

Bathurst Visitor Information Centre

Partnership Prospectus 2020/2021



Creating unforgettable experiences in a vibrant region.
Become a partner of the
Bathurst Visitor Information Centre
and grow your business and our visitor economy!

Welcome to the Bathurst Region!

Tourism is a key growth area and an important industry with enormous potential for the economic and social future of the Bathurst Region.

Internationally known as the home of Australian motor racing on iconic Mt Panorama, Bathurst also boasts outstanding heritage values. An area of great significance to the Wiradjuri people for many thousands of years, the city is also recognised as Australia's first European inland settlement and the surrounding villages have retained the character and the charm of an earlier era. Once the food bowl of the young nation, the region continues to produce the highest quality food and wine which new generations of local restaurateurs are using in ever more amazing and tantalizing ways.

The Bathurst Region offers what today's travellers are craving: genuinely authentic experiences in a destination that has remained true to itself and that embraces its rich natural and cultural heritage. A visit to the Bathurst Region is a real escape to the best of regional NSW, yet does not mean making sacrifices, with a vibrant café culture, excellent services and facilities and an annual events calendar. Bathurst region is positioned to capture the now much expanded domestic market, looking more than ever for authentic regional destinations in easy self-drive range from Sydney.

Tourism has always been a highly competitive industry and remains so, in the difficult period we are currently working through. In this climate, it has never been more important for the industry to work together and to

tourism destination in regional NSW.

Our commitment starts with best practice customer service as we welcome over 50,000 visitors through our doors, answer over 7,500 phone enquiries and interact with over 15,500 social media followers. BVIC is the first port of call for visitors! We aim to offer all partner businesses the greatest benefit possible in directing visitor enquiries and driving bookings.

Our objective is not just to welcome visitors, but to inform them as to the wealth of opportunities in the Bathurst region and to increase overall length of stay and average visitor spend. We work with operators to develop the packages and experiences that ensure visitors have a compelling reason to come back and that they share their stories of the Bathurst. Increasing tourism visitation to our region requires a strategic approach and a strong involvement of tourism partners. BVIC has these objectives for the 2020/21 financial year:

- Implement our new Destination Management Plan
- Produce annual Bathurst Region Destination Planner
- Grow social media following to 20,000 plus
- Promote the Villages experiences and events with new content and collateral
- Develop touring itineraries and greater regional collaboration
- Offer regular industry functions and training/professional development to support capacity building
- Increase access to information for VFR segment and develop a 'Local Hosts' program

Best of Bathurst

Elaine Hamer
Barcoos Farmstay Bathurst



The Explorer Bus

Because once you take a ride and listen, you will have so many places you want to visit, and things you want to do in Bathurst you will probably wish you had planned to stay longer!

The Fossil & Mineral Museum

My guests are always impressed and amazed that a country town has such an impressive museum, something that suits both kids and adults. Learning and fun combined.

Eating

So many places – The Hub, with its delightful leafy courtyard with delicious food for lunch. A favourite of ours is The Rail Hotel Bistro for a quick, honest, good value country pub meal.

Abercrombie Caves

A total escape from the business of living – Bushranger Country! Have fun on the self-guided tour and the swinging bridge, Delightful picnic areas and exciting caves.

Barcoos Farmstays Bathurst

Fun with Farm animals. We have 10 different species for you to interact with and your visit will include a led pony ride from a tiny pony for tiny

collaboratively market and promote our region.

The Bathurst Visitor Information Centre has the mission **to make the Bathurst Region the premier**

- Develop marketing campaigns featuring the destination brand experience pillars & Villages
- Attract minimum of 8 Media famils and generate 50+ media placements through PR Activity

guest to a really big Clydesdale for all.

Visitor Economy Figures

955,000

Overnight & domestic day trip
visitors annually with 980,000
total visitor nights

\$218 Million

Visitor spend

1000+

Direct jobs
tourism/hospitality
generates in the region,
supporting an additional
3500 indirect jobs in service
industries

*(Sources: National Institute of Economic &
Industry Research 2018, NVS/IVS, Tourism
Research Australia 2019)*

Visitor Information Centre Figures

50,000+

visitors through the
Centre annually.



110,000+ sessions and
230,000+ page views
on newly upgraded
website
visitbathurst.com.au in
2019/2020



7,500+
phone calls



12,500+ Facebook
Followers with
[@VisitBathurstNSW](https://www.facebook.com/VisitBathurstNSW)
reaching over **8,000** daily
users



3,000+
Instagram followers

The benefits of BVIC partnership

Be a part of something bigger! Being a BVIC partner means that you are committing to a collaboration that will market and promote the region to increase our regional profile and boost visitation. BVIC aims to achieve economic and social benefits for the region and for our tourism partners. The professional BVIC team works with all partners to ensure they stand out and attract attention, directing visitors to your business whilst working 365 days a year to market the destination. Partners can connect with a professional team, meet and collaborate with other operators and are provided with the opportunity for ongoing professional development and training and collective destination development. BVIC offers four partnership levels:

1. **INDIVIDUAL PARTNER.** The essential package for tourism and hospitality operators and local businesses providing increased exposure and involvement in destination development and future planning.
2. **MULTIPLE PRODUCT PARTNER.** Complex services or more than one product to promote? This category confers the benefits of an Individual Partner on 2-4 services or products.

