

# MARKETING MEMBERSHIP

UPDATED MEMBER PROSPECTUS

REDUCED WINTER + GREEN SEASON



# MEMBERSHIP FEES

## Introduction

We understand that it has been a challenging year for businesses in Falls Creek with the loss of trade due to the bushfires during the 2019-20 summer and now with a reduced 2020 snow season. As such we have adapted the Marketing Membership fees to reflect this. The new fees are outlined below for each of the packages offered.

The first option covers marketing during a reduced 2020 winter season and the 2020/21 summer. The second option is for those businesses that may not be able to operate to their full capacity during winter and as a result only wish to focus their advertising spend on summer and winter 2021 promotions.

Over the next few months Falls Creek Resort Management (FCRM) will be promoting winter business and the measures that will be undertaken to reduce consumers health concerns and uncertainty around a snow holiday in 2020. Following this an intense summer marketing campaign will begin in early September and then continue until Easter 2021.

The 2021 winter promotional campaign will commence in late 2020 and include:

- social media posts,
- regular communications through our mailing list (a new initiative), and
- targeted advertising.

Subject to any social distancing restrictions our aim will be to make 2021 the biggest winter season Falls Creek has ever seen!

Both the summer and winter campaigns will aim to position Falls Creek as the place to visit for a safe and healthy domestic holiday and reduce consumer fears. It will also showcase our wide open spaces and adventure activities, as well as demonstrate how dining, other services and accommodation are making their venues safe and accessible.

Our overall strategy will include some key aspirational messaging and we will also work with local, state and national tourism bodies to build on their domestic marketing campaigns. All promotions will be designed with strong identity and complimented with high quality imagery.

Further to this, and again depending on restrictions, we plan to conduct a strong promotional program to showcase the Falls Creek events calendar, encourage visitation over these periods and harness the opportunity to bring new visitors to Falls Creek.

## Pricing

Packages	Original Price	OPTION 1 Reduced Winter + Summer	OPTION 2 Summer Only
Dining	\$750	\$525	\$300
Services	\$1,000	\$700	\$400
Standard Accommodation	\$2,000	\$1,300*	\$750*
Premium Accommodation	\$4,000	\$3,200*	\$1,700*

\* In 2019 there was a \$100-\$200 advertising spend on social media included for the accommodation options. This has been removed to further reduce the price during this time. However this add on is still available to those who wish to do a paid advertising campaign on social media using the FCRM channels at a budget that suits your needs. If you are interested in this please fill out the 'Social Media Sponsorship Form' at the end of the application form.





# PACKAGES

## DINING

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

## SERVICES

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.

## STANDARD ACCOMMODATION

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.

## PREMIUM ACCOMMODATION

Premium Membership includes all of 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 and season-long advertisement on the Snow Report page. Premium Members will also be given a featured section in one of our regular email newsletters to consumers (a new initiative).

To ensure quality of visitor enquiry experience, a qualification process exists for applications to 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. We also recommended the criteria for Standard Membership are adhered 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 in the Terms and Conditions contained within this document.





# BENEFITS

Marketing tools that will provide direct benefit to members include:

- The FCRM website, with a full listing for each member, online enquiry form and book direct link. The website has just received a refresh to make it more user friendly and the accommodation and services tabs clearer to navigate.
- Social media, using FCRM's large Facebook and Instagram following to directly promote businesses and events, as well as the above wider campaigns to drive visitation in winter and summer.
- Regular email marketing through our extensive mailing list channels with seasonal updates and showcasing what member businesses have on offer, local stories and promotions.
- High quality photo and video supplied to Members for your own promotional use.
- The ability to participate in additional promotional activations.
- Premium Accommodation Members featured in our regular email newsletters.

Full Digital Profile	Dining	Services	Standard	Premium
Business Details	●	●	●	●
Direct Contact Information	●	●	●	●
External Website Link	●	●	●	●
Online Enquiry Form	●	●	●	●
Book Direct Link	●	●	●	●
Social Media Links	●	●	●	●
Direct Email Marketing	●	●	●	●
Image & Video Gallery for Listing	●	●	●	●
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 Web Page Advertisement				●
Featured section in email newsletter				●

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

\*\* Please ensure to credit photographers (names are included in image title) when using images and please contact us if you need high resolution copies for print use.



