



Bathurst
step beyond

Bathurst Visitor Information Centre **PARTNERSHIP PROSPECTUS** **2023/24**



Bathurst Region

www.bathurstregion.com.au

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

The potential of the Bathurst region has never been as great as it is now. The COVID19 pandemic which was devastating for the broader industry in 2020/21 also presented an unprecedented opportunity for regional NSW, introducing a new audience and massively elevating the appeal and profile of regional destinations.

The Bathurst region has traditionally been reliant on domestic travel with international visitors being less than 5% our total visitation. With outbound travel still well below pre-covid levels, now is the time to take full advantage of the window offered, a window that is predicted to close, with a return to pre-pandemic travel projected by the end of 2024.

The Bathurst Region offers what today's domestic 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 is an ideal family market, with a diversity of family experiences and accommodation options that other regions cannot beat. 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 period we are currently working through. In this climate, it has never been more important for the industry to work together and to collaboratively market and promote our region.

The Bathurst Visitor Information Centre has the mission **to make the Bathurst Region the premier 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 7,000 phone enquiries and interact with our 25,000+ 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 2023/24 financial year:

- Implement our Destination Management Plan
- Produce and distribute new annual Bathurst Region Destination Guide
- Grow social media following to 35,000 plus
- Promote the Villages experiences and events

- Develop new touring itineraries and greater regional experiences
- Offer regular industry functions and training/professional development to support capacity building
- Targeted marketing to Sydney based families, particularly in Western Sydney
- Develop marketing campaigns featuring the destination brand experience pillars & Villages
- Attract minimum of 8 Media famils and generate 120+ media placements through PR Activity.

What's On

The monthly 'What's On' is delivered to over 750 members each month and available online, this is the definitive guide used to highlight the activities and events happening in Bathurst and region.

From major motorsports to arts/cultural festivals, community events, sporting events and live music the BVIC 'What's On' is the best source of local event information.

Make sure that **YOUR** events are always included in this invaluable guide to the region and reach locals, visiting friends and relatives and visitors to our region.

Visitors Economy Figures



Visitor Information Centre Figures



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 tourism 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 five partnership levels:

- 1. INTRODUCTORY:** Welcome to the program! If you are a new business within the Bathurst region contributing to the regional visitor economy, then we'd love to have you in the partnership program and to demonstrate its value. Try before you buy!
- 2. BASIC / SMALL:** The essential package for tourism and hospitality operators and local businesses providing increased exposure and involvement in destination development and future planning. See 'Partnership Category Guide' below to see where your business aligns.
- 3. ESSENTIAL / MEDIUM:** The essential package for tourism and hospitality operators and local businesses providing increased exposure and involvement in destination development and future planning. See 'Partnership Category Guide' below to see where your business aligns.
- 4. PREMIUM / LARGE:** The essential package for tourism and hospitality operators and local businesses providing increased exposure and involvement in destination development and future planning. See 'Partnership Category Guide' below to see where your business aligns.
- 5. PLATINUM:** The ultimate package for tourism and hospitality operators looking to make the most of every opportunity and to maximise their involvement in the destination. Platinum partners are regional ambassadors and most engaged in collaborative marketing campaigns and public relations activity in addition to working most closely with the BVIC tourism team on promotion of both their own businesses as well as the region.

CATEGORY	SMALL/BASIC	ESSENTIAL/MEDIUM	PREMIUM/LARGE
ACCOMMODATION	4 Rooms or less	5-35 Rooms	35 Rooms + OR under 35 Rooms but including restaurant/events & conference facilities
ATTRACTIONS	Annual visitation under 10,000	Annual visitation over 10,000	Annual visitation over 10,000 and hosts events on site
CLUBS/PUBS/VENUES	1-10 employees	11-50 employees	Over 50 employees
RESTAURANTS/CAFES/ WINERIES/DISTILLERIES /BREWERIES	Seating Capacity 1-50	Seating Capacity 51-100	Seating Capacity 100+
TOUR OPERATORS	Maximum group size 1-10	Maximum group size 11-50	Maximum group size 50+
RETAIL/SHOPS/SPAS/ MEDIA/OTHER	1-10 employees	11-40 employees	Over 40 employees

