



MISSION BEACH  
BUSINESS & TOURISM

## APPLICATION 2014/2015

**Mission Beach Business and Tourism** is the region's peak tourism body, facilitating memberships, promoting sustainable tourism development and marketing this wonderful destination across Australia and around the world.

In Mission Beach and the surrounding area, tourism is the most important industry. Every business in our region benefits when tourism is thriving, so it is vital that we support the growth of our number one industry.

Membership of Mission Beach Business and Tourism is the most cost effective marketing and promotion activity that any business in the region can undertake. This is because MBBT:

- Exists solely to serve the needs of its members
- Has well developed contacts with all media
- Employs highly skilled staff and has a large group of enthusiastic volunteers
- Undertakes regular joint promotional activities with other organisations
- Is highly regarded within the tourism industry
- Has a dedicated executive committee with diverse business and tourism skills.

### Tourism Facts

- Total visitor expenditure in the Mission Beach and Cassowary Coast region is estimated at \$221 million per annum
- The average spend per domestic visitor is \$833 per stay and international \$971
- In 2007-2008 tourism gross regional product was 1.3 billion, or 14% of the total Queensland tourism gross state product of \$9.2 billion
- There were 3,973 tourism related businesses in Tropical North Queensland as at June 2011, of which 9 in 10 were small businesses employing less than 20 employees.

### Why support tourism?

If you are in business in this region... any business... you benefit from the region's tourism industry... whether your income is derived directly from our visitors each year or through the local population and networks which support tourism.

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

Mission Beach Business and Tourism invites you to become a member and support the marketing and product development of our region. Your membership funds are invested in the marketing, promotion and development of tourism in the region to ensure a healthy tourism industry. Membership is a tax deductible investment in the future of your business and tourism in the region.

### 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.



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## MEMBERSHIPS 2014/2015

### Level One Membership: \$33.00 pa

*Excellent value for businesses who wish to display their brochures in the Mission Beach Visitor Centre and don't require a website presence in Mission Beach. Recommended for Members outside the Cassowary Coast region.*

- Brochure display at the Mission Beach Visitor Information Centre (MBVIC) 1 x A4
- Active promotion of your business by MBVIC volunteers & staff, 7 days per week (direct bookings made by MBVIC subject to usual commission rates where applicable)
- Attend member networking functions bi-monthly
- Opportunity to present your business to staff & volunteers (product training)
- Receive MBBT e-newsletter and opportunity to add appropriate articles of interest to other members.

### Level Two Membership: \$130.00 pa

*Outstanding value for businesses who require the services of the Visitor Centre and the strong online presence of Mission Beach Tourism's website and social media. Recommended for Members who are within the Cassowary Coast region.*

- Listing on MBBT website where appropriate as considered by the Management Committee of MBBT
- Joint advertising opportunities
- Have your business visited by journalists as applicable
- Trade show and seminar representation
- Visits from MBVIC volunteers
- Entry in Rates Sheet/Services Guide
- Attend member networking functions bi-monthly
- New member opportunity to introduce your product to other members via email (once per membership year)
- Opportunity to present your business to staff & volunteers (product training)
- Entitled to use MBBT branding
- Invitation to business improvement workshops
- Receive MBBT e-newsletter and opportunity to add appropriate articles of interest to other members
- Appropriate sharing of member content on MBBT and MBVIC Facebook pages
- Includes all Level One Membership.

### Level Three Membership – Sponsor: \$1,750 pa

*Absolute value for businesses who want to grow their product. Recommended for Members within the Cassowary Coast.*

- Featured on MBBT website in appropriate category page - 2 lines
- Shelf display for up to two A4 size brochures in prominent area of the Mission Beach Visitor Centre (MBVIC)
- Promotion of products/activities to other members via email up to 4 times per membership year
- Entitled to list two separate business entities where appropriate on MBBT website
- Includes all Level One and Level Two Membership
- Sponsor Networking evening (twice a year)
- MBBT Level Three Membership – Sponsor Certificate.

### Level Four Membership – Premium Sponsor: \$5,500 pa

*A must for major business and those that aspire to be. Recommended for Members within the Cassowary Coast.*

- Banner advertisement on MBBT website
- Featured on MBBT website in appropriate category page – 5 lines
- Customised membership where possible
- Personalised product training to Mission Beach Visitor Centre (MBVIC) volunteers and paid staff
- Shelf display for up to four A4 brochures in prominent area of the Mission Beach Visitor Centre
- First choice for famils
- First choice for generic displays and all generic media advertising at no cost to Premium Sponsor
- 'Sponsored by' added to all MBBT paperwork
- Highlighted Rates Sheet/Services Guide entry
- Promotion of sponsor collateral at MBBT promotion whenever possible
- Promotion of products/activities to other members via email up to 12 times per membership year
- Entitled to list four separate business entities where appropriate on MBBT website
- Includes all Level One, Level Two and Level Three Membership.



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**APPLICATION**  
**2014/2015**

**LEGAL ENTITY NAME:** \_\_\_\_\_

**TRADING NAME:** \_\_\_\_\_

**ABN:** \_\_\_\_\_

**Contact Details:**

Main Contact: \_\_\_\_\_

Physical Address: \_\_\_\_\_

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

Postal Address: \_\_\_\_\_

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

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

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

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

Social Media: \_\_\_\_\_

**Business Details:**

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

Trading Days: \_\_\_\_\_ Years in Business: \_\_\_\_\_

Business Profile for Marketing Purposes:

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

*Please note: Mission Beach Business & Tourism will use the registered business name only in all correspondence and promotion.*



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### MBBT MEMBERSHIPS

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

- Level One Membership: \$33.00 per annum (per product brochure)
- Level Two Membership: \$130.00 per annum
- Level Three Membership – Sponsor: \$1,750.00 per annum
- Level Four Membership – Premium Sponsor: \$5,500.00 per annum
- I would like to arrange to pay by installments. I understand if my account is more than 60 days overdue my membership will be suspended until my account is up to date.
- I agree to abide by the Mission Beach Tourism 'Code of Best Practice' and conditions of membership

#### Payment Method:

- Cash** ..... Amount: \_\_\_\_\_
- Direct Debit** A/C BSB 654019 A/C 100046837..... Amount: \_\_\_\_\_
- Cheque** (Payable to: Mission Beach Tourism) ..... Amount: \_\_\_\_\_
- Credit Card**       **Visa**       **Mastercard**       Amount: \_\_\_\_\_

Card Number: \_\_\_\_\_ CVV: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

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

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

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

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

#### Management Committee Approval (office use only):

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

#### Please return completed application form to:

Mission Beach Tourism | PO Box 266, Mission Beach | Email: [manager@missionbeachtourism.com](mailto:manager@missionbeachtourism.com)

Phone: 07 4068 7099 | Fax: 07 4068 7066