

Riverina Ambassador Rewards Program



Overview of the program

- Why RRT is implementing this campaign/background?

In response to (VFR) research conducted in 2007 and ongoing results RRT has been implementing programs to encourage residents to invite their family and friends to visit the region. This market represents approximately 37% of visitors to the region* and is therefore an important market to focus some of our marketing efforts on. This program is based on the highly successful Southern Highlands Ambassador Program that uses local residents as ‘ambassadors’ for the region and its attractions/businesses.

- Program aim

The aim of this program is to create additional awareness of the attractions/businesses on offer in the Riverina with residents entitled to deals/discounts for themselves and their visiting friends/family. This is aimed at encouraging additional spend in the region and creating a sense of pride in local residents i.e. showing off their town/region to their family and friends.

* March 2010 National Visitor Survey

How does the program work?

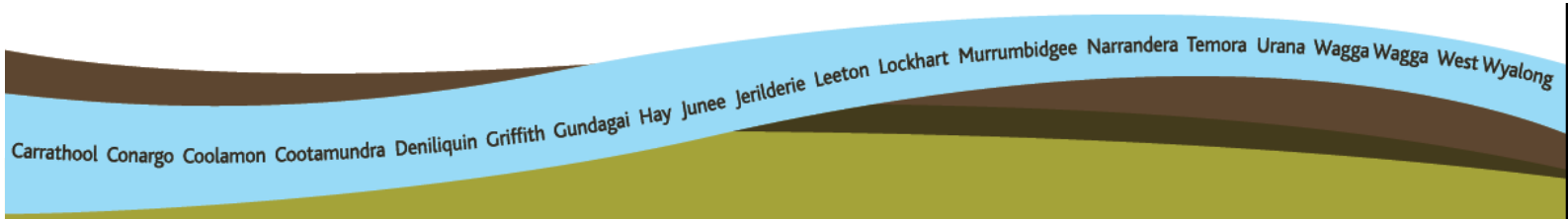
Residents of the Riverina will have the opportunity to become a Riverina Ambassador, receiving a \$1 key tag from selected local council or visitor centre and a list of deals (these will also be available on RRT website to download). They then present their key tag at participating attractions/businesses to receive benefit for themselves and a Visiting Friend and Relative (VFR). It is free for businesses to participate and Riverina Tourism will be funding the administration and promotion of the program.

Following is the process for operator involvement.

1. Businesses will be invited to participate for free by providing an offer via this prospectus (complete involvement form with this prospectus)

Deals will be divided into four distinct categories:

- Food & Wine
- Accommodation & Services
- Shopping



- Events & Attractions

Note: Deals need to be of a suitable quality and appropriate to the VFR market and will be valid for a six month period. Also consider offers that reward people for bringing a friend(s).

Example Deals:

- **Offer:** FREE glass of red or white wine, with every High Tea
- **Offer:** 10% DISCOUNT off your bill when dining Sunday through Thursday (max. 8 guests). COMPLIMENTARY dessert when dining on Friday or Saturday nights.
- **Offer:** 10% DISCOUNT when locals book accommodation of 2 nights or more for visiting friends and/or relatives.
- **Offer:** FREE bottle of local wine to a value of \$20 with every direct booking.
- **Offer:** FREE cup of coffee or tea from Cafe for every purchase over \$30 at Gallery.
- **Offer:** FREE admission for up to 3 children with 2 paying adult visitors to the Museum.
- **Offer:** FREE entry and 10% DISCOUNT off shop purchases when accompanied by a visitor.

