

Yarrawonga Mulwala Tourism & Business



Membership Investment Package

“We Believe Tourism is Everybody's Business”

03 5744 1989

tourism@yarrawongamulwala.com.au

Yarrowonga Mulwala Tourism & Business

Welcome

Yarrowonga Mulwala Tourism & Business is a not for profit incorporated association, dedicated to developing and maintaining a prosperous tourism industry in the Yarrowonga Mulwala region. Yarrowonga Mulwala Tourism & Business undertakes a variety of marketing and event initiatives each year in an effort to increase visitation and develop partnerships.

Yarrowonga Mulwala Tourism & Business is run by a board of representatives which is made up of business members, council representatives, a volunteer representative and club representatives. Yarrowonga Mulwala Tourism & Business has approximately 200 business members and stretches across Moira Shire and Federation Council.

Meet the Board

President

Michael Coldham



Vic President

Mark Seeliger



Treasurer

Don McPhee



Dominic Audino

Committed Financial Group

Luke Bobilak

Federation Council Representative

John Clark

Club Mulwala

Peter Duncan

Mulwala Water Ski Club

Doug Evans

ED Evans Holdings

Andrew Freak

The Sebel

Kelsey Hicks

Mulwala Water Ski Club

Michelle Cobb

NBN Manager

Shayne Preer

Airtree Resort

Cameron Sutton

Moira Shire Representative

Ros Vodusek

Rich Glen Olive Estate

Allan Wright

Wright International

Welcome

Yarrowonga Mulwala Tourism and Business is a not for profit association committed to regional economic growth. We look forward to introducing you and your business to the other like-minded members we have here. We are your businesses biggest advocate.

“We believe tourism is everybody’s business”

Our Objective

Our objective is to increase visitor numbers, length of their stay and their expenditure.

Our Vision

Yarrowonga Mulwala and surrounds will be a leading inland tourist destination in Australia. Through the natural attributes of Lake Mulwala and the Murray River, a comprehensive events calendar, superior golfing, unique farm gate trail, great food & wine, extensive shopping and 3 clubs and pubs offering premium entertainment, dining and more. Our visitors will experience all our region has to offer.

Our Role in Tourism

We work with local government shires the business sector and community groups to promote the region as a premier tourism and business destination.

- We provide an accredited Visitor Information Centre that is open seven days a week.
- We promote and refer business opportunities to our membership base.
- We manage accommodation and tour bookings through our Bookeasy booking system.
- We train and manage all staff and volunteer tourism ambassadors.
- We source and secure events throughout the year with a keen focus on increasing tourist numbers.
- We collaborate with Moira Shire and Federation Council marketing campaigns on your behalf.
- We attend regional consumer expos to maintain industry best practices.
- We manage the regions tourism social media platforms.
- We manage the official website for Yarrowonga Mulwala region.
- We manage retail sales of local souvenirs and artworks.
- We represent the region in a positive manner to ensure visitors enjoy their stay.
- We are a Vic Roads photo point for the benefit of our community.
- We develop and maintain the Yarrowonga Mulwala town map.
- We attend regional tourism development networking sessions.



Meet the Team



Noel Wright
Executive Officer

Noel - I am a chartered accountant with a background in the financial services industry. I have worked at tourism for 9 years and have focused on sourcing and securing events outside of the peak holiday periods.



Helen Copland
Team Leader Tourism

Helen - My experience is in travel, tourism and real estate in Papua New Guinea.

I am passionate about tourism and hospitality in our country region and am always seeking opportunities to engage new visitors to our region, converting them into invested regulars into our towns.

I try to start each day with a positive attitude, with the hope that it infects and affects everyone around me.



Tegan Rhodes
Tourism Ambassador

Tegan – I have been a part of the tourism team for 6 years. In my time with YMTB I have gained a wealth of knowledge in the tourism & business industry which led me to pursue Cert III studies in Tourism and Diploma in Business.

I am passionate and invested in the future of Tourism in Yarrawonga and Mulwala.



