

A photograph of a woman with long blonde hair, wearing a light-colored tank top and shorts, sitting on a large, moss-covered tree trunk in a dense forest. The tree trunk is covered in vibrant green moss and ferns. The background is filled with lush green foliage and tall trees. A white vertical line is on the left side of the image, and a white horizontal line is at the bottom left.

MIDCOAST TOURISM PARTNERSHIP PROSPECTUS



2018-2019

WELCOME

The MidCoast region has long been regarded as a special place for summer holidays, and as a regular spot for many to take a break with friends and family that call this place home.

Our region currently attracts 2 million visitors each year, delivering over \$500 million in annual spend, which in turn supports the growth of our diverse tourism industry and wider business community.

But this is a region that doesn't rest on its laurels. Competition from other destinations and continuing changes in visitor expectations make it a challenging business environment for all of us. For that reason we constantly look to innovate in our approach to marketing and developing the region.

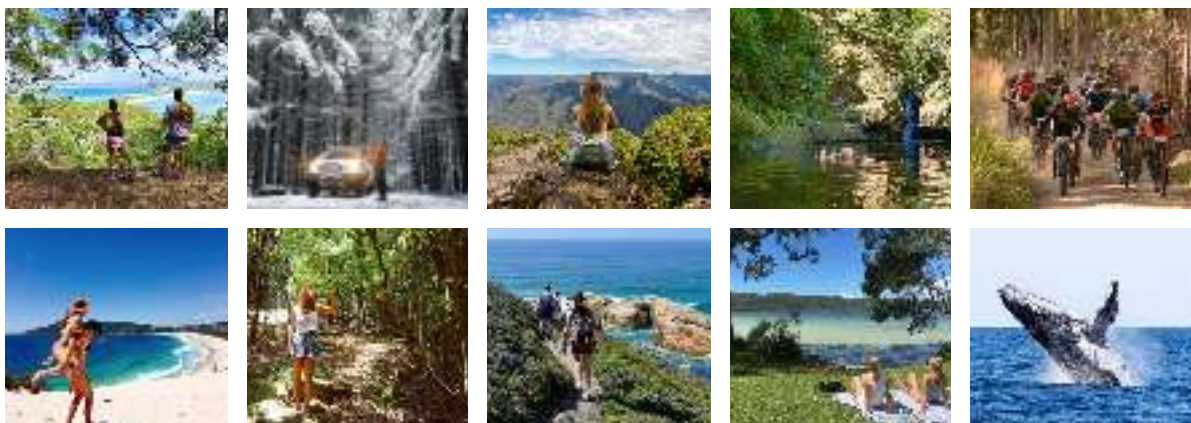
Our recently adopted MidCoast Destination Management Plan outlines an ambitious vision and strategic direction for our destination. The Plan identifies a number of significant opportunities, some very significant, to grow the MidCoast visitor economy to over \$1.55 billion by 2030.

We recognise that only by working together can we achieve this vision and the thriving and sustainable tourism industry we all want. There's never been a better time to join the MidCoast Tourism's Partner Program.

We look forward to working with you.

Sharon Bultitude

Destination Management Coordinator, MidCoast Tourism



MIDCOAST TOURISM SNAPSHOT 2017/2018

2 million



VISITORS

(Highest annual visitation on the NSW North Coast)

\$504 million



SPEND

with visitors spending on average \$256 per visit

3.6 million



NIGHTS

with visitors staying an average 3 nights per visit

PARTNERSHIP BENEFITS

Standard benefits available to all partners

DESTINATION & VISITOR SERVICES

DL BROCHURE DISPLAY

Display your business brochure in our accredited Visitor Centres (Forster, Gloucester & Taree), Taree Highway Service Station & Taree Airport.

ACCOMMODATION BOOKINGS

Sell your accommodation inventory via our tourism websites and to 'walk-in' visitors to our Visitor Centres.*

INDUSTRY NEWSLETTER

Receive our weekly 'Talkin Tourism' Newsletter & 'What's On' monthly events poster direct to your inbox.

DIGITAL ADVERTISING

Advertise your business or event on one of our digital advertising screens in our Visitor Centres. We can work with you to create your advert.

TICKET SALES

Sell your event and tour tickets via our tourism websites and through our Visitor Centres.*

WORKSHOPS & NETWORKING EVENTS

Receive complimentary invites to our regular workshops, seminars and networking events.

