

# tourism is our business in eurobodalla



Eurobodalla Coast Tourism membership program 2010 - 2011

eurobodalla bring out your better nature  
*Land of many waters*

# your membership delivers better business prospects

Regional tourism in Australia is experiencing unprecedented challenges from the global financial crisis, lower domestic and international air fares as well as the effect of higher unemployment and lower consumer confidence. Our challenge is that we will have to work harder than ever to keep the visitor levels we already have, while continuing to look for new ones.

As an individual service provider or operator, your resources, customer data base, marketing and advertising activities are limited to what you can generate or produce yourself. By becoming a member of Eurobodalla Coast Tourism (ECT) you can significantly increase your market profile, resources, market intelligence, marketing opportunities and support needed to protect and grow your business during these difficult times.

You also become part of an organisation that operates on a much bigger scale than just the Eurobodalla shire. ECT is constantly working on behalf of the region and its members throughout the state, nationally and internationally.

## TWENTY BUSINESS BENEFITS OF MEMBERSHIP

- 1: **A BIGGER MARKETING TEAM** – ECT management and marketing team provides support, advice and information for you and your staff.
- 2: **A BIGGER REGIONAL, STATE AND NATIONAL PRESENCE** – ECT's extensive partnerships with state, national and international tourism organisations gives your business access to much bigger audiences.
- 3: **CO-OPERATIVE ADVERTISING OPPORTUNITIES** – ECT provides your business with co-operative advertising and marketing opportunities with Tourism NSW, Tourism Australia and complimentary regional operators and businesses.
- 4: **DIRECT MARKETING CAMPAIGNS** – ECT undertakes co-operative direct marketing campaigns, inviting members to participate.
- 5: **NICHE MARKETING CAMPAIGNS** – Special interest markets, such as kayaking, fishing, cycling, caravan and camping, are promoted extensively with brochures and online campaigns driving new consumers to the region.
- 6: **HOLIDAY PLANNER PRESENCE** – The annual Holiday Planner is one of our most effective marketing tools. Over 110,000 copies of the 2011 edition will be distributed outside our region and within reach of our most profitable prospects. Your membership entitles you to advertise in this publication.
- 7: **EVENT MARKETING** – ECT actively promotes local events and festivals throughout the year. Your membership provides you with cross promotional opportunities to target high yield special interest groups.
- 8: **CONSUMER SHOWS** – ECT promotes the region to tens of thousands of interested holidaymakers at the most popular holiday shows in Sydney, Melbourne, Canberra and Regional NSW.
- 9: **HIGHER VISITOR CENTRE PRESENCE** – Your business gets high profile exposure to over 100,000 highly interested visitors a year at our three high profile Visitor Information Centres. They also provide you with booking service that caters for walk-in, online and telephone enquiries.
- 10: **EXCLUSIVE ONLINE LISTINGS** – As a member your business receives a listing and up to 6 images on [www.eurobodalla.com.au](http://www.eurobodalla.com.au) giving you high exposure to thousands of information seekers every month.
- 11: **24 / 7 ONLINE BOOKING SERVICE** – The ECT website gives members access to our 24 hour online booking provision.
- 12: **DIRECT LINK TO YOUR WEBSITE** – The ECT website provides a direct link to your own site and offers a link from your site to ECT's.
- 13: **LISTINGS ON INTERSTATE AND NATIONAL WEBSITES** – As a member your business appears on both the NSW Tourism and Australia Tourism Data Warehouse listings.
- 14: **ACCESS TO TOURISM RESEARCH AND INFORMATION** – Through ECT your business has access to a wide range of critical tourism research data, to help you plan and implement your marketing more effectively.
- 15: **ACCESS TO THE ECT IMAGE LIBRARY** – ECT has an extensive library of images which are used in promotional marketing. ECT updates the library regularly by purchasing quality images from a variety of photographers. Many of these are available to members to use in their brochures and websites saving significant costs on commissioning photo shoots and royalties.
- 16: **MEDIA AND PUBLIC RELATIONS CAMPAIGNS** – ECT provides high profile, targeted exposure through various media channels and PR activities.
- 17: **MEMBER FORUMS** – Your membership provides you with regular opportunities to acquire and share information with likeminded business people.
- 18: **SPECIAL WORKSHOPS AND SEMINARS** – ECT presents regular special interest workshops and seminars to help members develop relevant skills, and learn from experts in their fields.
- 19: **TOURISM NSW & TOURISM AUSTRALIA EVENTS** – ECT and its members are represented at major State and National tourism events.
- 20: **REGULAR MARKET UPDATES & E-COMMUNICATION** – You will receive regular updates and e-communication on the latest industry news, trends, opportunities information and facts.

# WHO WE ARE

## Background and structure

Eurobodalla Coast Tourism (ECT) is a Local Government Tourism Organisation (LGTO), charged with the marketing of the Eurobodalla region to domestic and international consumers, trade, media and business.

ECT is a membership based organisation with around 300 financial members coming from a diverse range of backgrounds including accommodation providers, tour operators, retail businesses, restaurants, cafes, clubs, art galleries just to name a few.

