

2021 Mount Alexander Shire COVID-19 Tourism Member Agreement



Mount Alexander Shire Council is pleased to offer a 12 month free Tourism Membership to assist tourism businesses with their recovery from the COVID-19 pandemic (please note: the free tourism membership is only available to Mount Alexander Shire businesses).

Please note tourism memberships are valid from 1 Jan 2021- 31 Dec 2021

1. TOURISM GO-GETTER Cost: FREE (normally \$200 per annum)

2. TOURISM OVERNIGHTER (for accommodation providers only) Cost: FREE (normally \$110 per annum)

Tourism Membership Levels and inclusions 2020	Go-Getter	Overnighter
Marketing inclusions		
A listing on our tourism website	✓	✓
Use of our online live booking service on Bookeasy for your accommodation and ticketing requirements	✓	✓
Promote your events in the monthly 'What's On' E-news and the 'What's On' section of the tourism website	✓	✓
A dedicated social media post on our tourism Facebook or Instagram page (all our posts are paid boosted posts)	✓	✓
12 month listing on the Visit Victoria and Tourism Australia websites (through an ATDW membership) – valued at \$295 – currently free also *you do need to create your listing using a complimentary coupon code	✓	✓
\$100 discount on a feature in the next Official Visitor Guide publication for 2021	✓	✓
Opportunity to host media familiarisations for visiting journalists	✓	✓
Visitor Services		
Display of your brochures/flyers in our Visitor Information Centres (VIC)s	✓	✓
Online, direct and phone referrals from our VIC staff	✓	✓
Opportunity to host VIC staff, volunteers and council staff on familiarisations	✓	✓
Business Development and networking opportunities		
Access to invitation only Industry Development workshops and events run by council (additional costs apply)	✓	✓
Receive our quarterly Tourism E-newsletter	✓	✓
Access to industry networking groups and sessions	✓	✓
Access to co-operative marketing opportunities	✓	✓
One on one business mentor session with council's tourism marketing team	✓	✓

Maldon Inc. member (please tick)

Public Liability Insurance Cover

Council must be satisfied that all members hold a current Public Liability Insurance Policy providing cover for the activities in question for at least 10 million dollars. This requirement is based on the principle that each party should accept responsibility for their own activities/business. Please note this is a requirement when becoming a tourism member.

(Please tick) I currently have Public Liability Insurance for a minimum of 10 million dollars for my business and agree that, whilst a tourism member with the Mount Alexander Shire, I will continue to renew this Public Liability cover.

Tourism Member Obligations

- a) Tourism members are to maintain accurate and up to date information by regularly checking their website listing and emailing any changes/updates to marketing@mountalexander.vic.gov.au
- b) Accommodation providers are required to pay 10% commission for every booking made through our Bookeasy platform
- c) Provide high resolution images (up to 10 images) for your website listing (size width at least 2000 dpi, compressed to 1MB)
- d) Provide a professional and prompt service to visitors, adhere to COVID-19 safety guidelines and work collaboratively with other tourism members.

Council Obligations

1. Provide your business listing on the destination website www.maldoncastlemaine.com.au
2. Offer advice and feedback as required
3. Reserve the right to edit Operator content if inaccurate or misleading
4. Maintain the Bookeasy system and website to the best of our ability
5. Apply operator cancellation policies where applicable
6. Promote the website and destination more broadly - including individual business promotion where applicable

Name:	
Signature:	
Date:	

Destination Website Listing

Business Name

Business Address/location

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Contact Name

Phone Number(s)

Business Contact Email

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Website URL

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Facebook

Instagram

Twitter

Opening Hours

Directions from your nearest Town

Tourism category (please tick up to four)

- | | | |
|--|---|---|
| <input type="checkbox"/> Art & Culture | <input type="checkbox"/> Attraction | <input type="checkbox"/> Eat & Drink |
| <input type="checkbox"/> Tour/Transport Operator | <input type="checkbox"/> Event/Festival | <input type="checkbox"/> Shopping & Wellbeing |
| <input type="checkbox"/> Outdoor & Nature | <input type="checkbox"/> History & Heritage | <input type="checkbox"/> Accommodation |

Business features (please tick up to four)

- | | |
|---|---|
| <input type="checkbox"/> Art Gallery | <input type="checkbox"/> Bookshop |
| <input type="checkbox"/> Cycling & Bush Walking | <input type="checkbox"/> Cafe or Coffee Shop |
| <input type="checkbox"/> Craft Beer, Cider & Wine | <input type="checkbox"/> Restaurant or Pub Fare |
| <input type="checkbox"/> Fashion & Boutique | <input type="checkbox"/> Gold-era Heritage & Railways |
| <input type="checkbox"/> Health & Wellbeing | <input type="checkbox"/> History & Heritage |
| <input type="checkbox"/> Live Music & Theatre | <input type="checkbox"/> Local Produce |
| <input type="checkbox"/> Museums & Genealogy | <input type="checkbox"/> Vintage & Collectables |

For further information please contact Sharna Crosbie at s.crosbie@mountalexander.vic.gov.au or 5471 1727.

PRIVACY NOTIFICATION: The Mount Alexander Shire Council will use the information requested on this form in an effort to promote and market your business. This information will be stored on council files. The applicant understands that they may apply to Council for access and/or amendment of the information. Signature on this form will constitute consent to the collections and use of this information as described.