



Partnership Program

A guide to working with Tourism Southern Highlands and Southern Highlands Food & Wine inc.

2008 - 2009



PARTNERSHIP PROSPECTUS

Tourism Southern Highlands & its Activities

Tourism Southern Highlands (TSH) is the peak tourism body representing businesses within the Southern Highlands - Wingecarribee Shire local government area. The organisation is part of the Wingecarribee Shire Council and is partnership based, offering a range of services and benefits with a strong emphasis on partner representation.

A key role of Tourism Southern Highlands is to market the Southern Highlands as a sustainable premier visitor destination, thus providing economic benefit to our Partners and to the local community. Tourism generates an estimated \$170 million a year to the Wingecarribee Shire economy with 1.4 million visitors enjoying our region, whilst supporting around 2000 full time jobs.

TSH WILL PROVIDE COMPREHENSIVE SERVICES TO MARKET THE AREA AND PARTNER PRODUCT VIA:

- » Seven day per week representation through a Level 1 Accredited Visitor Information Centre, located in Mittagong, and through three satellite Level 3 Accredited Centres located in Bowral, Bundanoon and Robertson.
- » www.southern-highlands.com.au offering comprehensive listings of Partner product and area facilities.
- » **The Southern Highlands Holiday Planner & Map** - a publication designed to showcase the Southern Highlands and to motivate visitors into the region.
- » Promotional activities targeting key domestic and international niche markets.
- » Exposure of the Southern Highlands in electronic and print media.

Additional information on the objectives and activities of Tourism Southern Highlands can be obtained in the TSH 2008/09 Marketing Calendar.

A dedicated team work to a structured marketing plan to implement the directives of the Wingecarribee Shire Council.

THE TEAM:

- » Executive Manager, Tourism - Steve Rosa
- » Partnership & Media Officer - Trish Bow
- » Office Manager - Izabella Lane
- » Accommodation Officer - Renee Eccleston
- » Information Officers - Shirley Webb, Sally Wells, Gail Edwards, Jane Garnam, Cathy Fanning & Jennifer White.

PARTNER SERVICES:

Monday to Friday through the VIC
Phone: 02 4871 2888
Email: trish.bow@wsc.nsw.gov.au

Tourism Southern Highlands
ABN 495 4634 4354
62 - 70 Main Street
(PO Box 305)
MITTAGONG NSW 2575



our team

Your Visitor Information Centre

Tourism Southern Highlands Visitor Information Centre
62 - 70 Main Street, Mittagong
Toll Free: 1300 657 559
Phone: 02 4871 2888
Fax: 02 4871 3515
Email: wingtour@wsc.nsw.gov.au or
accommodation@wsc.nsw.gov.au
Web: www.southern-highlands.com.au

Local Information Centres - these centres are located at:

- » Bradman Museum Of Cricket, Bowral
- » Bundanoon Motel, Bundanoon
- » The Cheese Factory, Robertson

Tourism Southern Highlands VIC's service around 100,000 visitors annually.

Looking after your business.

Representing Partners throughout the Southern Highlands.

The VIC displays and distributes information on all Partner product. Including information on accommodation properties, restaurants, recreational activities, local businesses and material on other regional areas of NSW and Sydney. The VIC offers a ticket booking service and an accommodation booking service.



Opening Hours

Monday to Friday 9am to 5pm
Saturday, Sunday & Public Holidays 9am to 4pm
Closed Good Friday, Christmas Day and Boxing Day

WIN a WEBSITE!

An early bird reward for all businesses who renew their partnership (or join up for the first time), by Monday 11 August will go into a draw to win a **FREE WEBSITE WORTH \$1,800***, designed and implemented by WISDOM Advertising & Design. **DON'T MISS OUT!**

*Terms & conditions apply.



KEY PARTNER BENEFITS



Partner Benefits 08/09

Brochure Display

Eligible Partners can display one DL size brochure at the VIC.



Partner Decal 2008-09

All partners will receive a Tourism Southern Highlands Partner 2008-09 Decal to promote themselves as a tourism partner.

