



Yarrowonga Mulwala

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**Sun Country**  
on the Murray  
*it's fun country*

# **Yarrowonga Mulwala Tourism Inc**

## **Membership Prospectus**

(As at 1 December 2015)

Yarrowonga Mulwala Tourism Inc (YMT) is a non profit Incorporated Association financially supported by both the Moira and Corowa Shires, Business memberships, agency commissions and retail sales within the Visitor Information Centre. YMT is administered by a Board. The Board is made up by Business Members, Shire representatives, Volunteer representatives and Club representatives. YMT has approximately 200 business memberships committed to developing and maintaining a prosperous tourism industry in the Yarrowonga Mulwala region.

### **YMT's primary role**

The YMT Board's primary role includes;

- Increase visitations and length of visitations to the region
- Maintain visitations during the slower months of the year
- Develop partnerships with local business and Sun Country on the Murray
- Efficient and effective allocation of Tourism Resources in the promotion of Yarrowonga Mulwala to target markets
- Provide Regional Event support
- Provide visitors with an information centre outlet in Yarrowonga Mulwala

### **How does tourism affect me? Why should I join YMT?**

Tourism makes a significant contribution to the economic development of Yarrowonga Mulwala and the surrounding district. The region benefits from tourism through direct spending and indirect spending. The direct spend is more obvious as it results in increased profitability for local business as the tourist dollar circulates through the community. Indirectly, profitable businesses choose to expand and employ benefiting those members of the community not directly involved in the tourism industry. With a robust tourist industry other sectors of the business community such as construction, retail, transport etc will also experience economic growth.

Ultimately all business in the region receives a share of the revenue contributed to the local economy by tourism. It is in the community's financial interest to effectively promote and market the region as a premier tourist destination.

A large number of current residents in Yarrowonga Mulwala were tourists to the area prior to arriving at the decision to relocate. The continued influx of new residents to Yarrowonga Mulwala is assured if we provide positive visitor experiences for the tourists. The decision of tourists to relocate further drives the local economy ensuring a buoyant property market as demand exceeds supply.

Tourism, through increased employment and regional population growth, provides the impetus for Government Infrastructure spending. State and Federal Government allocate resources to communities to improve facilities in regions with population growth. The improvement in facilities in the Yarrowonga Mulwala region adds value to the community and ensures that the tourist visitations will continue to grow in future years.

## **Benefits of Membership**

### **YMT's Marketing Plan**

YMT has prepared a detailed marketing plan to promote Yarrowonga Mulwala as a premier holiday destination. The plan specifically identifies our target audience and details the promotional campaigns and activities for the next twelve months and beyond. The plan incorporates a mix of web based marketing, traditional media campaigns and major events promotion.

### **YMT's Website**

YMT's official website, [www.yarrowongamulwala.com.au](http://www.yarrowongamulwala.com.au) , sees in excess of 55,000 visits per year. YMT will continue to ensure that the website is constantly updated to maintain an informative and user friendly interactive website.

For a fee from \$40 to \$120 per annum our membership receives a listing on the official YMT website. The YMT website is linked with the Sun Country on the Murray website, [www.suncountryonthemurray.com.au](http://www.suncountryonthemurray.com.au).

The YMT Marketing Plan is primarily focused on web based marketing and continues to allocate significant funding to ensure our website is second to none.

### **Direct Marketing to YMT Database**

The membership is welcome to participate in our marketing campaigns directed at the 5000 strong accommodation database. This is free of charge to the membership.

### **Official Visitor Guide**

The official visitors guide is distributed to other visitor information centres outside the region and at regular Tourism Road Shows. 60,000 official visitor guides are distributed per annum. Only the membership has the opportunity to advertise in the official visitor guide.

### **Visitor Information Centre Benefits**

The Visitor Centre Staff and our Tourism Ambassadors provide visitor referrals to your business. Our friendly centre staff serve as a second receptionist for all member businesses professionally promoting the goods and services offered by member organisations.

