

MEMBERSHIP BENEFITS 2017



Kununurra Visitor Centre, East Kimberley, WA

WELCOME TO KUNUNURRA VISITOR CENTRE

BACKGROUND

Kununurra Visitor Centre (KVC) is at the centre of tourism for Kununurra and the East Kimberley region. The KVC team are committed to servicing the needs of our members, customers and the local community.

KVC is a not-for-profit, non-government organization with a business vision to excel as a trusted provider of services to Kununurra and Kimberley visitors, businesses and tourist operators.

The KVC exists for and by its members and we endeavour to grow this base and increase profitability so that we can reinvest into growing tourism and visitor expenditure in the region, to directly or indirectly benefit our members.

Established in 1972, we have been developing sustainable tourism in Kununurra and the East Kimberley region for 44 years and are an accredited VIC. Accredited VICs are the only information centres able to display the yellow italicised 'i' on a blue background. This symbol denotes genuine, high quality Visitor Information Centres with dedicated staff. These centres have achieved specific industry standards and are recognised as providing exceptional service and advice.



Kununurra Visitor Centre Staff on famil with Kimberley Agricultural Investments in Ord Stage II

Kununurra Visitor Centre – Coolibah Drive, Kununurra



VISION

Excellence in service, giving visitors an extraordinary Kununurra and East Kimberley experience

MISSION

We will achieve our vision by leading:

- Collaboration in tourism
- Growth and prosperity in the region through tourism
- Respect of country, culture and place
- Provision of accurate and reliable information

OUR VALUES

We are impartial in the way we represent our membership.

We provide united leadership by:

- Being authentic
- Providing support
- Building trust and respect
- Being flexible

We have integrity:

- In all communication we undertake
- In all the knowledge we share

We are professional:

- In our overall presentation and conduct



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VISITOR OVERVIEW

- At June 2011, the tourism sector was estimated at \$393m of the Kimberley's \$2b economy, representing 19.6%.
- Annual visitation to the region was estimated at around 282 400
- 112 330 visitors to Kununurra every year
- \$33.7m spent on accommodation
- \$66.8m on tours, shopping, entertainment, etc using an average multiplier of \$1.98
- Annual average visitors to the KVC between 2005 to 2012 is 92, 249
- Monthly average visitors to the KVC during peak season;
 - May = 11, 848
 - June = 16, 206
 - July = 20, 503
 - August = 15, 514

Source: SWEK East Kimberley Tourism Plan 2022

LAST FINANCIAL YEAR (2015/16) THE KVC...

- Made 3277 bookings – 27% increase from 2014/15
- Sold 961 nights of accommodation – 30% increase from 2014/15
- Processed over \$1.785m in tour/accommodation bookings – 28% increase from 2014/15

**We are already making plans to make 2017 bigger and better!
Come on the journey with us...**



2017 AND BEYOND

DEVELOPING THE KVC SERVICE OFFERING

The KVC aims to continue to be a trusted source of information and booking agent for both local residents and tourists. We aim to inspire people from all over Australia to visit Kununurra and the East Kimberley.

We want to ensure that we are the first place people come, either when they arrive into Kununurra or when they are using the web.

How will we achieve this?

- Increased communication and working relationships with all of our members
- Build relationships and look to work more closely with government organisations such as TWA, ANW to build the Kununurra profile across the country and worldwide
- Continue to develop the KVC making it more effective for both visitors and operators
- Launch a new website with enhanced and mobile functionality that really focuses on inspiring people to visit the area – making the KVC the first place they visit
- Add our Phone Book directory to the website making it a one-stop-shop for both tourists and locals
- Open up the Argyle Homestead as a 'pop-up' visitor centre and capture visitors heading to and from Lake Argyle
- Maintain a strong database of customers and use monthly newsletters
- Partner with key societies such as Australian Caravan Club to leverage opportunities in working with their members
- Continue to partner with and utilise BookEasy technology to increase efficiencies and bookings for our members

If you want to learn more about any of these points then please feel free to contact either Angela on marketing@visitkununurra.com or Robyn on info@visitkununurra.com

MEMBERSHIP AT A GLANCE

There are a number of different membership options available, designed to hopefully suit all types of budget and membership/advertising requirements. In addition to the membership type that you choose there is still a range of options available to you, which are described on the following pages.

