

MARKETING MEMBERSHIP

MEMBER PROSPECTUS 2020-21



WHAT WE OFFER

Falls Creek Resort Management offers a valuable marketing opportunity for stakeholders servicing Falls Creek Alpine Resort.

Destination marketing is one of FCRM's key objectives and a fundamental KPI set by the Victorian Government. Through a coordinated digital marketing strategy FCRM serves three goals to drive visitation, engage users and promote stakeholder businesses.

Through the Marketing Membership program, FCRM offers stakeholders year-round promotion opportunities for the 2020 snow season and the 2020-21 summer season.



DRIVE VISITATION

We use inspiring, engaging and informative content to drive visitors to Falls Creek in both Winter/Snow Season and growing Summer/Green Season.

ENGAGE USERS

We provide the holiday market with a seamless user experience, enhancing all aspects of information search, booking process and social interaction.

PROMOTE BUSINESSES

We promote FCRM Marketing Members to generate direct bookings and engagement through high visibility channels for advertising and exposure.

With a strong social media following and dedicated management resources, the digital space has emerged as a desirable and quantifiable channel for member-specific promotion. Stepping away from more traditional means of print advertising, FCRM will continue social media advertising successfully introduced in 2017 as part of its overall offering.



FALLSCREEK.COM.AU

FallsCreek.com.au is the most used source of information for Falls Creek online.

The official Falls Creek website is the key element of FCRM's marketing membership program. A one-stop shop for all information on the resort, it includes key areas for promotion of businesses servicing Falls Creek and its guests.

When Falls Creek visitors are engaged, fallsCreek.com.au is where they go for information. It averages more than 8,100 page views each day and peaks to around 50,000 at the height of winter.

2019 RESULTS

1.169 MILLION

UNIQUE SESSIONS (highest in 5 years)

524K USERS

(highest ever recorded)

250K+ VISITS

MADE TO STAKEHOLDER LISTING PAGES

(Surpassing volumes to Lift Pass, Weather Reports and Resort Entry pages)

