charts		✓		
Invitation To Networking Functions, Workshops And Seminars	✓	✓	✓	✓
Promotion Of Activities Through Calender Of Events	✓	✓	✓	✓
DL Brochure Or Business Card In New Residents Pack	✓	✓	✓	✓
Member Discount Advertising In Singleton Visitor Guide	✓	✓		
Access To Joint Tourism Marketing Projects	✓	✓		
Access to Media Famils	✓	✓		
Certificate of Membership with Singleton VIC	✓	✓	✓	✓
Membership Sticker	✓	✓	✓	✓

Other Services

Services

Singleton Visitor Information Centre offers a host of other services which include but are not limited to:

Website alterations, additions and deletions	\$35.00 per hour <small>(Minimum 1 Hour Charge)</small>
BookEasy Training	\$165.00 <small>(Conditions Apply)</small>
VIC Front Window Display	\$150.00 per month

Definitions and Key

Singleton Tourism/Singleton Visitor Information Centre

Singleton Tourism/Singleton Visitor Information Centre is the marketing name for the tourism unit of Singleton Council. It is administered by the Manager Tourism and Staff of the Singleton Visitor Information Centre, within the Corporate and Development Services division of Singleton Council. It provides services to visitors and the community as well as servicing to members.

Operator/Organisation

Refers to the business applying for an Industry Membership with the Singleton Visitor Information Centre.

Industry/Tourism Membership

Memberships are available to any business or operator who can fulfil the requirements as listed in this Prospectus. The Membership offers benefits in accordance with the level chosen and as defined.

The agreement will be deemed to have lapsed if fees are more than one (1) calendar month in arrears and all privileges associated with the Membership will be withdrawn. The Membership will be reinstated with the payment of the fees; however no allowance will be made for the period from lapse to renewal.

Acceptance or otherwise of an application for Membership will be at the complete discretion of Singleton Visitor Information Centre and no correspondence will be entered into nor reasons given for the refusal of any application. Refused applications will have their current fees returned in full or if the application has been refused before receipting of the fees, they will be returned unreceipted.

Membership agreements are an on an annual application basis. Reapplication should be submitted in the requisite form together with a payment for the applicable fees. A renewal will be issued in the month prior to expiration and each renewal request will be considered separately. Automatic renewal is not guaranteed and the application will be considered in line with past performance.

Licences and Approvals

Operators/organisations must have adequate Public Liability insurance and all relevant Council and other authority approvals and licences for the operation of the business. These must be obtained before an application for Membership will be considered and copies must be supplied with the application. Promotion of a member 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.

For details on accommodation and tour commissions, etc see Accommodation and tour Operators Agreement Form later in this document.

Benefits of the Industry Memberships

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

Additional Business Membership

Provides for a Membership to cover other business enterprises (owned and operated by the applicant) conducted from the same site or the same business enterprise conducted from multiple sites.

Non Profit Membership

Provides for a Membership with an organisation that can provide evidence of their non profit status. This evidence must be submitted with the Membership application.

DL Business Brochure

Where display of a DL size business brochure is offered as a benefit, the brochure is to be no more than eight (8) DL pages in size and be designed to promote the individual business.

Availability of Visitors' Guides for Distribution

Where Membership benefits allow for distribution of the Visitors' Guide, these are for quantities of a normal commercial use, in promotion of the business only. Where quantities are requested for mass mailings or other distribution, individual requests should include the number required and a detailed listing of where the items are to be distributed. All requests for quantities of Visitors' Guides must be made with a minimum of 72 hours lead-time.

(☉) = Sent by email except for prior written arrangement.

(Φ) = Images, logos and text to be supplied electronically

Terms and Conditions

1. The Industry Memberships are a cooperative arrangement between the Singleton Visitor Information Centre and the operator/organisation, for the growth and improvement of tourism to Singleton LGA.
2. Industry Membership subscription is on a financial year basis. Fees are payable pro-rata on a monthly basis for organisations joining after 1 July of each financial year.
3. The level of membership selected should be dependant upon the level of services the organisation/operator wishes to receive.
4. Unless otherwise stated one DL size brochure will be displayed within the Visitor Information Centre.
5. All tour and accommodation bookings incur an 11% commission. All quotes given to the VIC must include GST and the commissionable rate.
6. Promotional brochure/s and website listing will be removed after one month of non payment of Membership fees or commission fees.
7. Cheque or credit card details, copy of public liability insurance and relevant Council approval must accompany the membership application form.
8. Receipt of application does not guarantee acceptance of a membership with Singleton Visitor Information Centre. Acceptance or otherwise of an Application for Membership will depend on the information supplied and relevant compliance with statutory requirements. Refused applications will have the application and full membership fee returned.
9. Operators/organisations must have adequate Public Liability Insurance and all relevant Council and other authority approvals and licences for the operation of their business.
10. Operators/Organisations 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 provided before an Application for Membership will be considered and copies must be supplied with the Application for Membership. Promotion of the member 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.
11. Singleton Visitor Information Centre retains the right to cease promotion of any operator who acts in a manner considered to be unprofessional, or that would potentially bring the operations of the Singleton Visitor Information Centre into question or disrepute.
12. Singleton Visitor Information Centre retains the right to cease the promotion of any operator, area or attraction that it considers poses public safety or liability concerns.

Name:		Date:		Signature:	
-------	--	-------	--	------------	--

13. Singleton Visitor Information Centre retains the right to refuse, remove or cease promotion, without notice, of any operator who advertises information that is believed to be misleading, inappropriate, offensive, deceptive, not current or outside of the agreed service provision.
14. Operators will receive notice in writing should Council or the Singleton Visitor Information Centre receive any verbal or written complaints regarding the operators business.
15. Not for Profit (NFP) organisations wishing to apply for the NFP Membership will be required to supply evidence of the NFP Status.

