



Marketing Membership 2021-22 Member Prospectus





Welcome

INTRODUCTION

We know it's been a difficult year for businesses at Falls Creek and we're only just starting to get back to a new normal. The Green Season of 2020-21 has seen a cautious return to optimism and we're now looking forward to a more normal looking snow season in 2021 where we can get out on the slopes we love and lay out the welcome mat for our guests.

We have assessed how we can offer our marketing partners value in their marketing membership and have developed some new inclusions for our partners this year.

A key initiative for 2021 is the new website for Falls Creek Resort. Launching this month, the new design is more user friendly and easier to navigate across desktop and mobile devices. The new website provides inspiration in spades and importantly, it also provides a clear path to conversion to visiting and experiencing Falls Creek. Our digital marketing will continue to be a focus for us, the ability to measure our digital activities to the number of clicks, and the ability to be agile and pivot as required makes digital advertising an enticing proposition.

At the end of 2020, we refreshed the Falls Creek brand, allowing us to promote Falls Creek in a more visually appealing way and create a stronger engagement with the Falls Creek brand to our target markets for both the Winter and Summer seasons.

We are excited for the year ahead and welcome you to join us as we prepare for a return to the fabulous Falls experience that we proudly offer our guests.

SARAH WATT

Director of Marketing and Communications

WHAT WE OFFER

Falls Creek Resort Management offers a valuable marketing opportunity for stakeholders at Falls Creek Resort

Through the marketing program, Falls Creek Resort offers year-round promotion for the 2021 snow season and 2021-2022 green season.

Drive Visitation

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

Engage Users

Provide the Snow Holiday market with a seamless user experience, enhancing all aspects of information search, booking process and social interaction.

Promote Businesses

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



Falls Creek Website

The official Falls Creek website is the key element of FCRM's marketing membership program. All information about the resort is housed on the Falls Creek website, the key benefits of the Falls Creek website include:

- Listings for Marketing Membership partners (from the ATDW), including a direct booking link (where applicable).
- Our What's on Guide and Events listing pages offer you the opportunity to promote events and happenings on the mountain in Summer and Winter.
- The inspiration and conversion to booking a visit is a compelling user journey and there is a clear path to purchase on the website.
- Our website is well-designed and easy to navigate and for visitors to Falls Creek.

This year, we are launching a new Falls Creek website that will be optimised for mobile devices, it's easier to search and navigate, and allows for more opportunity to feature products and services.

The new website provides a one-stop-shop for visitors to the resort to dream, plan and book their Falls Creek holiday.

WEBSITE RESULTS

In 2020, the website performance was skewed from it's yearly growth over the last decade due to bushfires and implications of COVID restrictions. During the major lockdown periods, the website also had various popup and warning bars to help educate visitors about the restrictions, restrictions, lift closures and temporary resort closure, causing a further drop in website performance.

As restrictions have eased we have seen a substantial increase in demand for Falls Creek holidays in all seasons and our website performance and traffic has bounced back with higher pre-season performance than previous years.

