



KALGOORLIE BOULDER VISITOR CENTRE

2018/2019
Membership Prospectus



KALGOORLIE BOULDER
VISITOR CENTRE



Photography: Abby Murray Photography

Discover us first

For more information please contact: membership@kalgoorlie.com or 08 9021 1966



ABOUT US

Kalgoorlie Boulder Visitor Centre is the largest, fully accredited, not-for-profit Visitor Centre in the Goldfields. It is the hub and gateway for visitors to the greater outback region. We pride ourselves on being a progressive, innovative and forward thinking organisation with a commitment to first class visitor servicing and encourage visitors to explore everything the Goldfields has to offer.

Our primary role is to assist visitors with local information, tours, attractions, travel bookings from (train, bus, bike and car) and accommodation. In addition to this, the centre also promotes and markets the City and Goldfields region through various campaigns such as Kalgoorlie Boulder Racing Club - The Round 'The Greatest Show on Turf' and the highly regarded Kalgoorlie Boulder Audio Walking Tour, which traces the footsteps of our forefathers with a self-guided tour.

ACHIEVEMENTS IN 2017:

- Perth Airport WA Tourism Awards – Winner of Silver, Visitor Information Services Category
- GWN7 Top Tourism Town Awards – Winner of Destinations Video Category
- GWN7 Top Tourism Town Awards – Winner of the Heritage, Culture and Environmental Category
- Kalgoorlie Boulder Chamber of Commerce and Industry Business Awards – Finalist, Tourism Category
- Kalgoorlie Boulder Chamber of Commerce and Industry Business Awards – Finalist, Business with 5-10 Employees Category





BECOME A MEMBER

Becoming a member with KBVC has enormous benefits. It's an investment that delivers the best opportunities for exposure, networking, marketing and building strong relationships within the local, regional and national tourism industry. With two levels of membership to choose from, there is something to suit all business needs.

KBVC communicates with visitors to promote Kalgoorlie Boulder and Goldfields as a tourist destination. We are dedicated to promoting your business to more than 75 000 visitors through our doors each year, to an estimated 6 500 visits to the website each month and to more than 11 million people per year across our interactive social media channels.

WEBSITE

The KBVC website is one of the most informative and comprehensive websites about Kalgoorlie Boulder within Australia. We feature within the top five Google listings for the majority of searches on Kalgoorlie Boulder, averaging over 6 500 views each month. As a member, you have the opportunity to feature within this powerful advertising resource.

CALENDAR OF EVENTS

KBVC created a comprehensive Calendar of Events page that the entire community can use, access and upload events. The aim is to have one centralised calendar that would become a one-stop resource for the whole community. To view the local events go to; www.kalgoorlietourism.com/whats-on

SOCIAL MEDIA

KBVC has an active and engaged audience across its social media platforms including Facebook, Twitter, You Tube, Instagram and Trip Advisor. KBVC work to an annual digital strategy which helps to create a cohesive and meaningful platform for the centre and our members.

<https://www.facebook.com/kalgoorliebouldervisitorcentre/>

<https://twitter.com/KBVisitorCentre>

<https://www.youtube.com/user/PureGoldKal>

<https://www.instagram.com/kalgoorliebouldervisitorcentre/>

https://www.tripadvisor.com.au/Attraction_Review-g255366-d7676254-Reviews-Kalgoorlie_Boulder_Visitor_Centre-Kalgoorlie_Boulder_Western_Australia.html



