

RRT Tourism Partner Application Form

To become an Tourism Partner please complete this form and return to:

Riverina Regional Tourism
P.O Box 79
West Wyalong
NSW 2671

Business Name: _____

Trading Name (if different): _____

Contact Name: _____

ABN/ACN: _____

Address: _____

Postal Address: _____

Phone: _____

Email: _____

Fax number: _____

Business Category:

- Accomodation Restaurant/Café
 Attraction Media
 Event Other (please specify) _____
 Retail

Fee payable:

Please refer to the table below to determine the fee payable.

TURNOVER	Jul - Sep	Oct - Dec	Jan - Mar	Apr - Jun	FEE PAYABLE
< \$100,000	\$365.00	\$273.75	\$182.50	\$91.00	
\$100,000-\$1M	\$450.00	\$337.50	\$225.00	\$113.00	
> \$1,000,000	\$750.00	\$562.50	\$375.00	\$188.00	
				+10% GST	
				TOTAL	

Payment type:

- Direct Deposit
Bank: Commonwealth Bank
Account Name: Riverina Regional Tourism Inc
BSB: 062 614 Account Number: 2800 2053
- Cheque attached (made payable to Riverina Regional Tourism)



Executive Officer **Tina Jones**
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0427 630 349
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www.visitriverina.com.au

Tourism Partnership
Program

2009 - 2010

About Riverina Regional Tourism

Riverina Regional Tourism (RRT) is one of 13 Regional Tourism Organisations in NSW and is recognised as the peak tourism organisation for the Riverina. RRT is a not-for-profit organisation and operates with a Board of nine skills based Directors from across the region and an Executive Officer.

RRT has been working with local government, Tourism New South Wales and tourism operators in the region to drive awareness for the Riverina and has engaged in a number of partnership opportunities promoting food and wine, agricultural tours, events, attractions and natural assets.

RRT is seeking industry partnership to develop and promote the Riverina. This will be achieved by actively promoting the region to the media, industry contacts and visitors, through advertising, public relations, online activities and travel shows. RRT also helps to develop tourism businesses by hosting workshops, assisting with marketing and product development and providing business mentoring programs. Past activities have included the production of the Riverina Holiday Planner; the creation of the visitriverina.com.au website; and destination advertising in publications such as Delicious, Gourmet Traveller Wine, and the Sydney Morning Herald Escapes lift out.

Our aim is to continue to provide our members with excellent value for money in tourism promotions. We will continue to consult with tourism managers and tourism operators in the region to ensure that marketing funds are spent wisely and solid results are achieved. Our goal is to help grow a vibrant and sustainable tourism industry for the Riverina.

Who can partner with RRT?

Any business that benefits from a visitor to the Riverina is part of the tourism industry. Hotels, airlines and tour operators are the most visible tourism businesses, but many more people are employed in the tourism industry or benefit from it directly or indirectly. Accommodation and other service providers, event committees, attractions, restaurants, museums, retail outlets, media agencies all benefit from tourism.

Tourism is vital for regional NSW with domestic overnight visitors spending more than \$295 million annually in the region*. Through collective membership RRT is able to promote the region in ways that may otherwise be cost prohibitive for an individual business.

**Tourism NSW Snapshot Year End March 2009*

Tourism Partner Benefits

Becoming a Tourism Partner of Riverina Regional Tourism provides a great opportunity to develop and promote your business. Members receive the following benefits:

- First opportunity to participate in co-operative marketing campaigns and inclusion in promotional material
- Discounted member rates at workshops, seminars and networking functions organised by RRT
- Promote your business to potential visitors through participation and attendance at tourism trade shows with RRT
- Access to marketing grant funding from Tourism NSW
- Be part of the mentoring program for NSW Tourism Award Submissions
- Regular inclusion on the www.visitriverina.com.au special offers page
- Ability to promote your product and share ideas with other partners
- Public relations assistance for any events organised that are open to the public
- Receive the RRT e-news on a quarterly basis, plus relevant research and news items periodically
- Assistance with product update for tourism databases managed by Tourism NSW and Tourism Australia for inclusion on www.visitriverina.com.au; www.visitnsw.com.au; and www.australia.com
- Invitations to attend RRT Annual General Meeting and Special General Meetings as an observer

DENI UTE MUSTER

Each year, thousands of people flock to southern NSW for the Deni Ute Muster. It is an event that has grown exponentially since its conception over 10 years ago, accommodating more than 20,000 people in 2008. The event generates a whopping \$10 million in expenditure in the region on accommodation, food, transport and personal services (such as chemists, laundry, beauty services).

A survey of participants indicated that 91% would come again and 64% would visit Deniliquin again throughout the year, demonstrating the overwhelmingly positive impact this event has on tourism and business in the region.

Timeframe of Membership

Membership to RRT is by financial year and some members may join outside the usual July start date. The table below indicates the fee structure payable at the time of registration.

July – September	Full Membership Payable
Oct – December	75% Membership Payable
Jan – March	50% Membership Payable
Apr – June	25% Membership Payable

Fees

Tourism Partnership fees have been apportioned based on business turnover (gross revenue) as below:

Business Size Turnover	Annual Fee	Incl. GST
< \$100,000	\$365.00	\$401.50
\$100,000 - \$1M	\$450.00	\$495.00
> \$1,000,000	\$750.00	\$825.00

TEMORA AVIATION MUSEUM

Based in Temora, the Aviation Museum is an important attraction and destination in its own right. In 2008/09, the Museum attracted over 32,000 visitors to the region, 71% of these visitors were from an area of more than 2 hours drive away. These visitors contribute significantly to the local tourism economy through their use of accommodation, restaurants, petrol stations and grocery stores.

Visitors to the Flying Weekends effectively double the town's population. This would be the equivalent of an airshow in Sydney attracting over 4 million people – an unheard of achievement! The result is a conservatively estimated contribution of over \$4 million to the regional economy.