Melanie Crighton
Tourism Ambassador

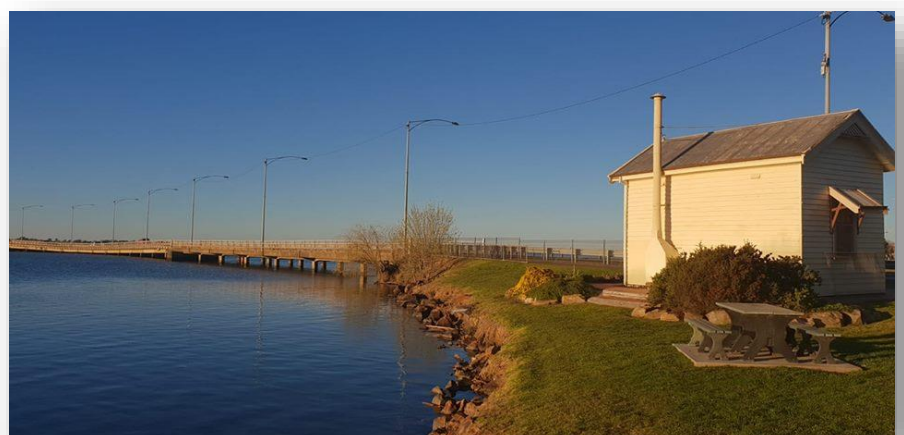
Melanie - have been in the hospitality industry for 10 years working at many different venues across the border region.

I am currently enrolled in Certificate 3 in Travel and have a passion for this industry and am always eager to learn new things.



Cheyenne Nixon
Tourism Ambassador

Cheyenne - I am new to the travel & tourism industry team at the Yarrawonga Mulwala Visitor Information Centre. I look forward to expanding my knowledge within the industry and I am excited to learn all things tourism and travel. I wish to further expand my knowledge with relevant study in the near future.



Your role in Tourism

- We know and acknowledge you work hard in your business to make our visitors experience a positive one and we thank you for doing that, on behalf of our region.
- By joining as a member with benefits, you will be part of a tourism body that is determined to build your brand while building our regional brand. Returning your investment each year.
- Your membership contribution would allow us to continue our strategic plan to actively target new and existing markets, bringing visitors to our region and in turn, your door.
- Being a member means we keep you up to date about developments in the tourism and business sectors and work with you to get the most of your investment.
- You can encourage visitors to stay longer and experience more by being a tourist yourself, knowing your region and places to visit helps the tourism dollar go further so our whole region benefits.
- Provide us with your brochures, business cards, website and special package offers so we can act on your behalf as an asset to your marketing strategy.

Fast Facts- [Our visitors are your customers!](#)

- 1.2 million visitors come to the Moira Shire region per year
- 95,000 people come through the Yarrawonga Mulwala Visitor Information Centre
- Our social media reach extends way beyond our door traffic
- \$338 million dollars spent by visitors in the region.
- Average spend of \$131.00 per visitor, per day

Your Investment- [Your potential investment per person who visits our centre.](#)

How many of the 95,000 visitors to our centre could you attract?

- 1% of 95,000 = 950 potential customers
- 5% = 4,750 potential customers
- 10% = 9,500 potential customers



Our future is your future- [The face of tourism is changing, and the new opportunities are exciting!](#)

We work closely with developers by referring local member business to provide goods and services. An increase in visitor numbers provides the potential to create new development opportunities such as accommodation operators, retail outlets, cafes, trades, professional services, tours, and attractions. Your membership supports us to promote the region as the ideal destination to live, work and play.



Tourism working for you – [Help us to help you!](#)

Yarrawonga Mulwala Tourism & Business (YMTB) via the Yarrawonga Mulwala Visitor Information Centre has focussed efforts on increasing the demand for the product that is Yarrawonga Mulwala. Population growth is a key driver of demand and economic growth.

YMTB for several years have focussed financial and human resources to sourcing and securing events for Yarrawonga Mulwala as the temporary population explosion of an event results in significant economic impact in our towns.

This event driven temporary population growth is great for extending the season and providing opportunities for business to earn outside of the peak tourism periods. The temporary population growth and corresponding cash injection due to an event such as Lake Mulwala Rod Run, EC Griffith Cup or the Kids Festival would be abundantly clear to local businesses and residents.



YMTB event contribution for the 2022/23 financial year are as follows.

