

Visitor Information Centre (VIC) Services



Online Booking System

The online booking system has been implemented across the Bass Coast VIC Network, offering operators 24 hours a day, 7 days a week access. It is integrated with the PITA website and is available for operators to use as their own booking system, saving thousands of dollars in hosting/gateway fees.

Promotional DVD

A DVD featuring footage of businesses is played in the Cowes and Newhaven Visitor Information Centers. Copies of the DVD will be made available to partnership members who wish to use it as a promotional tool in their business.

Advertising Poster

A3 posters are attractively displayed at Phillip Island (Newhaven) Visitor Information Centre with A4 sized posters displayed at Cowes. These can be inexpensively modified to suit the needs of operators.

DL Brochure Distribution

DL brochures are displayed at Newhaven and Cowes for all Gold, Silver and Bronze members who have selected brochure display option. Gold member's brochures are automatically displayed at Inverloch and Wonthaggi VICS.

Why should you join us?

- Representation of members' issues on high level industry boards, committees and advisory groups
- Representation of members' issues at federal, state and local government levels
- Regular member updates on current issues, trends and events through emails and monthly newsletters
- Free entry to Industry nights
- Local, domestic and international marketing opportunities

How to join

Applications must be completed in full and sent with a cheque for review and approval (or EFT details will be provided once application is approved).

Accommodation businesses will also need to complete the Accommodation Booking Services forms.

A one-off joining fee of \$30 applies to new applications.

Send applications to:

Phillip Island Tourism Association Inc.,
P.O. Box 100, Cowes VIC 3922
Phone/Fax 03 5952 2729
Email: pita@waterfront.net.au

Association Rules

The Association has a set of registered rules which are administered under the Incorporations Act. Businesses breaching those rules may have their membership cancelled. An excerpt from these rules, regarding membership requirements, is attached with your membership application form. The full rules can be viewed online www.visitphillipisland.com/membership.html

Multiple Business Policy

Businesses with more than one business outlet/enterprise must register each outlet separately; however a discount will be applied to each additional outlet.

Charges are as follows:

- Site 1 - 100% of cost of membership category
- Site 2 - 75% of cost of membership category
- Site 3 and subsequent sites - 50% of cost of membership category.
- Additional sites i.e. sites 2, 3 etc cannot join at levels higher than site 1.

Phillip Island and Surrounds Tourism & Business Partnership

Prospectus 2010/11



What is the partnership?

The Phillip Island and Surrounds Tourism & Business Partnership enables businesses in the region to enjoy the benefits of co-operative marketing and industry strength. Services to members are provided by the Phillip Island Tourism Association (PITA) and the Bass Coast Shire Council Visitor Information Centre Network.

Who are our members?

The Partnership is both active and diverse, encompassing a wide cross-section of the tourism industry and local businesses including:

- Adventure and nature based operators
- Accommodation providers
- Tour Operators
- Visitor Information Centers
- Attractions
- Eateries and Retail
- Professional and Trade Services providers.



Phillip Island Tourism Association (PITA) Services

The peak Industry body advocating on behalf of Tourism & Business within the region. PITA industry representation is often requested by Bass Coast Shire, Destination Phillip Island, various Government and media organizations regarding industry related activities. A strong association is vital in attracting opportunities, funding and representation for the local industry.

Industry Forums

Industry forums provide opportunities for members to network with other industry members in a friendly relaxed environment. The Partnership organizes interesting guest speakers at the evenings to provide information and knowledge of benefit to all.

The following is the proposed timetable for forums this year (subject to confirmation):

| | | |
|---|-----------------|--------------|
| July 2010 | August 2010 AGM | October 2010 |
| November 2010 Christmas Get Together | February 2011 | April 2011 |

At other times there may be invitations to workshops, local presentations etc. The Executive Committee meets monthly. Issues that require attention should be forwarded to the committee via the Membership Officer for review and action.

Industry Familiarisations

Familiarization (famils) provides a great opportunity for the operators to get away from their businesses and see other businesses around the region. Famils allow them to meet the owners and experience first hand what's on offer. This is a win-win situation for all as they can put a face to the person on the end of the phone and sell that experience with more knowledge and confidence. The Association will run two themed famil programs in the coming year.

