

Barrington Coast

Partnership Program 2019/20

—

Join our program to become
a collaborative industry partner
and together we can build
a positive tourism future
for our region.



Destination
**Barrington
Coast™**

CONTACT US
marketing@midcoast.nsw.gov.au
02 6554 8799

Steps to a new beginning

For decades the role of destination tourism teams like ours has focused on traditional advertising, paper-heavy marketing campaigns and distribution of details about our region's attractions, accommodation, restaurants and points of interest. Although we eventually moved into the digital space, our goal remained the same – to get “heads in beds”.

Today our role has again evolved and this time it isn't simply a move from one marketing medium to another. Our role is significantly broader than just drawing in visitors.

The entire landscape upon which the tourism industry was built has drastically shifted: through social media, our visitors have become increasingly powerful in influencing travel decisions.

Over tourism and capacity issues steal news headlines on a frequent basis. And disruptors (such as the peer-to-peer booking economy) have escalated once dormant issues within the tourism industry.

To keep pace with - and ahead of - these changes, we needed to thoroughly understand the ever-evolving ecosystem in which we now work and question what our future role within this environment could and should be.

To be successful we require a much more focused sense of purpose around integrated sustainability where we address, collectively, the long-term economic, social and environmental impacts of tourism-related decisions in collaboration with our industry, local community, and other key stakeholders.

We can no longer just consider destination marketing activities, we must also look to facilitate strategic discussion and decisions on the broader development and management of our destination. All of which demands a long-term mindset.

A new starting point - The strategy

The formation of the MidCoast LGA in 2016 naturally necessitated a conversation over the delivery of tourism across our new bigger region. This together with broader global tourism impacts and visitor trends, drove the development in 2017 of the **MidCoast Destination Management Plan (DMP)** and **Action Plan**. The DMP stakes out the strategic road map for what's needed to successfully develop and manage our new destination into the future.

One of the key actions of the DMP was the development of a Destination Brand Strategy. Completed at the end of 2018 this strategy will help us to promote the diverse range of outstanding experiences, places and stories our region has to offer.

Barrington Coast leverages the strengths of our region: from the World-Heritage-listed Barrington Range to our iconic coastline as well as our rivers that originate in the Barrington Range and flow through our valleys to the sea.

Barrington Coast is new. It is unifying, inclusive and a name of which we can all be proud. Most importantly, it is a name that together we can use to inspire and attract visitors to help grow our economy, delivering benefits to the communities and businesses of our region.

We know that the successful delivery of the DMP and Destination Brand will require collaboration, cooperation and a unified approach.

We, therefore, embark on this journey with the shared ambition of co-creating sustainable and long-term value for our destination, together with our partners, our locals and of course our visitors.

A new starting point - The numbers

This new direction and consolidated destination brand has delivered a promising platform on which to build.



Visitation:

2.1 million

Highest on the North Coast



Overnight stays:

3.8 million

2nd highest on the North Coast

Total spend:

\$582 million

2nd highest on the North Coast



Source: Mid-Coast LGA Visitor Profile 2018

(Tourism Research Australia)



Visitor Centres:

104,397 visits

Facebook followers:

60,880



Instagram followers:

17,159

Highest on the North Coast

Total engagement:

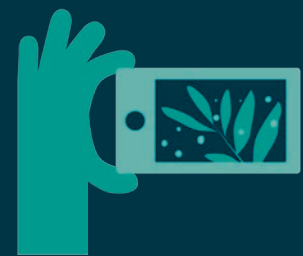
853,211

(Sep 18 - Sep 19)



Daily reach:

23,182




Instagram rate:

4.1%

Highest on the North Coast

Our destination continues
to show year on year growth
in key measures of visitation,
spend, and overnight stays



Together we can build a positive tourism future for our region

Gloucester Tops 32.0662° S, 151.6196° E | Aug 2019 | Rachel Dimond @wanderer_rachel

Partnership Program 2019/20

When preparing this year's Partnership Program, we realised that it too no longer reflected the changes to our broader industry or indeed our destination's new strategic direction.

Feedback from you also prompted a change in focus. Certainly, some of the Program's long-standing traditional benefits such as directly driving accommodation bookings to our partner businesses or producing large volumes of non-targeted visitor guides, are no longer relevant or possible today.

But perhaps more fundamentally the Program felt increasingly like a Membership rather than a Partnership. A partnership implies a two-way mutual benefit with a joint responsibility and investment in the outcome.

We, therefore, invite you to join with us this year in a true partnership – one where together we:

- Advocate the benefits of tourism in our region to the wider community,
- Support and actively promote the Barrington Coast brand,
- Participate in workshops, programs and networking events to build capacity and skills within our industry,
- Collaborate and communicate regularly and honestly with each other.

Partner benefits

We're pleased to offer a range of benefits that we hope will help make destination marketing and collaboration easier for all of our businesses. Furthermore, for the first time we are offering ALL partners access to ALL of these benefits for a single flat-rate fee of \$100 (excl. gst).

Marketing Support

Need some help setting up a Facebook page? Want to better understand how to measure performance? Wondering how your business can leverage off our destination marketing & branding campaigns? Book a free 'one-on-one' session with one of our marketing specialists.

Industry Newsletter

Receive our popular weekly "Talkin' Tourism" newsletter and "What's On" events poster direct into your inbox.