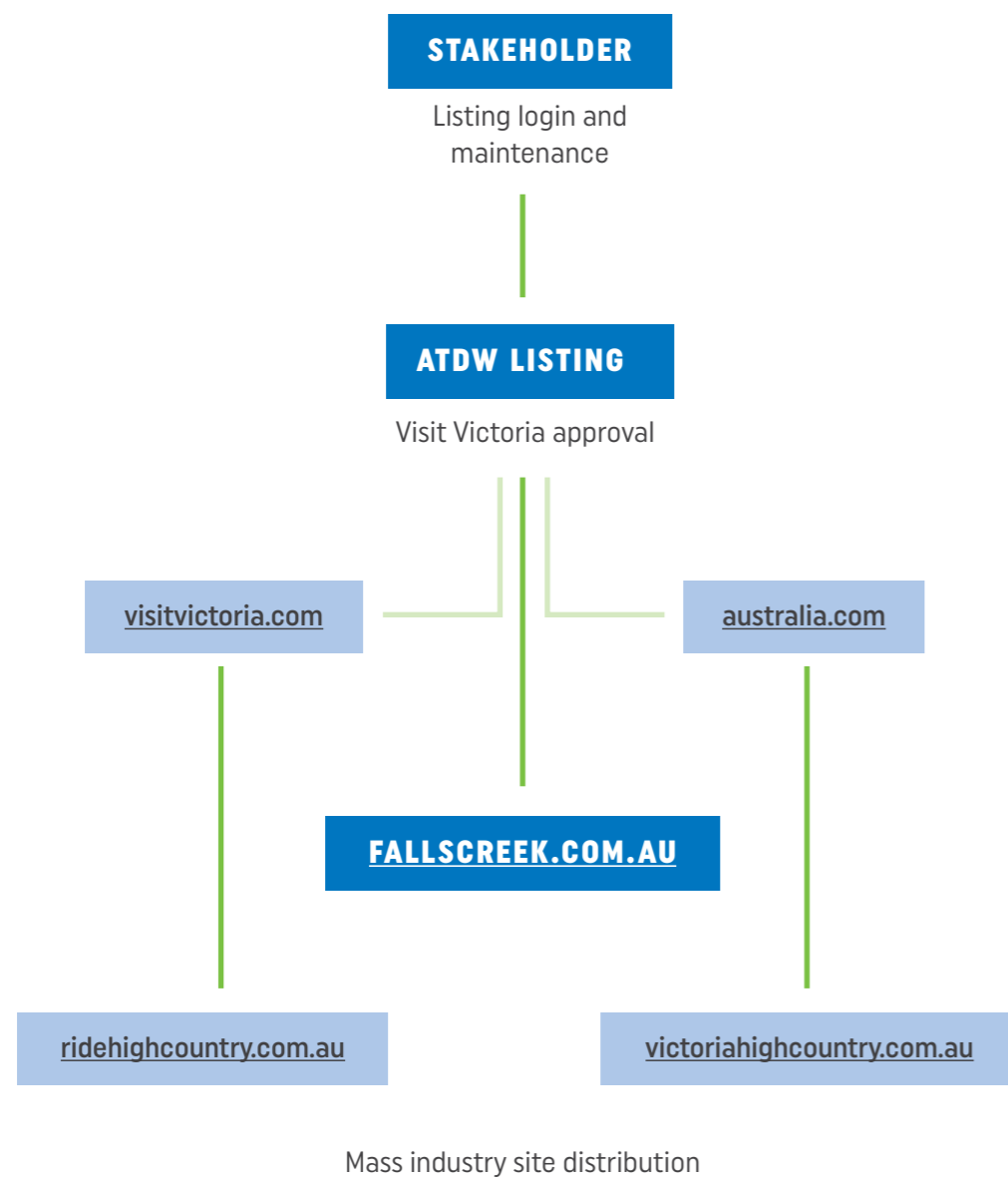


# MANAGING YOUR LISTING

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.

To claim your free listing please visit [www.tourismnortheast.com.au/free-atdw-listings/](http://www.tourismnortheast.com.au/free-atdw-listings/).





# 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](http://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](http://fallscreek.com.au/reservationcentres) page ("Reservation Centre") where the property is otherwise listed as an accommodation listing on the [fallscreek.com.au](http://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](http://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](http://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](http://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 12th June 2020**

Contact Name: \_\_\_\_\_

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

Business Name: \_\_\_\_\_

Phone: \_\_\_\_\_

A.B.N: \_\_\_\_\_

Invoice Address: \_\_\_\_\_

## MARKETING MEMBERSHIP LEVEL

**MARKETING MEMBERSHIP PACKAGE** (tick one option)

	OPTION 1 Reduced Winter + Summer	OPTION 2 Summer Only
Dining	<input type="checkbox"/> \$525	<input type="checkbox"/> \$300
Services	<input type="checkbox"/> \$700	<input type="checkbox"/> \$400
Standard Accom	<input type="checkbox"/> \$1,300	<input type="checkbox"/> \$750
Premium Accom	<input type="checkbox"/> \$3,200	<input type="checkbox"/> \$1,700
Sponsored Social Media Campaign	<input type="checkbox"/> \$50 <input type="checkbox"/> \$100 <input type="checkbox"/> \$200	

**WEB CATEGORY** (tick all that apply)

- Apartment
- Hotel
- Apartment
- Chalet
- Off-Mountain
- Open in Winter
- Open in Summer
- Supermarket
- Rental/Retail
- 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.

\*All prices are inclusive of GST

Invoice Total \$.....

**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 (OPTIONAL)

FCRM will coordinate a sponsored campaign on your behalf with a set budget as stipulated by you. Members are able to outline specifics in regards to Demographics, Timeline, Goals and Content, or allow FCRM to determine these on your behalf.

**BUDGET:** Please tell us how much you would like to spend on your campaign (**note that this amount will be in addition to the set membership fees**)

**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 or period you want your campaign to run? We recommend a \$50 budget covering a minimum 1 week and a maximum of 2 weeks

**CONTENT:** You can supply your own content for the advert 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.**