



MEMBERSHIP PROSPECTUS 2012



KALGOORLIE BOULDER PURE GOLD MEMBERSHIP 2012

OUR VISION

To provide our visitors to region with the highest level of visitor servicing possible.

OUR MISSION

To exceed our customer's expectations and proudly support our members and our region.

ABOUT KALGOORLIE BOULDER PURE GOLD

A not for profit organisation, the Kalgoorlie Boulder Visitor Centre Inc Trading as Kalgoorlie Boulder Pure Gold is a member based association run by a Board of Management. The Board comprises of 7 elected delegates, one of which is an elected member from the City of Kalgoorlie Boulder, the other six are elected members of KBVC Inc. They represent a broad base and cross section of the tourism industry. The Visitor Centre operates seven days a week (excluding Christmas Day) and is the leading tourist information outlet for the Goldfields region of Western Australia.

WELCOME

Thank you for your interest in establishing or renewing your membership with the KBVC Inc. We invite you to come and join our team, and start taking advantage of the membership benefits today.

MEMBERSHIP BENEFITS FOR YOUR BUSINESS

The KBVC Inc represents over 130 businesses in the region, and strives to provide excellent service for our members. By being part of Kalgoorlie Boulder Pure Gold, you are ensuring your business receives greater exposure within Kalgoorlie Boulder and the greater Goldfields region.

Your business will benefit directly from being part of one of the busiest Visitor Centres in regional Western Australia. In 2011 our staffed welcomed over 100,000 visitors through the door, and answered thousands of telephone, email, mail and online enquiries.



MEMBERSHIP LEVELS 2012

GOLD	NICKEL	BASE	BENEFITS
✓			Priority Placement offered for all advertising in annual Holiday Planner
✓			Eligibility to receive discount on advertising in annual Holiday Planner
✓			Priority consideration for participation in Road Shows attended by the KBVC Inc.
✓			Priority consideration for inclusion in trade visits with travel agents, inbound tour operators & wholesalers
✓			Priority consideration for inclusion in business tourism familiarisations
✓			Bookings through our online booking system - BookEasy
✓			Eligibility to advertise business specials & package deals on our website during our online promotions
✓			Receive 3 x images and 300 words in addition to your basic business listing on our website
✓			Opportunity to feature as Member of the Week: in-house promotional display & promotion through social media
✓			1 x extra additional DL Brochure display area at Kalgoorlie Boulder Pure Gold = 3 in total
✓	✓		Direct / Over-the-counter referrals
✓	✓		1 x additional DL Brochure display area at Kalgoorlie Boulder Pure Gold = 2 in total
✓	✓		Receive an extra 150 words in addition to your basic business listing on our website
✓	✓		Regular tourism updates
✓	✓		Opportunity to participate in regular trade familiarisation visits
✓	✓	✓	Opportunity for inclusion in co-operative marketing and promotional activities
✓	✓	✓	Basic business listing on our website including: business details, logo, and direct links to your email and website
✓	✓	✓	Have your accreditation tick displayed on your business listing on our website
✓	✓	✓	Opportunity to have us advertise your employment vacancies on our website with a direct link to you
✓	✓	✓	1 x DL Brochure display area at Kalgoorlie Boulder Pure Gold
✓	✓	✓	Eligibility to advertise in the Holiday Planner
✓	✓	✓	Receipt of regular newsletter
✓	✓	✓	Voting rights at the KBVC Inc. AGM
✓	✓	✓	Eligibility to be nominated onto the KBVC Inc. Board
✓	✓	✓	Discounted rates for industry functions, seminars and workshops



MEMBERSHIP RESPONSIBILITIES 2012

MEMBER RESPONSIBILITIES

- Keep the KBVC Inc. Membership Co-ordinator informed about product's features, facilities, prices, times of operation, contact details, change of ownership etc.
- Invite the KBVC Inc Staff to inspect your property / attraction / business.
- Ensure that the KBVC Inc has a constant supply of your brochure/s in stock.
- Attend meetings of the Incorporation on invitation eg: Annual General Meetings
- By becoming a member you agree to abide by the guidelines and Constitution of the KBVC Inc. Copies of which are available upon request.

