



ALPINE SHIRE



## **Visitor Information Centre Prospectus**

**1 July 2011 – 30 June 2012**

***Are you marketing your business  
to its full potential?***



# TABLE OF CONTENTS

<b>1</b>	<b>Accredited Visitor Information Centres .....</b>	<b>2</b>
	1.1 Our Services to Your Potential Visitors .....	2
	1.2 Contact Details .....	2
<b>2</b>	<b>Membership Benefits .....</b>	<b>3</b>
<b>3</b>	<b>Opportunities for businesses .....</b>	<b>4</b>
<b>4</b>	<b>Bookeasy &amp; Online presence .....</b>	<b>5</b>
	4.1 How Bookeasy Works .....	5
	4.2 With Bookeasy You Receive .....	5
	4.3 Want to know more about Bookeasy .....	5
<b>5</b>	<b>Alpine Explorer .....</b>	<b>6</b>
<b>6</b>	<b>Membership Agreement and Responsibilities .....</b>	<b>7</b>
	Appendix A: Membership Tax Invoice .....	8
	Appendix B: BookEasy Registration .....	9
	Appendix C: Feedback .....	10



## 1 Accredited Visitor Information Centres

### 1.1 Our Services to Your Potential Visitors

Our professional staff and ambassadors provide resourceful and impartial information, with prompt responses to all enquiries and timely processing of bookings received via BookEasy on behalf of operators. We promote the Great Alpine Valleys and your individual businesses ensuring increased visitation and length of stay.

### 1.2 Contact Details

**Jason Sharp**  
**Manager - Visitor Information Centres**  
Phone: 03 57550584  
Mobile: 0407 514 105  
Email: [jasons@alpineshire.vic.gov.au](mailto:jasons@alpineshire.vic.gov.au)

**Nikki Farmer**  
**Membership Co-ordinator**  
Phone: 03 57550584  
Mobile: 0458 079 411  
Email: [nikkif@alpineshire.vic.gov.au](mailto:nikkif@alpineshire.vic.gov.au)

#### Alpine Visitor Information Centre

119 Gavan Street  
Bright, Vic 3741

Toll Free Phone: 1800 111 885  
Phone: 03 57550584  
Email: [alpinevic@alpineshire.vic.gov.au](mailto:alpinevic@alpineshire.vic.gov.au)  
Web: [www.greatalpinevalleys.com.au](http://www.greatalpinevalleys.com.au)

#### Mount Beauty Visitor Information Centre

31 Bogong High Plains Road  
Mount Beauty, Vic 3699

Phone: 03 57550596  
Email: [mtbeautyvic@alpineshire.vic.gov.au](mailto:mtbeautyvic@alpineshire.vic.gov.au)  
Web: [www.greatalpinevalleys.com.au](http://www.greatalpinevalleys.com.au)

#### Myrtleford Visitor Information Centre

Post Office Complex  
Great Alpine Road  
Myrtleford, Vic 3737

Phone: 03 5752 1044  
Email: [info@myrtlefordvic.com.au](mailto:info@myrtlefordvic.com.au)  
Web: [www.greatalpinevalleys.com.au](http://www.greatalpinevalleys.com.au)





## 2 Membership Benefits

### Visitor Information Centres

- 3 High profile locations in Myrtleford, Bright and Mount Beauty
- Fully Accredited
- Open 7 days, 9am – 5pm
- Well trained and motivated customer service staff supported by passionate Alpine Ambassadors that:
  - **welcome over 140 000 domestic and international visitors annually**
  - **receive over 20 000 telephone enquiries annually and**
  - **receive over 3500 email enquiries annually**

### Website and Booking Service

- 24/7 online booking service Bookeasy
- Access to the website [www.greatalpinevalleys.vic.gov.au](http://www.greatalpinevalleys.vic.gov.au) which receives over 6,000 unique visits per month on average.
- Since the Centre opened in Bright, the amount of overnight bookings is increasing month by month. Online bookings since November 1998 have increased six (6) fold and continue to grow; this does not include direct bookings with business operators.
- Prompt payment – disbursement of income to your nominated account within 20 days of the customer staying with you or provision of service.