Name:		Date:		Signature:	
-------	--	-------	--	------------	--

Policy Guidelines for Website

Please read and complete the following form and return it to the Singleton Visitor Information Centre.


This document outlines the privileges and guidelines that operators are required to respect and adhere to as a user of the Website and Reservations System.


1. All Visitor Centre Industry Members receive:
 - a. A Username and Password to login to the Administrative Console within the Singleton VIC website;
 - b. An easily updatable web page on the Singleton VIC website;
 - c. An easily updatable Product Page (if applicable) on the Singleton VIC website;
 - d. Up to six pictures on the web page, one picture for general searches, one picture for each bookable tourism product (listed on Product Page);
 - e. Access to online bookings, full reservation details, net pay, member's discussion board, visitor centre minutes, etc; and
 - f. The opportunity to promote your business/service through other affiliates.

Singleton 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:

Gold Medal - real-time availability. You guarantee that availability is 100% accurate and a client 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. 

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 Centre Reservations area and a staff member will contact the operator for confirmation and confirm the booking for the customer 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. 

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 Administrative Console. If you choose to offer Gold Medal real-time availability, you will be responsible for any double bookings.

Name:		Date:		Signature:	
-------	--	-------	--	------------	--

Rates

Singleton Visitor Information Centre is committed to providing the highest standards in visitor servicing to ensure that tourism in Singleton continues to grow. To assist with this objective, you are required to offer the Singleton 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 and correct. Operators must honour all published rates.

Specials

All specials entered into the website must be commissionable. You must honour all published specials.

Website Integrity

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

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.

Administration of Bookings

The Singleton Visitor Information Centre is the administrator of all bookings. If a booking needs to be cancelled or amended the client will need to contact the visitor centre directly.

Cancellation Policies and Indemnity Policies

You must include your cancellation and indemnity policies. The visitor centre will charge visitors a cancellation or amendment fee.

Bookings without Payment

Singleton 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 centre staff.

Discussion Board

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

Name:		Date:		Signature:	
-------	--	-------	--	------------	--

Membership Application Form

Please complete the following Application Form and return with the required supporting documentation to the Singleton Visitor Information Centre.

Contact Details

Business Name:			
Trading Name:			
Contact Name:		Position:	
ABN:		ACN:	
Postal Address:			
Street Address:			
Phone Number:		After Hours:	
Mobile Number:		Fax Number:	
Email Address:			
Web Address:			

Business Details

Hours Of Operation	
Days of Operation	

Please indicate with a tick the relevant categories for your business:

Accommodation	<input type="checkbox"/>
Attraction	<input type="checkbox"/>
Restaurant/Café	<input type="checkbox"/>
Tour Operator	<input type="checkbox"/>
Winery/Cellar Door	<input type="checkbox"/>
Business Services	<input type="checkbox"/>
Function Venue	<input type="checkbox"/>
Hotel/Pub	<input type="checkbox"/>
General Store	<input type="checkbox"/>
Retail Outlet	<input type="checkbox"/>
Agent/Institution	<input type="checkbox"/>
Other (Specify)	

Membership Level

Please tick the level of membership you would like:

Options	Annual Fee	Level
Gold Membership	\$ 250.00	
Silver Membership	\$ 175.00	
Bronze Membership	\$ 75.00	
NFP Membership (Conditions Apply)	\$ 40.00	

All rates quoted include GST and are per financial year.

Office Use Only – Receipt Type 159

Payment Date:	
Receipt Number:	
Membership Number:	

Agreement

I, _____ of _____ (business/company name) fully and absolutely indemnify Singleton Council against any claim, debt, demand, account, action, expense, cost, lien, liability or proceedings of any nature whatsoever incurred, or suffered by, or brought, or made, or recovered against the Singleton Visitor Information Centre or Singleton Council by any person or company arising from in any way whatsoever any promotional or other material published or displayed by the Singleton Visitor Information Centre on behalf of _____ (business/company name) in accordance with the Singleton Membership Prospectus V1 – 01/02/06 and these Terms and Conditions.

Name:		Date:		Signature:	
-------	--	-------	--	------------	--

Electronic Payment Form

Please Note: This is only required if you are an Accommodation or Tour Operator. The details you complete on this form will be used to process your reservations payment electronically. This will ensure the most efficient form of payment for you.

Contact Details for Account Enquiries

Business Name:	
Contact Name:	
Email Address:	
Contact Number:	

Bank Account Details

Please note this is the account your reservation payment(s) will be made into:

Account Name:	
Institution Name:	
BSB Number:	
Account Number:	

By completing and signing this form, I understand that all payments, less commission, taken by the Singleton Visitor Information Centre for an accommodation or tour booking on my behalf, will be remitted into this account. I understand that:

- a. The Singleton Visitor Information Centre will take full payment from the client;
- b. The amount payable is the total of the reservation/booking minus the 11% commission retained by the Singleton Visitor Information Centre;
- c. The payments will be made on a fortnightly basis; and
- d. Payments will only be received after the client has received the service i.e. after they have checked out of the accommodation or after the tour is completed.
- e. A remittance advice will be sent by mail with details of the payment.

Name:		Date:		Signature:	
-------	--	-------	--	------------	--

Application Check List

Please Note: Applications cannot be processed unless all relevant paperwork is submitted. Please ensure each of the following documents are included and completed accurately:

Application for Membership

Copy of current Public Liability (Minimum \$10,000,000)

Copies of relevant Council approvals

Policy Guidelines for Reservation System

Electronic Payment Form

Cheque attached/credit details completed

Accommodation/Tour Operator Form (Where Applicable)

Please return with payment to
Singleton Council
PO Box 314
SINGLETON 2330