206K SEARCHES

MADE FOR ACCOMMODATION OPTIONS

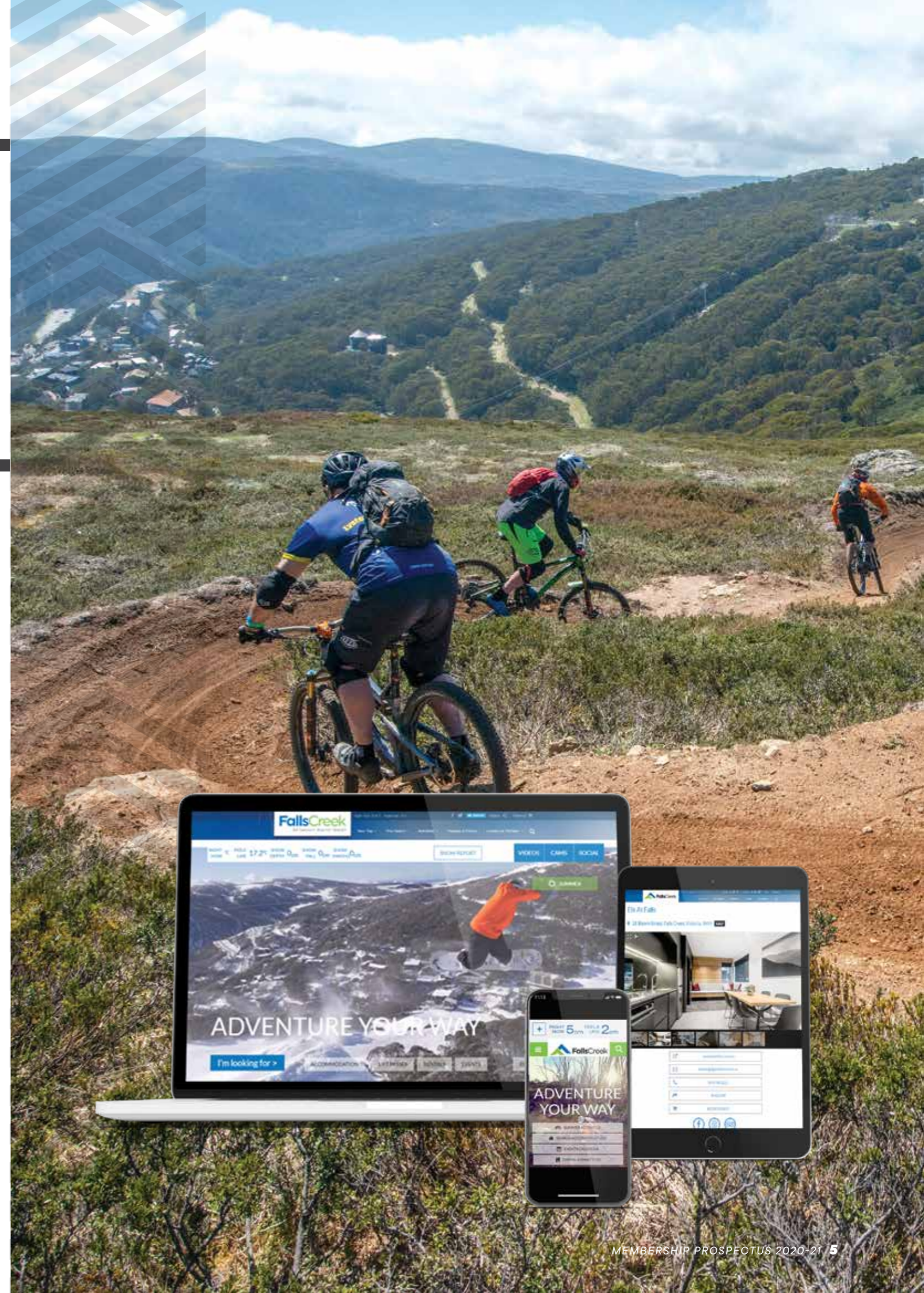
INCORPORATED ACCOMMODATION

LIVE BOOKING WIDGET FOR 52% OF ACCOMMODATION MARKETING MEMBER LISTINGS

ALL MARKETING MEMBERSHIPS INCLUDE WEBSITE INCLUSION WITH FULL WEB LISTING

Visitation by Year			2019 Top 5 Pages	
Year	Sessions	Users	Page	Views
2014	1082 k	425 k	Homepage	485 k
2015	968 k	420 k	Snow Report	412 k
2016	1156 k	485 k	Snowcams	275 k
2017	1087 k	448 k	Weather	209 k
2018	1096 k	461 k	Accommodation Search*	206 k
2019	1168 k*	524 k		

*Cumulative total of accommodation Member listings



SOCIAL MEDIA

In winter 2019, FCRM maintained the second highest engagement rate amongst followers of all Australian ski resort Facebook pages.

Through a 66k+ social media following on Facebook and Instagram, FCRM accounts are relied upon by thousands of existing and potential visitors for real-time updates on resort conditions, highlights and attractions. With content that is authentic and engaging, we maintain a strong connection with key target audiences aged 25-45.

Sponsored campaigns delivered 2018 Marketing Members an average reach of 12,000 views and 190 click-throughs.

In 2018 FCRM delivered targeted Facebook sponsored (advertising) campaigns on behalf of all accommodation Member businesses. Sponsored campaigns drive traffic to member websites and social media accounts for further conversion opportunities.

ALL STANDARD MARKETING MEMBERSHIPS INCLUDE \$100 SPONSORED CAMPAIGN

ALL PREMIUM MARKETING MEMBERSHIPS INCLUDE \$200 SPONSORED CAMPAIGN

WINTER* SPONSORED CAMPAIGN RESULTS (MEMBER AVERAGE)

Standard Membership	\$100 Budget	Industry Average [†]	Premium Membership	\$200 Budget	Industry Average [†]
Reach	9.6 k		Reach	18.4 k	
Clicks	149		Clicks	294	
Cost per Click**	\$0.60	\$0.63	Cost per Click**	\$0.58	\$0.63
Click-through Rate	1.55%	0.90%	Click-through Rate	1.59%	0.90%

*Data collected from 2018, due to 2019 data showing incomplete results

**Industry average based on 2017 Travel & Hospitality figures as published by WordStream



ACCOMMODATION PACKAGES

Standard Accommodation Memberships begin at \$2,000 for the 2020-21 membership period and include a full listing on fallscreek.com.au, social media advertising campaign and access to promotional image gallery. Premium Memberships cost \$4,500 and offer a free dining listing, increased social media budget and priority listing for accommodation searches.

