



**MISSION BEACH**  
BUSINESS & TOURISM

## APPLICATION 2011/2012

Mission Beach Business and Tourism is the region's peak tourism body, facilitating memberships, promoting sustainable tourism development and marketing this wonderful destination across Australia and around the world.

Tourism is Mission Beach and the surrounding area's most important industry. Every business in our region benefits when tourism is thriving, so it is vital that we support the growth of our number one industry.

### **Tourism Facts**

- Tourism is worth \$100 million per annum to the Mission Beach and Cassowary Coast region's economy
- Tourism accounts for 47% of Tropical North Queensland's export based economy
- Tourism directly employs over 20,000 people in Tropical North Queensland
- Tropical North Queensland welcomes almost 2 million visitors each year

### **Why support tourism?**

If you are in business in this region... any business... you benefit from the region's tourism industry... whether your income is derived directly from our 2 million visitors each year or through the local population and networks which support tourism.

### **A Partnership in Promotion - How can you get involved?**

Tourism has a multiplying effect on an economy so whether you are directly or indirectly involved in tourism, local businesses generate \$83 million as a result of tourism.

Mission Beach Business and Tourism invites you to become a member and support the marketing of our region.

With your membership funds being invested in the marketing, promotion and development of the region to ensure a healthy tourism economy we believe Mission Beach Business and Tourism's core function is to promote Mission Beach and the Cassowary Coast as a destination domestically and internationally. We believe the Mission Beach Visitor Information Centre's core function is to ensure that members and visitors alike are welcomed and informed about the variety of business and activity in the Cassowary Coast and surrounding regions.

Membership is a tax deductible investment in the future of your business and tourism in the region.



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## **MBVIC MEMBERSHIPS 2011/2012**

### **Tourism and Business Membership (Businesses in Mission Beach and the Cassowary Coast)**

- Listing on MBBT website where appropriate as considered by the Board of MBBT
- Brochure display at the Mission Beach Visitor Information Centre (MBVIC) 1 x A4
- Active promotion of your business by MBVIC volunteers & staff, 7 days per week (direct bookings made by MBVIC subject to usual commission rates where applicable)
- Joint advertising opportunities
- Have your business visited by journalists as applicable
- Trade show and seminar representation
- Visits from MBVIC volunteers
- Entry in rates/services guide
- Attend member networking functions bi-monthly
- New member opportunity to introduce your product to other members via email (once per membership year)
- Opportunity to present your business to staff & volunteers (product training)
- Entitled to use MBBT branding
- Complimentary business health check with Mission Possible Pty Ltd
- Invitation to business improvement workshops
- Receive MBBT e-newsletter and opportunity to add appropriate articles of interest to other members
- Appropriate sharing of member content on MBBT and MBVIC Facebook pages

### **Associate Membership (Businesses outside the Cassowary Coast)**

- Listing on MBBT website where appropriate as considered by the Management Committee of MBBT
- Brochure display at the Mission Beach Visitor Information Centre (MBVIC) 1 x A4
- Active promotion of your business by MBVIC volunteers & staff, 7 days per week (direct bookings made by MBVIC subject to usual commission rates where applicable)
- Attend member networking functions bi-monthly
- New member opportunity to introduce your product to other members via email (once per membership year)
- Opportunity to present your business to staff & volunteers (product training)
- Entitled to use MBBT branding
- Complimentary business health check with Mission Possible Pty Ltd
- Invitation to business improvement workshops
- Receive MBBT e-newsletter and opportunity to add appropriate articles of interest to other members
- Appropriate sharing of member content on MBBT and MBVIC Facebook pages



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## MISSION BEACH BUSINESS & TOURISM SPONSOR 2011/2012

### **Gold Sponsor \$5,500**

- Advertisement on MBBT website
- Featured on MBBT website in appropriate category page - 5 lines
- Customised membership where possible
- Personalised product training to Mission Beach Visitor Centre (MBVIC) volunteers and paid staff
- Shelf display for up to four A4 brochures in prominent area of the Mission Beach Visitor Centre
- MBBT Gold Membership certificate
- Membership list with phone contacts on request
- First choice for famils
- First choice for generic displays and all generic media advertising at no cost to Gold Member
- 'Sponsored by' added to all MBBT paperwork
- Highlighted Rates/Services guide entry
- Promotion of sponsor collateral at MBBT promotion whenever possible
- Promotion of products/activities to other members via email up to 12 times per membership year
- Mission Beach Visitor Information Centre Membership at appropriate level
- Entitled to list four separate business entities where appropriate on MBBT website