<i>Your Benefits</i>	INTRODUCTORY	BASIC/ SMALL	ESSENTIAL/ MEDIUM	PREMIUM/ LARGE	PLATINUM
	FREE	\$150 GST incl	\$350 GST incl	\$650 GST incl	\$1,200 GST Inc
Direct contact and personal service with the BVIC Tourism Team – friendly support and industry knowledge	✓	✓	✓	✓	✓
DL brochure display space at Bathurst Visitor Information Centre	✓	✓	✓	✓	✓
Membership certificate	✓	✓	✓	✓	✓
Listing on Bathurst Region Website	✓	✓	✓	✓	✓
Listing in annual Bathurst Region Destination Guide	✓	✓	✓	✓	✓
Opportunity to advertise in Bathurst Destination Guide	✓	✓	✓	✓	✓
Discounted advertising in Bathurst Region Destination Guide		✓	✓	✓	✓
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	✓	✓	✓	✓	✓
One on one social media advice and online presence assessment with an experienced BVIC team member		✓	✓	✓	✓
Promotion of YOUR events via monthly "What's On" and Annual Events Calendar.	✓	✓	✓	✓	✓
Monthly member eNewsletter	✓	✓	✓	✓	✓
Familiarisation visits by BVIC staff	✓	✓	✓	✓	✓
Access to BVIC research and data via partners-only access Bathurst Region Tourism industry website	✓	✓	✓	✓	✓
Access to BVIC image library for promotional use	✓	✓	✓	✓	✓
Use of 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 organic Facebook posts - for partners only	✓	✓	✓	✓	✓
Itinerary inclusion for visiting journalist and travel media famils (as possible & appropriate)		✓	✓	✓	✓
Access to cooperative marketing initiatives (as appropriate)		✓	✓	✓	✓
Preferential recommendation to media/inclusion in packages and itineraries					✓
Representation at Trade Shows		✓	✓	✓	✓
Your business featured on displays at BVIC	✓	✓	✓	✓	✓
Other benefits as directly negotiated with Manager Tourism & Visitor Services or Tourism Marketing Coordinator		✓	✓	✓	✓

2023 - 24 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 PACKAGES – An Invoice will be forwarded on receipt of application

Please select	Category	Rate incl GST	If you wish to discuss Category Packages or additional partner benefits for your business, please contact BVIC.
<input type="checkbox"/>	Basic / Small	\$150	
<input type="checkbox"/>	Essential / Medium	\$350	
<input type="checkbox"/>	Premium / Large	\$650	
<input type="checkbox"/>	Platinum	\$1200	

BUSINESS CATEGORY *Note: MULTIPLE partners must complete a new form for each business section

<input type="checkbox"/>	Accommodation	<input type="checkbox"/>	Restaurants / Cafes / Wineries/ Distilleries/ Breweries
<input type="checkbox"/>	Attractions	<input type="checkbox"/>	Tour Operators
<input type="checkbox"/>	Clubs / Pubs / Venues	<input type="checkbox"/>	Retail / Shops / Spas / Media / Other

BUSINESS DOCUMENTATION – Please provide copies of the following

Copy of your current Certificate of Currency (Public Liability Insurance)	<input type="checkbox"/>
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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 'bathurstregion' website & for media publications and visiting journalists.
Please provide a 200 word description + 4-8 high res images of your business for 'bathurstregion' website & other promotions.
Description and Images can be emailed to visitors@bathurst.nsw.gov.au or provided on USB. Please include captions.

TERMS & CONDITIONS

1. Partnership remains effective until 30 June 2024.
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 Destination Guide, on *bathurstregion.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
E: visitors@bathurst.nsw.gov.au

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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facebook.com/VisitBathurstNSW



instagram.com/visitbathurst



youtube.com/Bathurstregion

For further information on the
2023/24 Tourism Partnership,
contact the
Bathurst Visitor Information Centre
on **02 6332 1444**
or visit us at **1 Kendall Avenue**
between **9.30am-4.30pm / 7 days.**

BATHURST 
REGIONAL COUNCIL