PARTNER 'SPECIALIST' FAMILY

Showcase your tourism business by booking a 'specialist' tourism team family. Not only can we sample your tourism product or experience first hand, we can during the same visit provide any assistance you may need with marketing, social media, grant funding etc.



DIGITAL MARKETING WORKSHOP - TAREE VISITOR INFORMATION CENTRE

DESTINATION SERVICES 2017/2018

95,532



PEOPLE THROUGH THE DOORS
of our regional Visitor Centres

172



NUMBER OF TOURISM BUSINESSES
participating in famils, networking events or workshops

7680



**NUMBER OF INDUSTRY ENEWSLETTERS
OPENED**

PARTNERSHIP BENEFITS

Standard benefits available to all partners

DESTINATION MARKETING

WEBSITE LISTING

Receive a free full page business listing on our Tourism websites and MidCoast Business Hub.

DISCOUNTED ADVERTISING **New!**

As a partner you are entitled to discounted advertising rates on the MidCoast Business Hub and on any of our marketing campaigns.

MARKETING SUPPORT

Need some help setting up a Facebook page? Want to better understand how to measure performance? Wondering how your business can leverage off our destination marketing & branding campaigns? Book a free 'one-on-one' session with one of our marketing specialists.

DIGITAL HEALTH CHECK **New!**

Receive a free 'Health Check' on the status of your business's current digital presence. Report includes tips on how to help drive future digital improvements for your business.

IMAGE LIBRARY ACCESS

Receive unlimited exclusive access to our extensive Tourism image and video library.

SOCIAL MEDIA POST

Schedule a free dedicated post on a MidCoast Tourism social media platform promoting your business or event.

DISCOUNTED PHOTOGRAPHY **New!**

We all know good quality visuals are our best friend when it comes to marketing. We've made it easier (and cheaper) for you to invest in some professional photography to promote your business online or via traditional mediums. We've negotiated a discounted business photography package with East Coast Photography just for tourism partners. Cost \$150, normally valued at \$300.

"Thanks to the team at MidCoast Tourism for their help with my dedicated post on their page. Seeing how many people viewed the post was amazing and a great way to get the message out about diving on the MidCoast."

Nick Heiniger
FORSTER DIVE CENTRE

13,164 Unique People Reached
442 Reactions, Comments and Shares
4,596 video views



DESTINATION MARKETING 2017/2018

FACEBOOK

70,508



NUMBER OF FANS
That's more than Port
Macquarie, Port Stephens &
Coffs Harbour combined!

366,928



ENGAGEMENT
Includes likes, shares and
comments on MidCoast
Tourism posts

INSTAGRAM

117,501



LIKES
Port Stephens - 67k
Port Macquarie - 44k
Coffs Coast - 6k

3,095



COMMENTS
98% more than our nearest
competitor!

6.5%



ENGAGEMENT
Highest on the
NSW North Coast.

888,821



WEBSITE CLICKS

PLATIUNUM PARTNERSHIP BENEFITS

in addition to standard benefits

PREMIUM BUSINESS LISTINGS

Priority listing on the MidCoast Business Hub. Together with prominent business features across all tourism websites, consumer newsletters and print collateral.

SOCIAL MEDIA STRATEGY

Take your social media to the next level with a free 'one-on-one' social media strategy session with one of our marketing experts. Follow-up assistance and reporting included.

FEATURE TILE + ADVERTISING

Advertise your business for free on the MidCoast Business Hub for a whole month. Our marketing team can assist with creating and scheduling your ads.

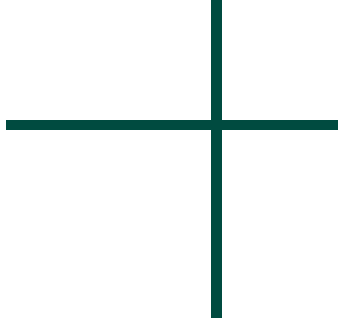
DIGITAL MARKETING COLLATERAL

'Content, content, content', how often do we hear that mantra. Don't know where to start? We can help with the creation of dedicated social media posts for use on your business platforms and creative for digital displays.



"We were very privileged to have a social media session with MidCoast Tourism as part of our Tourism Partnership. There were so many things we didn't know we could or should do and by the end of our meeting we felt more relaxed about moving forward with our social media endeavours!"