Calendar of Events

A regional calendar of events is developed for distribution via Tourism Southern Highlands' web site, to media, travel/tourism contacts, consumer enquiries, Tourism Southern Highlands' Partners and local tourism publications.

VIC Foyer & Front Window Display Space

The opportunity to display product/event in the VIC Foyer and Front Window is available to Eligible Partners.

Ticket Sales & Production

Tourism Southern Highlands can print tickets and sell seats to your event.



Local Community Ambassador Program

All Partners will have the opportunity to participate in the Ambassador Program.

Southern Highlands Branding

All Partners can use the Southern Highlands branding/logo on their promotional material.



Daily Mailouts

Eligible Partners will have the opportunity to have their DL size brochure/flyer included in ALL external mail from the VIC.

TSH Image Library

Partners will have free access to a limited range of images from the TSH Image Library.

Co-Operative Marketing Opportunities

Tourism Southern Highlands co-ordinates a range of co-operative marketing opportunities on an annual basis. Please refer to the Marketing Calendar 2008-2009 for opportunities.

On-line Booking Service

Eligible Partners who have a bookable product, e.g. accommodation, tours, etc can choose to be included in the BookEasy 24 Hour On-Line Booking Service with www.southern-highlands.com.au



Internet Promotion

All partners will have their business featured on the TSH Website: www.southern-highlands.com.au. Your level of partnership will determine your presence on this website.



E-Newsletters & Industry Updates

TSH distributes seasonal newsletters to a database of consumers, industry and media. Opportunities exist for promotions, co-operative promotional opportunities and general news relating to tourism matters.

Department of State & Regional Development Updates & Opportunities

All Partners will receive regular updates via email on events, seminars and services from this state government department.

Press Release Service

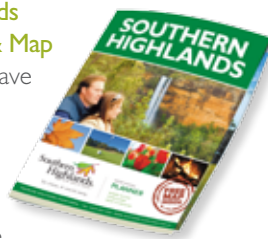
Eligible Partners have the opportunity to maximize their exposure through press releases via email to TSH extensive media network and industry partners.

Product Presentations To VIC Staff

Eligible Partners have the opportunity to make presentations on their product/business/event to the TSH Staff at the VIC.

Southern Highlands Holiday Planner & Map

All Partners will have an opportunity to advertise their products at a preferred rate plus receive a free line listing in the official annual destination brochure.



Referral Of Enquiries

All Partners will receive business referrals through the VIC and website.

Visiting Journalists, Media & Agents

Eligible Partners have the opportunity to host these important industry representatives whilst visiting and familiarising themselves in the Southern Highlands.

Surveys & Market Research

Eligible Partners have the opportunity to both participate in and have access too, any surveys and or market research undertaken by Tourism Southern Highlands.

Local Product Sale Through The Visitor Information Centre

Eligible Partners will have the opportunity to have their product displayed and for sale at the Visitor Information Centre, upon individual consultation with TSH. This opportunity also includes the display and sale of local wines in accordance with our Governor's Licence.

TSH Website Interactive Trails

Eligible Partners who choose to have their product appearing on one of the interactive www.southern-highlands.com.au website trails will have the opportunity to further promote their product.



Plasma Screen Promotion

All Partners will have the opportunity to advertise their product, business, event, etc on the plasma screen located in the VIC.

Tourism After Hours Events & Invitations

Tourism After Hours networking events are held each month, with the exception of January and April. All Partners are sent monthly e-invitations to attend these events. Eligible Partners also have the opportunity to host Tourism After Hours events.

BookEasy Training

Tourism Southern Highlands will provide one-on-one training to Eligible Partners on request.



Access To Tourism Southern Highlands Partnership Database

Tourism Southern Highlands can distribute relevant information from 'partners to partners' via their database.

FOOD & WINE PARTNER BENEFITS



Partner Benefits 08/09

SHFW Branding

Eligible Partners can use the SHFW branding / logo on their promotional material.

