



Latrobe City Business Tourism Association Inc. 2011/12 Membership & Benefits

OUR MISSION

Is to provide positive leadership and marketing of the Latrobe City as Gippsland's Regional Tourism Centre to maximise the opportunities and benefits of tourism while integrating local business.

- Our focus is to boost visitor numbers, length of stay and visitor expenditure resulting in increased employment and growth of the regional economy.
- Provide a positive network whilst encouraging partnerships and cooperative initiatives. This will maximise the industry's effectiveness, opportunities and benefits of tourism.
- Embrace and collaborate with existing organisations, business and tourism operators, support business development and increase professionalism.
- The LCBTA Inc will provide positive leadership and marketing of the Latrobe City as a regional hub supporting tourism in Central Gippsland.



You could be part of this!

Your membership to the Latrobe City Business Tourism Association Inc (LCBTA Inc) will enable you to take advantage of a range of networking and marketing opportunities.

As an **individual** you have the opportunity to

- Network with like minded people

As a **Business or Trader group** you also have the opportunity to

- Participate in the LCBTA Inc People's Choice Awards 2012
- We provide a free business listing on www.visitlatrobevalley.com & www.lcbta.org with the opportunity to promote your business to over 35 000 visitors who access these websites.
- Access to PR opportunities through Destination Gippsland Ltd (DGL).

A **Community group** receives all the same benefits as a Business or Trader group at a subsidised rate.

Sign up to a **Dual Membership** and also receive

- The opportunity to display one brochure at the Visitor Information Centre (VIC) or pay an additional \$11 to receive an advertising board space. Your business will then be promoted to over 20 000 people who visit the VIC annually.
- Accommodation operators product will be listed live and bookable on www.visitlatrobevalley.com – this also includes 1 on 1 personalised website training.

Increase your benefits with a **Bronze Membership** to also receive

- Victorian Tourism Industry Council (VTIC) subsidised membership. Giving you the opportunity to access Victorian Tourism conferences, workshops and network with businesses Victoria wide.

Upgrade to a **Silver Membership**, your business will also receive

- Opportunities to participate in cooperative marketing campaigns and digital and print advertising through DGL and the LCBTA Inc. This gives your business maximum possibilities to reach a wide audience. (Please note that this does not include subsidised membership with VTIC).

Maximise your benefits by taking out a **Platinum Membership**



Latrobe City Business Tourism Association LCBTA Inc.

ABN 753 734 686 97

PO Box 3485, MORWELL MC 3841

Project Officer – Janine Hayes Ph: 0458 148 220

lcbusinessstourismassociation@gmail.com

www.lcbta.org

LCBTA Inc Membership Benefits & Inclusions 1 July 2011 – 30 June 2012	Individual \$33	Community Groups Only \$66	Business & Trader Groups \$88	Dual LCBTA Inc & VIC \$154	Bronze Dual & VTIC Member \$274	Silver Dual & DGL \$354	Platinum Dual VTIC DGL \$479
Networking with business & tourism operators in forums & workshops	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Mentoring with like minded members	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Support from like minded individuals on industry issues	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Communication with other local business associations and regional tourism associations	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Communication & support from Destination Gippsland Limited	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Monthly E- Newsletter "Tourism Talks"	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Business Development Training through Small Business Victoria	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Communication with and support from Local Government	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Cooperative Marketing opportunities print & digital		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Market intelligence & research		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Free Listing for Community groups & Events on www.visitvictoria.com		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Participation in the LCBTA Inc People's Choice Awards		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
PR opportunities through DGL & the LCBTA Inc		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunity for visits by Staff & Volunteers from VIC		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Business website listing www.visitlatrobevalley.com		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Business website listing www.lcbta.org		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Membership – Victorian Employers Chamber Commerce & Industry www.vecci.org		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Brochure display at VIC (limit one brochure) \$66 per extra brochure or display advertising board (additional \$11 with membership)				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Access to accommodation online reservation system (includes one on one training – 10% commission applies when booking made)				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Subsidised membership to the Victoria Tourism Industry Council (VTIC) which is the peak policy council for the Victorian tourism industry.					<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Subsidised listing on www.visitvictoria.com which links to www.inspiredbygippsland.com.au Gippsland Gateways Page						<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunities to participate in cooperative marketing campaigns through DGL and the LCBTA Inc						<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunities to participate in Digital and Print Advertising through DGL and the LCBTA Inc through the visit Victoria listing.						<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



Latrobe City
Business Tourism Association

WHATEVER BUSINESS YOU'RE IN, YOU'RE IN TOURISM

LCBTA Inc ABN: 753 734 686 97

TAX INVOICE (Includes GST – Please retain)

LCBTA Inc Membership Application Form 2011 - 2012

Business/Individual /Community Group															
Preferred Name for Member Certificate if different from above															
Contact Person(s) Name															
Representative(s) to Attend Meeting (Limit of two)	1. 2.														
Postal Address															
Business Address															
Core Business: eg Accommodation, retail															
Phone:	Email:														
Fax:	Website:														
Please list if you are a member of another Business or Tourism Association															
<p>Payment Details: Cheque: Made payable to LCBTA Inc</p> <p>Direct Deposit : Latrobe City Business Tourism Association Inc BSB: 063 522 Account: 10389287</p> <p>Cash: Please contact Project Officer</p> <p>Please complete & email this form to: lcbusinesstourismassociation@gmail.com</p> <p>or post: LCBTA Inc P.O. Box 3485 Morwell MC 3841</p> <p>Project Officer: 0458 148 220</p>	<table> <tr> <td>1. Individual Membership</td> <td>\$33</td> </tr> <tr> <td>2. Community Groups</td> <td>\$66</td> </tr> <tr> <td>3. Business & Trader Groups</td> <td>\$88</td> </tr> <tr> <td>4. Dual with VIC</td> <td>\$154</td> </tr> <tr> <td>5. Bronze</td> <td>\$274</td> </tr> <tr> <td>6. Silver</td> <td>\$354</td> </tr> <tr> <td>7. Platinum</td> <td>\$479</td> </tr> </table> <p><i>(Please circle your choice of membership)</i></p> <p>Date: _____</p> <p>Office Use Only:</p> <p>Application Received: _____</p> <p>Payment Type: _____</p> <p>Member Notified: _____</p> <p>Receipt Sent: _____</p> <p>Certificate Sent: _____</p> <p>VIC Registration: _____</p> <p>Visit Victoria Registration: _____</p> <p>Member No: _____</p>	1. Individual Membership	\$33	2. Community Groups	\$66	3. Business & Trader Groups	\$88	4. Dual with VIC	\$154	5. Bronze	\$274	6. Silver	\$354	7. Platinum	\$479
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