EMILY HEELEY
TEA GARDENS BOATSHED



PARTNERSHIP LEVELS

	SMALL \$200	MEDIUM \$450	LARGE \$600
ACCOMMODATION	Up to 4 rooms/properties/apartments/cabins/sites	5 to 30 rooms/properties/apartments/cabins/sites	More than 30 rooms/properties/apartments/cabins/sites
ATTRACTIONS/ACTIVITIES	Entry fee below \$15 per adult	Entry fee \$15 to \$30 per adult	Entry fee \$30+
TOUR OPERATORS & VISITOR TUITION	Licensed seating or max group size 1 to 10 people	Licensed seating or max group size 11 to 50 people	Licensed seating or max group size 50+
RESTAURANTS, CAFES, WINERIES & FOOD OUTLETS	Seating capacity 1 to 100	Seating capacity 101 to 200	Seating capacity 200+
RETAILERS, GYMS, SPAS, MEDIA & OTHER BUSINESSES	Employees 1 to 20	Employees 21 to 40	Employees 40+
CLUBS & PUBS	Employees 1 to 10	Employees 21 to 40	Employees 40+
SPORTING/COMMUNITY/GOVERNMENT ORGANISATIONS, INDUSTRY GROUPS, BUSINESS CHAMBERS, MUSEUMS & GALLERIES.	\$200 Flat Fee	ADDITIONAL PARTNERSHIPS Flat Rate \$150 per additional business. The business attracting the highest partnership charge will be considered the primary business.	PLATINUM PARTNERSHIP Flat Rate \$1200



PLEASE COMPLETE AND RETURN WITH YOUR PAYMENT IF YOU WISH TO JOIN.

Name.....

Business.....

Email.....

I acknowledge and agree to the Terms and Conditions* that apply to the 2018/2019 MidCoast Tourism Partnership Program.

Position.....

Signature.....

Date.....

TOURISM OFFICES

FORSTER OFFICE

Little Street, Forster
(02) 6554 8799

TAREE OFFICE

21 Manning River Drive, Taree
(02) 6592 5444

GLOUCESTER OFFICE

27 Denison Street, Gloucester
(02) 6538 5252

tourism@midcoast.nsw.gov.au



MIDCOAST TOURISM PARTNERSHIP PROGRAM TERMS & CONDITIONS

1. Acknowledgement and/or completion of the application form constitutes a binding agreement to participate in the MidCoast Tourism Partner Program 2018/2019 in accordance with these terms and conditions.
2. It is at the discretion of MidCoast Tourism to accept the inclusion of a partner into the Partner Program and associated activities.
3. On receipt of this application form for the Partner Program an invoice will be raised by MidCoast Council and sent to the nominated address.
4. Participation in the Partner Program is not confirmed until the signed agreement and full payment has been received.
5. All membership invoices must be paid within 30 days.
6. The applicant agrees to enter into a twelve (12) month membership from 1 September 2018 to 31 August 2019.
7. The participant agrees to participate in media and trade familiarisations as required, pending availability.
8. The participant agrees to make high quality images available for promotional material and media as required
9. Applicable members agree to pay the membership fee plus commission on accommodation bookings that have been taken.
10. Any new memberships after 31 January 2019 will be calculated on a pro-rata basis.
11. If a members business is sold during the membership term the new owners may continue the current membership as per the original agreement.
12. If any member is guilty of any conduct, which in the opinion of MidCoast Tourism is unbecoming, prejudicial to the interests of MidCoast Tourism / MidCoast Council or constitutes misconduct the member may be expelled.
13. MidCoast Tourism Partner Program benefits can be subject to change without notice.
14. Members must complete & return a "Business Data Sheet" for their website listing and supply 4-6 high resolution images within 30 days of joining the Partner Program.
15. MidCoast Tourism reserves the right to edit any content supplied for publication to improve marketability of message.
16. Members agree to the following responsibilities by becoming a member of the Partner Program:
 - a. Operate the business in a professional and courteous manner;
 - b. All advertising and promotion to reflect a true and accurate picture of the business;
 - c. Customers are informed of all terms and conditions and the member adheres to these;
 - d. All customers are treated equally;
 - e. Acknowledge the responsibility to meet the reasonable expectations of customers;
 - f. All customer queries and concerns are handled promptly and fairly;
 - g. All reasonable care is taken to ensure customer and staff health and safety;
 - h. No customer information is divulged which breaches an individual's right to privacy;
 - i. All plant, equipment and products are in good working order;
 - j. The business has public liability insurance;
 - k. The business maintains all relevant licenses and permits to operate the business.