MEMBERSHIP BENEFITS

Membership Benefits	Platinum	Gold
Up to 30 business images and wording on KBVC website	✓	✓
Direct link from your business page on the KBVC website to your own website	✓	
10% off retail purchases from KBVC Gift Shop	* Conditions Apply	✓
2 DL Brochure racks in the KBVC Brochure Room	✓	
Bold text on industry listing	✓	
Brochure display at Kalgoorlie Boulder Airport and Train Station	✓	
Feature Member of the Month in-centre promotional display	* Conditions Apply	✓
Feature Member of the Month Triple M Radio and Facebook promotions	✓	
Kalgoorlie Boulder Town Maps and Distribution	✓	
15% Discount on advertising in the Holiday Planner	✓	
Priority Placement in Kalgoorlie Boulder Holiday Planner	✓	
Online bookings on KBVC website	✓	✓
Placement on industry listings such as the Dining Out Guide and location information sheets	✓	✓
Social media posts on becoming a new member	✓	✓
Direct/over the counter referrals and recommendations	✓	✓
Eligible to vote at the KBVC AGM	✓	✓
Eligible to nominate for the KBVC Board	✓	✓
10% Discount on advertising in the Holiday Planner		✓
1 DL Brochure rack in the KBVC Brochure Room		✓
Assistance with TCWA accreditation	✓	✓
Familiarisation visits by KBVC staff	✓	✓
Holiday Planner distribution	✓	✓
Invitations to industry training workshops, seminars and events	✓	✓
Opportunity for inclusion in cooperative marketing and promotional activities	✓	✓
Opportunity for participation in our charity sponsorship program	✓	✓
Opportunity for your products and updates to be included in the KBVC quarterly online newsletters to visitors	✓	✓
Receive the KBVC "what's on" itinerary guide		
Access to promote your business events via the KBVC Calendar and social media	✓	✓
Cross promotion on social media.	✓	✓
Shares and links to your page when content is of a high enough quality and relevant to our target market		
Business details displayed on the interactive smart board in the KBVC	✓	✓





AND THERES MORE...

By becoming a dedicated member, you will have access to various marketing, advertising and promotional campaigns which run each year.

KBVC TRAVEL PACKAGES

Travel packages that are designed to bring travellers from Perth to Kalgoorlie via TransWA with a choice of three different travel packages. These include daily tour itineraries, transport and accommodation. Packages were first introduced in late 2013 and were an immediate success for the visitor centre and participating members. Since then, we have gone on to book over 1 100 people, injecting over \$600 000 back into the local economy.

DESTINATION MARKETING/PACKAGES

KBVC continues to develop destination marketing campaigns, concepts and packages. As a member, you will be considered before other Kalgoorlie Boulder businesses as a stakeholder, sponsor or contributor.

HOLIDAY PLANNER

KBVC produces and prints over 60 000 copies of the Holiday Planner which is then distributed to:

- Over 60 Visitors Centres and Shires in WA.
- Kalgoorlie Boulder Airport and Train Station.
- All major truck stops across the Nullarbor.
- Caravan and Camping shows and road shows, both intrastate and interstate.
- All accommodation providers in Kalgoorlie Boulder.
- All members of the Kalgoorlie Boulder Visitor Centre.
- East Perth Train Station.
- Kalgoorlie Boulder Chamber of Commerce and Industry.

The Holiday Planner is a valuable marketing tool for your business as well as featuring an array of things to do and see while in the Goldfields region. It also offers a comprehensive map and information about accommodation, retail, hospitality and recreational ideas suggestions and itineraries.

As a member, you have access to discounted advertising space within the Holiday Planner.



MEMBERSHIP APPLICATION FORM

Business Name:

Physical Address:

Postal Address:

Contact Name:

Contact Email Address: Phone:

Fax:

Website:

ABN:

Opening Hours:

Yearly Membership: Platinum - \$550

Gold - \$280

An invoice for the full amount of membership fees will be sent to you following processing of this application form.

Please pay promptly to ensure that none of your membership privileges lapse.

Membership invoice must be paid before listing becomes live on KBVC website.

I/we hereby submit our application for Kalgoorlie Boulder Visitor Centre membership.

By becoming a member, I/we accept and will abide by the attached Terms and Conditions.

It is understood that by signing this form, the Member agrees that the Kalgoorlie Boulder Visitor Centre will not accept responsibility for any loss or damage to operator's products/brochures due to circumstances beyond the control of the Kalgoorlie Boulder Visitor Centre.

Name:

Position/Title:

Signature: Date:



TERMS AND CONDITIONS

MARKETING MEMBERSHIP

All prices quoted as at 1 January 2018 and include GST. The Kalgoorlie Boulder Visitor Centre reserves the right to accept/deny membership and alter membership activities/benefits at its discretion.