### Achievements

- Alpine VIC refurbishment
- Increased staff presence
- Installed new telephone system
- Digital screens placed in all three centers
- Reduced membership's prices for 2011/2012
- Shire wide marketing strategy
  - Colour coded wall maps
  - Brochure racking policy
- Average 20% increase in visitor numbers
- Local Produce proudly displayed and sold
- Local events well supported through
  - Marketing & promotion
  - Ticketing
- New look website
- Training sessions for staff, operators and ambassadors
- Exciting new parks display
- Alpine Explorer kiosks installed

### NEW IN 2011 / 2012

- **Business Development Specialist**  
Regional Development Victoria are funding the position to support and market local produce and products, liaising with primary producers, markets, cafes and restaurants.
- **Advertising in e'newsletters**  
An opportunity to submitted bookable offers to be promoted in the monthly themed e'newsletters that is sent to a qualified database of over 2500 members and growing. Note: only available to level 1 & 2 members.



### 3 Opportunities for businesses

#### Level 1 – \$350 (inc GST) Comprehensive Business Package

- **Digital Advertising:** Includes a professional 20 second digital advertisement on rotation in all three centers to promote your business.

(\*A once off production fee of \$360-00 is also payable)

- **Feature Operator:** Digital advertisers will have the opportunity to promote their business further using their own display within designated areas of the centers rotated fortnightly.

(Please note size limits will apply)

- **Brochure Display:** In three (3) accredited VIC's (max. size A4)
- **Bookeasy Listing** on [www.greatalpinevalleys.com.au](http://www.greatalpinevalleys.com.au) Comprehensive BookEasy listing including images & booking capacity

(i.e. VIC staff make bookings on your behalf or visitors book online).

- **Hot Deals (Lvl 1 & 2 only)** An opportunity to promote special offers on the website to increase occupancy.

- **Bookeasy Training** Allocated times available for training with our friendly staff (2 hour maximum applies). \*1

- **Product listing on the Alpine Explorer**

#### Level 2 – \$190 (inc GST) Advertising Business Package

- **Brochure Display:** In three (3) accredited VIC's (max. size DL)

- **Bookeasy Listing** on [www.greatalpinevalleys.com.au](http://www.greatalpinevalleys.com.au) Comprehensive BookEasy listing including images & booking capacity

(i.e. VIC staff make bookings on your behalf or visitors book online).

- **Bookeasy Training** Allocated times available for training with our friendly staff (2 hour maximum applies). \*1

- **Hot Deals (Lvl 1 & 2 only)** An opportunity to promote special offers on the website to increase occupancy.

- **Product listing on the Alpine Explorer**

#### Level 3 – \$90 (inc GST) Business Awareness Package

- **Brochure Display:** In one (1) accredited VIC's (max. size DL)
- **Product listing on the Alpine Explorer**

#### Special Discounts

Discounts available for multi listings  
10% commission for Book easy Gold

Member operators usually 12% \*2  
5% further discount if you pay in full by 1/7/2011 \*3

\*1 Alpine VIC must be mother ship to allow changes.

\*2 upon application

\*3 Only upon application with VIC staff



## 4 Bookeasy & Online presence

Bookeasy is one of the leading software solutions for the Australian Tourism Industry. It is used by over 120 booking centre's Australia wide, including the Alpine Shire. The Alpine Shire Council site, [www.greatalpinevalleys.com.au](http://www.greatalpinevalleys.com.au) currently involves over 429 businesses and attracts over 6000 hits on average per month.

Bookeasy is a way of giving your business an online presence without the expensive development costs, and they offer customer service during business hours on 1800 754 499.

### 4.1 How Bookeasy Works

The tourism website for the Alpine Shire, [www.greatalpinevalleys.com.au](http://www.greatalpinevalleys.com.au) uses the platform to promote the region in addition to being able to offer an online booking service for accommodation, tours and ticketing. Visitors to the website can gather information and book their accommodation or tours online from anywhere in the world.

**Please note:** If you do not have the capacity to make online payments from your website, we have a solution that's FREE of charge and hassle free.



Just speak with one of our team members.

