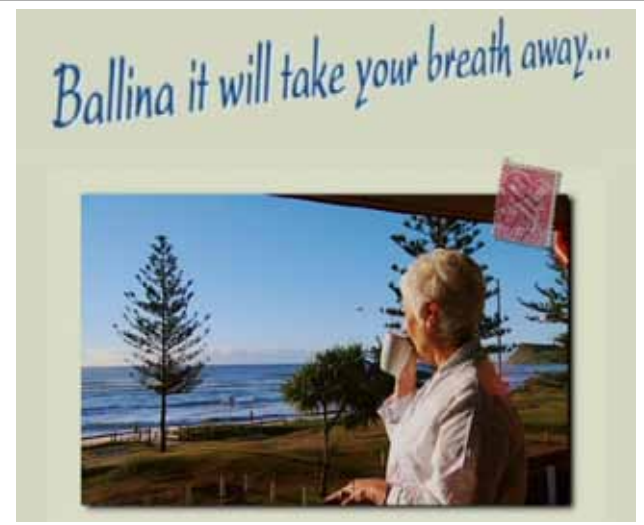


Membership Prospectus 2009



What would you like to see?

- **Signature Event**
- **Tourism Industry Voice**
- **TV Advertising**
- **Collaborative Marketing**
- **Grant Funding**
- **Improved Signage**
- **Ballina Merchandise**
- **Website Virtual Tours**
- **Local Awareness**



Regardless of your type of business, Tourism benefits you!

You are part of a \$100 million + Industry – recent reports estimate that this is the value of the Tourism Industry to the Ballina Shire.

Not an insignificant amount!

Critical to its growth and development is a sustained commitment from the Tourism Industry over the coming years to establish a unified and solid base.

We aim to achieve that.

If we fail, we **will** be by-passed – literally!

Who and what is Tourism Ballina Inc.?

We are the Private Sector Tourism Industry's Membership body, driving the growth of Ballina Coast & Hinterland tourism businesses.

Our vision is that Ballina Coast & Hinterland will be a destination popular with Australian and overseas visitors who want to enjoy the region's man-made and natural attractions along the coast and in the hinterland.

Long Term Strategies are:

- Rebrand and reposition the area as Ballina Coast & Hinterland
- Look for representation on NRT board
- Increase the range of promotional tools at the industry's disposal
- Recognised as the Shire's unified industry voice for Tourism
- Boost our Membership base and Stakeholder standing
- Continue to work with Council on Tourism Development strategies and funding

Objectives for 2009/10 are to:

- Work with Council on Signage Taskforce
- Promotion of Ballina Coast and Hinterland through TV Advertising
- Create a 'Local Community Awareness Program'
- Look for opportunities to generate Grant Funding
- Establish (with Council) a Post By-Pass Promotional Sinking Fund
- Develop Website Virtual Tours
- Launch a 'Signature Event' (i.e. Tourism Week)
- Consider our Merchandising options
- Enter our Marketing Initiative for Tourism Awards



Tourism Ballina Inc.'s Key Achievements Since 2004

- **2004**
 - Private tourism business operators formed a Steering Committee to establish objectives and a vision to grow tourism business within Ballina Shire.
 - Workshop to discussed how best to develop more business for Ballina tourism.
 - The marketing name 'Ballina Coast & Hinterland' adopted.
- **2005**
 - Export Seminar held to help Tourism Operators market their products overseas.
 - Workshop for new Ballina Coast & Hinterland Visitor Guide using our 'brochure brief'.
 - Tourism Partnership Forum brought together the Private and Public sectors, to join forces in driving tourism forward in the region.
- **2006**
 - Membership Prospectus launched with a variable fee based on the size of business; fifty Tourism Operators joined in the first year.
 - 'Growing our Business Together' and 'Marketing Planing' Workshops held.
 - Council's 'Rate Differential Funding' provides \$60,000 for Promotion and Marketing.
 - Logo adopted and an outline for a Member's Website established.
 - Ran Member's Promotional Trade Stand at the AIR Conference.
- **2007**
 - Our website www.tourismballina.com.au was launched.
 - Representative meetings held with LEP planers, NRT, TNSW and Ballina VIC.
 - Hinterland Expo held at House with No Steps
 - Took part in the O'Neil Review of Tourism in New South Wales.
 - Tourism Ballina Business Cards produced and PO Box postal address established.
- **2008**
 - Regular Newsletter e-mailed to Industry.
 - Consultation with Council on outcomes from their Industry Conversations.
 - Production of a 30 sec. TV Commercial promoting the Ballina Coast & Hinterland.
 - Represented Tourism Industry on Ballina Shire Prospectus Steering Group.
 - Tourism Evenings held at various venues.
 - Launched New Marketing Initiatives including, TV Commercial, Slogan, Promotional DVD and Merchandising Opportunities.
 - Free Promotional DVD distributed to all Members
 - Prospective Councillors interviewed and views on various Tourism issues published.
 - TV Commercial aired into Lismore and Toowoomba Regions in July and November.
- **2009**
 - Submission made to Council on DCP for Rural Land Tourism Accommodation.
 - Stakeholders sought to help fund further TV Advertising Campaigns.
 - TV Commercial aired into Lismore, Tamworth and Toowoomba in February and June.
 - Meetings held with Council, BRAG and Northern Rivers Tourism.
 - Presentations made to both Alstonville and Lennox Head Chambers of Commerce.
 - Website visitation showing a threefold increase on 2008.