YOUR BENEFITS	INDIVIDUAL \$350 p.a.	MULTIPLE \$630 p.a.
DL brochure display space at Bathurst Visitor Information Centre	✓	✓
Membership certificate	✓	✓
Listing on VisitBathurst Website with links to own website/social media	✓	✓
Listing in annual Bathurst Region Destination planner	✓	✓
Opportunity to advertise in Bathurst Destination planner	✓	✓
Discounted advertising in Bathurst Region Destination planner	✓	✓
Inclusion on information sheets provided to BVIC visitors	✓	✓
Inclusion in specialised publications such as accommodation or attractions guide	✓	✓
Invitation to industry workshops and seminars	✓	✓
Invitations to attend professional development training	✓	✓
Promotion of YOUR events via monthly "What's On" (online & printed to combined database of 400+) and Annual Planner.	✓	✓
Monthly member eNewsletter	✓	✓
Familiarisation visits by BVIC staff	✓	✓
Access to BVIC research and data and new industry website	✓	✓
Access to BVIC image library for promotional use	✓	✓
Use of new Bathurst Region brand assets	✓	✓
Assistance with Australian Tourism Data Warehouse listing	✓	✓
Funding Application Support	✓	✓
Online event and attraction ticketing & accommodation booking plus in-centre sales via Bookeasy booking engine	✓	✓
Promotion via BVIC social media channels	✓	✓
Scheduled dedicated Facebook posts for partners only	✓	✓
Access to visiting journalist and travel media famils (as appropriate)	✓	✓
Access to cooperative marketing initiatives (as appropriate)	✓	✓
Opportunity to have your business featured on display at BVIC	✓	✓
Other benefits as directly negotiated with Manager Tourism & Visitor Services or Tourism Marketing Coordinator	✓	✓

2020 – 21 Tourism Partner Application

Section 1 Applicant details			
Trading name <i>Used in advertising</i>			
Business name: <i>For invoicing</i>			
ABN:			
Contact Name:			
Position			
Business Street address:			
Suburb		State	P/Code
Postal address:			
Suburb		State	P/Code
Contact Nos:	Mobile:		
	Phone:		
E-mail:			
Website:			
Facebook:			
Section 2 Nominated partner package			
Please select	Category	Rate incl GST	If you wish to change your Category Package please contact BVIC
<input type="checkbox"/>	Individual	\$0	
<input type="checkbox"/>	Multiple	\$0	
Business category <i>*Note: MULTIPLE partners must complete a new form for each business section</i>			
<input type="checkbox"/>	Accommodation	<input type="checkbox"/>	Licensed Club / Hotel, Restaurant / Café / Caterer
<input type="checkbox"/>	Attraction, activity, tours	<input type="checkbox"/>	Retail / Real Estate / Service
<input type="checkbox"/>	Education	<input type="checkbox"/>	Sporting facilities
<input type="checkbox"/>	Entertainment / Function Venue	<input type="checkbox"/>	Transport
<input type="checkbox"/>	Gallery / Studio	<input type="checkbox"/>	Winery, cellar door, distillery, brewery
BUSINESS DOCUMENTATION – Please provide copies of the following			
Copy of your current Certificate of Currency (Public Liability Insurance)			<input type="checkbox"/>
ALL FACILITIES – SPECIAL NEEDS			
Does the business provide disabled access including parking?		<input type="checkbox"/> Yes	<input type="checkbox"/> No
Is the business pet friendly?		<input type="checkbox"/> Yes	<input type="checkbox"/> No
BUSINESS DESCRIPTION			

Your description will be used on the 'visitbathurst' website & for media publications and visiting journalists.

Please provide a 200 word description + 4-8 high res images of your business for 'visitbathurst' website & other promotions. Description and Images can be emailed to visitors@bathurst.nsw.gov.au or provided on USB. Please include captions.

TERMS AND CONDITIONS

1. Partnership remains effective until 30 June 2021.
2. Completed form must be received by BVIC for the partnership to be active.
3. All partners agree to operate their business in a manner that is lawful and will not harm the reputation of the Destination as a whole.
4. Operators confirm that they comply with all business and statutory requirements necessary to operate their business, including relevant insurance such as Public Liability, licenses and training.
5. Operators must agree to Council's requirements and compliancy and may need to show evidence of this. Acceptance of this application does not confirm that your business has the necessary relevant Council approvals in place.
6. Operators are responsible for supplying updated information and adequate stock of brochures.
7. Any changes to rates or prices will be updated at the beginning of each calendar year.
8. BVIC reserves the right to reject any promotional material deemed to be unsuitable for display.
9. BVIC reserves the right to promote any product or destination that will enhance the profile of the Bathurst region.
10. Any images supplied to promote the partner's business may be used in the Bathurst Region Visitor Guide, on visitbathurst.com.au, @VisitBathurstNSW Facebook page or in any other BVIC publication or online channel to promote the region.

Declaration

I hereby apply to become a Partner of the Bathurst Visitor Information Centre and in doing so I declare that I have read, understood and agreed to abide by the Terms and Conditions and the Code of Conduct and Ethics. I declare that the information provided by me is a true and accurate description of my business and consent to the details provided being used for the purpose of marketing my business and the Bathurst region.

.....
Print Name

.....
Signature

..... / /
Date

Please return completed application to:

Bathurst Visitor Information Centre

Private Mail Bag 17, 1 Kendall Avenue BATHURST NSW 2795

Or

Fax: 02 6332 2333 E: visitors@bathurst.nsw.gov.au

BATHURST
REGIONAL COUNCIL



The information on this form is being collected to allow Council to process your application and/or carry out its statutory obligations. All information collected will be held by Council and will only be used for the purpose for which it was collected.

An individual may view their personal information and may correct any errors.

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