In season 2019 the average Standard member received 3,800+ visitors to their fallscreek website page with 1,200+ clicks to the business' personal site or live booking platform. For Premium Members this figure increased to 9,000+ visitors and 1,600+ click-throughs.

Premium Memberships are priced at \$4,500 and include a free restaurant listing and total \$200 social media advertising budget. Most importantly, Premium Members are listed first by default for accommodation searches made at fallscreek.com.au

STANDARD MEMBERSHIP - \$2,000

Standard Membership	2019-20
Views	3870
Website Clicks	884
Book Direct Clicks*	346
Social Media Ad Clicks**	149

Standard Membership includes a profile in the accommodation section of fallscreek.com.au which is searchable by visitors. Full details are included to the property's rooms, facilities, high quality image gallery, location and extensive contact options.

Booking widgets are available for most major Channel Manager software solutions also. Advertising allowances include free Specials and Job advertising plus a \$100 budget social media campaign. All Standard Membership holders have access to the Falls Creek media gallery for promotional imagery usage#.

PREMIUM MEMBERSHIP - \$4,500

Premium Membership	2019-20
Views	9084
Website Clicks	796
Book Direct Clicks*	870
Social Media Ad Clicks**	294

Premium Membership includes all the allowances of a Standard listing with the additional advantage of a "Featured" tag on accommodation search results. This tag lists your property first on accommodation searches before non-featured properties. Preferential listing also applies for advertisements on the Accommodation Specials and Packages page.

Additional benefits include a free Dining Membership (value \$750) and season-long advertisement on the Snow Report page, plus an increase to \$200 value social media campaign.

* Majority of 2018/19 accommodation listings include an embedded booking widget which FCRM cannot track interactions within. Direct interactions to operator assets should be considered higher than indicated.

** Data collected from 2018, due to 2019 data showing incomplete results.

Conditions apply for usage of images.



Falls Creek
Right Now 9.8 | Falls Like 4.5 | CALL 13003 FALLS

Explore Falls Creek | Plan Your Trip | At The Resort | Tickets & Passes | Lessons

Falls Creek Alpine Resort OPEN
Falls Creek has been deemed safe to visit. The Village and MTB Park trails are fully open for business. Check with the [VIC Government](#) website for current bushfire advice.

Frueauf Village

4 Schuss Street, Falls Creek, Victoria, 3699 [MAP](#)

www.falls-creek.com.au
bookings@falls-creek.com.au
1300 300 709
ENQUIRE
BOOK DIRECT

Apartment | Resort | From \$200

Frueauf Village is the quintessential snow experience in the heart of the Australian Alps. The property's luxurious architect-designed self-contained chalets and apartments are designed for the ultimate winter escape.

When location is everything, Frueauf Village offers ski-in / ski-out in central Falls Creek right in the middle of fine wine and dining at Falls.

The Frueauf Village complex features 25 apartments ranging in size from studios, one, two, three and four bedrooms and complete chalets. Ski, board, play and then come home to the luxury of your own self-contained environment. Most apartments come with their own private hot tub and some even have their own saunas.

In the evening stop in downstairs at Milch Cafe and Bar for drinks or dinner in front of the fire. Frueauf's very own intimate cafe is a great place to relax with friends.

All guest rates include free wireless internet access.

Frueauf Village INFORMATION

Search Availability 1300 300 709 bookings@falls-creek.com.au

Arrival Date * Departure Date * Adults * Children Infant

Promotional Code

Search Availability

Frueauf Village is the quintessential snow experience in the heart of the Australian Alps. The property's luxurious architect-designed

MANAGING YOUR LISTING

All Accommodation Marketing Memberships are managed through an active listing in the Australian Tourism Data Warehouse (ATDW). This is the national platform for digital tourism data and makes your business accessible to a wider domestic and international visitor audience.

To hold a FCRM Marketing Membership, stakeholders will be required to establish and personally manage ongoing a property listing within the ATDW. Free ATDW listings are available through Tourism North East as a part of the bushfire recovery program. Listings require description, location, contact details and high quality imagery of your business (amongst other elements) and are quality controlled by Visit Victoria approvals.



PREMIUM QUALIFICATION

To ensure quality of visitor enquiry experience, a qualification process exists for applications to FCRM Premium Marketing Membership. Applicants will be required to meet and preferably exceed the below list of criteria for their own business website and digital presence.

Standard Membership applications are not bound by these criteria but are strongly recommended they are adhered to as accepted industry best practice to provide a quality user experience.

