

MANDURAH

MANDURAH VISITOR CENTRE PARTNERSHIP PROSPECTUS 2022 – 2023



95%
BELIEVE THE VISITOR CENTRE IS AN IMPORTANT
PART OF THEIR OVERALL EXPERIENCE*

87%
KNEW MORE ABOUT THE THINGS TO SEE AND DO
AS A RESULT OF THEIR VISIT*

84%
INDICATED THE VISITOR CENTRE POSITIVELY
INFLUENCED THEIR PERCEPTION OF THE REGION*

70%
PARTICIPATED IN AN ACTIVITY AS A RESULT
OF THEIR VISIT TO THE CENTRE*

* Tourism Research Australia report "Influence of WA Visitor Centres on tourist behaviour (Sept 2015)"

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**VISIT
MANDURAH**



VISIT MANDURAH



Visit Mandurah is the peak tourism body providing tourism operators with support, training opportunities and leadership. Its main focus is to increase the level of tourism visitation and expenditure in the Mandurah region. Working in collaboration with other industry bodies including Tourism Western Australia, Destination Perth and Tourism Council WA, Visit Mandurah ensures businesses are kept informed on the latest tourism trends and initiatives.

Through its destination marketing activities, Visit Mandurah promotes Mandurah as a relaxing getaway. The branding, 'Mandurah, Relaxed by Nature' has been designed to reflect the city's laid-back personality, with the double meaning also promoting its outstanding natural assets to Perth, interstate and international visitors. The branding is active across multiple distribution channels and media platforms.

Businesses have the opportunity to broaden their exposure by participating in Visit Mandurah's marketing activities.

WHO CAN PARTNER

Any entity that owns a tourism business or service within the Mandurah and Peel Region is eligible to become a partner of the Visitor Centre. Outer region businesses will be considered on a case by case basis.

OPPORTUNITIES INCLUDE:

- Advertising in the annual Visitor Guide
- Seasonal campaign activity, promoting special offers from local businesses
- Donations of prizes for competitions and giveaways via social media, events or media partners
- Cooperative print advertising at discounted rates
- Tag @visitmandurah or #visitmandurah on social media posts
- Updating Visit Mandurah on new product, imagery and/or special events



169,000+ A YEAR UNIQUE VISITORS TO WWW.VISITMANDURAH.COM

32,500+ TOTAL FOLLOWERS ACROSS SOCIAL MEDIA PLATFORMS

VISIT MANDURAH INSTAGRAM STATISTICS:
 – 371,872 REACH
 – 963,306 IMPRESSIONS
 – 21,584 ENGAGEMENTS

VISIT MANDURAH FACEBOOK STATISTICS:
 – 5.5 MILLION REACH
 – 7.1 MILLION IMPRESSIONS
 – 292,055 ENGAGEMENTS
 – 49,095 LINK CLICKS
 – 483,200 VIDEO VIEWS

2022 TOP TOURISM TOWN FINALISTS

GOLDEN I ACCREDITED VISITOR CENTRE

92% OF PARTNERS HAVE A POSITIVE OVERALL OPINION OF VISIT MANDURAH

96% OF PARTNERS CONSIDER THEIR RELATIONSHIP WITH THE VISITOR CENTRE VALUABLE

25,000 DESTINATION GUIDES PRODUCED AND DISTRIBUTED EACH YEAR

PARTNERSHIP BENEFITS



PARTNERSHIP LEVELS AND BENEFITS

Our partnership model aims to make promotion of tourism businesses accessible and affordable, and enables all partners to be equally represented. Partnering with the Mandurah Visitor Centre gives you access to the following benefits.

	Standard Partnership (\$49)	Full Partnership (\$149)
	Additional Standard Partnership (\$29)**	Additional Full Partnership (\$79)**
Displayed on visitmandurah.com via ATDW	Yes	Yes
Online Commissionable Bookings	No	Yes
Bookeasy Training and Support	No	Yes
Free Allocated Brochure Racking Space*	Yes	Yes
Year-Round Referrals via The Visitor Centre	Yes	Yes
Dedicated One-On-One Business Support and Mentoring	Yes	Yes
eNewsletter Updates	Yes	Yes
Inclusion in Corporate Welcome Packs	No	Yes
Opportunities to Participate in Additional Visit Mandurah Events/Activities	No	Yes
Opportunity to Present your Business to VIC Staff through Familiarisation and/or Presentations	Yes	Yes
Opportunities to Participate in Additional Campaigns*	Yes	Yes
Translation Services*	No	Yes
Customer Service Audits including Personalised Report	No	Yes
Free Invitation to Partner Mingles	Yes	Yes
Invitation to Training and Development Opportunities	Yes	Yes

* Additional fees may occur

** The Additional Partnership applies to partners with more than one business. To be eligible for the discounted partnership, all businesses must fall under the same ABN and they must renew within the same financial year. If you qualify for the Additional Partnership discount, your first partnership will be charged at the full rate and any additional partnership/s will be charged at the reduced rate.

