

# Membership Information Booklet

## 2016/2017

### **A Partnership in Promotion –How can you get involved?**

Mission Beach Business & Tourism (MBBT) invites you to support us by becoming a member. Your membership investment assists us to market and develop your tourism product with you plus, ensures the future promotion of tourism in the region to ensure a healthy tourism industry for all.

Membership is a tax deductible investment in the future of your business. Please review the following pages to consider which membership option best suits your marketing and promotion needs.

### **Overview**

MBBT is Mission Beach’s only tourism body. Our focus is on supporting our members’ businesses, promoting sustainable tourism development and marketing of this wonderful destination across Australia and around the world.

In Mission Beach, tourism is our most important industry. Every business in our region relies on tourism and when Mission Beach is bustling, the whole region benefits. That’s why it’s vital the community supports the growth of our number one industry and this organisation.

Membership of Mission Beach Business and Tourism is one of the most cost effective marketing and promotion activities that your business can undertake.

This is because MBBT:

- Exists solely to serve the needs of its members and promote Mission Beach
- Has well developed contacts with all media and industry stakeholders
- Employs highly skilled staff and has a large group of skilled and enthusiastic volunteers promoting your business seven days a week, 363 days a year
- Is highly regarded within the tourism industry
- Has a dedicated executive committee with diverse business and tourism skills representing your interests

### How to get the most VALUE out of your MEMBERSHIP

Marketing is one of the most important elements of helping your business to grow. MBBT offers a number of creative and innovative ways to promote your business using our networks and online platforms. As a member you have the opportunity to engage with MBBT as a partner in promotion of Mission Beach and our region.

<b>Membership Benefits – one brochure per membership</b>	<b>Bronze \$33</b> <i>For Members outside the Mission Beach area only</i>	<b>Silver \$220</b> <i>For Members within the Mission Beach area</i>	<b>Gold \$1760</b> <i>For members who want to grow their product</i>	<b>Platinum \$5500</b> <i>A must for major business and those that aspire to be</i>
<b>Brochures</b> <ul style="list-style-type: none"> <li>DL brochure will be display and promoted at the Mission Beach Visitors Information Centre</li> <li>A4 brochure will be displayed and promoted at the Mission Beach Visitors Information Centre</li> </ul>	★	★	★	★
<b>Promotion</b> - Continuous promotion of your business by MB VIC staff and MBBT committee 7 days a week/365 days a year	★	★	★	★
<b>Networking</b> - Invitation to attend networking functions held by MBBT		★	★	★
<b>Member Newsletters</b> – monthly updates		★	★	★
<b>MBBT website</b> <ul style="list-style-type: none"> <li>business listing</li> <li>banner on appropriate page e.g. Accommodation, tours etc.</li> </ul>		★	★	★
<b>Member discounts</b> – at MBBT business improvement workshops		★	★	★
<b>Advertising</b> - Joint advertising opportunities with MBT			★	★
<b>MBBT Logo</b> – for use on your correspondence and marketing collateral			★	★
<b>MBBT Social Media Presence</b> – Face Book & Instagram images shared			★	★
<b>Product Training &amp; Famils</b> - for MB VIC staff		★	★	★
<b>Merchandising</b> – variety of display & merchandising options at the MB VIC				★

**MEMBERSHIPS 2015/2016**

**LEGAL ENTITY NAME:**

\_\_\_\_\_

**TRADING NAME:**

\_\_\_\_\_

**ABN:**

\_\_\_\_\_

**Contact Details:**

Main Contact:

\_\_\_\_\_

**Physical Address:**

\_\_\_\_\_

Suburb: \_\_\_\_\_

State: \_\_\_\_\_ Postcode: \_\_\_\_\_

**Postal Address:**

\_\_\_\_\_

Suburb: \_\_\_\_\_

State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

**Business Details:**

Principal Business Activity: \_\_\_\_\_  
\_\_\_\_\_

Trading Days and Hours:

Mon \_\_\_\_\_  
Tues \_\_\_\_\_  
Wed \_\_\_\_\_  
Thurs \_\_\_\_\_  
Fri \_\_\_\_\_  
Sat \_\_\_\_\_  
Sun \_\_\_\_\_

Your business profile for MBBT website:

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

Please note: Mission Beach Business & Tourism will only use a registered trading name in correspondence and promotion.

**Additional Contacts:**

**Financial Controller (required)**

First Name: \_\_\_\_\_ Surname: \_\_\_\_\_

Position: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

**Applicants Name** \_\_\_\_\_

Please tick the appropriate boxes for your level of membership. Total price includes GST.

- Bronze** Membership: \$33.00 per annum (per product brochure)
- Silver** Membership - \$220.00 per annum
- Gold** Membership: \$1,760.00 per annum
- Platinum** Membership: \$5,500.00 per annum
- I would like to arrange to pay by instalments (Gold and Platinum members only)
- I understand if my account is past 60 days overdue my membership will be suspended
- I agree to abide by the Mission Beach Tourism 'Code of Best Practice' and conditions of membership
- I agree to receiving communication by email periodically

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

**Payment Method:**

**Direct Debit** BSB 654019 A/C 100046837 Amount: \_\_\_\_\_

**Cheque** (Payable to: Mission Beach Tourism) Amount: \_\_\_\_\_

**Credit Card**  **Visa**  **MasterCard**  CVV: \_\_\_\_\_ Amount: \_\_\_\_\_

Card Number:                 Expiry Date:   /

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

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

**Cardholders Signature:** \_\_\_\_\_

**Please return completed application form to Mission Beach Business & Tourism**  
(Office use only):

Approved: \_\_\_\_\_ Date: \_\_\_\_\_