What's in it for YOU?

We have entered a very exciting time for Tourism Ballina as we establish a comprehensive range of our own products for the benefit of our members. It is through your Membership Fees and Website Advertising Options that we are now able to offer the following:

- **A TV Advertising Commercial, made by the members, for the members and the benefit of the Ballina Shire. We are currently concentrating our efforts on the Lismore region, which covers Yamba to Tweed and west to Tenterfield as part of our Local Community Awareness Program and also into Toowoomba and Tamworth regions.**
- **New members receive a FREE copy of the motivational Tourism Promotional DVD for loading onto their own website, run in Reception Areas or through to rooms. This montage of Ballina Shire images, both old and new, also features the TV Commercial.**
- **A top ranking tourism website, www.tourismballina.com.au with Virtual Tour imagery from the TV Commercial and Promotional DVD. You receive a FREE listing, but have the choice to enhance your presence through the various 'Options'.**

As a major stakeholder for the local Tourism Industry, we continue to represent you in discussions and working groups with Council and other Organization and will continue to run Tourism Evenings a couple of times a year. Our **Newsletter's** circulation now exceeds 1,200.

Three affordable Annual Memberships are offered with Website Advertising Option add-ons:

Small Business Operators	\$60
Small/new Tourism Businesses or Retailers such as single or 'husband & wife' operators with no employees, eg B&B's, tour operators or attractions.	
Medium Business Operators	\$110
Businesses up to 5 employees, Restaurants & Accommodation Houses with under 30 room.	
Large Business Operators	\$160
Businesses with over 5 employees or Accommodation Houses with over 30 rooms.	

Website Advertising Options:	
Option 1 - add a 100 word description to your FREE entry.	\$25
Option 2 – be an Insert Feature Business	\$25/page
Option 3 - add an Image + a 100 word description to your FREE entry	\$50
Option 4 – be a Feature Business on our Newsletter for the year	\$75
Option 5 – be a Home Page Feature Business	\$100
Option 6 – have your own Feature Page with Virtual Tour	\$200

Where do we go from here?

Join the 50 prominent Tourism Operators who are already Members and support us in driving the growth Tourism in the Ballina Coast & Hinterland and encourage other to join. To join now, complete the Membership Form and instructions on the last page. For further information, contact Dave Heggie (6619 2470) or e-mail secretary@tourismballina.com.au .

TAX INVOICE

MEMBERSHIP & WEBSITE INVOICE:

1ST July 2009 to 30th June 2010

Please tick your selection(s)

Membership Fees (incl. GST):

- Small Business Operators \$60
- Medium Business Operators \$110
- Large Business Operators \$160

Website Advertising (incl. GST):

- Option 1 \$25
- Option 2 \$25/page
- Option 3 \$50
- Option 4 \$75
- Option 5 \$100
- Option 6 \$200

MEMBER DETAILS:

Business Name: _____

Contact Name(s): _____

Mailing Address: _____

Phone: _____ Fax: _____

E-mail Address: _____

Signed: _____ Date: _____

PAYMENT OPTIONS:

- I enclose my cheque in the sum of \$
Please return this form and your payment to the address above.
- Funds of \$ _____ have been electronically transferred to:
Tourism Ballina Inc. BSB 637 000 A/C No. 712824409 at GBS
Please quote Bus. Name in payment ref. field and fax form to 6678 0339.