### **Display of Brochures**

The membership is entitled to display their brochures in the Yarrowonga Mulwala Visitor Information Centre. This exposes your business to the 110,000 people who visit the centre annually. Membership also entitles you to reciprocal rights to display your brochures in the Corowa, Cobram Barooga, Numurkah and Nathalia Visitor Information Centres. You provide the brochure to the relevant Visitor Information Centre and they will place it on display.

### **Visitor Information Centre Booking Service**

The staff of the Visitor Information Centre provide accommodation and tour booking service for visitors on behalf of the membership. The booking service does have a fee based component.

### **Familiarisations**

The Visitor Centre staff and our Tourism Ambassadors have regular visits to tourism based businesses in the region so they are better equipped to advise visitors of their first hand

experience. This form of training for the Staff and our Tourism Ambassadors has proven fruitful for all concerned.

## **Event Support**

YMT acknowledges that events play a positive role in increasing visitor numbers during the slower months of the year. Events also provide the opportunity to showcase the region and increase our profile as a 'go to' destination.

YMT manages and supports events throughout the year. The extent of management and support varies from event to event.

## **Member Updates**

YMT produces regular updates to the membership. These circulars to members include;

- Update on the Marketing Plan's implementation
- Tourism news and activities in the region
- Events and activities occurring in the region
- Issues affecting the tourism industry
- Calendar of upcoming events

## **Courses etc**

YMT will ensure the membership is updated on Moira and Corowa Shire based workshops, training and seminars as they occur throughout the year. Additional information is available on the Shire's web sites, [www.moira.vic.gov.au](http://www.moira.vic.gov.au) and [www.corowa.nsw.gov.au](http://www.corowa.nsw.gov.au).

## **Other Benefits and Services**

### **Vic Roads Sub Agency**

Commission income is received from Vic Roads for the provision of certain licensing services etc. Call the Visitor Information Centre staff for the details of the Vic Road services available in Yarrawonga Mulwala.

### **Internet Access**

Commission income is received from two internet computer screens inside the Visitor Information Centre. Access to the internet has been well received by our visitors.

## **Membership Fees**

**Membership dues:** \$300 per annum Accommodation and Tourism Operators, major business houses and main street businesses.  
\$150 per annum for tradesman with no shop front and non main street businesses.  
\$75 per annum for Not for Profit Associations.

**Web link fees:** \$120 per annum for Accommodation Operators and Tourism Operators  
\$40 per annum for all other members.

All membership fees are inclusive of GST.

To apply for membership complete the attached Member Application Form. Memberships are renewed annually.

# Yarrowonga Mulwala Tourism Inc

## Member Application Form 2016

1 January to 31 December, 2016

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I/We (Please insert your name): \_\_\_\_\_

wish to take part in the promotion of Yarrowonga-Mulwala by becoming a Member of Yarrowonga Mulwala Tourism Incorporated and agree to be bound by the Rules of the Association, and authorise the entry of my/our name/s on the Register of Members.

Business Name:

Location:

Postal Address:

Phone:

Fax:

Mobile:

Email:

Web Page:

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### Membership Dues:

Membership for the 2016 year:

Web page/link fee:

Total Amount Payable:

### Payment Method:

Cash     Cheque     Credit Card: (VISA/Mastercard)

Credit Card No.: \_\_\_\_\_ Expiry: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Direct Credit    **Our BSB: 803-188 A/c No.: 100011693**    ID Code:

### Membership dues:

**\$300 per annum for all Accommodation & Tourism Operators, major business houses & main-street businesses;**

**\$150 per annum for Tradesmen with no shop front and non-main street businesses;**

**\$75 per annum for not for profit Associations.**

**Web link fees: \$120 per annum for Accommodation Operators and Tourism Operators**

**\$40 per annum all other members.**

**Could you please take a moment to complete this form and/or change your personal information, AND PLEASE RETURN THIS FORM so that we can update our Members**