EVENTS		CONTRIBUTION	ESTIMATED ECONOMIC IMPACT
Inter Regional Tennis	January	\$0	\$740,000
Country Week Tennis	February	\$20,000	\$3,026,000
EC Griffith Cup	April	\$25,000	\$4,861,000
Yarrowonga Gala Ball & Dance Weekend	July	\$1,000	\$131,000
Yarrowonga Mulwala Kids Festival	July	\$3,000	\$203,000
Yarrowonga Mulwala Table Tennis	August	\$1,000	\$101,000
Yarrowonga Show	October	\$250	
Family Fun Carnival (Melb Cup Foreshore Market)	November	\$2,000	\$40,000
Lake Mulwala Rod Run	November	\$29,000	\$5,585,000
Country Festival of Tennis	November	\$30,000	\$780,000
Christmas Monster Market	December	\$2,000	\$40,000
Various small sponsorship across the year		\$3,000	
Yarrowonga Farmers & Craft Market	Monthly x 12	\$7,000	\$180,000
Total Contributions		\$123,250.00	\$15,687,000

Yarrowonga Mulwala has recovered reasonably well from the covid shut down. The above events are responsible for much of this recovery with the economic impact or benefit to our community exceeding \$12 million annually. As we work to ensure the above events are sustainable, we need ongoing support from an increasing membership to safeguard the events. We need increased funding to source and secure additional events to build on the current economic contribution to our community.

The YMTB is a not for profit membership-based association and the board encourage all businesses to become members for the 2023 year. If your business benefits from the events listed above, you should contribute to the success of the event and ensure its sustainability in Yarrowonga Mulwala by joining at the Yarrowonga Mulwala Visitor Information Centre.

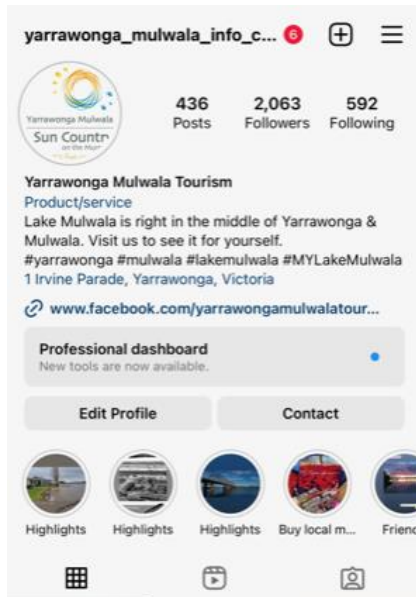


Social Media

We welcome your news and images and join with all our members to promote each other's business, events, and packages. Share your stories with us, connect and be informed on what's happening.

Facebook

As part of your membership we promote and share events, encouraging visitors to engage with us and our community. We stay connected hearing back from international and domestic visitors who regularly interact with our pages. Facebook continues to be our most successful avenue for promotion.



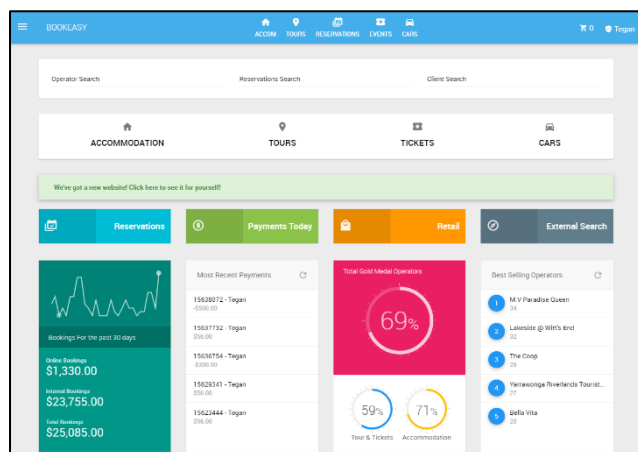
Instagram

A picture speaks a thousand words and with 1,900+ followers we can reach a wide audience that can tap directly on to your business Instagram through easy sharing.



Website

Our modern website is easy to navigate and features a comprehensive events calendar so visitors can plan their stay. It is also a great tool for local and visiting groups to plan their events. We also manage accommodation bookings, tours, and attractions through the website, which allows the visitor to see and contact our members business direct.



Booking Service

As part of your membership we provide an Australian developed and owned **booking platform**. Commission earned from this service stays local further enhancing our local tourism industry. This system enables us to book a large range of accommodation and tours, both locally and Australia wide.



WLT

- Has been in operation since 2007.
- A small locally owned business founded and currently operating from Narrabri in regional NSW.
- Operating in 50 different communities, covering over 130 different postcodes.
- Over 100,000 cards sold.
 - Over \$8 million in loaded cards sold that's over \$8 million injected into local businesses!
- In the past 2 years excess of \$5.1m.
 - \$1.5m in loaded cards were sold in December 2019 alone.
- In the past 2 years the WLT network has been used effectively to also distribute relief funds in excess of \$1 million for things like drought and bushfires and Covid 19.