### 4.2 With Bookeasy You Receive

- Username and password to log on to the administrative member console.
- Online web presence through a web page on the [www.greatalpinevalleys.com.au](http://www.greatalpinevalleys.com.au) to promote and sell your business.
- Access to an online user manual and technical support, just phone 1800754499 or visit [www.bookeasy.com.au](http://www.bookeasy.com.au).
- Access to over 3000 potential customers per month.
- An opportunity to secure immediate bookings to increase sales opportunities or a 24 hour response enquiry.
- Disbursement of income to you is within 20 days of the customer staying with you, or provision of a service.
- Income will be deposited direct into your nominated bank account (providing you maintain up to date business details on the Bookeasy system).

### 4.3 Want to know more about Bookeasy

- Log onto [www.bookeasy.com.au](http://www.bookeasy.com.au)
- Contact our friendly staff for a referral to one of our satisfied customers.
- Complete the Registration Form at the back of this prospectus to begin creating your comprehensive listing on [www.greatalpinevalleys.com.au](http://www.greatalpinevalleys.com.au).



## 5 Alpine Explorer



The Alpine Explorer project delivered a new and innovative way of providing visitors to the region information. It is an interactive unique planning tool that provides visitors with a customised itinerary based on their time in the region and their interests. The Alpine Explorer is accessible through three formats, kiosk, online and through a mobile web version.

Five modern stylised kiosks with the Alpine Explorer software have been installed in the Visitor Information Centres (VIC). The Alpine VIC in Bright has three; Myrtleford and Mount Beauty VIC each have one kiosk installed.

This is an exciting opportunity to promote your business and for the first time a comprehensive research project has been conducted to identify and promote all the non commercial assets. E.g., Walks, lookouts and historical makers which add to a greater visitor experience.



Image supplied by Glen Thompson Photography

Swiftly and Pepper with their itinerary enjoying the Great Alpine Valleys.



## 6 Membership Agreement and Responsibilities

Members shall use their best endeavours to enhance the local tourism industry by providing a quality product or service, delivered with the highest standards of integrity.

As a participating member of the Alpine Shire Visitor Information Services, you agree to abide by the following responsibilities:

- (a) Members shall deal with visitors/clients in an open, honest, friendly and helpful manner. All complaints from visitors will be forwarded to operators for consideration. Repeated complaints without action on the same issues may result in membership cancellation.
- (b) It is the responsibility of members to have all necessary licenses, insurance policies and statutory approvals required to operate their business in agreement with any local, state and federal authorities and within the law.
- (c) When asked for information by visitors/clients or potential visitors/clients, members shall use their best endeavors to provide information that is accurate and up to date.
- (d) Members shall not advertise or promote their business in misleading or deceptive ways.
- (e) The standard display size for brochures is DL unless purchased in the Level 1 membership. It is the responsibility of the member to ensure adequate supply of brochures.
- (f) Outstanding membership renewals will not be issued with a reminder. Unfinancial members will have membership benefits removed without further notice and lapsed memberships may attract an administration fee on rejoining.
- (g) Where visitors/clients have a complaint about any aspect of a member's business, the member shall address that complaint promptly and courteously and explain to the visitor/client that, if they are still concerned, they may take their complaint to the Alpine Shire Council, Alpine Visitor Information Centre – Bright, Mount Beauty or Myrtleford. If the complaint is justified, the member shall make a reasonable attempt to satisfy the visitor/client. If the member feels the complaint is not justified, the reasons for this should be explained to the visitor/client clearly and fully.
- (h) BookEasy Online Reservation System – all accommodation bookings made online at [www.greatalpinevalleys.com.au](http://www.greatalpinevalleys.com.au), either by a Visitor Information Centre staff member or by a visitor/client, attract a 12% commission, which is deducted prior to disbursement of payments.
- (i) Members may set multiple rate periods for individual rooms or tours. Members understand that rates published must be accurate and are commissionable. Members must honor all published rates and may be changed at any time but cannot be applied retrospectively.
- (j) At the earliest reasonable opportunity, members shall advise their visitors/clients in writing of any cancellation policy or service charges which apply.
- (k) Operator cancellation will attract a \$33 fee and will be deducted from the balance held and paid with fortnightly payment process.
- (l) All accommodation and tour operators who participate in the online booking \ service "BookEasy" are required to complete and sign the Agreement and Electronic Funds Transfer forms.
- (m) All members are responsible for delivering display material to the Visitor Information Centre sites at their own expense.
- (n) As a member you will be required to enter and maintain accurate all business details, pictures, descriptions, availability, rates and special conditions or rates offered on the online Booking service.
- (o) Accounts will be paid fortnightly less any commission and administrations fees and paid via EFT. It is the member's responsibility to maintain banking details in the system to enable EFT.

