

# MANDURAH

## MANDURAH PARTNERSHIP PROSPECTUS 2020 - 2021



**95%**  
BELIEVE THE VISITOR CENTRE IS AN IMPORTANT  
PART OF THEIR OVERALL EXPERIENCE\*

**87%**  
KNEW MORE ABOUT THE THINGS TO SEE AND DO  
AS A RESULT OF THEIR VISIT\*

**84%**  
INDICATED THE VISITOR CENTRE POSITIVELY  
INFLUENCED THEIR PERCEPTION OF THE REGION\*

**70%**  
PARTICIPATED IN AN ACTIVITY AS A RESULT  
OF THEIR VISIT TO THE CENTRE\*

\* Tourism Research Australia report "Influence of WA Visitor Centres on tourist behaviour (Sept 2015)"

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**VISIT  
MANDURAH**



# DEAR TOURISM OPERATOR,



**It has been a challenging and uncertain last few months, with COVID-19 having a devastating impact on the tourism industry. In response to this and to support our tourism community the Mandurah Visitor Centre has taken the decision to waive the 2020/21 Partnership fee for our existing partners.**

The Visitor Centre team are dedicated in supporting and promoting tourism businesses in the Mandurah and Peel Region. We provide expert advice to thousands of travellers that visit the centre each year and to the potential visitors that contact the centre requesting information. Visitor servicing plays a vital role within the tourism industry and evidence shows the positive impact and influence that Visitor Centre's have to the local economy.

The Mandurah Visitor Centre is a Golden *i* accredited visitor centre, meaning we have achieved industry standards and is recognised for exceptional customer service. The Centre is centrally located on Mandurah Terrace and is open 7 days a week (9am-4pm), 363 days per year.

Visit Mandurah has two arms to achieve the best results and increase our partners market reach. Our roles include destination marketing and visitor servicing. This one team approach means we are committed to promoting Mandurah as a must-visit destination with the aim to increase visitor numbers, length of stay and visitor spending.

I invite you to become a valuable partner of the Mandurah Visitor Centre for 2020/2021. The prospectus outlines the various ways to partner with the Visitor Centre and receive the associated benefits.

Your support is vital to assist the Mandurah Visitor Centre to continue providing quality visitor servicing. Thank you for your support and we look forward to working with you in 2020/2021.

Kind regards,

**ANITA KANE**  
General Manager, Visit Mandurah



# VISIT MANDURAH



Visit Mandurah is the peak tourism body for Mandurah, providing tourism operators with support, training opportunities and leadership. Its main focus is to increase the level of tourism visitation and expenditure in the Mandurah region. Working in collaboration with other industry bodies including Tourism Western Australia, Destination Perth and Tourism Council WA, Visit Mandurah ensures businesses are kept informed on the latest tourism trends and initiatives.

Through its destination marketing activities, Visit Mandurah promotes Mandurah as a relaxing getaway. The new branding, 'Mandurah, Relaxed by Nature' has been designed to reflect the city's laid-back personality, with the double meaning also promoting its outstanding natural assets to Perth, interstate and international visitors. The branding is active across multiple distribution channels and media platforms.

Businesses have the opportunity to broaden their exposure by participating in Visit Mandurah's marketing activities.

## WHO CAN PARTNER

Any entity that owns a tourism business or service within the Mandurah and Peel Region is eligible to become a partner of the Visitor Centre. Outer region businesses will be considered on a case by case basis.

## OPPORTUNITIES INCLUDE:

- Advertising in the annual Visitor Guide .....
- Seasonal campaign activity, promoting special offers from local businesses .....
- Donations of prizes for competitions and giveaways via social media, events or media partners .....
- Cooperative print advertising at discounted rates .....
- Tag @visitmandurah or #visitmandurah on social media posts .....
- Updating Visit Mandurah on new product, imagery and/or special events .....



