

2018/2019 Mount Alexander Shire Council Marketing Partner Benefits

We offer all businesses the opportunity to become tourism Marketing Partners with the Mount Alexander Shire Council for a fee of \$110 which covers the full calendar year. A six month option is also available (refer below). Council's partner fee is waived for 'not for profit' organisations providing a core tourism experience. Maldon Inc members can also receive these benefits.

Operators can access a range of benefits including:

- Priority in regard to PR opportunities through Council or Bendigo Regional Tourism. Priority also given in regard to exposure through the Shire's tourism social media channels.
- Opportunity for a heavily sponsored listing on Visit Victoria's website (conditions apply)
- The opportunity to participate in co-operative initiatives offered through the Mount Alexander Shire Council as appropriate (conditions may apply)
- The option to place your brochures in both the Castlemaine and Maldon Visitor Information Centres.
- If your business has several elements, extra brochures can be displayed at both Castlemaine & Maldon Visitor Information Centre's (depending on space available)
- Receipt of the tourism industry e-newsletter (for those without an email address it can be mailed to you)
- Active promotion by staff and volunteers at the Castlemaine and Maldon Visitor Information Centres and the Local Economy and Culture unit.
- The ability to participate in Visitor Information Centre volunteer familiarization tours and Bendigo Regional Tourism media familiarisation tours (as appropriate)
- The ability for accommodation venues to be part of the Shire's accommodation booking service
- Marketing Partners or Maldon Inc members can purchase a profile on the Shire's tourism website www.maldoncastlemaine.com.au

Shire Marketing Partner fees are due at the start of each financial year. The annual fee of \$110 per annum applies and is payable to the Mount Alexander Shire Council. It is a requirement that Shire Marketing Partners have current public liability insurance and all appropriate permits. A scaled payment system is in place as follows:

New Member	Rate Payable
1 July – 30 June	\$110 per financial year
1 January – 30 June	50% of fee
1 May – 30 June	Full fee will carry over till the end of the following financial year.