# Appendix A: Membership Tax Invoice

Alpine Shire Council  
ABN: 14 821 390 281

## TAX INVOICE

**Business Name:** \_\_\_\_\_  
**Business Address:** \_\_\_\_\_  
\_\_\_\_\_  
**Town:** \_\_\_\_\_ **Postcode:** \_\_\_\_\_  
**Postal Address:** \_\_\_\_\_  
\_\_\_\_\_  
**Town:** \_\_\_\_\_ **Postcode:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_ **Mobile:** \_\_\_\_\_  
**Email:** \_\_\_\_\_  
**Website:** \_\_\_\_\_  
**Manager / Owner / Contact Person:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_

Are you registered for GST? YES  NO  ABN: .....

LEVEL 1	\$	350.00
LEVEL 2	\$	190.00
LEVEL 3 (preferred VIC – Bright / Mount Beauty / Myrtleford – circle ONE only)	\$	90.00
* Digital advertising production fee \$360 (new level 1 members only)	\$	360.00
Less early bird discount (Lv1 - \$17.50, Lv2 \$9.50, Lv3 \$4.50)	-	\$
<b>TOTAL INCLUDING GST</b>	<b>\$</b>	

### PAYMENT DETAILS

Cheque \$..... cheque payable to Alpine Shire Council  
Credit Card: \$..... Visa  MasterCard  Bankcard   
Credit Card number: ..... Expiry date:.....  
Name on Card: .....

**Pay at Alpine  
Visitor  
Information  
Centre  
OR  
Post to:  
PO Box 139  
Bright VIC 3741**

Signature: ..... Date: ..... / ..... / .....

I have read and understood the prospectus and wish to be a participating member of the Alpine Shire Council's accredited Visitor Information Centres.

.....  
Name (please print)

.....  
Signature



# Appendix B: BookEasy Registration

Alpine Shire Council  
 ABN: 14 821 390 281

## TAX INVOICE

Required for new businesses / or for changes to existing business details only.

Business Name:			
Contact:			
GST Registered:	Yes <input type="checkbox"/>	No <input type="checkbox"/>	ABN:
Email: (published)			
Manager Email:			
Accounts Email:			
Website:			
Phone:	Fax:	Mobile:	
Postal Address:			
Town:			Postcode:
Business Address:			
Town:			Postcode:
Opening Hours:			
Points of Difference: (up to 50 words)			
Business Description: (up to 300 words)			
Directions from your nearest town:			
<b>THESE DETAILS ARE NOT LISTED ON BOOKEASY (used for disbursement of booking revenue only)</b>			
Bank Name:			
Bank Branch:			
BSB Number:	Account Number:		
Account Title:			



- Do you allow visitor information centre staff to copy photographs / information from your website Y or N (Please circle to indicate Yes or No)





Image supplied by Glen Thompson Photograph

**Thank –you for your  
continued support and we  
look forward to working with  
to grow your business in  
2011 – 2012.**

## HOW TO LODGE YOUR MEMBERSHIP APPLICATION

**By Mail:** Alpine Visitor Information Centre  
PO Box 139  
Bright, Vic 3741

**In Person:** Alpine Visitor Information Centre  
119 Gavan Street  
Bright, Vic 3741

**Deadline:** 30 June 2011

**For further information please contact:**

Nikki Farmer  
Membership Co - ordinator  
Phone: 03 57550584  
Mobile: 0458079411  
Email: [nikkif@alpineshire.vic.gov.au](mailto:nikkif@alpineshire.vic.gov.au)