

JOIN TEAM TOURISM

Tourism is a human industry, and it works best when teams work together. That's why membership – joining our Team Tourism – is so important. It's playing a role in achieving the vision that will see all of us reach our goals.

It's not just about the greater good. As a member you will have the opportunity to be involved in marketing initiatives, industry training sessions, and digital activity. You will also have access to the industry through networking and collaboration facilitation, as well as insight into industry research.

We look forward to welcoming you to "Team Tourism".

Tourism Greater Geelong & The Bellarine offers four membership categories:

SUBSCRIPTION MEMBER

FREE

This membership is best suited to businesses outside Geelong and The Bellarine region or businesses who aren't strictly tourism operators but are interested in the progress and activity of the regional visitor economy.

They may include: hairdressers, newsagents or businesses outside the Greater Geelong and The Bellarine region boundaries.

INDUSTRY SERVICES MEMBER

\$75.00 per quarter

This category is for businesses that do not provide visitor experiences, but services businesses operating in the tourism industry.

These may include professional services, consultants, event hire agencies or media companies.

DIRECT TOURISM MEMBER - BASE LEVEL

\$87.50 per quarter

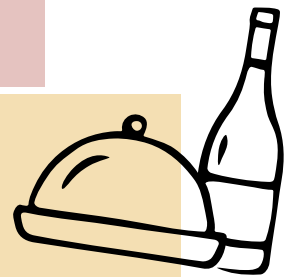
Businesses in this category are directly involved in providing goods and services to leisure and business visitors.

DIRECT TOURISM MEMBER - PREMIUM LEVEL

\$175.00 per quarter

This membership category is for businesses wishing to participate in Tourism Greater Geelong & The Bellarine programs in a greater, more holistic way. This category offers additional digital opportunities and access to specific marketing programs, ideal for businesses keen to leverage the regional effort by featuring their products and experiences in promotional activity.

Businesses in the Tourism Experiences categories at Base or Premium level may include accommodation, eating & drinking, attractions, retail or tours & transport.



MEMBER BENEFIT	SUBSCRIPTION FREE	INDUSTRY SERVICES \$75.00/QTR*	DIRECT TOURISM - BASE LEVEL \$87.50/QTR*	DIRECT TOURISM - PREMIUM LEVEL \$175/QTR*
Industry updates and communication	✓	✓	✓	✓
Free access to online training, blogs, tools and videos	✓	✓	✓	✓
Promotion of Grant Funding opportunities	✓	✓	✓	✓
Access to a comprehensive professional development program	✓ costs apply	✓	✓	✓
Invitations to attend member networking events and functions	✓ costs apply	✓	✓	✓
Receive research information and statistics on the region		✓	✓	✓
Eligibility for Business Events Geelong representation		✓	✓	✓
Voting rights for association decision making including board representation		✓	✓	✓
Representation through Visitor Information Services facilities including brochures in centres, familiarisation tours and volunteer privilege card			✓	✓
Australian Tourism Data Warehouse listing which profiles the business on visitor sites including visitvictoria.com and visitgeelongbellarine.com.au			✓	✓
Access to participate in Victorian Tourism Awards mentoring program (numbers limited)			✓	✓
Access to additional buy-in tactical marketing opportunities**			✓	✓
One-on-one mentoring session with an industry professional on an element of your business, eg marketing, sales, international travel trade. Valued at \$200			✓ paid	✓ 2 hours
Line listing in printed visitor guides			✓	✓
Access to participate in additional buy-in opportunities in the Tourism Greater Geelong & Bellarine International program of activities** Go Beyond Melbourne & Great Southern Touring Route			✓ costs apply	✓ costs apply
visitgeelongbellarine.com.au priority listing valued at \$150				✓
\$200 credit to be used towards an additional tactical marketing opportunity, eg print material, Business Events programs				✓

* Commitment is for 12 months. ** Extra cost involved - paid opportunities.

BUSINESS EVENTS

Business Events Geelong (BEGeelong) is the division of Tourism Greater Geelong & The Bellarine dedicated to this market and the official convention bureau for the region.

BEGeelong's role is to develop and implement strategies to increase domestic and international visitation to the region across the Meetings, Incentives, Conferences and Exhibitions (MICE) markets. Featuring in BEGeelong activity is an additional cost and ideal for businesses servicing this style of corporate client.

Members eligible for BEGeelong are required to be either an Industry Service or Direct Tourism Member.



BUSINESS EVENTS - SUPPORT

\$50.00 per quarter

Suitable for service and experience operators who have visitor servicing capabilities to accommodate the MICE market.

BUSINESS EVENTS - DIRECT

\$150.00 per quarter

Suitable for venues and accommodation who have visitor servicing capabilities to accommodate the MICE market.

MEMBER BENEFIT	BUSINESS EVENTS - SUPPORT \$50/QTR*	BUSINESS EVENTS - DIRECT \$150/QTR*
Business profile listing on businessseventsgeelong.com.au website. Valued at \$275	✓	✓
Access to business event lead referrals where applicable	✓	✓
Receive regular business events industry updates and communications	✓	✓
Opportunity to include a special offer in the conference lanyard program	✓	✓
Access to participate in strategic buy-in marketing campaigns for business events**	✓	✓
Great deal listing on the businessseventsgeelong.com.au website. Valued at \$275		✓
Opportunity to co-exhibit alongside Business Events Geelong at selected major trade events**		✓
Preferential inclusion in client-driven trade media and corporate familiarisations		✓
Eligibility to participate in joint sales calls**		✓

* Commitment is for 12 months. ** Extra cost involved - paid opportunities.