External & Government Bodies Representation & Promotional Events

Eligible Partners will receive regular updates via email on events, seminars, services and opportunities from the NSW Regional Food & Wine Network, DSRD, DPI and also from TNSW and TA.



Referral Of Enquiries

Eligible Partners will receive notification of events, activities, tours and enquiries for products and services.

SHFW Image Library

Eligible Partners will have access to SHFW images as required.



Advertising Opportunities

Eligible Partners will have appropriate advertising proposals forwarded to them for their consideration.

Statistics

Eligible Partners will have access to statistics and surveys prepared by and provided to SHFW.

SHFW Proposed Publications

Eligible Partners will have an opportunity to advertise their products in publications produced by SHFW.

Cool Flavours Festival

Eligible Partners will have an opportunity to be part of the annual Cool Flavours weekend.

Calendar of Events

Eligible Partners will be able to submit content for the SHFW Calendar of Events.



Media Representation

Eligible Partners will be included, where relevant, in the planned visiting journalist program.

Internet Promotion

Eligible Partners will have their business featured on the SHFW website: www.southernhighlands.net.au



PLEASE TURN OVER FOR PARTNERSHIP LEVELS, RATES AND SUMMARIES FOR PARTNERS OF TSH AND FOOD & WINE >>



Corporate Sponsors

Opportunities for corporate sponsorship are available with Tourism Southern Highlands. This Platinum Partnership will be tailored to suit your specific requirements. There are lots of opportunities large and small, so why not talk to us about how we can work together and reap the benefits.

Eligible Partners

To check what benefits you are eligible for, check the Partnership Summary 2008/09 on the back page of the prospectus, or the detailed Partnership Benefits 2008/09 Booklet.



PARTNERSHIP LEVELS



Partnership Levels & Rates for 08/09

PLATINUM	\$Neg.	Tailor made packages, particularly suitable for businesses with more than one string to their bow. Contact TSH to discuss this option.
ACCOMMODATION GOLD	\$385.00 + \$5.50 PER ROOM	Accommodation operators who choose to be gold Bookeasy partners. Offering 24 hour on-line real time bookings.
ACCOMMODATION 24 HOUR	\$385.00 + \$11.00 PER ROOM	Accommodation operators who choose to be 24 hour Bookeasy partners. Where all accommodation bookings must be confirmed by TSH direct with operator.
GENERAL BUSINESS	\$385.00	Non accommodation businesses with between 1-10 employees
GENERAL BUSINESS	\$550.00	Non accommodation businesses with 10+ employees
GENERAL SUPPORTER	\$165.00	For tourism supporters whose core business is NOT tourism oriented
TSH & SHFW JOINT CELLAR DOORS	\$550.00	Offering cellar doors the opportunity to take up joint partnership with both TSH & SHFW
TSH & SHFW JOINT FOOD BUSINESSES	\$550.00	Offering food businesses the opportunity to take up joint partnership with both TSH & SHFW
TSH / SHFW & SHVA JOINT PARTNERSHIPS	\$220.00	Offering Southern Highlands Vignerons Association (SHVA) members the opportunity to take up joint partnership with TSH/SHFW & SHVA
SUPPLEMENTARY SHFW	\$220.00	Giving those TSH partners whose core business is NOT food & or wine, the opportunity to also access SHFW benefits & is ONLY available to financial TSH partners.

- NB:**
- Commission is payable on all product booked through TSH
 - Different levels of partnership offer different Partnership Benefits. Please take time to read the attached schedule of benefits to ensure that you will receive maximum advantage for your business!
 - Above rates include GST

