



Wodonga Visitor Information Centre

partner packages 2011-2012



About our packages

The Wodonga Visitor Information Centre (VIC) is proud to present its 2011-12 Partner Program.

Developing Albury-Wodonga as a premier tourism destination is a priority for Wodonga Council. The council is genuinely excited about the future of the region's tourism industry and believes that more visitors can be encouraged to come to the area through a co-ordinated approach between tourism providers, associated businesses and the Wodonga VIC.

The Wodonga VIC has developed several packages that aim to strengthen the partnership with the local tourism industry. The packages aim to reflect the diversity of businesses in Albury-Wodonga while providing maximum flexibility for tourism providers and associated businesses in our region.

Why become a partner of the Wodonga VIC?

- The Wodonga VIC has daily visitation of more approximately 130 people per day, which equates to an average of 47,000 opportunities a year to promote your business. The Gateway Island location plays a large role in attracting visitors who have just exited the Hume Freeway.
- Our premium website (www.alburywodongaaustralia.com.au) boasts more than 63,000 hits per year, including 35,000 unique visitors. All members receive a standard listing on the website as part of their package and this can be enhanced under some package structures. More information about the website and how it can be used to successfully promote your business will be able at an information session to be held on Wednesday, April 27, 2011. More details on this will follow.
- The council will actively promote your business as a valued member of the VIC. Only members can display their brochures and receive referrals to their business in the VIC.
- The council's pricing structure means that you get amazing value for your advertising dollar, particularly in comparison with other advertising methods and it is tax deductible as well.
- Staff at the VIC pride themselves on their friendly and helpful manner and we have volunteers who are passionate about Albury-Wodonga. They love this region and actively promote it to all visitors. Many visitors comment on the quality of information that is provided through the Wodonga VIC.
- The council will put together a publication which will be regularly printed to enable timely promotion of businesses, events and activities in the region. This is included in the price of some of the packages. More information about this will also be available at the information session on Wednesday, April 27, 2011.
- For more information, please contact ncornell@wodonga.vic.gov.au or phone Nicole Cornell on 1300 796 222.



Friends of tourism

This package is designed for individuals and businesses who wish to support the region's tourism industry.

Membership at this level includes:

- Weekly What's On newsletter to keep you informed of events in Albury-Wodonga and surrounding areas.
- Monthly Partner Update featuring relevant industry news both locally and nationally.
- Invitation to networking functions.

Cost of this package is \$60 (including GST) annually.

Bronze partner

This package is designed for members who wish to be involved in the regional tourism industry and have a presence at the Wodonga VIC. This package is particularly useful for small tourism operators as well as those businesses which gain an indirect benefit from tourism.

Membership at this level includes:

- Weekly What's On newsletter to keep you informed of events in Albury-Wodonga and surrounding areas.
- Monthly Partner Update featuring relevant industry news both locally and nationally.
- Invitation to networking functions
- One brochure displayed in the VIC
- Basic listing on our website
- Active promotion of your business to VIC visitors

Cost of this package is \$125 (including GST) annually.



Silver partner

This package is designed for members who wish to have a higher level of representation at the VIC and also maintain a web presence via the council's website www.alburywodongaaustralia.com.au. This package is designed to meet the needs of small to medium tourism and accommodation providers. This package could also be suitable for attractions, events, tours, hire, transport, restaurants, and spa and wellness businesses who are aiming to grow their business with increased marketing presence.

Membership at this level includes;

- Weekly What's On newsletter to keep you informed of events in Albury-Wodonga and surrounding areas.
- Monthly Partner Update featuring relevant industry news both locally and nationally.
- Invitation to networking functions
- One brochure display in the VIC
- Access to the VIC photo gallery with high quality images via the website
- Reduced members only price for our training and information nights
- 1/6 page ad in a local publication, produced twice a year
- Basic listing on our website (\$99 to non-members) with an option to upgrade to a standard listing for an additional discounted price of \$55 (\$220 to non-members)
- Location reference on VIC pad maps
- Active promotion of and referral to your business as a valued member of the Wodonga VIC

Cost of this package is \$250 (including GST) annually.



Gold partner

This package has been designed to support businesses which wish to grow their business through high level exposure on the website, at the VIC and through the local publication.

