



Gympie Cooloola Tourism

# Profile & Membership Application



[www.cooloola.org.au](http://www.cooloola.org.au)

# Welcome

In sub-tropical Queensland, between the Sunshine Coast and World Heritage Fraser Island, the Gympie Cooloola Region is an amazing area full of natural beauty. All businesses that benefit from tourism to our area should seriously consider the advantages of joining Gympie Cooloola Tourism and supporting the ongoing promotion of the Gympie Cooloola Region to all who visit for a day or stay for a lifetime.



## Gympie Cooloola Tourism

We are a diverse not for profit organisation with the vital function of promoting the Gympie Region, encompassing the areas of Rainbow Beach, Tin Can Bay, Gympie, Mary Valley, Kilkivan, and Goomeri. We are the region's peak tourism marketing development body.

As a membership based organisation we currently provide promotion and tourism development support to over 170 members. These members represent businesses across a broad spectrum of industries and community organisations. GCT's operational activities are based within the Lake Alford Visitor Information Centre on the Bruce Highway in Gympie.

### Board of Directors

#### Executive Committee

Chair	Mr Glen Alfredson	G&K Footwear
Dep. Chair	Mr Scott Elms	Rainbow Beach Car Wash
Treasurer	Mr Mark Beech	Rainbow Ocean Palms Resort

#### Industry Representatives

Mrs Cassandra Head	Rainbow Beach Hire-A-Camp
Mrs Julie Worth	Karrabee Bus and Coach

#### Council Representatives

Cr Rae Gate	Gympie Regional Council
Cr Jan Watt	Gympie Regional Council

### Staff

General Manager
Office Manager
Communications Co-ordinator
Information Centre Co-ordinator
Administration Assistant

Amanda LePeilbet
Gail McKenzie
Simon Birks
Anna Browning
Michelle Mills

### Volunteers

*A team of 15 magnanimous ladies who volunteer at our Visitor Information Centres*

# What we do

As the peak promotional body for the region, GCT is responsible for a wide range of destination marketing activities which include TV, radio, print, digital and outdoor advertising campaigns.

## **Advertising**

GCT has a year round TV advertising program that promotes our region and sub regions in the Sunshine Coast, Wide Bay, and Toowoomba markets. TV advertising on the digital channels also occurs sporadically in Brisbane and across regional Queensland. Our radio advertising involves 50 commercials per month on Zinc 96.1, covering the Sunshine and Cooloola Coasts. Each month we support the region's feature event with free radio adverts and rotate a series of regional and sub-regional branding adverts.

We engage in a diverse portfolio of print advertising which includes full page adverts in Noosa and Fraser Coast Holiday Guides, and many other publications including some from both Sydney and Melbourne. GCT has seven billboard sites on the Bruce Highway and manages 12 websites that promote the region and its sub regions. Publicity initiatives ensure that the region's community events and stories are sent to publications both within and outside the region. All these efforts are focused on projecting a strong positive image of the Gympie Cooloola Region both internally and externally.

## **Industry Development**

Industry development is another facet of GCT's operations. In partnership with state and regional tourism organisations, as well as state and federal government departments, GCT actively seeks out and facilitates seminars and workshops for its members, ensuring our operators are at the cutting edge of developments.

## **Visitor Services**

GCT's visitor services include the operation of two accredited Visitor Information Centres (VIC) at Lake Alford and Matilda Roadhouse Kybong, and the highly successful in-house production and distribution of promotional collateral. This promotional material includes the region's signature publication the Gympie Cooloola Holiday Guide and a series of five sub regional business directories and maps. These publications are distributed from Trade Shows and to information centres throughout Queensland including the Sunshine Coast Airport and Brisbane International and Domestic Airports.



## **Tourism in the Gympie Cooloola Region**

Nestled between two internationally recognised destinations, Noosa and Fraser Island, the Gympie Cooloola region is an untouched paradise rich in natural and cultural assets. Being only two hours from Brisbane the region is fast becoming the destination of choice for many South East Queenslanders looking to get away and relax for short breaks. These strategic advantages of location and unspoilt beauty have been the catalyst for significant growth in the tourism sector within the region. With visitor numbers at almost 900,000 a year and spending approximately \$150 million a year (9% of Gross Regional Product) tourism has certainly proved to be a strong and growing base for the regional economy.

Tourism plays a key role in the growth of the economy through employment, foreign exchange earnings, investment in businesses, communities and regional development. In addition, tourism delivers many social and environmental benefits to communities. Most reputable sources suggest that every tourism dollar spent will circulate four to six times through the local economy through wages, purchasing of equipment, payment to suppliers and other means thus providing real economic benefits to the community.

# Membership Structure

Gympie Cooloola Tourism offer four tiers or levels of membership:  
Deluxe, Standard, Basic and Associate.