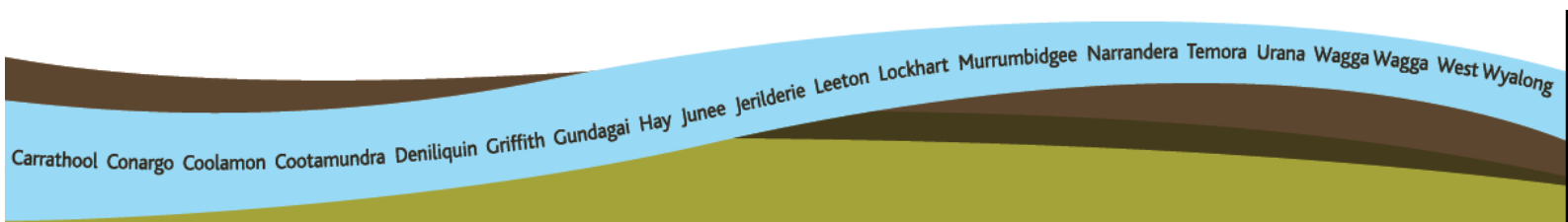
2. Deals are uploaded to the website www.visitriverina.com.au/myriverina, which is housed with the RRT website www.visitriverina.com.au

Businesses will provide RRT with the following details, which will be uploaded to the website for ambassadors to download.

- Business Name
- Business Description
- Location and directions
- 1 professional quality image
- Opening Hours
- Contact details including website, phone number
- Details on the deal/offer, including any special terms and conditions

3. Residents are invited to become 'Riverina Ambassadors' through a local media campaign and can collect their key tag (at a cost of \$1*) from their local visitor centre and some shire council distribution points and download deals from www.visitriverina.com.au website (when the program launches). A list of key tag distribution points will be listed on the website and in the program manual when it launches.

4. Residents present key tag at participating businesses (all of which will have window decals to show their involvement) to redeem deals.



TIP: Remember to up sell when people redeem – this is your opportunity to increase net sales and revenue e.g. ‘Would you like a piece of cake with that two for one coffee deal’?

5. Businesses will be encouraged to provide feedback to RRT on a regular basis i.e. number of redemptions during the month and any suggestions for enhancement.

6. Every six months businesses will have the opportunity to renew their deal or provide a fresh deal for Riverina Ambassadors. At this stage RRT will review the campaign in consultation with Shires and Businesses, using it as an opportunity to fine tune the campaign

Note: Businesses are encouraged to report any concerns or ideas to their Shire Tourism Manager, who will then liaise with RRT to fine tune the campaign.

** Residents will pay \$1 for a key tag – this will be to ensure that they are valued and not seen as ‘disposable’*

Participating shires

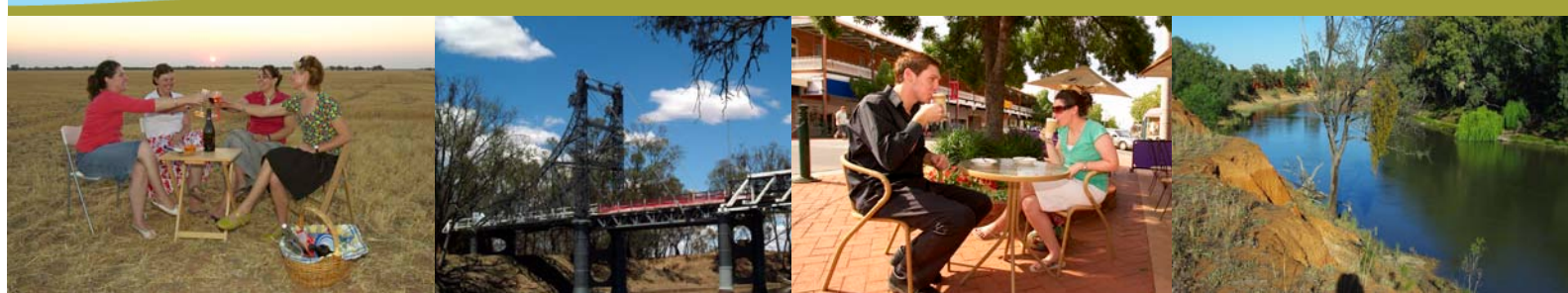
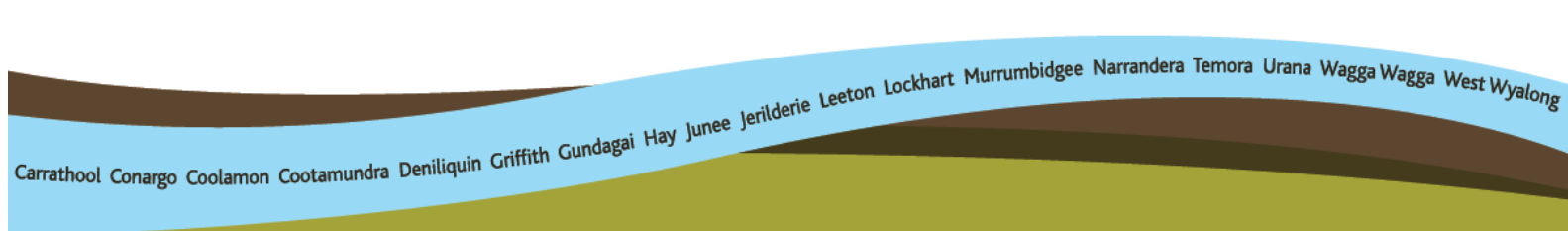
The following shires are currently part of Riverina Regional Tourism and all residents within these shires are eligible to receive a key tag and take advantage of deals. All businesses within these member shires are eligible to participate by providing a deal.