MEMBERSHIP ELIGIBILITY CRITERIA** (stakeholder-hosted website)	STANDARD	PREMIUM*
100% mobile-optimised website	Recommended	YES
Appropriate detail on room facilities	Recommended	YES
Appropriate detail on property facilities	Recommended	YES
Well-edited copy free of typos and poor formatting	Recommended	YES
Live link to fallscreek.com.au	Recommended	YES
Live bookings available via channel manager	Recommended	YES
High quality professional photography	Recommended	YES
Well-managed Google Places listing	Recommended	YES
Trip Advisor Listing	Recommended	YES
Google Analytics setup with regular reporting	Recommended	YES

*Premium Memberships are limited to a maximum of 15. Unless this allocation is exhausted, provisional Premium Memberships may be approved at FCRM discretion where yet to be met requirements are committed to improvement within an agreed timeframe.

**Further detail around eligibility criteria is provided on the Terms and Conditions contained within this document.



SERVICE PACKAGES

Services at Falls Creek are able to advertise their business through two levels of Service Marketing Membership. Businesses are automatically classified according to their business type.

Dining*	2019-20	Transport*	2019-20	Rental*	2019-20
Unique Views	1399	Unique Views	5327	Unique Views	3854
Website Clicks	250	Website Clicks	695	Website Clicks	1002

SERVICES MEMBERSHIP - \$1,000

Rental, retail, supermarket, transport, massage and other services are eligible for a Services Membership. These Memberships include a full profile that is searchable through the website. Profiles are also listed on information pages appropriate to their service with specific allocations as below.

DINING MEMBERSHIP - \$750

Restaurants, cafes and food outlets are eligible for a Dining Membership. Memberships include a full profile that is listed on the website dining page with priority over non-member businesses.

Business Listed in	Dining	On Mountain Rental/Retail	Off Mountain Rental/Retail	Supermarket	Transport	Massage /Spa
Dining Page	●					
Winter/Summer Attraction Search						●
Supermarket Page				●		
Massage Page						●
Coach/Air Travel/Private Transfer Page					●	
Rental Outlet Search		●	●			
Retail Outlet Search		●	●			
Snow Chain Hire Search			●			
Website Navigation Menu Item				●		

*Massage/Spa, Retail and Supermarket category statistics are available on request

