

# MEMBERSHIP PROSPECTUS

2011 - 2012



Together we can make a difference

Experience the naturally refreshing difference  
that is the Sunshine Coast.

## OUR VALUE PROPOSITION

**Experience the naturally refreshing difference that is the Sunshine Coast.**

This prospectus is designed to outline the membership benefits of joining Sunshine Coast Destination Ltd and to assist you in making a decision about which membership level is right for your business.

As a Sunshine Coast Destination Ltd (SCDL) member, you will have the opportunity to participate in dynamic marketing campaigns, subsidised activities and have access to the latest research and development reports, all designed to assist you in growing visitation to the Sunshine Coast and your business.

We invite you to partner with us and join SCDL as a member.



## WHAT WE DO

As the regional tourism organisation (RTO), SCDL's experienced and dynamic team works to increase visitation to the Sunshine Coast through a number of areas, both domestically and internationally:

- Consumer Marketing;
- Market Development and Trade Marketing;
- Business Events;
- Industry Development;
- Media and Communications and
- Digital/Online Marketing.

Growing and communicating the Sunshine Coast brand message is an essential part of keeping our region top of mind with consumers, trade and business event buyers. Brand engagement through publicity, marketing and partnerships is key to our success.

SCDL has a strong relationship with our tourism partners including members, Tourism Queensland (TQ) and Tourism Australia (TA), to leverage our financial contribution for the best outcome for our members.

The key markets for the region are South East Queensland, Interstate (VIC and NSW), New Zealand, primary International markets of the UK, Europe, USA, and the emerging Chinese, Indian and South East Asia markets.

**SCDL is an outcome-based organisation with a focus on these key deliverables:**

- Grow sustainable tourism on the Sunshine Coast;
- Engage in regional initiatives that are relevant, timely and measurable;
- Provide focus and leadership, and foster innovation;
- Cater to the needs of markets and market segments while recognising the aspirations of the industry and community;
- Engage with local industry, local government and the local community in to fulfil their responsibilities.

Brand engagement through publicity, marketing and partnerships is key to our success.

The Sunshine Coast is visited by just over 7 million visitors a year.

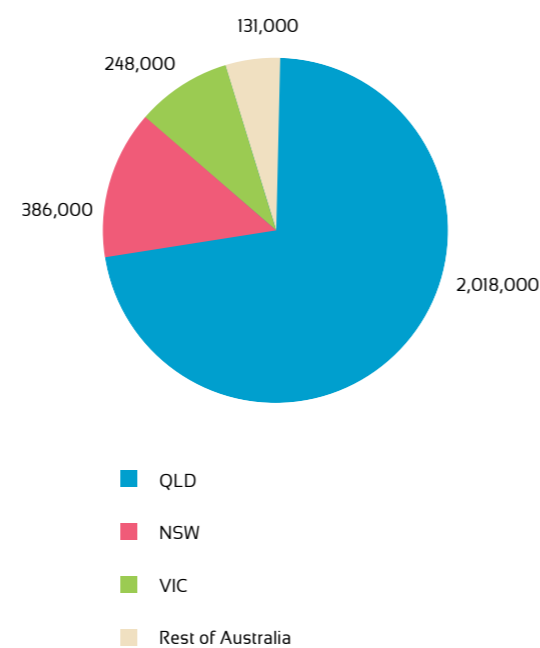
## DOMESTIC MARKETING

The Sunshine Coast is visited by just over seven million visitors each year. Each year visitors to the Sunshine Coast spend in excess of \$2.2b which provides 17% of gross regional product for the region.

The domestic market is by far the largest market for leisure visitors representing 91% of all overnight visitors. Queenslanders account for 72.5% of all domestic overnight visitors with Brisbane the key source market within Queensland, representing 42.9% of the market. SCDL will continue to target interstate visitors from the key markets of Sydney and Melbourne, as the region currently attracts over 300,000 visitors from each city annually.