Membership at this level includes;

- Weekly What's On newsletter to keep you informed of events in Albury-Wodonga and surrounding areas.
- Monthly Partner Update featuring relevant industry news both locally and nationally.
- Invitation to networking functions.
- Brochure display in the VIC up to a maximum of three brochures.
- Access to the VIC photo gallery with high quality images via the website.
- Invitation to our training and information nights at no cost.
- One third of a page listing in the local publication.
- Standard listing on the website with an option to upgrade to a Priority Enhanced Listing for an additional discounted price of \$132 (\$352 for non-members)
- Featured listing of special deals on our website.
- Location reference on VIC pad maps.
- Brochure display in our promotional trailer for a minimum of four events per year.
- Representation at trade shows.
- Invitations to participate in direct marketing campaigns and package deals.
- Assistance with grant applications where appropriate.
- Active promotion of and referral to your business as a valued member of the Wodonga VIC.
- Opportunity to participate in familiarations and to promote your business at our monthly staff and volunteer meetings.

Cost of this package is \$495 (inc GST) annually.



Events package

The events package has been designed as either an additional package to support the range of member packages or as a stand-alone product. This will allow flexibility of choice for members and will suit a range of businesses including wineries and other event providers.

Included in this package is:

- Featured event link on the home page of the website with a direct link to your web page where appropriate for one month in the lead-up to your event.
- Full feature display in the VIC for one month each year.
- Half-page feature story about your event in the council's publication with the opportunity to upgrade by negotiation at a further cost.
- Featured listing on our What's On board and weekly newsletter.
- Opportunity to work with other tourism partners to develop special event packages and event marketing opportunities.
- Representation in promotions trailer and at trade shows where appropriate.

Cost of this package is \$295 (including GST) per event.

The Wodonga VIC is able to negotiate a tailored package with providers who wish to promote multiple events.



Terms and conditions

- Completion of the application form and payment of membership fees forms a binding agreement between the Wodonga Council via the Wodonga VIC and the member.
- It is the responsibility of the member to ensure that brochures and website information is current and that the VIC is informed as soon as possible when information is altered.
- It is the responsibility of the member to ensure that all necessary licences, insurance policies and statutory approvals to operate their business have been obtained from the relevant authority.
- The member must ensure that all images used meet relevant copyright laws.
- Where applicable any material to be used for display purposes at the VIC is to be supplied by the member.
- The 2011-2012 Partner Membership Program agreement is valid from July 1, 2011 to June 30, 2012.
- Participation in the program is not valid until payment for membership has been received.
- The standard display size for brochures is DL.
- All members are responsible for the delivery of display material to the VIC at their own cost.
- It is the responsibility of members to ensure that all information in VIC publications is correct. Proofs will be supplied to members prior to printing and should be carefully checked and returned by the stated deadline.
- The City of Wodonga via the Wodonga VIC reserves the right to refuse or cancel membership at their discretion.
- If a decision is made to cancel a membership then fees will be refunded at a pro-rata rate.
- Images from our website are granted non-exclusive use of those images.

Visitor Information Centre 2011-12 Partner Program Payment options

City of Wodonga (ABN 63277160265)

Tax invoice

Business name:.....

Business address:.....

Postcode:.....

Postal address:.....

Postcode:.....

Phone:.....

Mobile:.....

Email:.....

Website:.....

Main contact person:.....

ABN:.....

Please choose appropriate partnership level (prices include GST)

- | | |
|---|-------|
| <input type="checkbox"/> Friends of Tourism | \$60 |
| <input type="checkbox"/> Bronze partner | \$125 |
| <input type="checkbox"/> Silver partner | \$250 |
| <input type="checkbox"/> Gold partner | \$495 |
| <input type="checkbox"/> Events package | \$295 |

Total:.....

Payment details:.....

Cheque enclosed:.....

(cheque payable to City of Wodonga)

Credit card details: (please note American Express and Diner's Cards are not accepted)

Visa MasterCard

Please charge the amount of \$.....to my credit card.

Card number:..... Expiry date:.....

Name on card:.....

Authorised signature:.....

Please send this form along with your payment to: City of Wodonga, VIC membership packages,

PO Box 923,

Wodonga, VIC, 3690.

Please retain a copy for taxation purposes.

I have read and agree to the terms and conditions as outlined in the 2011-12 Wodonga Visitor Information Centre Partner Package prospectus.

Signed:.....

Name (please print):.....

Date:.....

Payment is required by Friday, May 13 to ensure that your listing is included in our publication.