Conargo
Carrathool
Cootamundra
Coolamon
Deniliquin
Griffith
Gundagai
Hay
Junee
Jerilderie

Leeton
Lockhart
Murrumbidgee
Narrandera
Temora
Urana
Wagga Wagga
West Wyalong

Why and how do Businesses get involved?

Businesses interested in becoming involved in the Ambassador program are encouraged to complete the form with this prospectus.



Any enquires or assistance with Deals can be directed to Riverina Tourism

Tina Jones
Executive Officer
Riverina Tourism
0427 630 349

OR

Linda Tillman
VFR Publicity Officer
Riverina Tourism
0439 192 193
rl.tillman@bigpond.com

naturally@riverinatourism.com.au

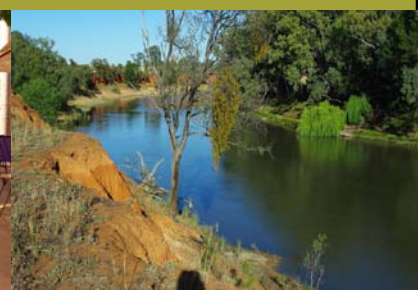
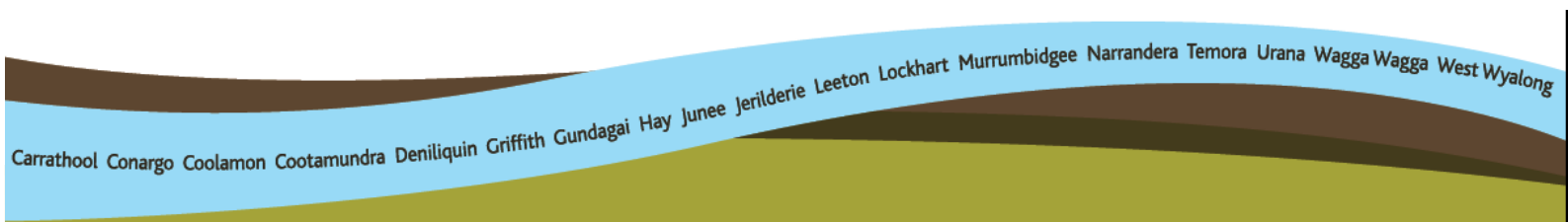
The program is FREE for Businesses to be involved, with some basic requirements:

- Businesses who have their own website are encouraged to upload a copy of the Ambassador Program logo in a prominent position, and a direct link to the Ambassador website
- Deals must be of a suitable quality and appropriate to the VFR market (refer to examples above or contact RRT to discuss your idea)
- Deal/deals will have six month validity and Businesses will be required to re new their deal or provide a fresh new deal, depending on how successful it has been
- Participating Businesses will be provided with a window decal promoting their involvement in the program; they will be encouraged to display this in their window in a prominent position for visitors to see
- Participating Businesses will be required to keep simple statistics on offer redemptions and RRT will contact them on a monthly basis to gain this feedback

In return for the involvement in this program, participating Businesses can expect to receive the following benefits.