Source: National Visitor Survey (NVS), June 2011

Domestic visitors by origin:

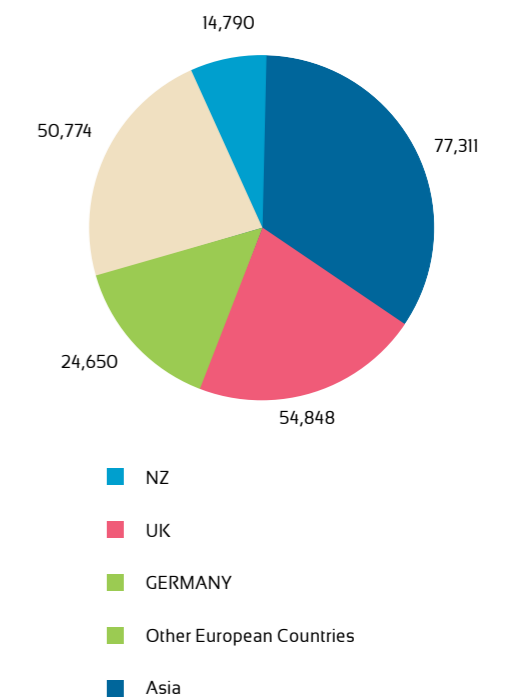


## INTERNATIONAL MARKETING

Internationally, the region welcomes 260,000 overnight visitors per year, representing 9% of the total overnight visitation. New Zealanders account for 35% of the total overnight visitors, UK 25%, Germany 11% and Asia 7%. SCDL has identified potential niche market opportunities in India and China.

Source: International Visitor Survey (IVS) June 2011

International visitors by origin:



Internationally, the region welcomes 259,898 overnight visitors per year.

The business events sector has recovered from the downturn and is now experiencing the largest growth of any market segment.

## BUSINESS EVENTS

Business events are defined as any public or private activity consisting of a minimum of 15 persons with a common interest or vocation, organised by an organisation. This includes (but is not limited to) conferences, incentive groups, seminars, product launches, exhibitions, corporate retreats, and training programs.

Marketing approaches for business events and leisure tourism are very different. While the general awareness of Australia created by a leisure tourism marketing campaign is useful, it is not in any way sufficient to 'cut through' to business event buyers.

The business events sector has recovered from the downturn and is now experiencing the largest growth of any market segment with domestic and international visitor expenditure being up 120%\* on the previous year. This indicates the growing attractiveness of the Sunshine Coast for the lucrative conference, meeting and incentive market.

\*Sept 2011 EMDA report (data from IVS, NVS, ABS and Roy Morgan)

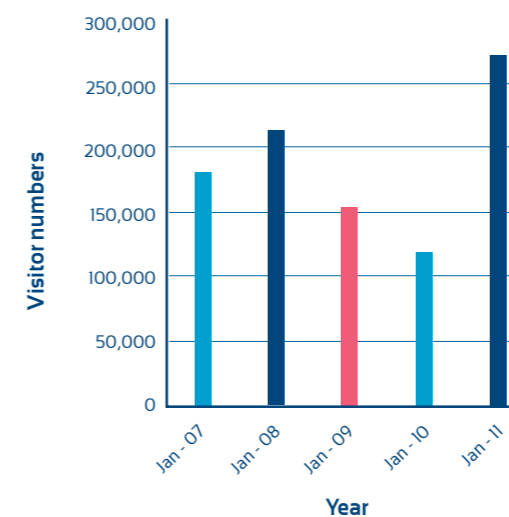
Business Events Sunshine Coast (BESC) is a dedicated unit within SCDL, which promote the Sunshine Coast as an attractive and viable destination for business events. BESC is a part funded by the QLD Government and part funded by SCDL through the tourism levy.

BESC target corporations, associations and government bodies who conduct regular business events. BESC undertake numerous initiatives to increase destination awareness of the region and also to provide forums for local industry to market their product or service.

BESC have forged strong alliances with key marketing partners such as Business Events Australia (Tourism Australia), Australian Association of Convention Bureau (AACB), Events Queensland, Tourism Queensland and the Sunshine Coast Council (SCC).

Operators interested in being active in the business events market will need to select the Silver membership category.

