



## Join your local business or tourism association and automatically become a member of the Bass Coast Business & Tourism Partnership.

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

The Partnership is a collaboration between mainland Bass Coast business and tourism associations and the Bass Coast Shire Council Visitor Information Centre (VIC) network.

Members receive a range of promotional opportunities plus the benefits of cooperative marketing and industry strength. Strong industry associations are vital in attracting opportunities and funding for local business and tourism. Your membership will enable the Partnership to successfully undertake promotions and activities that ultimately benefit your business.

### Exclusive Partnership Opportunities

Your membership to the Bass Coast Business and Tourism Partnership (BCBTP) will enable you to take advantage of a range of opportunities:

- The Bass Coast Official Visitors Guide will be distributed at consumer shows. Bass Coast Official Visitor Guide lists businesses from accommodation to retail and trade as well as services & eateries. Discount is applicable for Bass Coast Business & Tourism Partnership members
- Website listing on [www.visitgrantville.com](http://www.visitgrantville.com), [www.visitinverloch.com](http://www.visitinverloch.com), [www.visitsanremo.net.au](http://www.visitsanremo.net.au), [www.visitwonthaggi.com.au](http://www.visitwonthaggi.com.au) & [www.visitbasscoast.com](http://www.visitbasscoast.com)
- Subsidised collaborative marketing with Destination Gippsland Ltd. & Visit Victoria
- Bass Coast VIC network information sheets e.g. retail, services, accommodation, eateries
- Buy local campaign plus Bass Coast on-line Business Directory
- BCBTP members, not already listed with Tourism Victoria, will receive a free listing on [www.visitvictoria.com](http://www.visitvictoria.com). Businesses must be tourism related e.g. accommodation, eateries, etc. (Estimated value \$250)
- Attend BCB&TP Industry Forums and networking events throughout the year
- General training sessions plus BookEasy training.

### Become involved How to become a Member?

- Join your local business or tourism association by choosing your level of membership and completing the attached forms.
- Ensure your business is registered with all relevant insurances
- Complete all forms needed to finalise your application?
- Accommodation businesses need to complete the Authority to Book Form
- All other businesses need to complete a Business Listing Information Form.

## Membership Benefits:

	Bronze \$120	Silver \$300	Gold \$600
Membership of your local Business or Tourism Association	✓	✓	✓
Advertising discount in the Bass Coast Official Visitor Guide	10%	15%	20%
Website listings: local association & VIC	1 image; 100 words	2 images; 200 words	3 images; 300 words
Promotional poster in Inverloch & Wonthaggi VIC		A4	A3
Promotional poster in Phillip Island VICs (Newhaven & Cowes)			A4
DL brochure display in Bass Coast VICs		Inverloch Wonthaggi	Inverloch Wonthaggi Phillip Island
Access to the Bass Coast VICs online booking service – BookEasy	✓	✓	✓
Accredited VIC service available daily for walk in, phone & internet customers	✓	✓	✓
Annual Partnership sticker	✓	✓	✓
Regular newsletter	✓	✓	✓
Networking at industry forums & workshops	✓	✓	✓
Link from your own business website to your association website	✓	✓	✓
Information sheet on website for retail, eateries & service providers	✓	✓	✓
Inclusion in online Bass Coast Business Directory <a href="http://www.visitbasscoast.com">www.visitbasscoast.com</a>	✓	✓	✓
Access to Bass Coast Buy Local online shopping facility	✓	✓	✓
Industry visits by staff & volunteers from all VICs	✓	✓	✓
Membership recognised for accreditation / awards & industry profile	✓	✓	✓
Receive up to date information e.g. Tourism Victoria & Business Victoria	✓	✓	✓
Free listing on Visit Victoria website for tourism businesses		✓	✓
Access to cooperative marketing & PR campaigns via Destination Gippsland Ltd & Visit Victoria		✓	✓
DVD promotion in Inverloch & Wonthaggi VICs			✓

<b>Associate Membership</b> (for businesses outside Bass Coast Shire that are members of other regional business & tourism associations)	Associate \$60.00	Associate + \$180
Access to the Bass Coast VICs online booking service – BookEasy	✓	✓
Accredited VIC service available daily for walk in, phone & internet customers	✓	✓
Receive current information from relevant organisations e.g. Tourism Victoria etc	✓	✓
Regular newsletter	✓	✓
Annual partnership membership sticker	✓	✓
DL brochure in Inverloch & Wonthaggi VICs		✓

## Contact Details

Membership Services Officer  
BCBTP  
0409 748 226  
[basscoast@visitbasscoast.com](mailto:basscoast@visitbasscoast.com)

Neroli Heffer, Chairperson  
BCBTP  
03 5678 8548  
[njh06@westnet.com.au](mailto:njh06@westnet.com.au)

Kate Edwards, Secretary  
BCBTP  
0438 535 166  
[ked27168@bigpond.net.au](mailto:ked27168@bigpond.net.au)