

Lithgow Tourism Membership Form

2019-2020



EXCITING THINGS ARE HAPPENING
BE PART OF IT...

WELCOME...

Welcome to the new Lithgow Tourism Membership year. As always, Lithgow Tourism values your support as we work to galvanise and represent the Lithgow tourism industry through the provision of visitor services, destination marketing and member forums and networking.

2018 – 2019 saw big changes take place in the customer service delivery and member facing displays at Lithgow Visitor Information Centre. The addition of a theatrette, touchscreen computer, banners, televisions with member logos and photos and an internal hero billboard available to members to advertise themselves have significantly increased the member exposure at Lithgow Visitor Information Centre.

The membership of Lithgow Tourism has also grown nearly 300% in the last 18 months to reflect a large proportion of the mainstream Lithgow tourism industry. Coupled with the growth within the Lithgow Tourism social media platforms averaging 25% the trajectory for Lithgow Tourism is very healthy. It is my intention to repay the faith of the Lithgow tourism industry by continuing the upwards growth in Lithgow Tourism and the entire industry in Lithgow in 2019 -2020.

New for 2019 – 2020 at Lithgow Tourism will be the allocation of members to their own liaison support Tourism Officer. The Tourism Officer will be the friendly and knowledgeable point of contact. It will be the responsibility of the allocated tourism officer to liaise on a monthly basis with the industry member to provide support, information and to maintain maximum currency to all information provided to Lithgow Tourism for marketing and selling purposes.

Social media profiling of all member businesses will form a key component of the future marketing strategy of Lithgow Tourism, in conjunction with the industry wide digital marketing campaign that will continue in 2019 -2020.

2019 – 2020 should see the formation of an industry group helping to develop the future direction of Tourism in the Lithgow destination.

I look forward to working with you all in 2019 – 2020 to keep the growth of Tourism in our fantastic destination on its upward trajectory.

Simon Francis

Tourism Manager, Lithgow City Council

MARKETING CHANNELS

LITHGOW REGIONAL VISITORS GUIDES

- ✓ 50,000 print distribution + online.

LITHGOW VISITOR INFORMATION CENTRE

- ✓ Mini theatre
- ✓ Member TV
- ✓ Member displays
- ✓ Banner displays
- ✓ Hero billboard

ONLINE

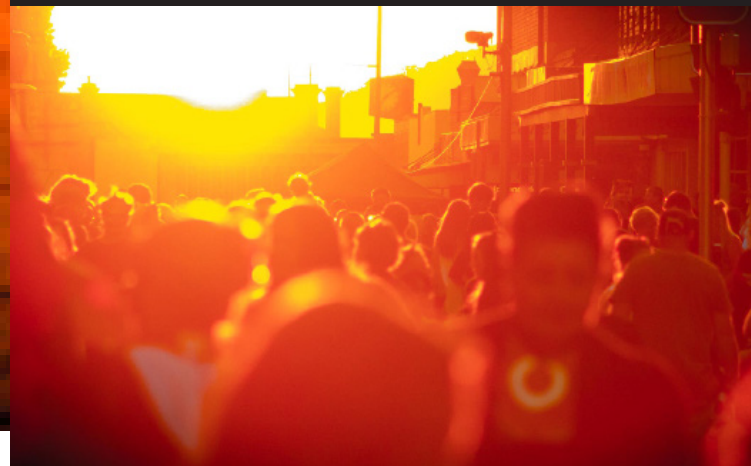
- ✓ Lithgow Tourism website listing
- ✓ WiFi landing page exposure
- ✓ Facebook postings with high reach

EVENTS

- ✓ Events partnering
- ✓ External mini billboards
- ✓ Nationwide digital events marketing

DESTINATION MARKETING CAMPAIGNS

- ✓ Traditional and digital



MEET OUR TEAM

Simon Francis | Tourism Manager

15 years with Lithgow Tourism
E: simon.francis@lithgow.nsw.gov.au
P: (02) 6352 9137 M: 0427 929944

Robbie Park | Event's Coordinator

9 years with Lithgow Tourism
E: robbie.park@lithgow.nsw.gov.au
P: (02) 6352 9131 M: 0427 438 293