Our membership period is based on the calendar year and runs from 1st January to 31st December.

Please contact Angela on marketing@visitkununurra.com or Robyn on info@visitkununurra.com or telephone 08 91 68 1177 if you have any questions.

	Event	Bronze	Silver	Gold	Platinum
Cost (excl. GST)	\$250 +10%*	\$250	\$650	\$1000	\$1650
Phone Book	- 10%	- 10%	-10%	- 10%	- 10%
GBG	Available on request			1x ¼ page	1x ½ page
D/L / A4 brochure	✓	D/L	A4	A4	A4
Info Bays	X	X	1x S	1x S	1x L
Map Reference+	X	X	X	✓	✓
Argyle Homestead	X	X	X	✓	✓
TV Screens	Available on request				
Messages on Hold	Available on request				
KVC Wall Display	Available on request				
Online Marketing	✓	✓	✓	✓	✓

ALL MEMBERSHIP ENTITLES YOU TO THE FOLLOWING

- Opportunity to be involved in all KVC marketing and advertising activity
- Voting rights at the KVC AGM and eligibility to join the board as positions become available
- Your product/service promoted and bookable within the KVC and 24/7 on our website
- Opportunity to present your products/services to the KVC staff
- Listing and own page on our website
- Included in mail out of information to customers and trade enquiries
- 1 D/L or A4 brochure drop at the KVC
- Inclusion in any online marketing across website and social media channels
- Involved in social media promotion
- Membership consultation and support

*Community and not-for-profit organisations will pay \$200 or 10%, whichever is less to cover booking processing
 +Reference on map in Phone Book, Glove Box Guide and KVC counter when re-printed

Commission rates

Accredited 13%

Non Accredited 15%



MEMBERSHIP IN DETAIL

EVENT

Our Event membership is designed for operators, societies and businesses that run events and would like to sell their tickets through the KVC. Not for Profit Community Events are exempt from the Membership Fee although a 10% commission on ticket sales is still applicable.

\$250
10%
commission
on sales

- Tickets will be available and promoted through the KVC team 7 days a week
- Tickets will be bookable 24/7 on our website
- You will have your own webpage on our events calendar
- Posters, flyers, D/L brochure displayed in the KVC
- Social media promotion

BRONZE

This is perfect for smaller businesses or those that are indirectly affected by tourism to the area. You will still be able to include yourself in additional advertising opportunities and the Phone Book as they arise.

\$250

This is targeted for local businesses with non-bookable products/services that can still benefit from tourism and referrals through the KVC. It is also perfect for businesses that might already be affiliated with another VIC.

- Have your D/L sized brochure/leaflet in the KVC for people to see
- The KVC staff will refer people to your product/service
- Be included on our website and across social media

SILVER

The silver option is aimed at smaller tourism based companies or local businesses that are more affected by tourism and want extra value and exposure to visitors. Benefit from all of the above plus;

\$650

- Include an A4 sized leaflet/brochure in the KVC
- Take a small (800x500m) info bay space at both ends of Kununurra



MEMBERSHIP IN DETAIL

GOLD

We envisage the gold membership as being our most popular choice for tourism based operators looking to gain a lot of exposure and ultimately save money in doing so! You will receive all the standard benefits as above, plus;

- A4 brochure/leaflet for display
- Small (800x500) info bay space at both ends of Kununurra
- ¼ page ad in the 2016 Glove Box Guide



\$1000

PLATINUM

The platinum membership offers maximum value for money and maximum exposure across the KVC marketing channels. This is aimed at organisations that focus on a cross channel communications plan to gain maximum reach and increase awareness to their markets.