All of these businesses share one thing in common – they are committed to the development of sustainable tourism within our region. It is the aim of ECT to encourage the partnership of these members which will in turn, benefit the region as a whole.

Established for over 20 years, ECT is primarily funded by the Eurobodalla Shire Council and have a Board of Directors. The Board consists of representatives from our membership and Council.

## The Eurobodalla Tourism Management Team



Catherine Reilly  
Destination and  
Niche markets



Kerrie-Anne Benton  
Tourism Marketing  
Administrator



Renee Kemp  
Narooma Visitor Centre  
Manager



Lysanne Cameron  
Batemans Bay Visitor  
Centre Manager

## The region and its partnerships

The Eurobodalla region boundaries are from South Durras in the north to Wallaga Lake just south of Tilba Tilba and include 130 kms of coastline, 83 beaches and the Batemans Marine Park. The region features country towns and villages, vast tracts of National Parks and State Forests, significant indigenous sites, abundant wildlife and a vibrant community.

ECT is a member of the South Coast Regional Tourism Organisation (SCRTO), the peak marketing body for the greater region which includes, six Local Government Tourism Organisations from Wollongong to the Victorian border. Marketing of the South Coast is undertaken in partnership with Tourism NSW (TNSW) including an extensive media advertising campaign, on-line marketing, public relations and trade marketing. Additionally ECT works closely with Tourism Australia (TA) in marketing the region internationally. ECT is also a member of the Sydney-Melbourne Coastal Drive (SMCD), Sydney Melbourne Touring (SMT) This organisation is responsible for the international and domestic marketing of the coastal drive, one of the key touring routes in Australia.

# THE STRATEGIC PLAN

ECT has implemented a Strategic Plan that details the direction we aim to take in the development of a sustainable tourism industry in our region in the coming year.

The 2010/2011 plan, when completed will be published on the tourism website [www.eurobodalla.com.au](http://www.eurobodalla.com.au).

## Our Vision

**ECT to be globally recognised for leading the industry in developing and jointly promoting unforgettable and sustainable natural experiences.**

### The Role of the ECT is to lead the industry by:

Creating greater knowledge and understanding for industry by delivering research, analysis and insights.

Addressing the barriers of conversion, in particular on-line.

Establishing, communicating and maintaining the Brand 'Eurobodalla' and the Brand essence, values, benefits and attributes through all marketing activity.

Establishing a partnership and co-operative marketing program with Industry.

Developing strong and mutually beneficial relationships with neighbouring Regional Tourism Organisations (RTO's), TNSW, TA and industry associations.

Being innovative, flexible and responsive - but most of all, getting the job done.

Tourism in Eurobodalla is the biggest industry.

Tourism in Eurobodalla employs some 2,350 people.

Visitor expenditure is worth \$325 million (2009\*).

### The ECT objectives:

1. Build tourism related jobs in the region
2. Increase tourism expenditure in the region

### These high level objectives will be achieved by:

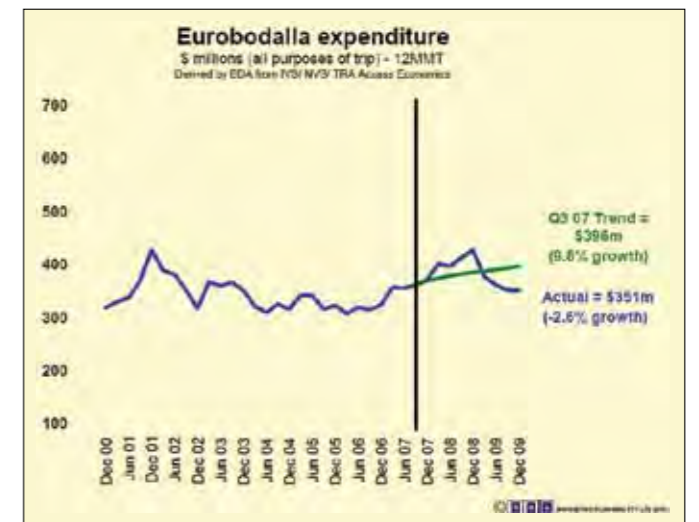
Building awareness of the destination brand – Eurobodalla.

Building preference and intention for Eurobodalla.

Building share of expenditure in intrastate, interstate and international visitation against other regions.

Building greater visitation.

Building visitor centre revenue via on-line and walk-in retail businesses.



Prepared for ECT by BDA Strategic Planning


\* Source NVS, IVS

## VISITOR INFORMATION CENTRES



“Centres able to display the yellow ‘i’ have achieved specific industry standards and are recognised as providing exceptional service and advice”.

ECT operates two full service Visitor Information Centres at Batemans Bay and Narooma and a visitor information service at the Moruya Library.

The blue and yellow  symbol denotes genuine, high quality Visitor Information Centres. These centres have achieved specific industry standards and are recognised as providing exceptional service and advice. The Visitor Information Centres receive around 100,000+ visitors passing through the doors each year.

Batemans Bay and Narooma Visitor Information Centres operate 7 days a week and offer a 24/7 on-line booking facility. The Moruya Library offers an Information Service Monday to Saturday. Displaying your brochures and promoting your business at the ECT Visitor Information Centres is an obvious choice.

