



# Wonthaggi Business & Tourism Association

## Working together to help Wonthaggi prosper

### Who we are?

The Wonthaggi Business and Tourism Association (WBTA) is a non-profit organisation that works with local businesses to ensure the growth and prosperity of our local area. Our committee members are all local business owners like yourself, volunteering their time.

Formally known as the Wonthaggi Business Association, over the past financial year we have also committed to developing and providing benefits for the Tourism sector of our association. As Wonthaggi is the regional hub of Bass Coast, tourism from surrounding areas has a direct impact on our businesses.

Your membership is vital to the growth and longevity of the WBTA. Memberships assist with many ongoing projects that will continue to raise the profile of our town. When you become a member you will become a part of an industry body, advocating on behalf of local businesses within the region. A strong association is vital in attracting opportunities and much needed funding for Wonthaggi and the surrounding areas.

### Why should I become a member?

When you become a member of WBTA, you will become a part of a peak Industry body that advocates on behalf of business & tourism for the region. A WBTA representative is often requested to attend events, meetings and information sessions held by Bass Coast Shire Council, as well as other government, community and media organizations regarding industry related activities. By being part of the WBTA you are being represented by a fellow business owner at these important events and you can ensure that our collective voice is heard. Without your membership our collective voice is not as strong! Joining this business network assists in getting your business noticed, in turn building business relationships and connections to help all of our businesses prosper.

### How we are funded?

Local industry via membership fees and partnerships.

Wonthaggi Business and  
Tourism Association  
Mission Statement

Creating Business  
Vibrancy and Opportunity



1 Bent Street  
Wonthaggi Vic 3995

0427 587 104

## Meet the Committee...



From left– Vicki Earl, Leah Montebello, Fiona Fleming, John Fleming, Jenny Garnham, Peter Francis (Bass Coast shire Economic Development Manager), Dee Connell, Terry Earl and Deborah Watson

### Contact us :

**Dee Connell:** [president@wonthaggibusinesses.com.au](mailto:president@wonthaggibusinesses.com.au)

**Terry Earl :** [secretary@wonthaggibusinesses.com.au](mailto:secretary@wonthaggibusinesses.com.au)

### Business Liaison Officer details

**Leah Montebello :** [info@wonthaggibusinesses.com.au](mailto:info@wonthaggibusinesses.com.au) or 0427 587 104

# New Look Membership

**WBTA Membership** **\$200**

Basic membership to the Wonthaggi Business and Tourism Association  
(See Membership benefits)

**Associate Membership** **\$ 60**

## UPGRADES:

**VIC Promotional Package 1** **\$255**

- Basic Listing on [visitbasscoast.com.au](http://visitbasscoast.com.au) which includes 3 images and up to 100 words
- Invitation to industry training offered by Bass Coast Shire Council
- Discount on footpath trading permit (25% capped at \$500.00)
- Access to booking service with ongoing support and advice
- One on one training and ongoing support—online bookings, channel managers, brochure

**Plus brochures at Wonthaggi** **\$ 305**

- Includes WBTA membership, VIC Promotional Package 1 and brochures in the Wonthaggi Information Centre (12 months)

**Plus brochures at Inverloch** **\$ 355**

- Includes VIC Promotional Package 1 and brochures in the Inverloch Information Centre (12 months)

**VIC Promotional Package 2** **\$ 525**

- Premium listing on [visitbasscoast.com.au](http://visitbasscoast.com.au) including 5 images and up to 300 words
- Includes benefits in Promotional Package 1
- DL brochure on display at Inverloch & Wonthaggi Information Centre's

**VIC Promotional Package 3** **\$ 800**

- Includes benefits in Promotional Package 1, 2 & 3
- DVD advertising footage, DVD played at all Bass Coast VIC's
- DL brochure on display at all Bass Coast Information Centre's (Wonthaggi, Inverloch, Newhaven and Cowes)
- A3 Poster on display at Inverloch and Wonthaggi
- Spotlight on [visitbasscoast](http://visitbasscoast.com.au) website