KALGOORLIE BOULDER VISITOR CENTRE INC. CODE OF ETHICS

- The Kalgoorlie Boulder Visitor Centre Inc (KBVC Inc) trading as Kalgoorlie Boulder Pure Gold acknowledges it's responsibilities to meet the reasonable expectations of it's Membership Base, Sponsors and Tourism Industry Bodies and Partners to the best of its abilities.
- The Kalgoorlie Boulder Visitor Centre Inc acknowledges that this includes any individual or business desirous of using or receiving the goods or services of the Kalgoorlie Boulder Visitor Centre Inc.
- The Kalgoorlie Boulder Visitor Centre Inc shall endeavour to treat all its members, sponsors, industry bodies and partners equally.
- The Kalgoorlie Boulder Visitor Centre Inc reserves the right to change its Services, Marketing and Business Plan to meet the expectations of its members, sponsors, industry bodies and partners.
- All advertising and promotional activities that are the responsibility of the Kalgoorlie Boulder Visitor Centre Inc reflect the true picture as at the time of the release or promotion of the advertising and materials.
- All reasonable concerns and queries addressed to the Kalgoorlie Boulder Visitor Centre Inc will be fairly and amicably dealt with as soon as practicable. The decision of any mediator who may be employed by the KBVC Inc will be final and binding.
- The Kalgoorlie Boulder Visitor Centre Inc will, so far as is reasonably able, present its affairs in the best possible way and shall exercise all reasonable care in addressing its commitment to its Members, Sponsors and Tourism Industry Bodies and Partners.



MEMBERSHIP APPLICATION FORM 2012

Business Name: _____

Trading Name (if different from above): _____

Business Address: _____

Postal Address: _____

Main Contact Name: _____ ABN: _____

Phone: _____ Fax: _____

Email Address: _____

Website Address: _____

Accounts Contact Name: _____

Accounts Email Address: _____

GOLD Membership \$495

NICKEL Membership \$295

BASE Membership \$95

PRIVACY STATEMENT

The Kalgoorlie Boulder Visitor Centre Inc will not disclose any of the information you have provided, without your consent. However, Kalgoorlie Boulder Pure Gold may be approached by outside organisations to provide contact details of our Members. Please indicate if you are happy for your CONTACT DETAILS ONLY to be released:

Yes, I authorise the KBVC Inc to disclose my contact details to interested organisations

No, I do not authorise the KBVC Inc to disclose my contact details to interested organisations

IS YOUR BUSINESS ACCREDITED?



- Yes - only a copy of your booking Cancellation Policy is required

Tourism Accreditation Number: _____

- No - Please provide all business documentation as requested

When you become an Accredited Tourism Business you will be providing yourself with a valuable business asset and aligning your product with a highly recognisable national brand. Benefits of the Tourism Business Accreditation are: An improved reputation in the tourism market place, Greater customer satisfaction and confidence which leads to repeat business, More effective management and improved employee morale, A competitive advantage over non accredited operators. The accreditation program is run by the Tourism Council of WA, for more information on accreditation, visit their website: <http://www.tourismcouncilwa.com.au>

BUSINESS DOCUMENTATION - Attach the following with your application form only if you are NOT accredited. Accredited businesses need to submit Booking Cancellation Policy only.

- Current Certificate of Currency for minimum of \$5 million Public Liability Insurance
- Certificate of Registration of Business Name
- Copies of all necessary Licences eg: Shire Approval / Omnibus Licence / Certificate of Survey
- Additional Business information eg: Prices / Rates, room details, facilities, tour details & times
- Booking Cancellation Policy for your business (if applicable)
- Certificate of Registration of Business Name

PAYMENT DETAILS

Total Amount Due (as per level of Membership): _____

- Cheque: Please make payable to the Kalgoorlie Boulder Visitor Centre Inc

- EFTPOS

- Direct Deposit to Kalgoorlie Boulder Visitor Centre Inc

- Credit Card Number: _____ Expiry: ____ / ____

BSB: 306 039 Account No: 496 7615

- Cash

Name on Card: _____ Signature: _____

Please forward your completed application form and Membership payment to: Membership, Kalgoorlie Boulder Pure Gold, PO Box 10161, KALGOORLIE WA 6430

DECLARATION OF MEMBERSHIP

I / we hereby submit our application for KBVC Inc Membership, as indicated on the Membership application form. By becoming a Member, I / we agree to comply with the membership responsibilities as stated. It is understood that by signing this form the Member agrees that the KBVC Inc will not accept responsibility for any loss or damage to operators products / brochures due to circumstances beyond the control of the KBVC Inc.

Signature of Applicant: _____ Name: _____ Position Held in Company: _____ Date: _____



AUTHORISATION & COMMISSION AGREEMENT 2012

COMMISSION AGREEMENT

I _____, of _____ agree that:

- The KBVC Inc shall act as Booking Agent to promote and sell my product,
- The rate of commission will be 15% of the total amount paid by the customer,
- I acknowledge that I must provide the KBVC Inc with a copy of brochures / information on a regular basis,
- KBVC Inc receives full payment from the customer for all bookings made, and
- Payments (less commission) will be paid monthly into the bank account nominated below.
- I will comply with Membership responsibilities as stated.

Signature of Applicant: _____ Name: _____

Position Held in Company: _____ Date: _____

COMMISSION BANK ACCOUNT DETAILS

Bank Name: _____ Account Name: _____

BSB Number: _____ Account Number: _____