A significant service offered to members is the booking facility operated by Eurobodalla Coast Tourism at our two key Visitor Information Centres and via our website [www.eurobodalla.com.au](http://www.eurobodalla.com.au). These facilities offer a one-stop-shop for visitors and cater for telephone, email, on-line and walk-in booking enquiries.

Responding to general visitor enquiries is the task of our highly trained local consultants; we pride ourselves on our local knowledge and ability to meet customer needs. With 12 consultants working across the centres, they play a crucial role in the operations of each centre and perform a wonderful service dealing with countless requests for information.



Batemans Bay staff



Narooma staff



Moruya staff



## THE EUROBODALLA MARKET

	TOTAL NUMBER OF VISITORS YE DEC 09	EXPENDITURE IN EUROBODALLA
Intra State Overnight (incl ACT)	521,000	\$207 million
Day Trips	529,000	\$46 million
Inter State Overnight	91,000	\$42 million
Internationals	27,000	\$10 million
<b>TOTAL</b>	<b>1,168,000</b>	<b>\$351 million</b>

Year ending Dec 09 – IVS and NVS

### The Eurobodalla visitor

INTRA-STATE VISITORS to Eurobodalla are roughly a third each from Sydney, Canberra and the south/east and south/west regions of NSW.

*Our intra-state most profitable prospects (MPP's) are mainly Affluent Older and Affluent Families coming for a relaxing beach holiday, but touring and visiting friends or relatives are also key motivators. Most live a busy lifestyle and prefer to travel short distances, hence intrastate destinations are preferred. They are heavy consumers of media, in particular Pay TV, internet and newspapers are well above average consumption but commercial TV and radio are less likely to be used.*

INTER-STATE VISITORS are primarily from regional Victoria and Melbourne.

*Our inter-state MPP's although predominantly Older (across socio-economic boundaries), also include some Affluent Families too. There is a strong lift in beach style holidays to Eurobodalla changing from the touring style holidays that have dominated over the last 5 years. They are heavy media consumers, Newspapers and ABC TV are by far the most favoured mediums.*

### INTERNATIONAL VISITORS

*Our international visitation reached 27,000 in the past year with the majority coming the UK, Germany, NZ and then the US and Canada. They accounted for a total of 105,000 bed nights. The majority of these are on a longer touring style holiday with most visiting Sydney and Melbourne. Their entry point to Australia is primarily Sydney. Our share of the NSW international market, although increasing, remain at a similar level as last year and this is where an opportunity exists.*



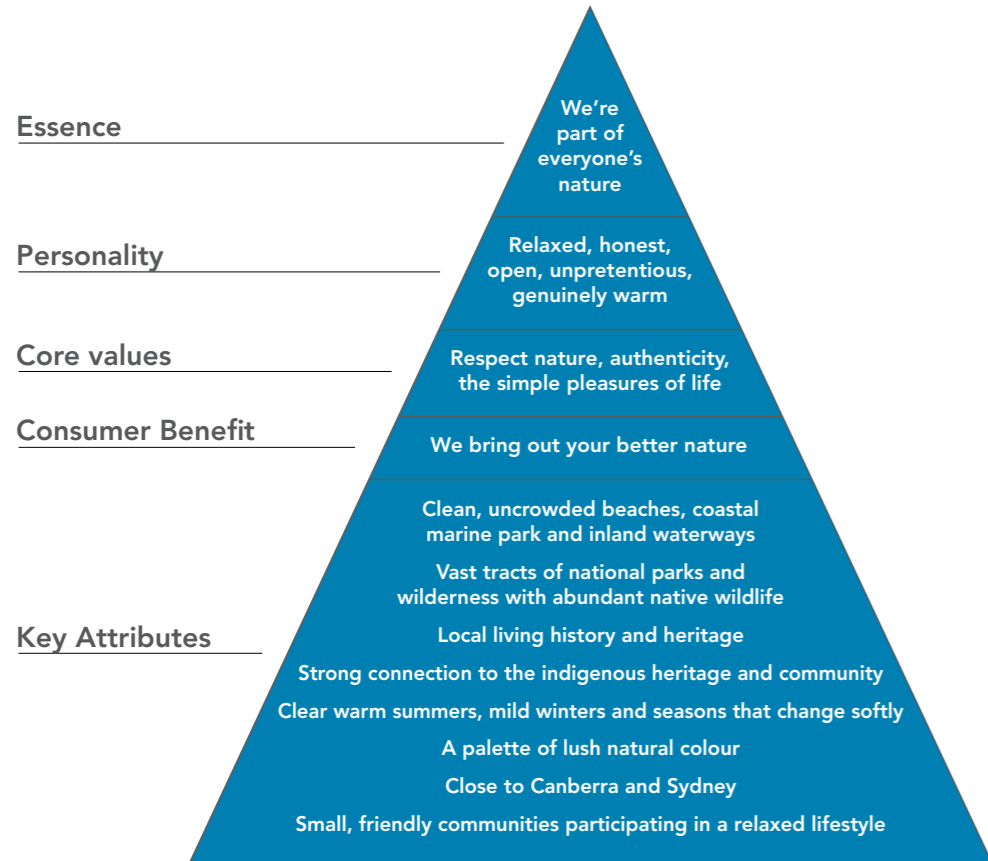
# THE EUROBODALLA BRAND

Our brand was developed using a classic 'Brand Pyramid' model, which has concentrated our efforts in evaluating what we are offering our potential customers. The outcome was

a new contemporary brand image and proposition that presents and promotes our region, its attractions and service providers, more effectively in an increasingly competitive market.