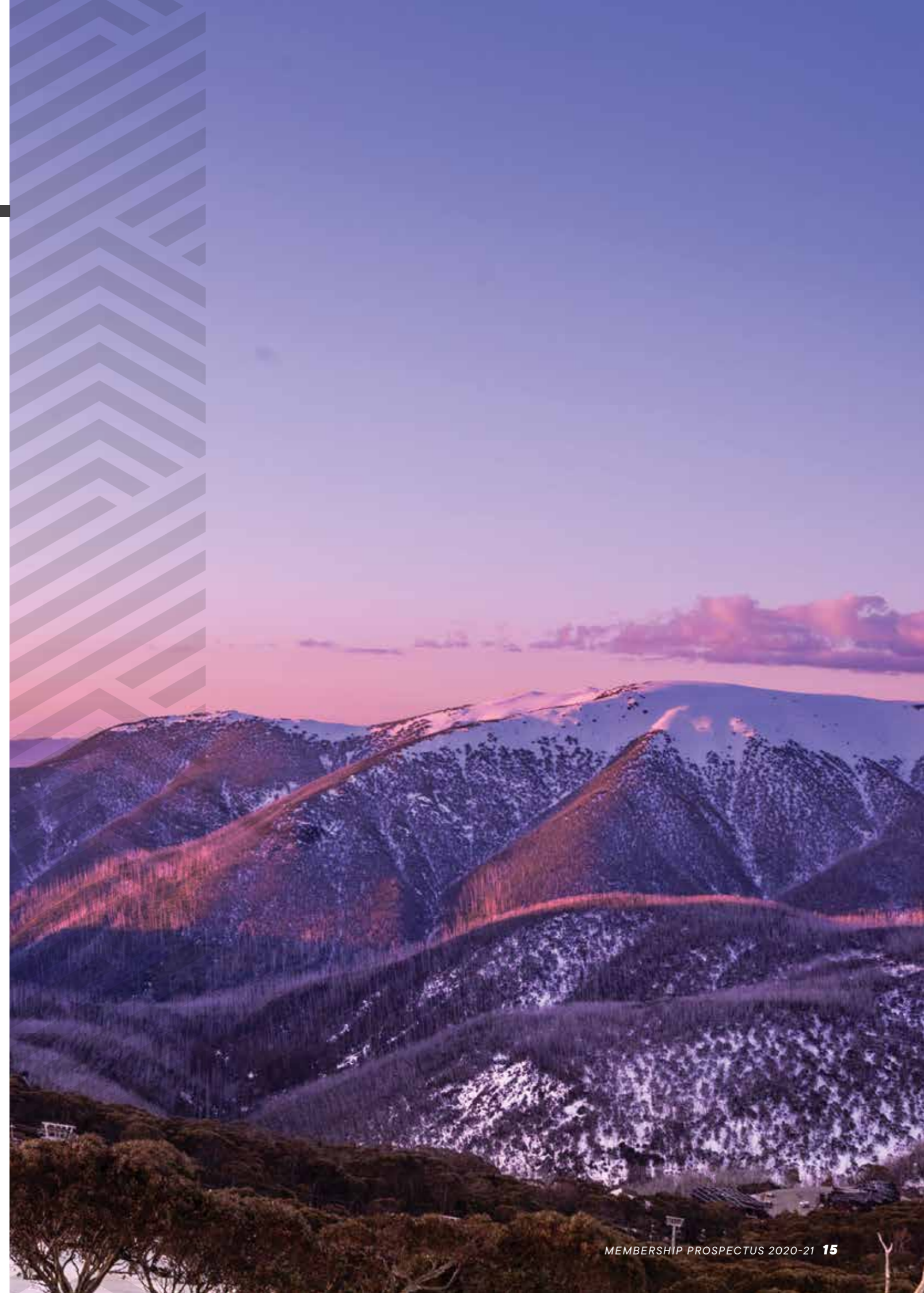


MEMBERSHIP BENEFITS

Full Digital Profile	Dining	Services	Standard	Premium
Business Details	●	●	●	●
Direct Contact Information	●	●	●	●
External Website Link	●	●	●	●
Online Enquiry Form	●	●	●	●
Book Direct Link	●	●	●	●
Social Media Links	●	●	●	●
Image & Video Gallery	●	●	●	●
Brochure Download	●	●	●	●
Search Results Listing	●	●	●	●
Book Direct Button*	●	●	●	●

Advertising & Extras	Dining	Services	Standard	Premium
Online Job Advertising	●	●	●	●
Online Specials Advertising	●	●	●	●
Free Events Listing	●	●	●	●
Media Gallery Access	●	●	●	●
ATDW Listing			●	●
Live Bookings Widget*			●	●
Priority Search Result Listing (Featured Tag)				●
Free Dining Listing				●
Snow Report Advertisement				●
Social Media Campaign Budget			\$100	\$200

*Live Bookings Widget applicable when available via member's associated Channel Manager service.



TERMS & CONDITIONS

MARKETING MEMBERSHIP AGREEMENT

The applicant named below ("Applicant" and/or "Member") hereby applies to Falls Creek Resort Management ("FCRM") for integration of the Applicant's advertising material ("Content") relating to the business of the Applicant ("Business") on the website fallscreek.com.au ("Website") and marketing brochure ("Publication"), subject to the following terms and conditions ("Agreement"):