TERMS AND CONDITIONS

- All prices are inclusive of GST.
- Prices and periods run from 1 July 2022 to 30 June 2023.
- On receiving confirmation, a tax invoice will be issued.
- Payment terms will be stated on the invoice. Failure to pay invoice on time may result in your partnership or services being cancelled and promotional advertising being removed.
- Partnership fees are non-refundable.

As a partner of the Mandurah Visitor Centre (MVC) you acknowledge and agree to the MVC Terms and Conditions and Code of Conduct. Note: MVC refers to its officers, employees and volunteers.

- All partners must hold the required licences, permits and/or approvals to operate their business, all of which must be current and up to date.
- All partners must hold the appropriate cover of insurance including public liability and workers compensation, if applicable.
- We undertake to notify the MVC immediately if any of the above are cancelled, expire or otherwise become inoperative during the membership period.
- All operators must have an Australian Business Number and Registered Business Name (unless you trade using your name only – refer to www.business.gov.au for advice).
- Commission is payable on ALL bookings made online or through MVC
 - Red Partners full commission rate of 15% is payable.
 - Gold Partners a discounted commission rate of 10% is payable.

We reserve the right to notify in writing with 14 days' notice should there be any change to commission structures. It is the operator's responsibility to ensure that MVC are advised of any cancellation policy or booking conditions, in the absence of specific policies we will default to standard MVC booking conditions and cancellation policy.

Partners are responsible for ensuring their rates, availability and cancellation policies are always up to date and inform the MVC, in writing, of any changes.

- The operators Australian Tourism Data Warehouse (ATDW) listing is the responsibility of the tourism operator to set up and maintain.
- The partner will be notified by the MVC of any formal complaints. The partner must use reasonable endeavours to resolve all complaints of customers who have made their booking via the MVC within 7 days of the receipt of the complaint from the customer.
- For the partnership application to be accepted, operators must agree to the terms and conditions, and pay partnership fees.
- It is the responsibility of the partner to advise the MVC in writing of any changes in property ownership, contact details and changes to bank account details which occur during the partnership period.
- MVC has the right to regularly audit partners. Should MVC feel the customer service level falls below expectations, MVC reserves the right to review partnership agreement.
- MVC processes operator payments at the beginning of each month, for the booking/sales which have been redeemed in the previous month. These payments will be paid within 21 days following the end of the month. The payment for advance bookings will be held in trust with MVC until booking/sale has been redeemed. This allows the MVC to make any alterations or refunds.

PARTNERSHIP CODE OF CONDUCT

- Partners to act professionally and conduct their business activity with a high level of customer service, care and consideration towards the MVC, its partners, customers, staff and the community.
- Partners ensure claims in advertising and marketing a product or service are true (including imagery), and never misleading.
- Partners are to consider interests of local communities and endeavour to ensure the impacts on businesses, community life and environment are positive and beneficial.
- Partners are to manage their business effectively and efficiently, enhancing the reputation of tourism in the Mandurah region.
- Respond and resolve customer complaints in a timely and courteous manner and review business processes and policies when necessary.
- Partners are to be ambassadors for tourism in the Mandurah region and help promote community understanding of the importance of tourism as a vital contributor to the Mandurah region's economy and quality of life.

WAIVER AND INDEMNITY RELEASE

- We acknowledge the MVC will not be responsible for any loss or damage to our product or brochure due to circumstances beyond MVC control.
- We agree to fully indemnify the MVC against any and all liability, loss, damages or costs (including legal costs on a full indemnity basis) incurred arising from or in connection with any of the following:
 - Any breach by us of the warranties contained in this document, the MVC Code of Conduct and/or the MVC Terms & Conditions;
 - Any information or details provided by us to the MVC or the public about any accommodation, tours, products or services;
 - Any confirmed bookings made through the MVC that are subsequently not fulfilled by us due to sale of business, overbooking, or unforeseen circumstances such as damage or natural disaster; and/or
 - Any persons who stay at our accommodation, participate in our tours or use any of products or services.
- We agree to release the MVC from any claim for, and agree that the MVC is not liable for, any damage, loss or injury whatsoever to us arising from, and costs incurred in connection with:
 - The use of the visitmandurah.com website, MVC booking service or other membership benefits; or
 - The visitmandurah.com website being interrupted, unavailable or not working properly.
- We agree that to the maximum extent permitted by law the MVC is not and will not be liable in any circumstances for any interruption to our business and/or any loss of profits, loss of data or any consequential or indirect losses suffered or incurred by us.
- We agree to allow my information and images to be shared with Visit Mandurah for promotional purposes.