The region's proposition – "Bring out your better nature", is a genuine reflection of our collective attributes and a very innovative promise to potential visitors.

We have also brought out and accentuated our given name – 'Eurobodalla', meaning 'Land of many waters' – in all its wonderfully blue beauty. The combination of our proposition and evocative imagery provides a genuine, shared sense of place that we can be proud of and the tools to market ourselves as a region and as individual operators and service providers.



# eurobodalla bring out your better nature

Land of many waters

The Eurobodalla brand has been communicated through all aspects of our marketing. ECT and the Board have a long term commitment to this new direction and will continue to invest in it through all future marketing activity. From a members perspective there is now the opportunity to connect your marketing activity to this strongly developing destination brand.

**Hot deal escapes in eurobodalla**

- THE GREAT ROMANTIC ESCAPE** \$439\* FOR 2 NIGHTS
- WHERE THE WILD THINGS ARE** TICKETS FROM \$23\* ADULT
- 7 NIGHTS FOR THE PRICE OF 3** \$375\*
- DRIFT AWAY AT MYSTERY BAY** 3 NIGHTS FOR \$550\*
- GET CLOSE TO NATURE** 4 NIGHTS FROM \$375\*
- FIVE STAR BEACHFRONT LOCATION** 4 NIGHTS FROM \$225\*

eurobodalla Canberra's holiday coast  
Land of many waters bringing out your better nature  
BOOK NOW call 1800 802 528 or visit www.eurobodalla.com.au

# THE MARKETING PROGRAM

The annual marketing program conducted by ECT provides opportunities for ECT members to actively get involved with elements of the program that best suit their marketing needs. These include:

## Holiday Planner

The 2010 Holiday Planner was once again refined based on feedback from the previous year. The 2010 Holiday Planner is now the third year of its new look and has been well received. The Planner is distributed locally through the Visitor Centres and members businesses as well as at a number of trade shows but relies on the Accredited Visitor Information Centre (AVIC) network along the East Coast to do the bulk of the distribution.

Since 2009 the Planner has been distributed via direct mail to all Accredited Visitor Centres in NSW and all Level 1 Centres in Victoria. This has resulted in an increase in requests for the planner, reaching our most profitable prospects while they are in the planning stage of their holiday preparation.

The offer to members to take space in the 2011 edition of this publication will be made in July 2010, with a publication date of November 2010.



## Niche market DL colour brochures

In addition to the full colour cycling, kayaking and caravan & camping DL brochures ECT has also produced a single colour range featuring the very popular 101 Things to Do, Long Walks, Short Walks, Art and Drives & Lookouts. Large volume print runs have been made to ensure enough stock for members is available should they wish to feature these at their own properties. Stocks are available from either Batemans Bay or Narooma Visitor Centres.

ECT has also produced experience and event based postcards for distribution through the Visitor Information Centres. These include Whale Watching, cycling events, shows and festivals.



bring out your better nature  
at the NSW Masters Road & Criterium Championships  
Moruya NSW, May 2009

chase islands that move in eurobodalla  
from September to November



**www.eurobodalla.com.au**

The internet is now the first choice for information for holiday planning and purchasing accommodation, tours and travel. The importance of this medium cannot be underestimated.

Therefore the key call to action in all advertising and promotion is our website [www.eurobodalla.com.au](http://www.eurobodalla.com.au). The on-line booking environment is growing at an astonishing rate with nearly 20% of all bookings received by ECT being booked, instantly confirmed, paid and completed on-line. Our website is generating enormous traffic and growing with each new marketing campaign.

With membership to ECT comes the opportunity to list your business on [www.eurobodalla.com.au](http://www.eurobodalla.com.au) and in turn connect to our booking engine and your own website. This is a huge opportunity for your business and one not to be missed.

During 2010/2011 ECT will be offering members a chance to become a partner in further on-line marketing programs.

**Co-operative advertising**

Our major advertising, in newspapers, magazines and on-line is primarily taken in a co-operative basis with TNSW. These campaigns reach thousands of prospects and are valued at thousands of dollars. They offer the opportunity for ECT members to include their product within these campaigns at a fraction of the real cost of the advertising and at the same time, link into on-line promotion.

Another huge opportunity for our members to promote their businesses.

Details of the 2010/2011 marketing program will be issued in the coming months and all ECT members will be offered inclusion within the program at the prescribed rate.

**Consumer shows**

As part of our marketing effort to consumers ECT is represented at a number of consumer holiday shows throughout the year. With a highly visible show stand we actively engage with prospects as they are planning their holidays, supplying them with our Holiday Planners, information and a chance to view a DVD of what to see and do in Eurobodalla.