- promotion throughout the Riverina region (see details below on specific promotions)
- Thanks to the incentives you can expect new business from local residents who have never utilised your business in the past as well as residents visiting friends and relatives
- Once the visitors arrive at your business you have the opportunity to up sell and consequently increase net earnings
- The program is designed to foster pride within the region; operator involvement will result in goodwill for the business
- Create a close working relationship with your regional tourism organisation Riverina Regional Tourism

RRT are aiming to launch the campaign in Spring/Summer and will hold workshops for local businesses to further educate them on the program and offer suggestions on how to get the most of the promotion. Participating businesses will receive notification of these workshops in September 2010.



How we are promoting the campaign to residents

The Riverina Ambassador Rewards program will be promoted through a local publicity campaign that targets all Riverina residents and will comprise of television advertising as well as local press and publicity.

In addition to this the following promotion will take place:

- The program will have a logo that will be easily recognised by residents and will be used on all promotional activities
- All participating shires will be encouraged to promote the program through their community newsletters, direct mail via rates notices
- Regional PR activities – regular media releases targeting Riverina media and a close connection with RRT's current ABC segment and Daily Advertiser feature which also targets the VFR market.
- All participating businesses and Shires will be encouraged to have the Riverina Ambassador Rewards Program logo and a direct link to the program website on their website.
- All participating businesses will have the Riverina Ambassador Rewards Program window decals displayed in a prominent position in their business, which will create awareness and act as a promotional tool
- All participating Businesses will be encouraged to promote the program through their networks as an additional means of promoting this program
- The www.visitriverina.com.au/myriverina web page will serve as a call to action for all media placement and publicity and will be designed to encourage longer stays within the region.

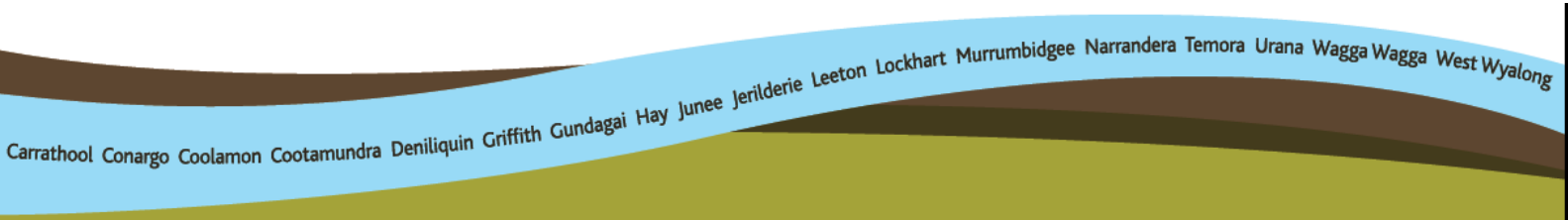
Please complete the following form and return to:

- Return form to:

Riverina Regional Tourism
PO Box 79, West Wyalong, NSW, 2671

or

Email: naturally@riverinatourism.com.au
Fax: (02) 6347 6266



Yes I am interested in participating in the Riverina Ambassador Rewards Program

- Business Name: _____
- Contact Person: _____
- Address: _____
- Phone: _____
- Email: _____
- Website: _____
- Promotional Description About Your Business: (50 words):

Directions: _____

Opening Hours: _____

I will email to naturally@riverinatourism.com.au :

an image to be used on the www.visitriverina.com.au website and other promotional material

- Summary of deal/offer:

- Special terms and conditions (if applicable):

- I have read the prospectus and understand my requirements to participate in this campaign, and am willing to provide this deal/offer for the minimum six month period.

Name: _____ Signature: _____ Date: _____