- The Kalgoorlie Boulder Visitor Centre reserves the right to manage content and images on the kalgoorlietourism.com website in order to maintain quality control. If your listing does not meet the required standard, you will be contacted by the Membership Coordinator and asked to amend appropriately.
- All benefits offered are non-transferable and not refundable for cash.
- Please allow 14 business days for membership processing.
- All members with a bookable product, pay a 15% service commission to KBVC. The bookable product price must include this payable commission.
- Members will act in good faith whilst conducting business with the Kalgoorlie Boulder Visitor Centre and not actively seek to avoid paying relevant commissions.

MEMBER RESPONSIBILITIES

- Updating the Kalgoorlie Boulder Visitor Centre about product features, facilities, prices, times of operation, contact details and any changes to their business that affects dealings with Kalgoorlie Boulder Visitor Centre.
- Invite the Kalgoorlie Boulder Visitor Centre staff to inspect and familiarise themselves with your property/attraction/business.
- Ensure that the Kalgoorlie Boulder Visitor Centre has a constant supply of your brochures in stock.
- To act professionally with a high level of care and consideration towards other members, customers, staff, management and the community.
- To deliver with integrity and honesty all advertised products and services.
- To observe all local, state and federal statutory obligations including licenses, insurances and permits.
- To comply with the laws of Australia and ensure all contracts and terms of business are clear, concise and honoured in full, and all dealings are ethical and fair.
- To advise customers at the time of booking of any cancellation policies or additional service charges that may be imposed.
- All members with bookable product must provide inventory for commissionable bookings to the Kalgoorlie Boulder Visitor Centre. Published rates must be honoured and must be kept up to date on a regular [if not daily] basis.
- Members are responsible for updating rates and availability in Bookeasy on a regular basis and should understand that bookings can be made well in advance. If a member is unable to honour the product or service after the booking has been confirmed and paid for by the client, the member is responsible for providing an alternative product/service at equal or greater value/standard at the member's expense. This requirement is pursuant to the Trade Practices Act 1974 Gold Medal operators who are unable to honour a confirmed booking will be relegated to the 24-hour status for seven days. If a second instance of "unable to honour bookings" occurs, then the Operator will remain on 24-hour status.
- To speak and act respectfully and not denigrate or slander anyone or discriminate on the basis of race, gender, religious belief, sexual orientation or political persuasion.
- To ensure claims in advertising and marketing a product or service are true [including imagery], are never misleading or exaggerated and are not negative about another member's product or service.
- To manage their business effectively and efficiently, enhancing the reputation of tourism in the region and to respond to and resolve customer complaints in a timely and courteous manner and to change business processes and policies when necessary.
- To operate a safe, humane and healthy working environment for staff, customers and the public.
- To manage their staff and contractors fairly and equitably.
- To be ambassadors for tourism in the region and help promote community understanding of the importance of tourism as a vibrant contributor to the region's economy and quality of life.
- To have complaints about the Kalgoorlie Boulder Visitor Centre, management or staff dealt with in an appropriate manner, in the first instance through to the Kalgoorlie Boulder Visitor Centre management on manager@kalgoorlie.com
- All membership cancellations must be provided in writing to membership@kalgoorlie.com or Kalgoorlie Boulder Visitor Centre, PO Box 10161, Kalgoorlie WA 6430 with a notice period of no less than 30 days. Any membership services provided outside the normal period will be invoiced accordingly.

TOURISM ACCREDITATION

Accreditation provides businesses with a valuable business asset and aligns your product with a highly recognisable national brand. Benefits of accreditation include:

- 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 NTAP accreditation program is run by the Tourism Council of WA [TCWA] – for more information on accreditation visit their website www.tourismcouncilwa.com.au

BENEFIT CONDITIONS

- **10% discount on retail purchases from KBVC.**
Each business manager will be entitled to a 10% discount off retail purchases at the Kalgoorlie Boulder Visitor Centre. This discount is only valued for the duration of your membership. KBVC have a 1% surcharge on credit card transactions.
- **Feature Member Display**
Feature member displays are monthly, subject to availability. The place of display will be at the discretion of KBVC. Each business will be allowed 1 feature member display per calendar year.
- **Business promotion via Social Media and Radiowest as part of the feature member display.**
This benefit is subject to availability.
- **Priority placement in Holiday Planner**
Members can request page placement in annual holiday planner from pages 22 to 37. Finalised priority placement is at the discretion of KBVC.