2020 website stats

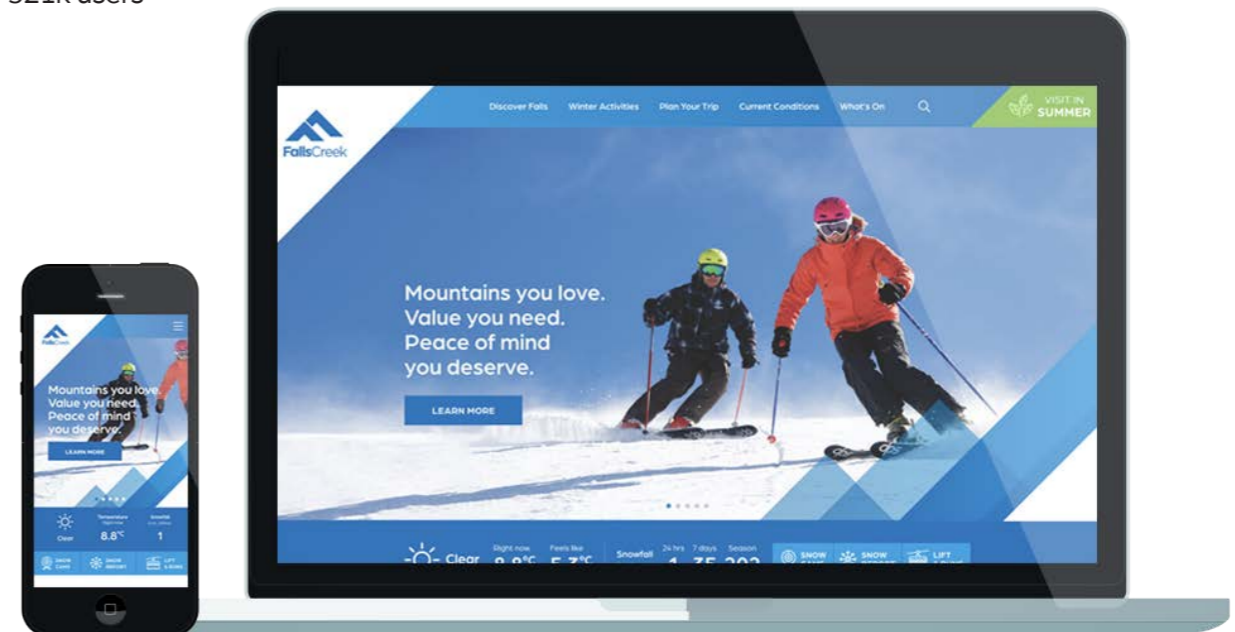
Unique Sessions: 714k million (down 38.91% from 2019 at 1.169M)

Users: 378k (down 27.37% from 2019 at 521k)

2019 website stats

Unique Sessions: 1.169Million

Users: 521k users



New Falls Creek website on mobile and desktop



Falls Creek Social Media

SOCIAL MEDIA

Falls Creek Resort has a large and engaged following of fans on social media, with 31k page followers on Facebook, and 40k followers on Instagram.

The Falls Creek social media accounts are used to communicate to our highly engaged audience. We share the story of Falls Creek and post the following types of content:

- Destination marketing messages that promote the resort as a destination.
- Operator specific messaging including places to eat & drink, tours and rental.
- News and updates.
- Resort Entry Sales.
- What's on and Events.

We are seeing positive trends and an increase in the number of followers, how many people we are reaching with our posts, and more engagement with our content.

In 2020, we started the Ride Falls Creek Facebook and Instagram accounts with the objective of promoting the cycling offering to a specific and dedicated audience. Since November 2020, we have gained nearly 700 Facebook followers and more than 1k Instagram followers.

The Ride Falls Creek story allows us to promote the cycling offering of MTB, Cross-Country, Road Cycling and Gravel riding at Falls Creek during the green season. We also promote:

- Places to eat & drink, tours and rental.
- News and updates.
- Events promotion and wrap-ups.

Falls Creek is using Social Media for paid digital campaigns that are targeted, cost-effective and measurable.

Our use of Social Media for destination marketing will increase year-round, our targeted campaigns for specific audiences are delivering above industry standard results. Our digital marketing efforts will continue to expand as we are getting great results and positive feedback from our audiences.



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 to be listed in the weekly What's On Guide when special events or offers are available.

SERVICES

Rental, retail, supermarket, transport, massage and other services are eligible for a Services Membership. These memberships include a full profile that is listed on the website and fully searchable. Profiles are also listed on information pages appropriate to the service offered.

STANDARD ACCOMMODATION

Standard Accommodation membership includes a listing in the accommodation section of falls creek.com.au which is searchable by visitors. Full details are included to the property's rooms, facilities, image gallery, location and contact options, including a booking widget (available for most major Channel Managers.)

PREMIUM ACCOMMODATION

Premium Membership includes all of the benefits of a Standard listing with the bonus addition of a "Featured" tag on accommodation search results, featured properties display first in the accommodation searches. "Featured" properties receive on average 150% more views and engagement than non-featured properties. Preferential listing also applies for advertisements on the Accommodation Specials and Packages page. Additional benefits include a free Dining Membership and priority for advertising during the Green Season.

To ensure quality of visitor enquiry experience, a qualification process exists for applications to Premium Marketing Membership. Applicants will be required to meet the below list of criteria for their own business website and digital presence. We also recommended that Standard Accommodation partners adhere to these industry best practices 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 falls creek.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.

