

## Visitor Information Centre (VIC) Services

The Phillip Island and Bass Coast VIC Network operates an integrated service to over 250,000 visitors annually with a friendly welcome, local knowledge, extensive information and the ability to book accommodation and attraction tickets.



## Online Booking System – Book Easy

The Bass Coast Information Centre Network offers an accommodation booking service which is available to all members. The service uses BookEasy, an online reservation system, giving the public access to member information 24 hours a day, 7 days a week via the website.

BookEasy can also be used by members as their own online reservation facility, saving thousands of dollars in fees and charges. Subject to terms & conditions detailed in our Accommodation Booking Service Information Kit, available on request. Training is available from our Accommodation Team.

## Promotional DVD

A DVD featuring advertising footage provided by Gold Level members is professionally prepared annually and played on a loop at Phillip Island Visitor Information Centres. Cutoff date for inclusion in the DVD is 30 September – member must be financial and their own material submitted.

## Promotional Poster

A3 promotional posters will be displayed at the Phillip Island Visitor Information Centres. Member can supply their own promotional A3 size poster or the VIC can produce a poster for your business in template format – information required for poster – Business Name, contact details, 4 dot points of difference and images.

## Brochure Display and Distribution

A DL sized brochure or business card will be displayed at the Phillip Island VICs for Gold and Silver members. Gold members may also display their DL sized brochure at Inverloch and Wonthaggi VICs. Bronze members may upgrade their membership to include brochure display.

Brochures must be professionally produced – advice will be provided on request.

## 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.

### Send applications to:

Phillip Island Tourism & Business Association Inc.,  
P.O. Box 100, Cowes VIC 3922  
Phone/Fax 03 5952 2729  
Email: [pita@waterfront.net.au](mailto: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](http://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.

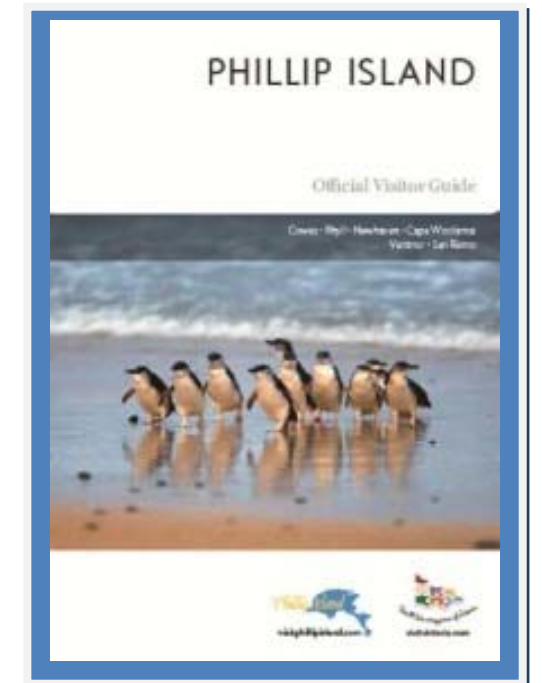
# Phillip Island and Surrounds Tourism & Business Partnership

## Prospectus 2011/2012

### Who are our members?

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

- Accommodation providers
- Attractions, tour operators, nature based operators
- Fresh produce and grocers
- Wineries
- Professional and trade service providers
- Restaurants, cafes, take away
- Retail
- Wellness centres, health & beauty



### 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 & Business Association (PITBA) and the Bass Coast Shire Council Visitor Information Centre Network.



Visitor Information Centre

## Phillip Island Tourism & Business Association (PITBA) Services

The peak Industry body advocating on behalf of Tourism & Business within the region. PITBA 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):

**2011** July, August (AGM), October, November (Christmas function)

**2012** February and April.

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 famil programs in the coming year.