In the coming year ECT will attend various Caravan and Camping Shows in key target regions. In all, ECT will be engaging with tens of thousands of prospects.

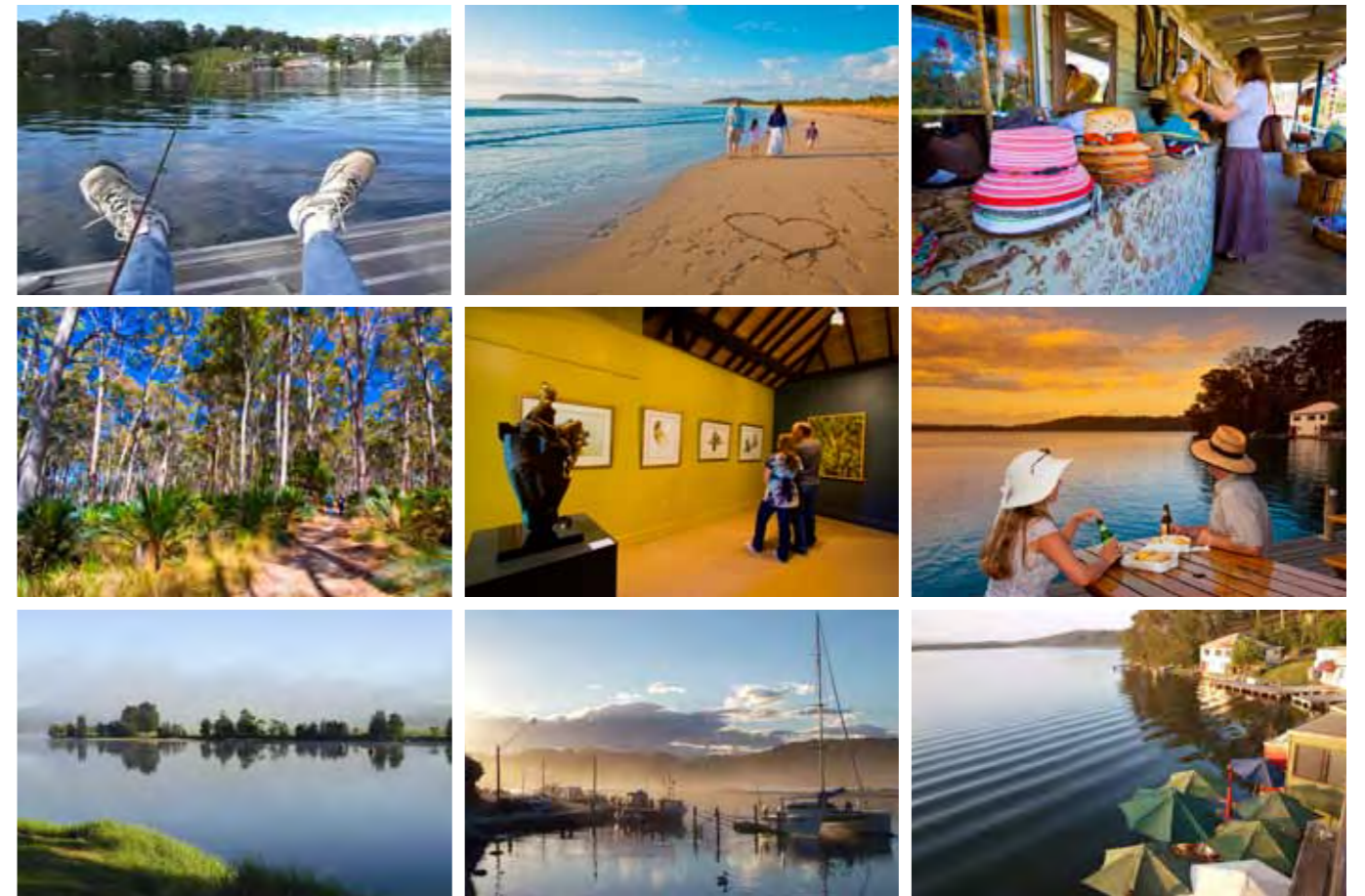


**Access to tourism research and marketing insights**

ECT now has access to a great deal of research data which is being used extensively to assist in the planning of our Marketing activity. This data is now available to our members to assist them in their planning. Additionally the Management team at ECT is able to assist all members with advice on tourism business development, distribution and marketing issues.

**Access to ECT Image Library**

ECT has an extensive library of images which are used in promotional marketing. Many of these are available to members to use in their brochures and websites.



# MEMBERSHIP

Please read the information below and contact your Visitors Centre Managers with any queries or advice about what is best for your business and how to maximize these opportunities.