**15,500+ A MONTH UNIQUE VISITORS TO WWW.VISITMANDURAH.COM**

**ONLINE INSTANT MESSAGING SERVICE ON THE VISIT MANDURAH WEBSITE**

**2017 TOP TOURISM TOWN WINNER**

**OPEN 7 DAYS A WEEK, 9AM TO 4PM, 363 DAYS PER YEAR**

**55,000+ VISITORS TO THE CENTRE EACH YEAR**

**GOLDEN I ACCREDITED VISITOR CENTRE**

**78% OF VISITORS TO THE VISIT MANDURAH WEBSITE ARE NEW USERS**

**3.1 MILLION DAYTRIPS TO MANDURAH & PEEL REGION**

**CERTIFICATE OF EXCELLENCE WITH TRIPADVISOR**

# MEMBERSHIP LEVELS AND THE BENEFITS



Our partnership model aims to make promotion of tourism businesses accessible, affordable and enables all partners to be equally represented. Partnering with the Mandurah Visitor Centre gives you access to the following benefits.

	Standard (\$49)	Full Partnership (\$149)
Displayed on visitmandurah.com via ATDW	Yes	Yes
Online Commissionable Bookings	No	Yes
Bookeasy Training and Support	No	Yes
Free Allocated Brochure Racking Space	Yes	Yes
Direct Referrals	Yes	Yes
Dedicated Partner Support and Business Mentoring	Yes	Yes
eNewsletter Updates	Yes	Yes
Inclusion in Corporate Welcome Packs	No	Yes
Opportunities to Participate in Additional Visit Mandurah Events/Activities	No	Yes
Opportunity to Present your Business to Staff through Familiarisation and/or Presentations	Yes	Yes
Opportunities to Participate in Additional Campaigns	Yes	Yes
Translation Services*	No	Yes
Customer Service Audits including Personalised Report	No	Yes
Free invitation to Member Mingles	No*	Yes
Invites to Training and Development Opportunities	Yes	Yes

\*additional fees may occur

## BROCHURE RACKING

### Cost Per Annum

Included in membership

\$25

\$50

\$50

\$75

\$100

### Size

DL Brochure Space

Upgrade to A5 Brochure Space

Upgrade to A4 Brochure Space

Additional DL Brochure Space

Additional A5 Brochure Space

Additional A4 Brochure Space

# MANDURAH VISITOR CENTRE 2020/2021 PARTNERSHIP AGREEMENT

## CONTACT DETAILS

Trading Name

ABN

Registered Name (if different)

Contact Person

Position

Business Address

Postal Address (if different)

Email

Website

Phone

## PARTNER BUSINESS INFORMATION

Do you have the following;

- COVID-19 Plan
- Public Liability Insurance (please attach a copy of your current certificate)
- Workers Compensation (if applicable)
- All the required licences to operate
- Tourism Accreditation

## PARTNERSHIP OPPORTUNITIES

Partnership opportunities are available for a 12-month period, 1 July to 30 June and include one FREE DL brochure space in the Mandurah Visitor Centre. Please select which Partnership opportunity you are apply for.

- Standard (\$49)
- Full Partnership (\$149)
- Existing Partner\* (FOC)

\*please note existing Partners will receive **complimentary** Full Partnership for the 2020/21 period as outlined in the Partnership Prospectus

## BROCHURE RACKING

Please indicate which brochure racking option you are applying for. Note: prices are in addition to the Partnership fee.

- DL Brochure Space (FOC)
- Upgrade to A5 Brochure Space (\$25)
- Upgrade to A4 Brochure Space (\$50)
- Additional DL Brochure Space (\$50)
- Additional A5 Brochure Space (\$75)
- Additional A4 Brochure Space (\$100)

## TERMS AND CONDITIONS

- All prices are inclusive of GST.
- Prices and periods run from 1 July 2020 to 30 June 2021.
- On receiving a signed Partnership Agreement, a confirmation email and tax invoice will be issued.
- Payment terms will be stated on the invoice. Failure to pay invoice on time may result in your partnership or services being cancelled and promotional advertising being removed.
- Partnership fees are non-refundable, and a pro rata fee is not applicable.

As a partner of the Mandurah Visitor Centre (MVC) you acknowledge and agree to the MVC Terms and Conditions and Code of Conduct. Note: MVC refers to its officers, employees and volunteers.