Sue Brooking | Senior Tourism Officer

35 hours per week, 1 year with Lithgow Tourism
E: sue.brooking@lithgow.nsw.gov.au
P: 1300 760 276 (02) 6352 9130

Vicki Curry | Tourism and Member Liaison Officer

28 hours per week, 1 year with Lithgow Tourism
E: vicki.curry@lithgow.nsw.gov.au
P: 1300 760 276 (02) 6352 9130

Gai Compton | Tourism and Member Liaison Officer

18 hours per week, 10 years with Lithgow Tourism
E: gai.compton@lithgow.nsw.gov.au
P: 1300 760 276 (02) 6352 9130

Vacant Position TBA | Tourism and Member Liaison Officer

10 hours per week
P: 1300 760 276 (02) 6352 9130

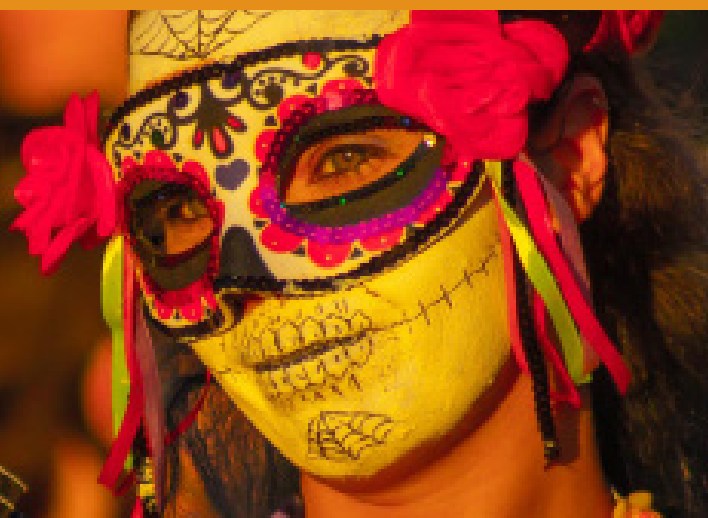


INDUSTRY ENGAGEMENT

- ✓ Member meetings at member businesses
- ✓ Network and socialise
- ✓ Guest speakers
- ✓ Annual tourism dinner
- ✓ Monthly newsletter
- ✓ Staff familiarisations
- ✓ Journalist familiarisations
- ✓ Monthly phone calls
- ✓ Coordinate film locations
- ✓ Help develop and promote local events.
- ✓ Consumer trade shows.

LITHGOW TOURISM

- n Is the coordinator of all tourism activity in the Lithgow region
- n Is a section of Lithgow City Council's Economic Development, Tourism and Events Division
- n Welcomes over 40,000 visitors every year to the Visitor Information Centre and art gallery
- n Develops and stages events such as LithGlow and Lithgow Halloween.



MEMBERSHIP FORM

Business Name _____

Trading Name _____

Address _____

Postal Address _____

Registered for GST: YES NO

ABN No _____

Contact Name _____

Telephone _____

Mobile _____

Email _____

Website _____

MEMBERSHIP CATEGORY

- Lithgow LGA. Fee: \$141.50
- Non Lithgow LGA. Fee:\$205.50
- Not for Profit Organisations/Events. Fee: NIL

MEMBERSHIP ACCEPTANCE

I have read and agree to abide by the Membership Terms and Conditions. I have signed and attach the Privacy Statement.

Name _____

Signature _____

Date _____

PAYMENT METHODS

Lithgow City Council will issue a receipt upon payment.

- Credit Card (see below)
- Payment direct to Lithgow Visitor Centre
 - Email this form to tourism@lithgow.nsw.gov.au and pay over the phone: 1300 76 02 76 or
 - Drop in the form and pay direct at the VIC counter.
- Payment by cheque to Lithgow City Council
 - Cheques to be made payable to:
Lithgow City Council, PO Box 19, Lithgow NSW 2790

Credit Card Details

- VISA Mastercard

Number _____ / _____ / _____ / _____

Expiry Date: _____ / _____

Cardholders Name _____

Amount _____

Signature _____

FURTHER INFORMATION

Please contact the Lithgow Visitor Information Centre on 1300 76 02 76 or email tourism@lithgow.nsw.gov.au

PRIVACY & PERSONAL INFORMATION PROTECTION NOTICE

By completion of this form you may be providing Council with personal information. Council will collect the information only for a lawful purpose directly related to the function of Council. Information provided to Council may be used in conjunction with any of Council's business operations. We will take reasonable care not to disclose personal information. Exempt documents may come under the Government Information (Public Access) Act 2009.