MEMBERSHIP BENEFITS	COMMUNITY GROUPS	WBTA MEMBER	PROMO PACK 1	PROMO PACK 2	PROMO PACK 3
	\$60	\$200	\$255	\$525	\$800
Membership into your local Business and Tourism Association	✓	✓	✓	✓	✓
Opportunity to have your say in programs and initiatives to raise Wonthaggi's profile	✓	✓	✓	✓	✓
Invitation and discount to association events	✓	✓	✓	✓	✓
Your opportunity to be apart of a proactive business group	✓	✓	✓	✓	✓
Networking Opportunities at Association forums and Workshops, including Business Breakfasts and Networking dinners	✓	✓	✓	✓	✓
Newsletters keeping you up-to-date with WBTA projects	✓	✓	✓	✓	✓
Advocacy between local businesses and local government by strength in numbers.	✓	✓	✓	✓	✓
Contact to a dedicated Business Liaison Officer	✓	✓	✓	✓	✓
Window membership sticker to encourage visitation and trade, Calendar of WBTA projects and events	✓	✓	✓	✓	✓
Business name and logo listed on the WBTA website	✓	✓	✓	✓	✓
25% Discount on Bass Coast Shire footpath trading (Capped at \$500)			✓	✓	✓
Free name listing and advertising opportunity on the Wonthaggi and surrounds Town Map		✓	✓	✓	✓
Business listed on the bass Coast Business directory; <a href="http://www.visitbasscoast.com.au">www.visitbasscoast.com.au</a> (128,000visitors in the last 12 months)			✓	✓	✓
Access to and free training for the Phillip Island and Bass Coast Visitor Information Centre's (VIC) online booking service network; Book Easy			✓	✓	✓
3GG radio advertising. For each paid advertisement members receive a repeated ad of the same for free.			✓	✓	✓
10% advertising discount on WIN network plus access to WIN promotional opportunities.			✓	✓	✓
10% advertising discount in the Phillip Island and visit Bass Coast Official Visitor Guide. (170,000 copies distributed nationally and internationally)			✓	✓	✓
VECCI membership discount 15% off a complete membership and 50% off an essentials VECCI membership.			✓	✓	✓
DL brochure displayed at Wonthaggi Visitor Information Centre		BUY IN	✓	✓	✓
DL brochure displayed at Inverloch Visitor Information Centre			BUY IN	✓	✓
A3 Promotional poster displayed in Wonthaggi Visitor Information Centre					✓
A3 Promotional poster displayed in Inverloch Visitor Information Centre					✓
DL Brochure advertised at Inverloch, Cowes and Newhaven (Phillip Island) Visitor information Centre					✓
Advertising Footage played via DVD at Inverloch, Cowes and Newhaven Visitor Information Centre					✓
Priority 1 month spotlight of your Business on the front page of <a href="http://www.visitbasscoast.com.au">www.visitbasscoast.com.au</a>					✓
Premium listing on Visit Bass Coast Website, including 5 images and up to 300 words.				✓	✓
Members are entitles to vote at annual and special meetings	✓	✓	✓	✓	✓

# WBA Membership Application Form 2017/ 18

Please complete at each Renewal to ensure your details are up to date



Business Name	_____
Business Address	_____
Business Phone	_____
Business Email	_____
Business Website	_____
Postal Address	_____
Contact Person	_____
Contact Email	_____

MEMBERSHIP TYPE	COST	PLEASE SELECT MEMBERSHIP
<u>Please choose one of the option below</u>		
WBTA Membership only	\$200	
Promotional Package 1 (includes brochures at Wonthaggi)	\$255	
Promotional package 1 plus Brochure Buy in Inverloch	\$355	
Promotional Package 2	\$525	
Promotional Package 3	\$800	
Community Groups / Retiree	\$60	
Please select in addition to options above		
Additional feature on town map	\$50	
DL Brochure in Wonthaggi Information Centre	\$50	

## Declaration

I declare, as owner / manager I hold all relevant permits / insurance / registration and that all information provided is true and correct.

Signed \_\_\_\_\_ Print Name \_\_\_\_\_ Date \_\_\_\_\_

*Thank you for supporting the Wonthaggi Business & Tourism Association.*



## Membership Structure

All memberships run on a yearly basis from 1st July 2017 until 30th June 2018.

We have a pro-rata amount if you are joining a quarter, half way or 3 quarters of the way through the year.

Membership benefits and voting rights do not take effect until 10 days after the approval of your application by the WBTA.

*For your own safety, we recommend that all members have a minimum \$5million public liability insurance.*

### Payment can be made by the following methods:

#### **By Cheque**

Please address Cheque to  
Wonthaggi Business Association and Tourism Association  
Centennial Centre  
1 Bent Street  
Wonthaggi, VIC, 3995

#### **By Direct Deposit**

Bank Account Details  
Bendigo Bank  
Account Name : Wonthaggi Business & Tourism Association  
BSB : 633 000  
Account Number : 157 885 831