- All partners must hold the required licences, permits and/or approvals to operate their business, all of which must be current and up to date.
- All partners must hold the appropriate cover of insurance including public liability which will be required to be provided to the MVC at the start of the partnership period.
- We undertake to notify the MVC immediately if any of the above are cancelled, expire or otherwise become inoperative during the membership period.
- All operators must have an Australian Business Number and Registered Business Name (unless you trade using your name only – refer to [www.business.gov.au](http://www.business.gov.au) for advice).
- Commission is payable on ALL bookings made online or through MVC
  - Red Partners full commission rate of 15% is payable.
  - Gold Partners a discounted commission rate of 10% is payable.

We reserve the right to notify in writing with 14 days' notice should there be any change to commission structures. It is the operator's responsibility to ensure that MVC are advised of any cancellation policy or booking conditions, in the absence of specific policies we will default to standard MVC booking conditions and cancellation policy.

- The Partners Australian Tourism Data Warehouse (ATDW) listing is the responsibility of the tourism operator to set up and maintain.
- The partner will be notified by the MVC of any formal complaints. The partner must use reasonable endeavours to resolve all complaints of customers who have made their booking via the MVC within 7 days of the receipt of the complaint from the customer.
- For the partnership application to be accepted, the application form must be signed, dated and paid in full along with the certificate of public liability insurance.
- It is the responsibility of the partner to advise the MVC in writing of any changes in property ownership, contact details and changes to bank account details which occur during the partnership period.
- MVC has the right to regularly audit partners. Should MVC feel the customer service level falls below expectations, MVC reserves the right to review partnership agreement.
- MVC processes Partnership payments at the beginning of each month, for the booking/sales which have been redeemed in the previous month. These payments will be paid within 21 days following the end of the month. The payment for advance bookings will be held with MVC until booking/sale has been redeemed. This allows the MVC to make any alterations or refunds.

**By signing this form, we confirm that we have read, understood and agree to abide by the Mandurah Visitor Centre Code of Conduct and Terms & Conditions.**

Signature

Date

## MEMBERSHIP CODE OF CONDUCT

- Partners to act professionally and conduct their business activity with a high level of customer service, care and consideration towards the MVC, its partners, customers, staff and the community.
- Partners ensure claims in advertising and marketing a product or service are true (including imagery), and never misleading.
- Partners are to consider interests of local communities and endeavour to ensure the impacts on businesses, community life and environment are positive and beneficial.
- Partners are to manage their business effectively and efficiently, enhancing the reputation of tourism in the Mandurah region.
- Respond and resolve customer complaints in a timely and courteous manner and review business processes and policies when necessary.
- Partners are to be ambassadors for tourism in the Mandurah region and help promote community understanding of the importance of tourism as a vital contributor to the Mandurah region's economy and quality of life.

## WAIVER AND INDEMNITY RELEASE

- We acknowledge the MVC will not be responsible for any loss or damage to our product or brochure due to circumstances beyond MVC control.
- We agree to fully indemnify the MVC against any and all liability, loss, damages or costs (including legal costs on a full indemnity basis) incurred arising from or in connection with any of the following:
  - Any breach by us of the warranties contained in this document, the MVC Code of Conduct and/or the MVC Terms & Conditions;
  - Any information or details provided by us to the MVC or the public about any accommodation, tours, products or services;
  - Any confirmed bookings made through the MVC that are subsequently not fulfilled by us due to sale of business, overbooking, or unforeseen circumstances such as damage or natural disaster; and/or
  - Any persons who stay at our accommodation, participate in our tours or use any of products or services.
- We agree to release the MVC from any claim for, and agree that the MVC is not liable for, any damage, loss or injury whatsoever to us arising from, and costs incurred in connection with:
  - The use of the [visitmandurah.com](http://visitmandurah.com) website, MVC booking service or other membership benefits; or
  - The [visitmandurah.com](http://visitmandurah.com) website being interrupted, unavailable or not working properly.
- We agree that to the maximum extent permitted by law the MVC is not and will not be liable in any circumstances for any interruption to our business and/or any loss of profits, loss of data or any consequential or indirect losses suffered or incurred by us.
- We agree to allow my information and images to be shared with Visit Mandurah for promotional purposes