PARTNERSHIP SUMMARY

TOURISM SOUTHERN HIGHLANDS PARTNERSHIP BENEFITS	PLATINUM	ACCOM GOLD	ACCOM 24 HOUR	GENERAL BUSINESS 1-10 Emp	GENERAL BUSINESS 10+ Emp	GENERAL SUPPORT	TSH & SHFW JOINT	TSH & SHFW VIGN JOINT
Brochure Display - DL Size	✓	✓	✓	✓	✓	X	✓	X
Partner Decal 2008-2009	✓	✓	✓	✓	✓	✓	✓	✓
Calendar Of Events	✓	✓	✓	✓	✓	✓	✓	✓
VIC Foyer & Front Window Display Space Opportunities	✓	✓	✓	✓	✓	X	✓	X
Ticket Sales & Production	Optional	Optional	Optional	Optional	Optional	Optional	Optional	Optional
Ambassador Passport Program	✓	✓	✓	✓	✓	✓	✓	✓
Use of Southern Highlands Branding	✓	✓	✓	✓	✓	✓	✓	✓
Direct Marketing Daily Mailouts	✓	Optional	Optional	Optional	Optional	X	Optional	X
TSH Image Library Access	✓	✓	✓	✓	✓	✓	✓	✓
Co-Operative Marketing Campaigns	Optional	Optional	Optional	Optional	Optional	X	Optional	X
On-Line Booking Service	✓	✓	✓	✓	✓	X	✓	X
Internet Promotion	✓	✓	✓	✓	✓	✓***	✓	✓**
E-Newsletters & Regular Industry Updates	✓	✓	✓	✓	✓	✓	✓	✓
DSRD Updates & Opportunities	✓	✓	✓	✓	✓	✓	✓	✓
Press Release Service	✓	✓	✓	✓	✓	X	✓	X
Product Presentation To VIC Staff	✓	✓	✓	✓	✓	X	✓	X
Southern Highlands Holiday Planner - Business Listing	✓*	✓*	✓*	✓*	✓*	✓*	✓*	✓*
Referral Of Enquiries	✓	✓	✓	✓	✓	✓	✓	✓
Visiting Journalists, Media & Agents - Hosting Opportunities	✓	✓	✓	✓	✓	X	✓	X
Surveys & Market Research - Participation & Access Opportunities	✓	✓	✓	✓	✓	X	✓	X
Local Product Sale Through VIC - Consideration Of	Optional	Optional	Optional	Optional	Optional	X	Optional	Optional
Website Interactive Trails	✓	Optional	Optional	Optional	Optional	X	Optional	X
Plasma Screen Promotion @ VIC	✓	Optional	Optional	Optional	Optional	X	Optional	X
Tourism After Hours Invitations	✓	✓	✓	✓	✓	✓	✓	✓
Tourism After Hours - Hosting Opportunity	✓	✓	✓	✓	✓	X	✓	X
BookEasy Training	✓	✓	✓	✓	✓	X	✓	X
TSH Partnership Database Access	✓	✓	✓	✓	✓	X	✓	X

FOOD & WINE PARTNERSHIP BENEFITS

SHFW Branding	✓	X	X	X	X	X	✓	✓
SHFW External & Gov't Bodies Representation	✓	X	X	X	X	X	✓	✓
SHFW Referral Of Enquiries	✓	X	X	X	X	X	✓	✓
SHFW Image Library Access	✓	X	X	X	X	X	✓	✓
SHFW Advertising Opportunity Assessing	✓	X	X	X	X	X	✓	✓
SHFW Statistics	✓	X	X	X	X	X	✓	✓
SHFW Proposed Publications for 2009	Optional	X	X	X	X	X	Optional	Optional
SHFW Promotional Event Opportunities	✓***	X	X	X	X	X	✓***	✓***
SHFW Cool Flavours Festival	✓***	X	X	X	X	X	✓***	✓***
SHFW Calendar of Events	✓	X	X	X	X	X	✓	✓
SHFW Media Representation	✓	X	X	X	X	X	✓	✓
SHFW Internet Promotion	✓	X	X	X	X	X	✓	✓

✓* indicates that only a line entry including business name is included, display advertising is optional

✓*** indicates that only a line entry including business name, phone number, individual email & website address only are included on the TSH Website: www.southern-highlands.com.au

✓*** indicates that partners will be invited to be part of the promotion, however advertising opportunities and some events will attract additional payment
 "Optional" indicates that an additional payment would normally be required for participation. Sale of local product through the VIC is an exception but is arranged by negotiation direct with TSH at their discretion.