Platinum members benefit from all the standard aspects plus;

- Large (1200x1050) info bay space at both ends of Kununurra
- ½ page in the 2016 Glove Box Guide



\$1650

ADDITIONAL ADVERTISING OPPORTUNITIES

In addition to the membership benefits mentioned on the previous pages, members can select from the following additional options, allowing you to utilise only the benefits that you consider to be of extra value to your business.

PHONE BOOK

Every year the KVC produces a glossy East Kimberley Phone Book which houses a complete A-Z listing of all businesses in the area. This offers the perfect opportunity to let people know about your business and easily find your contact details.

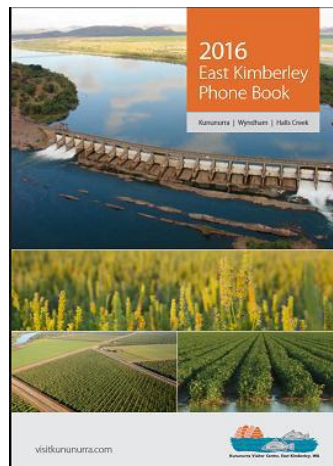
The phone book is widely distributed across the East Kimberley, as 4000 copies are produced and available from the KVC, tour operators, caravan and camping parks, car hire companies, etc.

With the rollout of the new website our 2016 Phone Book was also available online, giving all businesses their own page and a login so they could edit their information! Visit www.visitkununurra.com

There are several ways in which you can be included in the phone book and these will be sent out separately at the relevant time.

All members receive 10% off any listings or advertising in the Phone Book.

For further information on any of this please
Contact Angela on marketing@visitkununurra.com

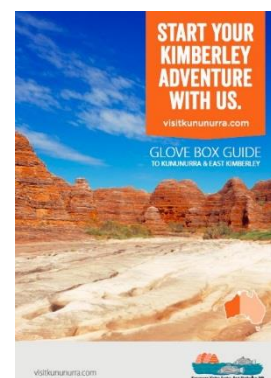


GLOVE BOX GUIDE

The Glove Box Guide is our most widely distributed publication; it reaches many different areas of Australia, via car hire locations, accommodation providers, restaurants, petrol stations, tradeshows. It is mainly distributed throughout Perth, Broome and Darwin and every year 30 000 copies are produced.

It is put together in full colour, filled with key information and inspiring images of the area and gives the reader everything they need to know and can do in and around Kununurra.

There are a few ways in which you can advertise with us in the Glove Box Guide, as detailed below. For more information or any queries that you might have, please contact Angela on marketing@visitkununurra.com.



Please click [here](#) if you want to see an online copy of the 2016 Glove Box Guide.

ADVERTISING OPTIONS

Type	Description		Cost
¼ page advert	60x90mm	Glossy, full colour copy advertisement. All artwork must be supplied by you, on time.	\$500
½ page advert	124x90mm		\$900
1 page advert	255x185mm		\$1600

- All artwork must be received by no later than Monday 5th December 2016
- You will find the booking form later in the document

BROCHURE DISPLAY

If you want our visitors to see your products then have your brochure prominently displayed in the visitor centre for the whole year! This can be either in D/L or A4 size, whichever is best for you.

One brochure is included with all memberships but additional brochures will be charged at \$150 for the D/L size and \$200 for A4. It is our responsibility to ensure that we always have plentiful stock available but it is your responsibility to provide us with that stock.

We categorise all of our brochures in the visitor centre display so yours will sit alongside similar businesses, such as flight operators, boat operators, 4WD tours, accommodation, local services.



For more information and to arrange a slot please contact Nathan at marketing@visitkununurra.com or fill in the booking form.

This is only available to non-tourism or non-local businesses that don't have membership with us.

MESSAGES ON HOLD

The perfect way to engage potential customers just before they speak to a member of the KVC team is to capture their imagination with a succinct message about what you offer.

This is exactly what Messages on Hold can offer you through the KVC. Every time a caller is placed on hold (which unfortunately is quite often when we are busy) they will be able to hear your message. A professionally scripted message with an appropriate voice over put together by the creative team at Messages on Hold.