## MEMBER BENEFITS

	FULL LEVEL 1,2 & 3	ASSOCIATE
<b>On Line Benefits</b>		
24/7 Web Presence	YES	YES
Online booking service*	YES	
Full Access to Member Console including content control	YES	YES
Display of images on www.eurobodalla.com.au	YES	YES
Link from ECT Website to own	YES	YES
Access to a BookNow button for use on own website*	YES	
Link from own website to www.eurobodalla.com.au	YES	YES
Assistance with State Tourism Data Warehouse listings	YES	
<b>Industry Communication and Development</b>		
Regular e-newsletters and e-blasts	YES	YES
Member Tourism Forums	YES	YES
Tourism NSW events, seminars, workshops	YES	YES
Special workshops and seminars	YES	YES
Industry training and development	YES	YES
<b>Buy In and Promotional Opportunities</b>		
Consumer Shows	YES	
Cooperative Marketing	YES	YES
Direct Mail Campaigns	YES	YES
Packages and Hot Deal Promotions	YES	
Holiday Planner	YES	YES
Eurobodalla Map**	YES	YES
Visiting Journalist Programs	YES	YES
Media and Public Relations Campaign	YES	YES
Special Event Program	YES	YES
Business Event marketing (eg, famils)	YES	
Niche Marketing Campaigns	YES	YES
1 X DL Brochure Display in Batemans Bay & Narooma Visitor Centres	YES	YES

\*Commission charges do apply

\*\*Businesses within Eurobodalla only

## MEMBERSHIP FEE STRUCTURE

	LEVEL 1 \$900 (INC GST)	LEVEL 2 \$460 (INC GST)	LEVEL 3 \$240 (INC GST)	ASSOCIATE \$160 (INC GST)
<b>Accommodation Provider</b> Caravan Parks: please note sites are not included in calculation	More than 30 rooms	11 to 30 rooms	Up to 10 rooms	N/A
<b>Attractions</b> Major attractions, theme parks	N/A	Entry fee >\$13 per adult	Entry Fee \$0 - \$10 per adult	N/A
<b>Clubs &amp; Pubs</b>	+151 poker machines	51-150 poker machines	Less than 50 poker machines	N/A
<b>Industry groups, retail businesses, galleries, individual artists, media, some seasonal and other businesses.</b>	N/A	N/A	N/A	ALL
<b>Restaurants and Cafes</b>	N/A	N/A	ALL	N/A
<b>Tour Operators</b> Charters, kayaking, 4-wheel drive, walking, water sports	Licensed seating capacity +120	Licensed seating capacity 51-119	Licensed seating capacity up to 50	N/A
<b>Additional Memberships</b>	Membership for secondary businesses is available at a flat rate of \$160 per additional business. The business listing attracting the highest membership charge will be considered the primary business. Multiple businesses will be expected to update and maintain each business as a separate identity. Members offering multiple businesses or operating from different locations eg, accommodation & restaurant open to the public will be charged fees as above.			
<b>Additional DL brochure display</b>	Additional brochure display is available at a cost of \$60 per brochure for display at Narooma & Batemans Bay Visitor Centres			
Pro-rata Memberships apply to NEW Level 1, 2 or 3 businesses ONLY and commence from 1 January each year. Full fees are payable from 1 July same year 01/01 - 28/02 = 50% of full fee due; 01/03-01/04 = 25% of full fee due. Pro-rata discounts do not apply to Associate Members, additional businesses and must be approved by a Visitor Centre Manager prior to acceptance.				

## Eurobodalla Coast Tourism Code of Conduct

### THE MEMBER'S CODE OF CONDUCT SUPPORTS EUROBODALLA TOURISM'S COMMITMENT TO RAISING STANDARDS AND SERVICE LEVELS FOR THE EUROBODALLA TOURISM INDUSTRY. WE ASK THAT MEMBERS REINFORCE THESE VALUES.

1. Act professionally and with high levels of duty of care, safety and concern towards other ECT members, customers and the Eurobodalla community.
2. Deliver with integrity all advertised products and services, meeting all legal responsibilities.
3. Comply with the laws of Australia and ensure all contracts and terms of business are clear, concise and honoured in full, and ensure all dealings are ethical and fair.
4. Speak and act respectfully and not denigrate or slander anyone or discriminate on the basis of race, gender, religious belief, sexual orientation or political persuasion.
5. Ensure claims in advertising and marketing products or services are true, not misleading or exaggerated and are not negative about another member's product or service.
6. Manage their businesses effectively and efficiently, enhancing the reputation of tourism in Eurobodalla and to respond and resolve customer complaints in a timely and courteous manner and to change businesses processes and policies when necessary.
7. Operate a safe, healthy and satisfying working environment for staff, customers and the public.
8. Manage their staff/employees fairly and equitably.
9. Consider environmental best practice guidelines, conserving water, energy and the natural environment.
10. Be ambassadors for tourism in Eurobodalla and help promote community understanding of the importance of tourism as a vibrant contributor to the local economy.

*It is understood that by signing the membership application form, you agree to follow the Member's Code of Conduct.*

## Membership Agreement and Responsibilities

Eurobodalla Coast Tourism (ECT) takes its responsibility to customers seriously. By becoming a member of Eurobodalla Coast Tourism you agree to the following.

If an operator is found to be making claims that are not true via the Eurobodalla website ECT has the right to suspend and/or cancel the operators' membership. ECT will investigate claims through site inspections and/or conversations with operators. The decision of ECT is final. Operators we believe to be in breach of any Australian law will have their membership cancelled immediately. This includes breaches of the Trade Practices Act.

As a member of ECT you agree to hold all applicable licenses and insurances relating to your business. This includes current public liability, which must be held at all times.

