



FEE FOR SERVICE

PROSPECTUS 2017/18

- ▶ Accurate local and regional information
- ▶ Open 7 days per week - only closed Christmas Day
- ▶ Professional and friendly customer service to 100,000 + walk-in visitors per year
- ▶ Promoting the Hunter Valley as a diverse destination of choice
- ▶ Extra opportunities and value created for your business throughout the year
- ▶ Multiple booking systems increase your exposure



WELCOME to HUNTER VALLEY VISITOR CENTRE



The Hunter Valley Visitor Centre's Fee for Service gives your business direct exposure to more than 100,000 walk-in visitors per year, on the Hunter Valley Visitor Centre website as well as publications and brochure displays.

Cessnock City Council is pleased to release the 2017/18 Prospectus in support of the Hunter Valley Visitor Centre's future sustainability. A sustainable centre results in reduced costs to Council and the broader community, as well as ensuring affordability for widespread business participation.

Council has Level 1 Accreditation to ensure that the trusted 'i' symbol (above) is retained in the Hunter Valley. Accreditation endorses the Centre's commitment to operating to the highest industry standards and providing exceptional visitor information service.

Research has shown that Visitor Centres contribute to tourism yield by increasing the number of activities that a visitor will engage in and by increasing the time that a consumer will stay at a destination. The Centre plays a central role in the distribution of tourism product through the provision of information, the bundling of tourism products, and by providing mechanisms for consumers to make, confirm and pay for reservations.

Our staff are dedicated to supporting the growth and prosperity of the tourism industry in our region. A range of supportive activities have been developed by the Hunter Valley Visitor Centre to effectively promote our businesses including art exhibitions, school holidays activity display and wedding display, What's On promotions and networking opportunities. The Centre's gift shop is operating successfully with more than 45 local suppliers.



OBJECTIVES OF THE HUNTER VALLEY VISITOR CENTRE

VISION STATEMENT

The Hunter Valley Visitor Centre is recognised nationally and internationally as a centre of excellence for:

1. Visitor numbers and services;
2. Governance and long term sustainability;
3. Its role as a vibrant LGA business support hub;
4. Facilitating cooperative and collaborative activity among the region's businesses and institutions that achieves positive economic development outcomes in business investment, business growth and business retention.

MISSION STATEMENT

To achieve our Vision we will:

1. Attract visitors
2. Provide a superior level of customer service with highly trained staff
3. Implement best business practices in all activities and operations
4. Create a Centre highly conducive to business support, investment, growth and retention with strong cooperation and collaboration of businesses, government and institutions.

STRATEGY OBJECTIVES

1. Ensure visitor services are continually provided at the Centre at world's best practice standards
2. Attract visitors - Promoting and marketing the Centre and the LGA as a key visitor destination
3. Develop and maintain critical strategic alliances
4. Utilise the Centre as a business support and investment hub for economic development growth
5. Clearly demonstrate and communicate our performance

Compare the Fee for Service Options

BENEFITS AND SERVICES INCLUDED	GOLD	SILVER	Community Not for Profits
Automatic referral of visitor enquiries	✓	✓	✓
1 x Promotional DL displayed in the Hunter Valley Visitor Centre	✓	✓	✓
Optimum listing with map indicator on Hunter Valley Visitor Centre website, images and complete profile with links back to your website and social media connections.	✓		
One line listing on Hunter Valley Visitor Centre website.		✓	✓
Get Connected listing where applicable ie. visitnsw.com	✓		
Invitations to networking functions, skills development and business opportunities	✓	✓	✓
Participate in themed displays at the Visitor Centre e.g. weddings, restaurants, experiences.	✓	✓	✓
Participate in holiday trading hour brochures e.g. Christmas-New Years and Easter	✓	✓	✓
Opportunity to have product for sale on consignment in the centre Gift Shop (conditions apply)	✓	✓	✓
Have your event listing added to Get Connected ie. visitnsw.com (conditions may apply)	✓	✓	✓
Display your events on the "What's On" display in the Visitor Centre and inclusion in the "What's On" brochure (conditions apply)	✓	✓	✓
Add your events to the Hunter Valley Visitor Centre website Event Calendar	✓	✓	✓
Submit images and videos for display on Visitor Centre televisions (conditions apply)	✓	✓	
Live inventory booking option for tour operators (conditions apply)	✓	✓	✓
Receive communications and updates regarding major events, industry capacity building and business opportunities	✓	✓	✓
Booking opportunities 24/7 on multiple international booking platforms such as booking.com and WOTIF on the Visitor Centre website (conditions apply)	✓	✓	✓
Booking opportunities 7 days per week on multiple international booking platforms such as booking.com and WOTIF by staff servicing visitors within the Visitor Centre (conditions apply)	✓	✓	✓
Opportunity to submit last minute accommodation or tour rates.	✓	✓	
Opportunity to have your business shared through the Hunter Valley Visitor Centre's social media presence (conditions apply)	✓		
Inclusion of your business in the Visitor Centre's dedicated visitor experience print resources e.g. tastings, tours, weddings.	✓		
Book a familiarisation. Visitor Centre staff will gain comprehensive knowledge of your business, product, location and service offering. (bookings essential)	✓		
25% discount for sequential Fee for Service applications	✓		
Opportunity to submit stand-by rates, special activities, events, menus, wine lists, wholesale product lists and cross promote your product in the Visitor Centre	✓		
Book your place to hand your brochure out to visitors in the Centre (conditions apply)	✓		
Submit product development and marketing ideas for consideration	✓		
Opportunity to display temporary banner or event poster within the Centre (conditions apply)	✓		
Early Bird Registration Price *Fully Paid before 31 May 2017 (incl GST)	\$470	\$305	\$125
Registration 1 June 2017 onwards (incl GST)	\$520	\$355	\$125