SHOP LOCAL FACTS

- Every \$100 spent locally has a local impact of approximately \$180.
- Shopping locally helps to generate local jobs, build local infrastructure and ensures products can be acquired locally.

LOCAL GIFT CARD

INITIATIVE TO KEEP MONEY IN YARRAWONGA MULWALA



WHAT IS WHY LEAVE TOWN ?

Why Leave Town's (WLT) Gift Card program is an EFTPOS based system (excludes Square Readers) aimed at keeping money within communities by encouraging people to shop locally in Yarrowonga Mulwala.

Cards can be purchased at a select number of stores that we call "Load Up Stores".

There are no additional fees for businesses apart from their normal bank transaction fees.

When a customer purchases a card they decide how much money to load onto the card and this money can then be used by the card holder to purchase goods in any participating store within the market where the card was purchased.

The card will NOT be able to be used outside of the participating stores.

This means that every time one of these cards is purchased, the **MONEY STAYS LOCAL!**

HOW TO GET MY BUSINESS INVOLVED ?

It's easy to become involved and the sooner you join the sooner you reap the rewards of your community supporting business. Everybody wins!

Yarrowonga Mulwala Tourism will be contacting businesses directly during September.

To get involved in this program or find out more information please contact:

Helen Copland or Noel Wright

1 Irvine Parade, Yarrowonga, VIC 3730

Phone: (03) 5744 1989

Email:

tourism@yarrowongamulwala.com.au

Web: <https://www.whyleavetown.com>



Yarrowonga Mulwala

Sun Country
on the Murray
It's fun country

Investment Comparison

Yarrowonga Mulwala Tourism & Business

Average membership contribution \$350+GST

A year young promotional package with the opportunity to be viewed by a potential 95,000 walk ins to our Visitor Centre.

- Includes website listing
- Includes personal referral service



Radio advertising

Basic yearly package contribution \$12,000+GST

- No brochure display
- No website listing



Television advertising

Basic yearly package contribution \$15,000+GST

- No brochure display
- No website listing
- Limited target audience



Print media

Annual small display advertising \$6,600+GST

- No brochure display
- No website listing
- Limited target audience



Thanks!

Thank you for taking the time to read through our membership promotional package. Please don't hesitate in contacting us should you need any assistance choosing your membership benefits. We're here to help!