All benefits of membership cease when a member becomes unfinancial and or when membership is cancelled for breaches as stated elsewhere in this agreement. Membership benefits include but are not restricted to collateral and images which must be returned to the offices of Eurobodalla Coast Tourism and removed from web presence, public display and or other media.

### ON-LINE BOOKING SYSTEM

Eurobodalla Coast Tourism (ECT) (a division of Eurobodalla Shire Council ABN 47 504 455 945 (ESC)) has an on-line real time accommodation, activity and attractions booking service.

The system is web based and operates through the Eurobodalla Visitors Centres.

Access to the system is only available to full members of Eurobodalla Coast Tourism via the following process:

- 1) All eligible Members will receive:
  - i) Username and password to log on to the on-line administrative member console.
  - ii) A web page on the website [www.eurobodalla.com.au](http://www.eurobodalla.com.au)
- 2) Access to the management console is through the Members Login Page: <http://www.bookeasy.com.au/login.aspx>
- 3) As a Member you will be required to ensure all business details, pictures, descriptions, availability, rates, special conditions and any offers are entered and kept accurate in the on-line bookings system. ECT will provide access to an on-line user manual and initial technical support.
- 4) Accuracy of all information published by any media, including availability and tariff rates, is the sole responsibility of the Member. The booking system is Real-Time; it is accessible 24 hours a day, 7 days a week. A search engine operates through a questionnaire pro forma and selects suitable products based on user entries and availability.
- 5) Payments for bookings are processed using a secure payment gateway on-line or through the Visitors Centres . Members will be notified via email/sms when a successful transaction is completed. The customer will be notified by email that they have confirmed and paid for the booking. Both the customer and property contact details will be included in the e-mails.
- 6) Inability by a Member to access or maintain tariffs, calendar or availability must be reported immediately (or as soon as practicable) to the Visitors Centre at Batemans Bay or Narooma.

NB: Responsibility for the booking belongs to the operator. Eurobodalla Coast Tourism will not be liable for any failure of, or interruptions to hardware, third party Internet Service Providers, browsers, domains or any other software.

- 7) Failure to honour bookings made through the on-line system will incur an administration fee of 10% of the total booking cost or \$30 whichever is the greater.
- 8) As a member you understand that payments made through the on-line system or direct to ECT through other methods will be held in a liability account until the service or product has been completed or received by the customer.
- 9) Accounts will be settled after completion of the stay or tour at the end of each week. Monies will be released, less the commission and/or any administration fees and paid by Electronic Funds Transfer (EFT).
  - i) It is the Members responsibility to maintain banking details in the system to enable EFT. If Members require these details to be changed for them a written request, either facsimile or email must be sent to the Manager at either Visitor Centre.
  - ii) Where bank account details are not supplied a cheque will be drawn for payment. NB. Cheques will only be made payable to the business name listed in BookEasy system that appears on the returns summary (invoice).
- 10) To be part of the on-line system you agree to pay an annual membership fee (as outlined in the fee structure document) plus commission on bookings that have been taken through the Eurobodalla Coast Reservation System:

Commission rates are

- i) 10% on real-time live inventory listing (Gold) or
- ii) 12% on all other bookings (24hr);
- iii) Any fees applicable - refer point 16 Cancellation and Indemnity Policies for Members and Clients

NB: Commission and fees are used by Eurobodalla Coast Tourism to cover running costs of the Real-Time system including all merchant fees imposed by banks bank etc, and administration as outlined above.

- 11) Upgrade to - GOLD:  
Eligible members can update their availability at any time and are required to guarantee their published on-line availability. Members understand that if they have allocated rooms or tours as available they can be booked on-line without further reference to the member. To avoid double bookings it is strongly recommended that direct bookings, taken outside the [www.eurobodalla.com.au](http://www.eurobodalla.com.au) system are only confirmed once the room or tour has been marked as unavailable on the on-line reservation system console. Members can elect to have customers await confirmation for bookings to be conducted on the same day.
  - i) Responsibility for double bookings will fall on the operator. Members will be charged a cancellation fee equal to 10% of the total booking cost or \$30 whichever is the greater.
- 12) Rates:  
Members can set multiple rate periods for individual rooms or tours. Members understand that rates published on-line at [www.eurobodalla.com.au](http://www.eurobodalla.com.au) are commissionable and must be correct at all times. Members must honour all published rates. Rates can be changed at any time but cannot be applied retrospectively.
- 13) Website Integrity:  
All information published by Members on the ECT website [www.eurobodalla.com.au](http://www.eurobodalla.com.au) must be true and accurate. Members found publishing false or misleading information or information that may offend members of the general public (text or pictures) will be removed from the website immediately and a \$30 administration fee applied.
  - i) Activity of this nature may result in the immediate cancellation of membership.
  - ii) The member unconditionally indemnifies ECT against any action brought by a member of the public from any material published by the member.

In addition, it is a requirement that rates advertised on [www.eurobodalla.com.au](http://www.eurobodalla.com.au) are comparable to any other online distribution outlet. If a member is found to be in breach of this the applicable rooms will be made inactive until the situation is rectified. This is to ensure the credibility and competitiveness of the Eurobodalla Coast Tourism website.