Membership Benefit	Associate	Basic	Standard	Deluxe
• Membership sticker for display	✓	✓	✓	✓
• Members e-newsletter	✓	✓	✓	✓
• Networking functions	✓	✓	✓	✓
• Invitation to industry forums and workshops	✓	✓	✓	✓
• Basic listing on GCT website in the online Members' Directory	✓	✓	✓	✓
• Access to regional statistical information and research reports	✓	✓	✓	✓
• Access to GCT's image library for developing promotional material	✓	✓	✓	✓
• Discounted graphic design service	✓	✓	✓	✓
• Letters of support for grant purposes	✓	✓	✓	✓
• Notification via email of promotional opportunities, government programs and funding initiatives	✓	✓	✓	✓
• Discounted advertising in the regional holiday guide & sub regional guides	✓	✓	✓	✓
• Events promoted free in calendar of events website and print (criteria for listing applies)	✓	✓	✓	✓
• Access to promotional pull-ups and banners (refundable deposit required)	✓	✓	✓	✓
• Purchase of bulk branded merchandise at discounted rates	✓	✓	✓	✓
• Appropriate participation on GCT's Facebook page	✓	✓	✓	✓
• Inclusion in the Gympie Accommodation, Activities & Eating Out Guide	✓	✓	✓	✓
• Voting rights at Annual General Meeting		✓	✓	✓
• Eligibility to be nominated for Board of Directors		✓	✓	✓
• Bookeasy benefits – online bookings			✓	✓
• Participation in the booking facility through our Information Centres			✓	✓
• Brochures on display at the Lake Alford & Matilda Accredited Information Centres			✓	✓
• Standard web listing includes one image, 70 words, link to web site			✓	
• Deluxe web listing includes six images, 200 words, link to web site, google map, and listing in up to 3 categories				✓
• Media familiarisation excursions through industry contacts to your tourism product			✓	✓
• Co-operative marketing opportunities with GCT			✓	✓
• Volunteer familiarisation visits to your business (within 200km) where possible			✓	✓
• Opportunity to sponsor/host a networking function			✓	✓



# Membership Fee Structure

New membership fee structure for 2011/12

## General Membership

<b>Basic</b>	Networking, workshops, advertising opps, newsletters, marketing support <small>Note: Web listing and brochure add ons are available to the basic membership.          Standard web \$150 - Deluxe web \$ 200 - DL brochure \$120</small>	<b>\$120</b>
<b>Standard</b>	Basic plus racking for one DL brochure plus a standard web listing	<b>\$370</b>
<b>Deluxe</b>	Basic plus racking for one DL brochure plus a deluxe web listing	<b>\$420</b>
	Basic plus racking for two DL or A4 brochures plus a deluxe web listing	<b>\$520</b>

## Associate Membership

<b>Organisation</b>	Community & non profit (includes brochure racking & web listing)	<b>\$190</b>
<b>Individual</b>	Supporter of Tourism	<b>\$90</b>





Gympie Cooloola Tourism

# Membership Application Form

Once completed, please return with payment to Gympie Cooloola Tourism PO Box 415 - Fax 5482 8205- Email: info@cooloola.org.au

LEGAL ENTITY NAME: \_\_\_\_\_  
TRADING NAME: \_\_\_\_\_  
ABN: \_\_\_\_\_

### Contact Details

Title: \_\_\_\_\_ First Name: \_\_\_\_\_ Surname: \_\_\_\_\_  
Postal Address: \_\_\_\_\_  
Suburb: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_  
Physical Address: \_\_\_\_\_  
Suburb: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Mobile: \_\_\_\_\_  
Email: \_\_\_\_\_ Website: \_\_\_\_\_

**Please tick the appropriate box for your level of Membership.** Total price includes GST.

- BASIC\*** \$120 Inc. Networking, workshops, advertising, newsletters, marketing  
**Or** **Plus**  Standard Web add \$150 or  Deluxe Web add \$200  
**Plus**  DL brochure add \$120
- STANDARD** \$370 Inc. basic + racking for 1 DL brochure + standard web listing
- DELUXE**  \$420 Inc. basic + racking for 1 DL brochure + deluxe web listing  
 \$520 Inc. basic + racking for 2 DL or 1 A4 brochure + deluxe web listing

**Note:**  
\*Web listing & brochure add ons are available to basic membership (Standard web \$150/Deluxe web \$200 or DL brochure \$120).

### ASSOCIATE MEMBERSHIP

- ORGANISATION** \$190 Community & non profit (includes brochure racking & Web Listing)  
 **INDIVIDUAL** \$90 Supporters of Tourism

All products booked through the Gympie Cooloola Tourism Information Centre are subject to a minimum 10% commission.

Business Profile for Marketing Purposes:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Board Approval (office use only):

Proposed: \_\_\_\_\_ Seconded: \_\_\_\_\_

Name: \_\_\_\_\_ Name: \_\_\_\_\_