Official Tourism Association Website

www.visitphillipisland.com

The website is updated and edited in house, making it very cost effective. Advertising of the site is also included in the Official Phillip Island Touring Map and Official Phillip Island Visitors Guide (OVG) as well as links from www.visitvictoria.com/phillipisland

Email Information/Updates

The Partnership uses email to distribute current information, offers, promotions etc to the membership in a cost effective manner. We offer three levels of email service and members can select what is appropriate for them. PITA will not release database information to any outside agency.

Destination Phillip Island and Alliances

Destination Phillip Island Inc. (DPI) is the peak regional tourism marketing organization for Phillip Island. Partnership members are the first point of contact for all marketing opportunities offered to the industry via DPI.

The organization maintains alliances with Destination Gippsland Limited (DGL), Bass Coast Shire Council: Tourism, Visitor Services and Economic Development, Melbourne and Surrounds Marketing, Sydney Melbourne Touring, Sydney Melbourne Coast Drive, Melbourne Southeast Touring Triangle and Destination Melbourne.

Membership of the partnership is recognized by Destination Phillip Island and Tourism Victoria for potential media and familiarization programs and other industry development opportunities.

Partnership members receive exclusive invitations to partake in marketing initiatives and receive invitations to marketing forums, workshops and training sessions. Destination Phillip Island produces official collateral including the Phillip Island Official Visitors Guide, Official Touring Map, International Planner and Business Events brochures.

A strong industry association allows Destination Phillip Island to leverage funding for future development and marketing of the region resulting in increased visitor nights and yield for all of the industry.

Phillip Island Tourism Association has two representatives on the board of Destination Phillip Island and there is close working relationship with both boards.

Gold Level High Priority Listing \$995

- 20% discount on advertising in the Official Phillip Island Visitors Guide
- A3 advertising poster displayed at the Phillip Island (Newhaven) Visitor Information Centre and A4 at Cowes.
- DL brochure display at all the Bass Coast Visitor Information Centres
- Priority Gold web site listing on www.visitphillipisland.com - 3 photos & 300 words
- Inclusion of advertising footage on DVD's played at Phillip Island & Cowes Visitor Information Centres
- Accommodation, attraction and retail businesses will be shown on the feature section of the website
- **Bold** directory entry in OVG (accommodation) or the Phillip Island Map (tear off) for other business

Silver Level High Profile Listing \$395

- 15% discount on advertising in the Official Phillip Island Visitors Guide
- DL Brochure display at Phillip Island Visitor Information Centres
- High Priority Silver web site listing on www.visitphillipisland.com - 2 photos & 200 words

Buy In opportunities for Silver members:

- A3 poster at Phillip Island (Newhaven) Visitor Information Centre & A4 at Cowes \$350
- Brochure display at Inverloch & Wonthaggi Visitor Information Centres \$120
- Inclusion of advertising footage on DVD's played at Phillip Island & Cowes Visitor Information Centres \$160

Bronze Level \$165

- 10% advertising discount in Official Phillip Island Visitors Guide
- Listing on the web site www.visitphillipisland.com with 1 photo, 10-15 words & link to your web site

Buy in opportunities for Bronze members:

- DL Brochure display at Phillip Island Visitor Information Centres \$120
- DL Brochure display at Inverloch & Wonthaggi Visitor Information Centres \$120

In Addition All Members Receive:

- Networking opportunities through Tourism Industry Forums & Famils
- A4 product information sheet viewable on visitbasscoast.com website for retailer/service partners
- Access to VIC ticket and accommodation booking services
- Access to online Bass Coast Local Business Directory
- Accommodation members will be listed in the Official Visitors Guide Directory
- All other member businesses will be listed on the Phillip Island Map (tear off) Directory
- Membership of Phillip Island Tourism Association Inc. including voting rights
- Membership recognized for accreditation/awards & industry profile
- Opportunity to promote business events on www.visitphillipisland.com
- Invitations to Destination Phillip Island marketing campaigns, workshops and training sessions
- Receive current industry & local information from partnership alliance organizations
- 365 day a year personalized service provided by Visitor Information Centers (VICs)
- Collaborative local marketing opportunities for retailers
- Inclusion in business card, menu & product information folders at Phillip Island & Cowes Visitor Information Centre
- Annual Partnership Sticker