1. The Applicant must send a signed copy of this Agreement and the Advertising Order Form to the FCRM Administration Office via post (PO Box 50, Falls Creek, Vic 3699), email (fcrm@fallscreek.com.au) or fax (03 5758 3415). This Agreement commences on the date of:
 - (a) FCRM accepting the Agreement in writing; or
 - (b) FCRM publishing the Content.
 2. By signing this Agreement, the Applicant agrees to be bound by:
 - (a) this Agreement;
 - (b) the attached marketing prospectus ("Marketing Prospectus"); and
 - (c) FCRM's editorial control guidelines as stipulated on www.fallscreek.com.au/partnership from time to time.
 3. Subject to the Applicant's compliance to the terms of this Agreement, FCRM shall publish the Applicant's Content:
 - (a) on the Website within 1 week of the commencement of the Agreement until 31 March of the relevant year; and
 - (b) in the Falls Creek All Season Brochure which is distributed on or about the end of each calendar year.
 4. The Applicant acknowledges that:
 - (a) the Applicant is solely responsible for all Content and any consequences that may result from publication of the Content;
 - (b) the Content is not hosted by FCRM, but rather, through Australian Tourism Data Warehouse (ATDW);
 - (c) FCRM excludes any liability whatsoever arising from or in connection with the actions or omissions of ATDW with respect to the Content, including any failure of ATDW to host or transmit the Content. It is the responsibility of the Applicant to ensure that the Content published with ATDW accords with the Content which the Applicant wishes to integrate on the Website;
 - (d) where the Applicant applies for a Standard or Premium marketing membership (as those terms are defined in the Marketing Prospectus), the Applicant will be solely responsible for the creation and maintenance of its Content by way of data entry through a listing with VisitVictoria.com, ATDW or such other provider nominated by FCRM. The fee charged by the third party provider for the listing is included within the membership package fee and will be paid by FCRM;
 - (e) the Applicant grants FCRM a non-exclusive, irrevocable, worldwide, fee-free, royalty-free licence to publish the Content on the Website and in the Publication;
 - (f) FCRM has the right to:
 - (i) accept or reject any Content;
 - (ii) reasonably edit any Content submitted by the Applicant (however is not obliged to do so); and
 - (iii) to determine where and how it chooses to integrate the Content on the Website and in the Publication (including determining the appropriate category in which to display the Content); and
 - (g) if the Applicant is in breach of this Agreement or the warranties contained in this Agreement, FCRM shall have the right to immediately remove the Content from the Website. The Applicant is not entitled to any compensation from FCRM should this occur.
 5. The Applicant warrants to FCRM that:
 - (a) the Applicant will supply the Content, and if required, update the Content, in a timely manner;
 - (b) the Applicant will comply with all terms and conditions of ATDW;
 - (c) the Content and the Business shall fully comply with all relevant laws, legislation, regulations or codes of practice;
 - (d) the Content does not contain and/or infringe any intellectual property rights of a third party;
 - (e) the Applicant has obtained the consent of any living person whose name, image or likeness (in whole or in part) is contained in the Content;
 - (f) the Content is free of viruses;
 - (g) the Content is a true and correct representation of the Business and is not misleading or deceptive; and
 - (h) the Content and the Business will not bring FCRM into disrepute.
 6. The Applicant fully indemnifies and will hold harmless FCRM against any third party claims arising from:
 - (a) a breach by the Applicant of any of the warranties contained in this Agreement;
 - (b) a breach by the Applicant of this Agreement;
 - (c) the Content (including customer complaints about the accuracy of the Content); and
 - (d) the Applicant's operation of the Business.
 7. With the exception of any Consumer Guarantee that might apply, FCRM excludes:
 - (a) any term, condition or warranty that may otherwise be implied into this Agreement, however nothing in this clause is intended to exclude any conditions, guarantees or warranties implied into this Agreement or any remedies made available to the Applicant, by the provisions of the Australian Consumer Law or by any other Federal, State or Territory Laws to the extent that such implied conditions, guarantees, warranties or remedies may not be excluded by express agreement;
 - (b) any liability for any direct loss, damage or expense except to the extent that FCRM's negligent act or breach of this Agreement has contributed to such direct loss, damage or expense,
 - (c) any liability for any consequential, indirect or incidental loss, special damages, damages for loss of profits, loss of goodwill, business interruption, loss of or unauthorised access to information, arising out of or in connection with the use or performance of the Website or services provided by FCRM under this Agreement, including any downtime or technical problems with the Website or delays in printing and distribution of the Publication.
Consumer Guarantee means a right or guarantee the Applicant may have under the Australian Consumer Law in schedule 2 of the Competition and Consumer Act 2010 (Cth) and any equivalent state or territory legislation, or other rights in relation to the supply of goods or services (such as terms implied into a contract) that cannot lawfully be excluded.
 8. FCRM's liability in respect of any breach of, or failure to comply with, any applicable Consumer Guarantee is limited to:
 - (a) the supplying of the services again; or
 - (b) the payment of the cost of having the services supplied again.
 9. Either party may immediately terminate this Agreement if:
 - (a) the other party becomes an externally administered body corporate, insolvent, bankrupt or takes any step for the winding up or dissolution of that party; or
 - (b) the other party has not remedied its breach of this Agreement after having been issued with a written notice by the terminating party to remedy such breach within a reasonable period (such reasonable period is not required to exceed 7 days from the written notice).
 10. The Applicant will pay all taxes, duties and other charges payable or assessed in connection with this application whether applying as at the date of this application or in the future including, without limitation, goods and services tax, other value added tax, sales or use taxes, stamp duty, turnover tax and fees.