### Official Regional Tourism & Business Website

[www.visitphillipisland.com](http://www.visitphillipisland.com) is the officially recognized tourism and business website for Phillip Island. The website is updated and edited in house. Members of the partnership will be included in the listings. This site is referred to in all marketing, including campaigns, advertising and public relations executed by Destination Phillip Island and PITBA. Regular Google Ad word campaigns are run to maintain its ranking for searches. It is included in the Official Touring Map and Official Phillip Island Visitors Guide (OVG) as well as links from [www.visitvictoria.com/phillipisland](http://www.visitvictoria.com/phillipisland) member organizations and major event websites

### 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. PITBA 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 and development organisation for Phillip Island. The organisation maintains alliances with Destination Gippsland Limited (DGL), Bass Coast Shire Council: Tourism, Visitor Services and Economic Development, Sydney Melbourne Touring, Sydney Melbourne Coast Drive, Melbourne's South East Touring Triangle and Destination Melbourne. DPI is a member of Business Events Victoria, ATEC and Tourism Alliance and works directly with Tourism Victoria.

Partnership members receive exclusive invitations to partake in marketing initiatives and receive invitations to marketing forums, workshops and training sessions.

Membership of the partnership is recognised by Destination Phillip Island and Tourism Victoria for potential media and familiarisation programs and other industry development opportunities. Destination Phillip Island produces official regional marketing collateral and programs 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 & Business Association has two representatives on the board of Destination Phillip Island and there is close working relationship with both boards.

## Joining fee (new members only)

\$35

### Gold Level High Priority Listing

\$995

- **Priority** Gold web site listing on [www.visitphillipisland.com](http://www.visitphillipisland.com) - 3 photos & 300 words
- 1 extra **priority** listing for your business under a different category for further exposure on website
- Accommodation, attraction and retail businesses will be shown on the feature section of the website
- 20% discount on advertising in the Official Phillip Island Visitors Guide
- **Bold** directory entry on Phillip Island Map (tear off)
- 1 Gold member profile featured in monthly newsletter
- A3 Promotional Poster displayed at the Phillip Island VICs (Newhaven & Cowes)
- Inclusion of advertising footage on DVD's played at Phillip Island VICs
- DL brochure (or business card ) on display at Cowes, Newhaven, Inverloch & Wonthaggi VICs

### Silver Level High Profile Listing

\$395

- 1 High Priority Silver web site listing on [www.visitphillipisland.com](http://www.visitphillipisland.com) - 2 photos & 200 words
- 1 extra **high priority** listing for your business under a different category for further exposure on website
- 15% discount on advertising in the Official Phillip Island Visitors Guide
- DL Brochure (or business card) on display at Phillip Island VICs

#### Buy In opportunities for Silver members:

- A3 Promotional Poster displayed at the Phillip Island VICs (Newhaven & Cowes) \$350
- DL Brochures (or business card) on display at Inverloch & Wonthaggi VICs \$120 (\$60)
- Inclusion of advertising footage on DVD's played at Phillip Island VICs \$200

### Bronze Level

\$175

- Listing on the web site [www.visitphillipisland.com](http://www.visitphillipisland.com) with 1 photo, 15- 20 words & link to your web site
- 10% advertising discount in Official Phillip Island Visitors Guide

#### Buy in opportunities for Bronze members:

- DL Brochure (or business card) on display at Phillip Island VICs \$120 (\$60)
- DL Brochure (or business card) on display at Inverloch & Wonthaggi VICs \$120 (\$60)

### In Addition All Members Receive:

- Networking opportunities through Industry Forums & Famils
- Opportunity to showcase as the featured business at the PITBA Industry Night
- Access to Phillip Island & Bass Coast VIC network online booking service – BookEasy
- Listing on the online Bass Coast Local Business Directory – [www.visitbasscoast.com](http://www.visitbasscoast.com)
- All members receive an advertising discount in Official Visitors Guide
- All member businesses will be listed on the Phillip Island tear off Map
- Membership of Phillip Island Tourism & Business Association Inc. including voting rights
- Membership recognized for accreditation/awards & industry profile
- Opportunity to promote business events on [www.visitphillipisland.com](http://www.visitphillipisland.com)
- Invitations to Destination Phillip Island marketing campaigns, workshops and training sessions
- Receive current industry & local information from partnership alliance organizations
- Collaborative local marketing opportunities for retailers
- Menu included in menu book at Phillip Island VIC's (if applicable)
- Annual Partnership Sticker