23 Cypress	Highgrove Berries	Seeliger Real Estate
33B Cypress Drive	Hoofs	Shelford Shooting
39C Cypress Drive	Intents Fishing & Outdoors	Squires Winery
53 PTC Yarra	Intersport Wingate's	St Andrews Close
68 Anchorage Way	J Tett Visual Art	St Cuthberts Anglican Church
Across The Arts Inc	Jeff Haebich	Stanton & Killeen
Airtree Resort	John Batman Group	Staxa Freight
All Saints Estate Wines	John Tresize	STF Engineering
Allegro Theatre	Judds & Sons	Stickemon Signs
Amarco Unit 4	Judd's Yarrowonga	Stuart Simmons Motorcycles
Amusments R Us & Easy Catering	Jym & Co	Sun Country Historical Car Club
Arnie's Place	KNS Plumbing Services	Sun Country Lifestyle Park
Belle Rose	Lake Edge Resort	Tame Café
Belmores Chartered Accountants	Lake Escape on Pool Ave	Tasman parks - Lake Mulwala
Big 4 NRMA Yarrowonga Mulwala Holiday Park	Lake Moodemere Estate	Tempo Place
Biggers Furniture World	Lake Mulwala Angling Club	Terry White Chemmart
Bike Locker	Lake Mulwala Barby Boats	The Coop
Bill Myers	Lake Mulwala Sportfishing	The Naked Tree
Black Bull Pro Shop	Lake Y&M Cleaning Services	The Sebel
Blooms of Yarrowonga	Lakeview Motel	Tree Tops Ranch
Bourke Hire	Laural Lawless Art	Tin Shack
Bridgeview	Lions Club of Yarrowonga	Training Australia
Bundalong General Store	Lou's Place	Tungamah Hotel
Bundalong Holiday Resort & Villas	Mals Boat Hire	Tunzafun
Bundalong Tavern	Marine Cove	Upper Murray Cruise Boats Pty Ltd (Cumberoona)
Burkes Hotel Motel	Max's Ultimate BBQ	Val Incoll
Byramine Homestead	McNally Lodge	Villa Crystal # 4
Campbell Wines	Mel Jamieson Art	Villa Tarni # 13
Canning A.R.T.S	MI & KL Davis Plastering	Villa Tarni # 16
Cann's Bus Lines	Michael R Coldham & Associates	Villa Tarni # 18
Capri Waters Country Club	Miss Dolly	Warrabilla Wines
Capricorn Motor Inn	Motel Yarrowonga	Watts In Bundalong Café
Carters Pest Control	Mulwala Golden Inn	Wheaton Chiropractic
Cascading Copper Water Features	Mulwala Pro Shop/ Skin Ski Surf	Why Leave Town
Central Murray Credit Union	Mulwala Progress Association	Willow Island
Central Murray Sunrise Rotary Club	Mulwala Resort	Wright International
Club Mulwala	Mulwala Waterski Club	Yarra Musculoskeletal Clinic
Club Mulwala Resort	Mulwala Yarrowonga Cleaning	Yarrowonga Caravan Storage
Cobram Car Rentals	Murray Grange # 2	Yarrowonga Chronicle
Country Paradise	Murray Grange #6	Yarrowonga Custom Plasma Cutting
Country Women's Association	Murray Valley Resort	Yarrowonga Denis Medical Group
Criterion Hotel	North East Life	Yarrowonga Fish 'N' Chips
DBJ Holiday Units	North East Limousines	Yarrowonga Health
Don McPhee	Northern Suburbs Street Rod Club	Yarrowonga Holiday Park
Dr. John Charles	O'Bryan & O'Donnell Accountants	Yarrowonga Hotel
Duncan Holiday Units	One Zach	Yarrowonga Lakeside Apartments
Dyson Group	Otto IT (Miland Industries)	Yarrowonga Lawn Tennis Club
ED Evans Holdings Pty Ltd	Pakstat	Yarrowonga Manufactured Housing PTY LTD
Elders Real Estate	Paradise Palms Motel Mulwala	Yarrowonga Medical Clinic
Elsinor Townhouse 2	Paradise Queen	Yarrowonga Mulwala Artists Association Inc
Elsinor Townhouse 3	Pat Haymes	Yarrowonga Mulwala Development
Elsinor Townhouse 4	Pfeiffer Wines	Yarrowonga Mulwala Funeral Services
Essenza Resort Spa	Poolside Yarrowonga	Yarrowonga Mulwala Golf Club Resort
Focus Wellbeing & Fitness	Purtle Electrical	Yarrowonga Mulwala Historical Society Inc.
Gardy Home Handyman	Riches Homes & Improvements	Yarrowonga Mulwala Physiotherapy
Golf View Apartment 2	Richglen Olive Estate	Yarrowonga Neighbourhood House
Gooramadda Olives	Riverstown Pty Ltd (Glanmire Park)	Yarrowonga Paint Place
Gouge Linen	Rotary Club Yarrowonga Mulwala	Yarrowonga Riverlands
Hardluck Coffee Co.	Royal Mail Hotel	Yarrowonga Show Committee
Hargraves Solicitors	Sandra Heaney Optical	Yarrowonga Westside Caravan Park
Hicks Butchery	Satellite City Street Rod Club Inc	Yarrowonga Yacht Club
Hicks Transport Group	Savernake Rural Enterprises	

Membership Application

Business Name

Contact Person

Business Address

Postal Address

Phone Mobile.....

Email

Website

Your Membership Investment

Please Tick

Accommodation & Tourism Operators Includes Website Listing	\$385 inc GST	<input type="checkbox"/>
Business Membership Includes Website Listing	\$275 inc GST	<input type="checkbox"/>
Trade Services Membership Includes Website Listing	\$165 inc GST	<input type="checkbox"/>
Not for Profit Associations Includes Website Listing	\$110 inc GST	<input type="checkbox"/>
Friends of Tourism	\$50	<input type="checkbox"/>

Website listing requirement - Please email tourism@yarrawongamulwala.com.au with business information including; business description, high quality images & public contact details.

Value add extras Optional – Please Tick

Business card or Brochure Display	\$55 inc GST	<input type="checkbox"/>
Business Feature in Newsletter	\$55 inc GST	<input type="checkbox"/>

Total Payable

\$

Payment Method

(If paying via direct debit please reference payment with your invoice number)

Cash Cheque Credit Card Easy Pay Plan Direct Debit

Card Number

Expiry CCV.....

Signature Date

BANK: CMCU

BSB: 803 188

ACCOUNT: 10001 1693

DESCRIPTION: Inv#