Also NEW this year is a monthly "Barrington Coast Experiences" newsletter which will showcase all the wonderful product and experiences across our region.

Workshops & Network Events

Receive complimentary invites to our regular workshops, seminars and networking events.

Image Library Access

Receive unlimited exclusive access to our extensive Tourism image and video library.

Website Listing

Receive a free full-page business listing on our Destination Website - www.barringtoncoast.com.au and Barrington Coast Business Hub - barringtoncoastbusinesshub.com.au

Barrington Coast Brand Toolkit

Receive a Brand Toolkit to help create beautiful Barrington Coast content for your business.

Social Media Posts

Schedule a free dedicated post on a Barrington Coast social media platform promoting your business or event.

Partner Business Famil

Showcase your business by booking a tourism team famil. Not only can we sample your product or experience first hand, we can during the same visit provide any assistance you may need with marketing, social media, grant funding etc.

Accommodation and business referrals

Referral of your business to walk-in customers at our Visitor Centres.

DL Brochure Display

Display your business brochure in our accredited Visitor Centres, Taree Highway Service Station & Taree Airport.

Digital Advertising

Advertise your business or event on one of our digital advertising screens. We can work with you to create your advert.

Preferred supplier discounts

We've negotiated discounts with a number of our local suppliers that we can pass on to our Partners. Please get in touch with us if you are interested in any of the following services.

Business Photography Package with East Coast Photography

A professional photo shoot with award-winning photographer Craig Mason. 8-10 edited hi-res images for you to use in business promotion. Normally \$300.00

Partner Price \$150.00

Business Branded Story Clips with Something Visual

Business branded story clips from local videographer Dan Kirkman. Includes 4hrs onsite filming, editing and files for your website and social media platforms. Normally \$1,990.00

Partner Price \$1,590.00

One-on-One Marketing Consultation with Heath and Hoff

Local marketing experts Heath and Hoff invite you for a 1hr session to workshop your business goals and align 3 simple marketing initiatives for you to explore further to make the 1st steps towards achieving those goals.

Partner Only Offer: \$200.00 +GST

Sunne Printing

Enjoy discounted printing from Barrington Coast locals Sunne Printing:

5,000 DL Cards - full colour, 2 sides **\$477 (10% discount)**

5,000 Tri-Fold Brochures - full colour, 2 sides **\$585 (10% discount)**

Other quantities available, plus in-house Graphic Design service.

How to join

All you need to do is get in touch and let us know that you want to join up. We will then send you an invoice.

You can start using your benefits as soon as you let us know you will be joining.

Partner type: ☐ **Renewing** ☐ **New partner**

Business Name:

Name:

Email:

This email address will be used for all correspondence including our newsletter.

☐ I acknowledge and agree to the Terms and Conditions* that apply to the 2019/2020 Barrington Coast Tourism Partnership Program.

Position:

Signature:

Date:

Call - **02 6554 8799**

Email - **marketing@midcoast.nsw.gov.au**

Text - **0455 298 532**

Return your completed form to:

Destination Barrington Coast

PO Box 117,

Forster NSW 2428

Terms and conditions

1. Acknowledgement and/or completion of the application form constitutes a binding agreement to participate in the Barrington Coast Partnership Program 2019/2020 in accordance with these terms and conditions. Ongoing annual renewal invoices will then be sent automatically each year unless advised otherwise by the applicant.
2. It is at the discretion of Destination Barrington Coast to accept the inclusion of a partner into the Partnership Program and associated activities.
3. On receipt of this application form, an invoice will be raised by MidCoast Council and sent to the nominated address.
4. All Partnership invoices must be paid within 30 days.
5. The applicant agrees to enter into a twelve (12) month membership from 1 November 2019 to 31 October 2020.
6. The participant agrees to participate in media and trade familiarisations as required, pending availability.
7. The participant agrees to make high-quality images available for promotional material and media as required.
8. If a Partner business is sold during the partnership term the new owners may continue the current partnership as per the original agreement.
9. If any partner is guilty of any conduct, which in the opinion of Destination Barrington Coast is unbecoming, prejudicial to the interests of Destination Barrington Coast / MidCoast Council or constitutes misconduct the partner may be expelled.
10. Barrington Coast Partnership Program benefits can be subject to change without notice.
11. Partners must complete & return a "Business Data Sheet" for their website listing and supply 4-6 high-resolution images within 30 days of joining the Partnership Program.
12. Destination Barrington Coast reserves the right to edit any content supplied for publication to improve the marketability of message.
13. Partners agree to the following responsibilities by becoming a member of the Partnership Program:
 - a. Operate the business in a professional and courteous manner;
 - b. All advertising and promotion to reflect a true and accurate picture of the business;
 - c. Customers are informed of all terms and conditions and the member adheres to these;
 - d. All customers are treated equally;
 - e. Acknowledge the responsibility to meet the reasonable expectations of customers;
 - f. All customer queries and concerns are handled promptly and fairly;
 - g. All reasonable care is taken to ensure customer and staff health and safety;
 - h. No customer information is divulged which breaches an individual's right to privacy;
 - i. All plant, equipment and products are in good working order;
 - j. The business has public liability insurance;
 - k. The business maintains all relevant licenses and permits to operate the business.

Where the leaves touch the waters from the mountains to the sea

barringtoncoast.com.au

Barrington
Coast



MIDCOAST
council