If you have any questions specific to business events member benefits please contact Pippa McCreery, Business Events Manager on (07) 5458 8802 or [pippa@scdl.com.au](mailto:pippa@scdl.com.au)



Assisting operators in acquiring the skills and knowledge required to take their businesses to the next level.

## INDUSTRY DEVELOPMENT

The SCDL industry development program is designed to assist operators in acquiring the skills and knowledge required to take their businesses to the next level. Some programs are undertaken in partnership with Tourism Queensland. This includes the 'International Ready Program' and a new program entitled 'Maximising Your Marketing Spend'.

Becoming a member of SCDL is crucial to the development of the region's tourism industry. Through our assistance with training and support in accessing local, state and federal grants, we aim to improve the quality of service for the industry and increase the region's supply of experience and products for the consumer.

SCDL will also continue to deliver highly successful industry workshops including:

- Up-skilling;
- Distribution and planning workshops;
- 'Weather-proofing' workshops;
- Partnership workshop programs;
- Digital marketing; and
- Sharing regional research.



## MEDIA & COMMUNICATIONS

SCDL is committed to a year round communications approach to maximise PR, publicity and media opportunities through various communication channels. SCDL works closely with the Publicity, Media and Communications teams at both TA and TQ, as well as leveraging relationships with leading editors and media. We ensure the Sunshine Coast is top of mind whenever a story, familiarisation or television opportunity may arise. It is important to note SCDL members will always be given first preference for media and publicity opportunities.

In addition to tailoring itineraries to suit publication and audience, efforts in 2011-2012 will be targeted towards profiling the six key experiences identified by SCDL as growth opportunity sectors, namely golf tourism, weddings and romance, participatory sports, travelling with pets and adventure (including diving).

Corporate and industry communications are another key role for SCDL, which includes industry newsletters, opportunity and invitations via email as well as online updates on the SCDL corporate website: [www.scdl.com.au](http://www.scdl.com.au)

## DIGITAL / ONLINE

SCDL is currently developing a new regional website which will be launched in 2012. The new site will profile the diversity of experiences in the region and also provide the ability for consumers to book accommodation and activities online. Closely tied to this is an ongoing social media strategy driven through Facebook, Twitter, Flickr and YouTube as well as a regional blog which was launched in June 2011.

Operators will soon be able to list more comprehensively on the new SCDL consumer site, which could include video and multiple images. SCDL plans to launch a mobile version of the new website which will be accessible across all smart phone handsets and provide a greater experience for people on the move.

Until the new site is launched, SCDL members can continue to list their businesses, through the Australian Tourism Data Warehouse (ATDW) and on the existing site, [www.visitsunshinecoast.com.au](http://www.visitsunshinecoast.com.au) which generates over 22,000 visits each month.

To find out more about the many opportunities available to SCDL members, please click here for a copy of our 2011-2012 Opportunities Guide.



Economic forecasts indicate by the year 2030, tourism will be the largest global industry.

## WHY BECOME A MEMBER?

Tourism is recognised as the most significant contributor to the Sunshine Coast regional economy, contributing around 17% of gross regional product and over 20% of all jobs in the region.\* Economic forecasts indicate by the year 2030, tourism will be the largest global industry, further supporting the need for training and education to proactively meet the diverse demands of this growth industry in the future.

SCDL offers a wide variety of member benefits to suit individuals and a range of tourism businesses.

## MEMBERSHIP LEVELS

### FRIENDS OF TOURISM & STUDENTS

Friends of Tourism & Students will have the opportunity to attend networking functions and receive regular communications and updates from SCDL.

### INDUSTRY

Industry will receive regular communications and have the ability to attend networking functions, industry development workshops, information sessions and will be entitled to vote at SCDL's Annual General Meeting.

### BRONZE

Bronze members will have the ability to participate in leisure marketing initiatives including: SCDL collateral, advertising campaigns, media familiarisations, sales mission and roadshows.

### SILVER

Silver membership is for businesses already active or interested in becoming active in the business events market. Benefits include showcasing product to business event buyers and receipt of valuable sales lead referrals.

### GOLD

Gold membership is designed for larger companies, who can register up to three businesses to receive all benefits under this level. This category will have the ability to participate in all activities.

