



Membership Prospectus

2019/2020



WELCOME TO TEAM SUNSHINE COAST

2018/2019 has been a significant period for tourism on the Sunshine Coast. International and domestic visitation records were broken, the launch of the region's newest culinary festival - The Curated Plate - was announced and we are moving towards an exciting new era with the Sunshine Coast Airport's international-ready runway scheduled for completion in 2020, a move that will open the Sunshine Coast up to the rest of the world.

Food tourism is becoming an increasingly lucrative market, and The Curated Plate culinary festival set to debut on the Sunshine Coast in August 2019 will revolutionise the way people view regional dining. Visit Sunshine Coast (VSC) is a proud partner of the event and has worked closely with many of our members to bring to life The Destination Series; an impressive line-up of activity-led local experiences hosted by Sunshine Coast businesses during the festival. The event is already attracting considerable publicity, with popular national TV shows, MasterChef and Better Homes & Gardens focusing on the Sunshine Coast's diverse agritourism products.

In recent years the Sunshine Coast has benefited from the positive involvement of its operators in promoting the region to both existing and new markets. Data released by Tourism Research Australia for the year end December 2018 revealed record international and domestic visitation and expenditure across the 12-month period, highlighting the effectiveness of campaigns and trade missions supported by our members.

Our marketing initiatives continue to deliver an evolved Sunshine Coast tourism brand that creates demand and generates leads to new and existing high-value travellers across all of our key source markets. Our campaigns focus on growing visitor yield and encouraging regional dispersal, and we continue to support and leverage the region's vast array of major and member events to ensure returns for our stakeholders.

We have been equally active in the business events sector, attracting a wide range of national conferences to the Sunshine Coast. Following the opening of the Sunshine Coast Convention Centre at Novotel Twin Waters Resort in May 2019, we have secured the rights to hold the 2019 Queensland Tourism Awards, the Indigenous Tourism Forum and annual Destination Q Forum. In May 2019 VSC also held SCouT: The Sunshine Coast Big Day Out for Tourism Operators, which brought together more than 500 members and volunteers from across the tourism sector, an initiative we plan to make even bigger in 2020.

The 2019/2020 Membership Prospectus details a range of benefits that businesses can receive through membership. There are various levels of membership to suit your specific needs, and through membership we can provide support and advice to help your business maximise its potential. We look forward to working with you in the year ahead!

Simon Latchford - CEO
Visit Sunshine Coast

ABOUT

Visit Sunshine Coast (VSC), is a not-for profit, membership based, destination marketing organisation whose primary purpose is to promote the region as a leisure and business event destination through global and domestic trade, media and travel industry channels.

As the Regional Tourism Organisation (RTO), VSC is responsible for a geographical area that encompasses the Glass House Mountains in the south, to Rainbow Beach in the north, the Hinterland and Mary Valley to the west and includes three council regions - Sunshine Coast, Noosa and Gympie.

VISION

Grow the economic value of tourism to the Sunshine Coast Tourism region to \$3.4 billion by 2022 to benefit both the industry and community.

Destinations promotion

Promote the Sunshine Coast as Queensland's premier leisure and business destination

Unforgettable experiences

Support the development of products, experiences and events that deliver the vision

Sustainable tourism industry

Create a strong and unified tourism industry

Organisational effectiveness

Strengthen financial position and invest in people, systems and governance to improve performance

SUSTAINABILITY

The Sunshine Coast is renowned for its pristine beaches, beautiful hinterland and parks, abundance of wildlife and its enviable lifestyle. VSC is committed to working towards a sustainable future, striving to build a unified and sustainable tourism industry through improving economic, social and environment outcomes within the tourism community.

THE REGION

VSC is the Queensland Government's official regional tourism organisation for the Sunshine Coast, and incorporates the area from the Glass House Mountains in the south to Rainbow Beach in the north, and the Hinterland and Mary Valley to the west.