PRICING

Packages	Membership fee
Dining	\$750
Services	\$1000
Standard Accommodation	\$2000
Premium Accommodation	\$3,500



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.
- Promotion on 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.

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	●	●	●	●
Opportunities to pitch for media famils	●	●	●	●
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				●
Green Season priority advertising				●

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

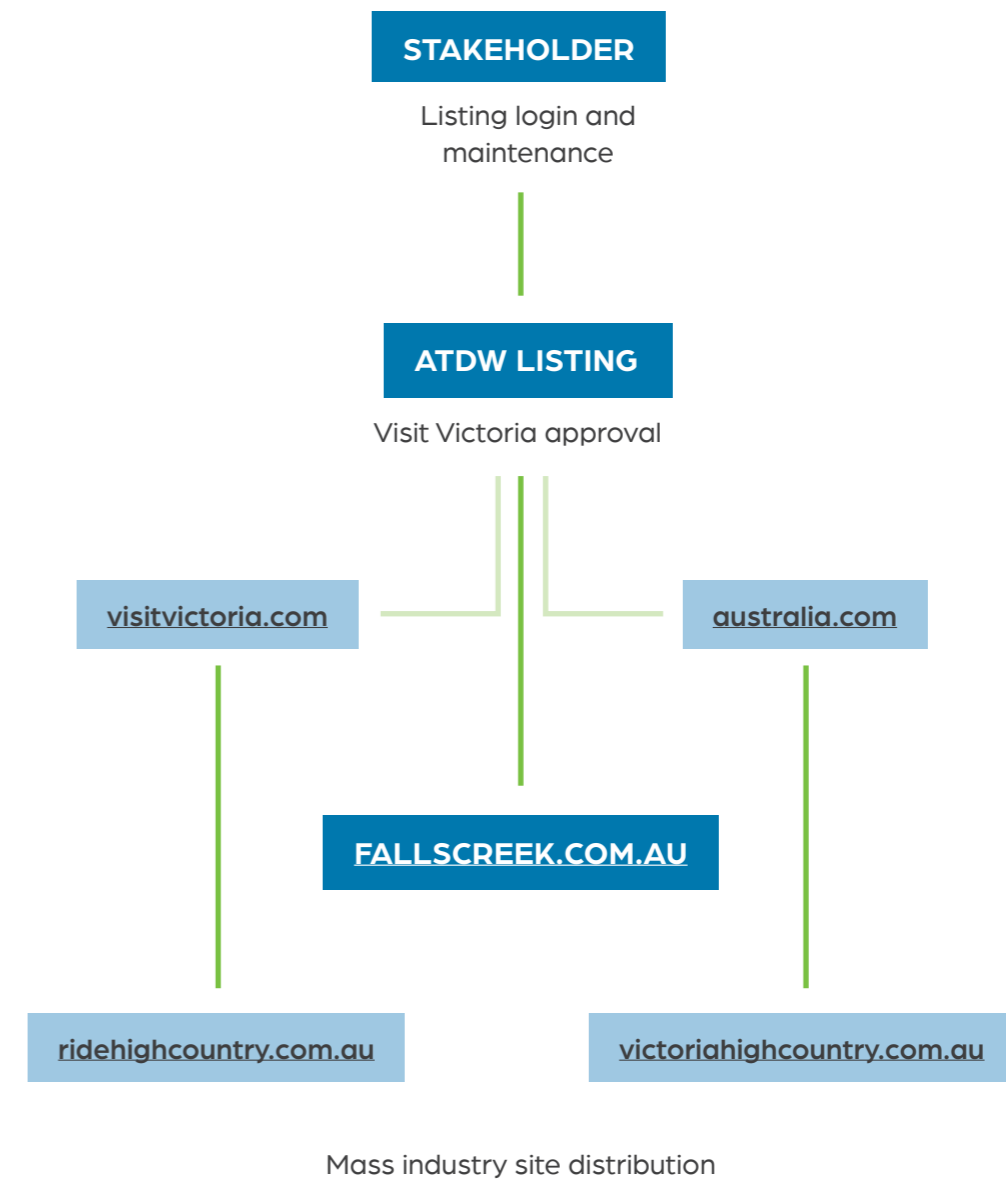


Managing Your Listing

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. 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 create a listing please visit www.atdw.com.au.