Benefits for each level of membership can be viewed on the next page or by visiting [www.scdl.com.au/membership](http://www.scdl.com.au/membership)

\* SCDL estimate based on Sustainable Tourism Cooperative Research Centre research





## HOW DO YOU BECOME A MEMBER?

### Becoming a member of SCDL is quick and easy.

The 'ourMembership' program is a safe and secure online portal developed by a multi-award winning organisation that has completed similar projects for other Regional Tourism Organisations.

### How do I join?

Log into 'ourMembership' by visiting the website: <http://scdl.ourmembership.com.au> and enter your username and password. Once logged in, you can choose your level and pay for the membership that best suits your business.

### Forgotten your username or password?

Simply click on the 'Forgotten your username or password?' link in the 'ourMembership' program <http://scdl.ourmembership.com.au>, enter your email address and your login details will be emailed to you.

### Don't have a username and password?

Please send an email to [members@scdl.com.au](mailto:members@scdl.com.au) and a username and password will be sent to you or alternatively call (07) 5458 8800 and ask for Membership Services.

All members of SCDL agree to abide by the Members Code of Conduct. They must also agree to the terms and conditions of using the 'ourMembership' program.

The 'ourMembership' program is a safe and secure online portal and has been developed by a multi-award winning organisation.

You will be able to directly advertise your business and leverage from SCDL's promotional activity.

## FREQUENTLY ASKED QUESTIONS

### 1. Why do I need to be a SCDL member, if I pay the tourism levy?

The tourism levy is administered by Sunshine Coast Council. Funds are directed to marketing of the region, sponsorship of major events of economic significance and operation of Visitor Information Centres. By becoming a member of SCDL, you will have a voice in defining the tourism direction of the region through your voting rights, and you will have the ability to buy into SCDL activity. As a levy payer, you will still benefit from the activity that SCDL delivers under the Sunshine Coast Naturally Refreshing brand. However, as a member, you will be able to directly advertise your business and leverage from SCDL's promotional activity.

### 2. How will my membership fee be used?

Members fees will be used to operate the membership program, to facilitate industry development programs and deliver sub-regional marketing activity.

### 3. Visitors will come to my business irrespective of being a member of SCDL, why should I join?

Visitors will still come to your business, even if you are not a member. However, SCDL is the official Regional Tourism Organisation (RTO) for the Sunshine Coast and leads the key marketing programs to attract visitors to the region. By taking advantage of SCDL membership and leveraging from destination branded activity, your business will receive direct benefits.

### 4. What level of membership is recommended for accommodation operators who have more than one property in the region?

The Gold membership level allows you to join up to three properties.

### 5. What level of membership is recommended if my organisation is both leisure and business events oriented?

The Silver membership level provides benefits for businesses active in both the leisure and business event sectors.

### 6. When is my membership renewal or anniversary date?

Membership anniversary/renewal dates are 12 months from the date of acceptance as a member of SCDL. If a member is accepted 1 December 2011, the renewal date will be 1 December 2012.

### 7. How many votes am I entitled to at the AGM?

Voting entitlements at the AGM are based on the membership categories.

### 8. How do I know my online payment is safe?

Online payments are made using the eWAY payment gateway. All payments are made securely and cannot be accessed by any third party. Details on how the eWAY system works can be found on the eWAY site. Credit card details are not stored in the membership database and SCDL does not have access to credit card details.

### 9. If a primary contact for our organisation leaves, who assumes the membership and how many contacts can an organisation include as part of their membership?

If the primary contact (nominated representative) of a member changes, the member must promptly notify the Company Secretary of SCDL in writing advising the change of nominated representative.

An organisation can include unlimited contacts as part of their membership but will need to nominate just one primary contact.

### 10. How do I redeem my membership benefits?

Once your membership is processed and accepted, an SCDL team member will contact your business.

### 11. If my business falls out of the Sunshine Coast Council regional boundary, can I still become a member?

Businesses from outside of the Sunshine Coast region can certainly become members. A 50 percent surcharge will apply in addition to the membership fee.





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