 11. The Applicant agrees that arrears on accounts and any other amounts outstanding to FCRM must be paid to FCRM before advertising services will be provided by FCRM. Without limiting this clause 11, for the avoidance of doubt, full payment for the relevant year must be received by FCRM before advertising services will be provided by FCRM. FCRM's payment terms are 14 days from invoice date unless otherwise agreed between the parties.
 12. Reservation Centres:
 - (a) Member properties will not be granted status as a reservation centre on the fallscreek.com.au/reservationcentres page ("Reservation Centre") where the property is otherwise listed as an accommodation listing on the fallscreek.com.au website ("Accommodation Listing").
 - (b) In order to be eligible for a listing as a Reservation Centre, Members must demonstrate sound business ability and history to actively book a diverse range of Falls Creek properties (including those with which Members have no financial ownership interest or management agreement in place) as well as a demonstrated ability and history to quote and/or book supplementary services including (but not limited to) air travel, road transfers, equipment rental and travel insurance.
 - (c) FCRM may request documented evidence of the Applicant's history in serving these criteria. Reservation Centre status will be granted to a Member at FCRM's discretion.
 13. Member Properties:
 - (a) Members may nominate their property (or properties) as one or a number of the following categories; Apartment, Backpacker/ Hostel, Bed & Breakfast, Cabin/Cottage, Holiday House, Hotel, Motel, Resort, Retreat/Lodge or Self Contained.
 - (b) Members acknowledge that FCRM may:
 - (i) change or update the property categories;
 - (ii) set reasonable standards and/or eligibility criteria with respect to the property categories; and
 - (iii) permit the inclusion of the Member's property in a category at FCRM's discretion, acting reasonably and taking into consideration the relevant industry standards for accommodation properties and Accommodation Listings.
 - (c) Members must demonstrate eligibility for any given property category as reasonably required by FCRM.
 - (d) Members acknowledge that any property advertised pursuant to this Agreement forms part of the Member's Business for the purposes of this Agreement. For the avoidance of doubt, clauses 5(b), 5(g), 6(d) apply to the Member's property.
 14. Membership Qualification:
 - (a) Eligibility for Accommodation Listings (Standard and Premium (as defined in the Marketing Prospectus)) will require conformance to the following criteria and such other criteria reasonably required by FCRM from time to time, having consideration to the experience of the Website visitors:
 - (i) Mobile-optimised website: a website that automatically optimises content to be viewed comfortably (ie without scrolling laterally or zooming in/out) on mobile phone and tablet devices for 100% of the contained pages, when accessed by navigation to the website's native web URL
 - (ie www.youraccommodation.com.au).
 - (ii) Appropriate detail on room facilities: content that contains easily understandable information on facilities contained within each specified room type available. Ideally this will be expressed in bullet point or a similarly easy to understand format.
 - (iii) Appropriate detail on property facilities: content that contains easily understandable information on facilities contained within the overall property. This will be easily accessed from the website navigation and expressed in either bullet point or another similarly easy to understand format.
 - (iv) Well-edited copy: written content which is 100% free of typos and poor or inconsistent formatting. Copy should include information in a clear and succinct manner and not overuse capitalisation, exclamation points, bold text, headers or highlighting used outside of a balanced context. Further examples of poor copy and formatting include overly large pages of text, blocks of text with no paragraphs or breaks, incorrect grammar, incorrect punctuation and inconsistent changes of text alignment. Some helpful practices in assessing or developing good copy are available at Tourism Tribe <http://fromfiction.com/laws-good-copywriting>.
 - (v) Live link to fallscreek.com.au: a direct link to www.fallscreek.com.au that is found in either the site footer or another appropriate place for visitors seeking further resort information.
 - (vi) Live bookings available via channel manager: a facility for visitors to easily search for availability status and pricing for a property's rooms based on calendar dates and group size. Immediate bookings must be available via credit card facilities. Where a bespoke format is used (ie not provided via a defined channel manager service) the environment must provide simple controls to access room details or different dates within the results environment. A link to live bookings must be displayed prominently on the site homepage for single click access.
 - (vii) Rates provided per room in calendar format: room rates for each room type must be expressed as a per-room price. This is applicable in the event that a live bookings or channel manager service is not utilised. FCRM will provide calendar price sheets to facilitate this provision.
 - (viii) High quality professional photography: photography that has been appropriately dressed, photographed and edited in a professional manner. For use in member's ATDW listing, photographs must be provided at a minimum 2048x1536px size and 150dpi.
 - (ix) Well-managed Google Places listing: such listing must be adequately set up via the instructions provided by Google.
 - (x) Trip Advisor Listing: the Member's property or business must be listed with tripadvisor.com.
 - (xi) Google Analytics setup with regular reporting: members must demonstrate that their website is coded correctly for Google Analytics tracking, that they have a correctly set up a Google Analytics account and that they have a regular procedure in place for the monitoring of analytics statistics.
 - (xii) Completed Tourism Tribe Health Check by 30 June of each year: members must complete a Tourism Tribe Health Check questionnaire and provide FCRM with the results by 30 June of each year that this Agreement remains in force.
15. This Agreement embodies the entire agreement between the parties and supersedes all prior and contemporaneous agreements, arrangements and understandings between the parties with respect to its subject matter.
16. This Agreement is governed by the laws of the State of Victoria.