Lithgow Visitor Information Centre

Great Western Highway Lithgow

PO Box 19 Lithgow NSW 2790

1300 760 276

www.tourism.lithgow.com

MEMBERSHIP TERMS & CONDITIONS 2019-2020

Clause 1: Promotional Material

Lithgow Visitor Information Centre reserves the right to reject any material that it deems as unsuitable.

Clause 2: Information

- Responsibility is on members to ensure that all information provided to the Lithgow Visitor Information Centre is current and correct.
- Responsibility is on members to ensure any business detail changes are advised to the Lithgow Visitor Information Centre to allow updating of records. Changes are required in writing.
- Responsibility is on members for the adequate supply of brochure stocks at the Lithgow Visitor Information Centre.

Clause 3: Commissions

By signing this Membership Form and purchasing a membership, all members of the Lithgow Visitor Information Centre (Lithgow Tourism) agree to pay a base 10% commission (plus GST) on all bookings made by the Lithgow Visitor Information Centre.

Clause 4: Council Consent

It is the responsibility of members to ensure that they have obtained any necessary Development Consent for the operation of their business from onset if required will invalidate membership.

MEMBER DETAILS

Accommodation Members

- _____ Number of Rooms
- _____ Total number of beds
- _____ Family Rooms
- _____ Accessible Rooms
- Y N Restaurant
- Room Service
- Pet Friendly
- Discount Schemes (i.e. NRMA)

- Y N Online Bookings
- Best contact person for familiarisation visits

ADDITIONAL INFORMATION

Attraction Members

- Type of Attraction

- Opening Hours

- Prices

- Accessible Friendly
- Pet Friendly
- Parking

ADDITIONAL INFORMATION

Café's and Restaurants

- Opening Hours

- Accessible
- Parking
- Vegan/Vegetarian/ Special Diet friendly
- Style of Café/Restaurant
(eg. Thai, Modern Australian etc)

ADDITIONAL INFORMATION

Non Tourism specific business -

- Type of Business

- Goods sold

- Opening hours

- Special deals for tourists/card holders etc.

ADDITIONAL INFORMATION

Business/Establishment/Organisation not covered by previous categories

PRIVACY STATEMENT

Lithgow Tourism maintains a database of its members for the purpose of regular communication on industry matters.

In addition – IF YOU AGREE – relevant components of your membership details are also used for the following purposes.

- If you wish to be included in any of these databases, please tick the relevant YES box.
- If you do not wish to be included in any of these databases, please tick the relevant NO Box.

Communications Database YES NO

- Provides members with details on co-operative marketing opportunities, eg consumer tradeshows, seasonal campaigns, accommodation and experience guides.
- Provides members with invitations to marketing workshops, industry forums, networking functions.

Marketing Database YES NO

- Provides information on members to relevant industry bodies and tourism companies for tourism related purposes e.g. wholesale and retail packaging, forwarding contact details onto other members, etc.
- Forwards information onto media organisations and public relations agencies for the purposes of publicity coverage of the Lithgow area.

Membership Database YES NO

- Provides information on general visitor information and accommodation enquiries at the Visitor Information Centre.
- Assists Emergency Services with information for a 'bed bank' in times of emergencies.

Note: The Lithgow Visitor Information Centre will not pass member details to any third party commercial organisation unless that member has given specific permission.

I, _____
(Please print name)

of _____
(Please print business name)

wish to have my membership details only on the databases I have indicated in the boxes above.

Signed _____

Dated _____



Lithgow Visitor Information Centre
Great Western Highway Lithgow
PO Box 19 Lithgow NSW 2790
1300 760 276
www.tourism.lithgow.com