Visit Sunshine Coast Membership Benefits		Tourism Essentials	Trade and International	Business Events	Premium
General Benefits					
Dedicated membership team to offer advice and help to maximise your membership	✓	✓	✓	✓	✓
Receive your membership certificate and sticker	✓	✓	✓	✓	✓
Receive regular VSC eNewsletters & industry updates	✓	✓	✓	✓	✓
Access Team Sunshine Coast member portal including our image library and media kit	✓	✓	✓	✓	✓
Invitation to our quality monthly networking functions*	✓	✓	✓	✓	✓
Learn and be inspired by the best - access to training and workshops to lift your business performance*	✓	✓	✓	✓	✓
The chance to present your business to the VSC team - let us get to know you better	✓	✓	✓	✓	✓
Opportunity to promote your brochure in VSC operated and accredited VICs**	✓	✓	✓	✓	✓
Host familiarisation for VSC ambassadors and staff	✓	✓	✓	✓	✓
Present your business to the annual 'SCoUT' tourism trade show	✓	✓	✓	✓	✓
Marketing, Digital and Social Media					
Promotion through our website and campaigns via FREE submission of deals	✓	✓	✓	✓	✓
Your business listing on visitsunshinecoast.com - website traffic more than 50,000 per month	✓	✓	✓	✓	✓
Subsidised listing via the Australian Tourism Data Warehouse (ATDW) - \$50 subsidy	✓	✓	✓	✓	✓
Social media leverage opportunities - reach more people when you partner with us on Facebook, Instagram and YouTube*	✓	✓	✓	✓	✓
Submit your stories and news for consideration for media enquiries and public relations activity	✓	✓	✓	✓	✓
Opportunity for inclusion in VSC co-operative marketing campaigns*	✓	✓	✓	✓	✓
Trade and International Marketing					
Access to VSC Trade and International resources including quarterly eNewsletters		✓		✓	✓
Invitation to participate in trade and international ready programs & scholarships		✓		✓	✓
Your business listed in the International Travel Planner		✓		✓	✓
International trade show and events support		✓		✓	✓
Opportunities to showcase your business in inbound travel trade familiarisation visits		✓		✓	✓
Inclusion in VSC tradeshow representation and trade training programs***		✓		✓	✓
Invitation to participate in VSC led onshore sales missions**		✓		✓	✓
Opportunity for inclusion in international marketing campaigns***		✓		✓	✓
Business Events Sunshine Coast (BESC)					
The 'BESC bites' eNewsletter and industry updates sent directly to your inbox				✓	✓
Invitation to attend and/or showcase at the BESC quarterly 'What's in your Backyard' events				✓	✓
Full product listing on the businesseventssunshinecoast.com - be seen with the best				✓	✓
The option to add your own 'Hot Deals' on BESC website and attract more customers				✓	✓
Opportunity to join the regional stand at relevant business events trade shows				✓	✓
Product promoted by BESC staff to corporate, association and government event planners and Professional Conference Organisers (PCO's)				✓	✓
The ability to advertise in BESC buyer eNewsletter to PCO's, corporate and association event planners				✓	✓
Receive all relevant sales leads received by BESC as a result of their marketing activity					✓
Promotion of product or service to trade media partners for editorial inclusion e.g. MICE.net Sunshine Coast feature					✓
Your chance to showcase your product in domestic corporate & PCO familiarisations					✓

*Additional costs may apply

** Subject to suitability and availability of display at various Visitor Information Centres

***Access to Trade and International benefits on provision of product suitability and operators agreement to pay required commission levels.

MEMBERSHIP PRICES

We are proud to be a part of 'Team Sunshine Coast', we love the region and we want to share our passion through our marketing. The experienced team at VSC is here to support you with four different membership options. The packages have been designed with all Sunshine Coast tourism businesses in mind - from the small BnB operator to our biggest resorts and conference venues; fishing expedition tours to the wildlife and nature parks. When you join VSC, the whole team is waiting to support you, offering their specialised skills and experience to help you succeed!

BASE MEMBERSHIP

This is for businesses who operate outside of the Sunshine Coast Local Government Area (LGA)

SUBSIDISED MEMBERSHIP

This is for businesses who operate within the Sunshine Coast LGA where the business premises and/or property is identified as commercial, industrial or transitory accommodation within the rates notice for the trading location.

Level of Membership	Base Membership Fees	Subsidised Membership Fees
Tourism Essentials	\$375	\$265
Trade and International	\$720	\$500
Business Events	\$745	\$525
Premium	\$1,350	\$950

Note: Business within the Destination Gympie Region may be eligible for a 25% subsidy. Please contact VSC to discuss this opportunity.

All membership fees are GST inclusive.

VSC MEMBERSHIP TEAM

VSC has a dedicated team ensuring our members are maximising their benefits. With years of industry experience the team are able to relate to our members and provide practical suggestions to combat common struggles faced in their businesses. Please contact the team if you have any questions.



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TOURISM ESSENTIALS

A Tourism Essentials Membership with VSC gives you the 'must have' package. We recommend this level of membership to businesses either directly involved in tourism or providing support for businesses in the tourism industry. Current Tourism Essentials members include restaurants/cafes, accommodation, tours, attractions, art galleries, festivals/events, massage/day spas and retail. In addition to these we have several businesses that support tourism businesses such as advertising companies, photographers, accountants and lawyers.



TRADE & INTERNATIONAL

With an international airport due for completion in late 2020, promoting the Sunshine Coast to our trade and international Markets has never been more important. In addition to the Tourism Essentials benefits, Trade and International members will be actively promoted to key industry partners and invited to participate in sales missions, trade shows and international familiarisations. The experienced trade and international team will provide guidance and training opportunities to assist your business. Current Trade & International members include accommodation providers, car hire, scenic flights/transfers, tours, golf courses and attractions appealing to international travellers.

BUSINESS EVENTS

Business Events Sunshine Coast (BESC), is the convention bureau for the Sunshine Coast and sit as a dedicated unit within VSC. Their role is to promote the Sunshine Coast as a viable destination for conferences, meetings and incentive programs. Business Events members receive all the Tourism Essential benefits as well as separate communications and networking opportunities specific to the business events industry. As a BESC member you will be invited to participate in business event workshops, trade shows and familiarisations. Current members include venues, suppliers, accommodation providers, tours, transport, team building, event hire and restaurants who either attract or support the business event industry.



PREMIUM

The highest level of membership. A premium membership with VSC encompasses all the membership levels with the added benefit of actively receiving appropriate business event leads as they are received by the BESC team. Premium members can actively work with both Trade & International and Business Event markets with the team at VSC on tradeshows, familiarisation and media opportunities across these markets. Current premium members include accommodation providers, venues, team building, tours, attractions and suppliers.

#visitsunshinecoast

Come on the journey

Visit Sunshine Coast

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GOLD WINNER
The Richard Power Award
for Destination Marketing