GOLD provides maximum exposure and extends all Hunter Valley Visitor Centre services available to promote your business to our visitors. Gold Fee for Service represents excellent value for money at \$10 per week.

SILVER offers a simplified range of services and benefits for businesses wanting to take advantage of in-Centre exposure to more than 100,000 visitors each year.

COMMUNITY and **NOT FOR PROFIT** entities can promote their activities via the Centre, our Silver package is offered at a reduced cost to not-for-profit organisations, sporting clubs and churches.

Gold and Silver Fee for Service operators can choose to rack additional brochures in the Centre at a discounted rate of \$79 per brochure.



TERMS AND CONDITIONS

CONDITIONS APPLYING TO THE PROVISION, DISPLAY, INFORMATION & INTELLECTUAL PROPERTY PROVIDED BY AN OPERATOR TO HUNTER VALLEY VISITOR CENTRE.

1. References made to Hunter Valley Visitor Centre are also a reference to Cessnock City Council and includes its officers, employees and agents.
2. The Fee For Service applicant being business(es), community group(s) or organisation(s) is hereby referred to as business(es).
3. References made to the Business(es) includes its proprietors, officers, employees and agents (past and present).
4. Any person who signs the application for Fee for Service on behalf of a business(es) warrants that they have the appropriate delegation or authority to bind the business(es) to these Terms and Conditions. This includes agreeing to full payment of invoices relating to Fee for Service selected by business(es).
5. If a business(es) is considered "financial" under fee for service, they are and will at all times:
 - comply with all relevant laws relating to the operation of their business(es) including, but not limited to:
 - i. The Local Government Act and Regulations
 - ii. Environmental Planning and Assessment Act, Regulations, Local Environmental Plans and the conditions of required Development Consents and Building Permits
 - iii. legislated Work Health Safety and Workcover
 - iv. Liquor licensing and regulations
 - v. Trade Practices Act/ Fair Trading Act and any regulations pertaining
 - vi. all amendments pertaining to above
 - provide Hunter Valley Visitor Centre and visitors with accurate, relevant and non-misleading information relating to their business(es) their services and policies pertaining to charges and cancellations.
 - When participating in such, business(es) will read and adhere to third party conditions including but not limited to Tourism Exchange Australia and Get Connected (Destination NSW).
5. Any information and intellectual property whether comprising written form, media and photographs as supplied by the business to the Hunter Valley Visitor Centre in relation to the business can be utilised by the centre for the ongoing promotion of Cessnock local government area and the Hunter Valley. The business(es) acknowledge that in providing such information, the Hunter Valley Visitor Centre will not be liable to any business(es) for any loss that a business(es) may suffer as a result of negligent or inadvertent error or omission by the Hunter Valley Visitor Centre or third parties.
6. When providing information to Hunter Valley Visitor Centre, the business(es) acknowledge that the Hunter Valley Visitor Centre cannot be responsible for verifying the accuracy of such information or for enforcing compliance by the business(es) with all relevant laws. As such, business(es) shall indemnify and keep indemnified Hunter Valley Visitor Centre from and against all claims, demands, damages, actions, proceedings, judgements, costs and accounts whatsoever brought, prosecuted or made against the business(es) in relation to:
 - The use or provision, display or publication of information provided to Hunter Valley Visitor Centre by or on behalf of the business(es);
 - The failure of the business(es) to comply to relevant laws or regulations;
 - Negligent or deliberate acts or omissions by the business(es);
 - The failure of the business(es) with any contract for the supply of accommodation, service or product to third parties.

This condition shall not merge on the sale of the business(es) or on the cessation of the 'Fee For Service' with the Hunter Valley Visitor Centre.