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"):

- 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). This Agreement commences on the date of:
 - FCRM accepting the Agreement in writing; or
 - FCRM publishing the Content.
- By signing this Agreement, the Applicant agrees to be bound by:
 - this Agreement;
 - the attached marketing prospectus ("Marketing Prospectus"); and
- Subject to the Applicant's compliance to the terms of this Agreement, FCRM shall publish the Applicant's Content:
 - on the Website within 1 week of the commencement of the Agreement until 30 April of the following year; and
 - in relevant Falls Creek brochures and printed collateral
- The Applicant acknowledges that:
 - the Applicant is solely responsible for all Content and any consequences that may result from publication of the Content;
 - the Content is not hosted by FCRM, but rather, through Australian Tourism Data Warehouse (ATDW);
 - 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;
 - 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;
 - 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;
 - FCRM has the right to:
 - accept or reject any Content;
 - reasonably edit any Content submitted by the Applicant (however is not obliged to do so); and
 - 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
 - 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.
- The Applicant warrants to FCRM that:
 - the Applicant will supply the Content, and if required, update the Content, in a timely manner;
 - the Applicant will comply with all terms and conditions of ATDW;

- the Content and the Business shall fully comply with all relevant laws, legislation, regulations or codes of practice;
 - the Content does not contain and/or infringe any intellectual property rights of a third party;
 - 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;
 - the Content is free of viruses;
 - the Content is a true and correct representation of the Business and is not misleading or deceptive; and
 - the Content and the Business will not bring FCRM into disrepute.
- The Applicant fully indemnifies and will hold harmless FCRM against any third party claims arising from:
 - a breach by the Applicant of any of the warranties contained in this Agreement;
 - a breach by the Applicant of this Agreement;
 - the Content (including customer complaints about the accuracy of the Content); and
 - the Applicant's operation of the Business.
 - With the exception of any Consumer Guarantee that might apply, FCRM excludes:
 - 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;
 - 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,
 - 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.
 - FCRM's liability in respect of any breach of, or failure to comply with, any applicable Consumer Guarantee is limited to:
 - the supplying of the services again; or
 - the payment of the cost of having the services supplied again.
 - Either party may immediately terminate this Agreement if:
 - 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
 - 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).
 - 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.

- 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.
- Reservation Centres:
 - Member properties will not be granted status as a reservations centre on fallscreek.com.au where the property/business is otherwise listed as an accommodation listing on the "Accommodation Search" page.
 - 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.
 - 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.
- Member Properties:
 - 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.
 - Members acknowledge that FCRM may:
 - change or update the property categories;
 - set reasonable standards and/or eligibility criteria with respect to the property categories; and
 - 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.
 - Members must demonstrate eligibility for any given property category as reasonably required by FCRM.
 - 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.
- Membership Qualification:
 - 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:
 - 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).
 - 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.

- 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.
 - Well-edited copy: written content which is 100% free of typing errors 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.
 - 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.
 - 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.
 - 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.
 - 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.
 - Well-managed Google Places listing: such listing must be adequately set up via the instructions provided by Google.
 - Trip Advisor Listing: the Member's property or business must be listed with tripadvisor.com.
 - 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.
- 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.
 - This Agreement is governed by the laws of the State of Victoria.

ADVERTISING ORDER FORM 2021-22 This document becomes a Tax Invoice / Receipt upon payment

Deadline for submission and payment WEDNESDAY 12th May2021

Contact Name:	Business Email:
_____	_____
Business Name:	Phone:
_____	_____
_____	Invoice Address:
A.B.N:	_____
_____	_____

MARKETING MEMBERSHIP LEVEL

MARKETING MEMBERSHIP PACKAGE

- Dining (\$750)
- Services (\$1000)
- Standard Accom (\$2000)
- Premium Accom (\$3,500)

WEB CATEGORY (tick all that apply)

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> Apartment | <input type="checkbox"/> Open in Winter |
| <input type="checkbox"/> Hotel | <input type="checkbox"/> Open in Summer |
| <input type="checkbox"/> Apartment | <input type="checkbox"/> Supermarket |
| <input type="checkbox"/> Chalet | <input type="checkbox"/> Rental/Retail |
| <input type="checkbox"/> Off-Mountain | <input type="checkbox"/> 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: _____