We will also be adding welcome messages and out-of-hours messages which will be perfect to reinforce your product/service.



If you are interested in this service then please contact Angela on marketing@visitkununurra.com or 08 9168 1177



INFORMATION BAYS

The KVC manages two information bays, with a map of Kununurra and lots of advertising space available, which captures a large number of motorists coming into Kununurra from both directions on the Victoria Highway.

Using data from Main Roads WA, we understand that a **daily average** of;

- 890 vehicles come from the Perth/Broome direction and
- 256 vehicles come from the NT border

For one price you can advertise at both locations for the whole year!

1. Large – 1200x1050mm @ \$800
2. Small – 800x500mm @ \$400

Please note all existing artwork will be removed on the 1st January 2016 unless you have opted into this service and renewed.



It is your responsibility to design and produce the signs, many of our members work with Dave Crock at Crocodile Signs on this. We can however put the boards up for you.

Please contact Angela on marketing@visitkununurra.com or 08 9168 1177 for more information or fill in the booking form.



TV SCREENS

The addition of 2 HD LED 48" TV screens are great for projecting high quality and inspirational footage to the many thousands of people that the KVC helps each year.

Located in a prominent position above our information desks, these TVs are the perfect spot for you to advertise your products and services to help customers make a decision on their next tour or accommodation booking.

The TVs are dedicated to still adverts and video, giving the customer excellent and varied footage to inspire their thoughts. The TVs are on a constant loop during our opening hours and will be seen by an average of 15-20000 unique visitors a month during the peak season alone!

This really is a fantastic and cost effective way to put you directly in front of a captive audience looking for some help in making their decision.

You have the option to commit your advertising space for the whole year at a discounted rate or choose when it is more appropriate, based on your needs.

Please contact Angela for further information on marketing@visitkununurra.com. The spaces will be allocated on a first come, first served basis and are limited to offer maximum exposure to everyone choosing to participate.

Season	Description	Cost
Peak (May, June, July, August)	The TVs are limited to 6 members and each member gets access to both video (limited to 1m 30 secs) and photos (limited to 5). Artwork must be provided by you when prompted.	Costs vary so please contact Angela for more information
Shoulder (April, Sept)		
Off (Feb, March, Oct, Nov)		
Whole year		\$2000 (save \$200)



The new look interior of Kununurra Visitor Centre clearly shows TV Screens, wall posters, brochures and more.

ONLINE MARKETING

WEBSITE

The KVC launched a new website at the end of 2015, in preparation for the 2016 Visitor season. This has been identified as the most important area for improvement and it become one of the most important channels in reaching customers.

- KVC bookings prior to the introduction of the new website = 2% of total no. of bookings
- The industry average is 25% and we met that figure in 2016. We can expect a continued rise in online bookings for our members

This exciting new website included all of our members products and also the KVC produced Phone Book and Glove Box Guide.

The website is aimed as much at the local population as it is to the visitors and will become a one-stop-shop for local information and tour/accommodation/event bookings.

We also included a Car Hire link to assist travellers when making books for hire cars, anywhere in Australia. This is a great tool for our locals as well and the Visitor Centre earns a small commission from any hire cars booked through our website.



SOCIAL MEDIA

Until now, the KVC has had, but not been fully utilising the social media channels, such as Facebook, Twitter and Instagram that have now become so widely used across the world.

The KVC will continue to be active users of these platforms and will maximise the 'Experience Extraordinary' brand used by TWA wherever possible to raise the status of Kununurra across Australia and beyond.

We will aim to involve our members wherever possible across these channels; this may include competitions and giveaways if permitted.



HOW CAN YOU GET SOCIAL WITH THE KVC?

Make sure you are using the **#visitkununurra** when posting messages and images across any of the social platforms. We want you to help us promote our magnificent destination.

- Facebook - facebook.com/Kununurravc
- Instagram - instagram.com/visitkununurra/
- Twitter – twitter.com/KununurraVC

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