ADVERTISING ORDER FORM 2020-21 This document becomes a Tax Invoice / Receipt upon payment

Deadline for submission and payment FRIDAY 1st MAY 2020

Contact Name: _____

Business Email: _____

Business Name: _____

Phone: _____

A.B.N: _____

Invoice Address: _____

MARKETING MEMBERSHIP LEVEL

MARKETING MEMBERSHIP PACKAGE

Dining (\$750 inc. GST) \$.....

Services (\$1,000 inc. GST) \$.....

Standard Accommodation (\$2,000 inc. GST) \$.....

Premium Accommodation (\$4,500 inc. GST) \$.....

Free Dining Membership (Premium Membership only)

Invoice Total \$.....

WEB CATEGORY (tick all that apply)

Apartment

Open in Winter

Hotel

Open in Summer

Apartment

Supermarket

Chalet

Rental/Retail

Off-Mountain

Transport

Signature of Applicant: _____

By signing above and submitting this form you are registering that you intend to participate in Falls Creek Resort Management's Marketing Membership program as indicated within the options and details featured in the prospectus and in accordance with the advertising agreement.

Credit Card Details (if paying by Credit Card)

PLEASE NOTE - ALL MARKETING MEMBERSHIPS ARE NOT ACTIVE UNTIL PAID IN FULL

Charge Amount: _____

Card Type: Visa / Mastercard

Name on Card: _____

Card Number: _____ / _____ / _____ / _____

Expiry (mm/yy): _____ / _____ CCV: _____

Card Holder's Signature: _____

SOCIAL MEDIA SPONSORSHIP FORM

Deadline for content and imagery submission FRIDAY 1st MAY 2020

FCRM will coordinate a sponsored campaign on your behalf with a set budget as per your level of Membership (Standard - \$100, Premium - \$200). Members are able to stipulate specifics in regards to Demographics, Timeline, Goals and Content, or allow FCRM to determine these on your behalf. **You do not have to fill out all of the below if you do not wish to - simply Campaign Goal and Call to Action Link will suffice.**

CAMPAIGN GOAL: Describe below what you want to achieve with the campaign. (IE: Get more traffic to your website / Get more likes on your facebook page / Get a higher take-up of an early-bird promotion / Fill specific gaps in your occupancy schedule)

CALL TO ACTION LINK: Where (exactly) do you want people who click to be sent to? (IE your website / a page within your website / your live booking page)

AUDIENCE: Do you have a specific target market? Your campaign can be targeted to people in specific geographic areas (ie Victoria Only), for specific demographics (ie: females aged 35 - 60) and with specific interests (ie: Cross Country Skiing and Esther Bottomley)

TIMELINE: Do you have a specific time of year you want your campaign to run? We recommend a \$50 budget covering a minimum 1 week and a maximum of 2 weeks so you can break your allocated budget down into specific weeks on this basis (Standard 1-2 weeks, Premium 4-8 weeks)

CONTENT: You can supply your own content for the ad should you wish or FCRM will provide a proposed option for your consideration. If you wish to supply please limit to no more that 50 words and send by email to marketing@falls creek.com.au. **All operators must provide their desired image to be used for the advert.**