### **Silver Sponsor \$3,500**

- Featured on MBBT website in appropriate category page - 3 lines
- Shelf display for up to three A4 brochures in prominent area of the Mission Beach Visitor Centre (MBVIC)
- MBBT Silver Membership certificate
- Membership list with phone contacts on request
- Highlighted Rates/Services guide entry
- Promotion of products/activities to other members via email up to 6 times per membership year
- Mission Beach Visitor Information Centre Membership at appropriate level
- Entitled to list three separate business entities where appropriate on MBBT website

### **Bronze Sponsor \$1,750**

- Featured on MBBT website in appropriate category page - 2 lines
- Shelf display for up to two A4 size brochures in prominent area of the Mission Beach Visitor Centre (MBVIC)
- MBBT Bronze Membership certificate
- Promotion of products/activities to other members via email up to 4 times per membership year
- Mission Beach Visitor Information Centre Membership at appropriate level
- Entitled to list two separate business entities where appropriate on MBBT website



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**APPLICATION**  
**2011/2012**

**LEGAL ENTITY NAME:** \_\_\_\_\_

**TRADING NAME:** \_\_\_\_\_

**ABN:** \_\_\_\_\_

**Contact Details:**

Main Contact: \_\_\_\_\_

Physical Address: \_\_\_\_\_

Suburb: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Suburb: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

**Business Details:**

Principal Business Activity: \_\_\_\_\_

Trading Days: \_\_\_\_\_ Years in Business: \_\_\_\_\_

Business Profile for Marketing Purposes:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*Please note: Mission Beach Business & Tourism will use the registered business name only in all correspondence and promotion.*

**Additional Contacts:**

**Financial Controller**

Title: \_\_\_\_\_ First Name: \_\_\_\_\_ Surname: \_\_\_\_\_

Position: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Mobile: \_\_\_\_\_ Email: \_\_\_\_\_



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**APPLICATION**  
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**MBBT SPONSOR (inclusive of MBVIC membership)**

**Please tick the appropriate boxes for your level of sponsorship and additional benefits. Total price includes GST.**

- Gold Sponsor: \$5,500
- Silver Sponsor: \$ 3,500
- Bronze Sponsor: \$1,750
- I would like to arrange to pay by installments. I understand if my account is more than 60 days overdue my membership will be suspended until my account is up to date.
- I agree to abide by the Mission Beach Tourism 'Code of Best Practice' and conditions of membership

**OR MBVIC MEMBERSHIP**

**Please tick the appropriate box to classify your organisations level of membership**

- Associate Member: (Business outside the Cassowary Coast): \$130.00
- Small Operator: (1-5 full-time employees) \$130.00
- Medium Operator: (6 -10 employees) \$250.00
- Large Operator: (10 or more employees) \$570.00
- I agree to abide by the Mission Beach Tourism 'Code of Best Practice' and conditions of membership

Please note employee levels should be the average amount of staff employed throughout the year

**Payment Method:**

- Cash** ..... Amount: \_\_\_\_\_
- ECU A/C BSB 804 019 A/C 317959** ..... Amount: \_\_\_\_\_
- Cheque** (Payable to: Mission Beach Tourism) ..... Amount: \_\_\_\_\_

**Credit Card**  **Visa**  **Mastercard**  **Bankcard**  Amount: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Company Name: \_\_\_\_\_

Cardholders Name: \_\_\_\_\_

**Cardholders Signature:** \_\_\_\_\_

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

**Management Committee Approval (office use only):**

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

**Please return completed application form to:**

Mission Beach Tourism | PO Box 266, Mission Beach | Email: [manager@missionbeachtourism.com](mailto:manager@missionbeachtourism.com)  
Phone: 07 4068 7099 | Fax: 07 4068 7066