- 14) Booking Conditions:  
Accommodation Members are able to create booking conditions for specific rooms. Booking conditions need to be clearly written and adhered to at all times.
- 15) Administration of Bookings:  
Eurobodalla Coast Reservations is the administrator of all bookings. If a booking needs to be cancelled or amended the member must contact ECT.
- 16) Cancellation Policies and Indemnity Policies for Members and Clients:
  - i) Cancellations by the Client;

Members must clearly state their cancellation and indemnity policies on all listings, brochures, advertisements etc, if they wish to charge the client a cancellation fee. ECT will charge the customer and retain a Cancellation Fee for bookings processed by ECT. Member cancellation fees are commissionable and will be deducted from the balance held and paid out in the regular accounts process.

Eurobodalla Coast Reservations or ECT will not accept responsibility or liability for poorly or incorrectly worded policies or failure to publish a cancellation policy or condition.
 

- ii) Cancellations by the Member;

An administration fee equal to \$30 or 10% of the total tariff (which ever is the greater) will apply to any booking processed by ECT, which is subsequently cancelled by the Member.

Exemption to cancellation/administration fees: Fees will not apply to Tour Members for cancellation of tours due to lack of minimum numbers\* or adverse weather conditions or any other conditions and/or circumstances beyond the reasonable control of the Member.

\*Minimum numbers for each tour must be advised to ECT staff through the Operator console.

### MEMBER BROCHURE DISPLAYS

- 1) The Visitors Centres will only display brochures in a DL presentation format so as to be equitable to all members. It is the responsibility of the member to ensure the Visitors Centres have an adequate supply of brochures and that stock is replenished when requested by each Visitor Centre.
- 2) Members displaying non-standard sizes will need to have management approval and may incur additional fees (POA).
- 3) Brochures must be lawful and ready for display – Centre staff will not fold, reproduce or otherwise prepare brochures.
- 4) Membership fees cover brochure display at Narooma and Batemans Bay. The Manager responsible for Moruya Information Centre will determine what brochures are displayed there due to space constraints. All Members who have a DL brochure and whose principal place of business lies within postcodes 2537 and 2545 will be displayed at Moruya. Other businesses will be displayed as approved. Unauthorised brochures will be removed from Moruya Information Centre.

### MEMBERSHIP PAYMENTS

- 1) All memberships are subject to the approval of Eurobodalla Coast Tourism management.
- 2) Members who remain unpaid at 1 August will be marked as inactive on the Eurobodalla website and brochures will be removed from the Visitor Centres and will remain as such until all fees are paid.
- 3) For membership to be approved payment in full must be accompanied by a signed RENEWAL FORM and a copy of the current public liability insurance relating to the business. Unsigned applications will not be accepted.

### IN HOUSE PUBLICATIONS

In house publications are printed annually and based on the current member's list as of 31 July each year. If members are not financial as at this date they forfeit the right to inclusion.

### REFERRAL BOOKINGS

- 1) Staff will always try to close the sale at the Visitor Centre. However, from time to time customers will not purchase tours and or accommodation without viewing the product first. In this case when the enquiry is generated as a direct result of knowledge received from Visitor Centre staff the business is considered a commissionable sale.
- 2) Staff will endeavor to advise the Member(s) involved prior to the customer arriving at their premise but depending on trade this may not be possible. Customers will be given a Referral Slip with details as advised by staff from the booking system.
- 3) Commission will be claimed where the referral can be demonstrated in any one of the following methods
  - Presentation by the customer of the Eurobodalla Coast Tourism referral voucher (sometimes called "Euro's)
  - Follow up contact from Visitor Centre Staff to Member confirming arrival/stay during or after departure
  - Follow up contact to/from client confirming stay.
- 4) Visitor Centre Staff may issue one or several referrals to one client in order to best satisfy their requirements. Any of those referrals issued that result in a booking becomes commissionable. Commission charges for referral bookings will appear as a negative value on the tax invoice and will be deducted from any amounts payable to the Member in the same accounting period.

Members agree to accept these bookings and pay commissions as per their current commission rate.



# eurobodalla

*Land of many waters*

**Nelligen, South Durras, Batemans Bay,  
Mogo, Broulee, Moruya, Tuross Head,  
Bodalla, Narooma, Montague Island,  
Central Tilba and Tilba Tilba.**

## **Eurobodalla Tourism Marketing**

Phone: 02 4474 1345

### **Batemans Bay Visitor Centre**

Princes Highway, Batemans Bay 2536

Phone: 02 4472 6900

### **Narooma Visitor Centre**

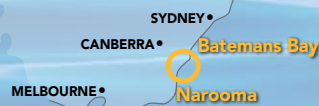
Princes Highway, Narooma 2546

Phone 02 4476 2881

### **Information Service at Moruya Library**

Vulcan Street, Moruya 2537

Phone: 02 4474 1333



For more ideas on holidaying in Eurobodalla or to book your accommodation and tours, talk to one of our travel consultants on **1800 802 528 (freecall)**

[www.eurobodalla.com.au](http://www.eurobodalla.com.au)

**bring out your better nature**