



25 February 2009

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Southern Highlands**THE SOUTHERN HIGHLANDS LOCAL COMMUNITY
AMBASSADOR REWARDS PROGRAM*****Dear TSH Partner,***

Would you like to promote your business to your local community in 2009? Would you like local residents to bring their visiting friends and relatives to your business? Then you need to be a participant in the new 2009 Southern Highlands Ambassador Rewards Program – **"mysouthernhighlands"**!

HOW?

As a benefit of Tourism Southern Highlands (TSH) Partnership all TSH Partners are invited to participate in our NEW **"mysouthernhighlands"** Ambassador Rewards Program for 2009-2010 by providing an exclusive offer to Wingecarribee Shire residents so that they become ambassadors of tourism in the Southern Highlands.

WHAT DOES IT COST?

The inclusion of your offers will be FREE!

WHY AN AMBASSADOR REWARDS PROGRAM?

Each year over 40% (approx. 500,000) of visitors to the Southern Highlands stay with friends and relatives, which means the local residents of the Wingecarribee Shire are an important link in the success of the Southern Highlands Tourism and business industries.

In an effort to encourage local residents to refer their family and friends to local Southern Highlands' businesses, TSH has further developed its 2008/09 Ambassador Program for 2009/10 with a number of new initiatives. Local residents will be rewarded for becoming "ambassadors" for our industry with their visiting friends and relatives by way of incentive offers and discounts.

WHAT'S DIFFERENT TO LAST YEARS AMBASSADOR PROGRAM?

TSH will be producing a **"mysouthernhighlands"** Rewards Loyalty Card which upon presentation at participating businesses will provide a range of discounts and incentives exclusive to Wingecarribee Shire residents. The plastic style card will be used to introduce local residents to your business and for redemption purposes (see sample card). The card will have greater penetration as it will be a constant reminder of the program as Wingecarribee Shire residents carry the card in their wallets. TSH will not produce and distribute the Ambassador Passport booklet of offers as these will be showcased on a specially designed micro website www.mysouthernhighlands.net.au. TSH will forward every Wingecarribee Shire resident a dedicated mailer containing their personal card and sample of offers. This will go to 24,000 households and PO Boxes. A number of new promotional mediums will also be used to keep the program top of mind with residents throughout the year. This year participating businesses will be required to show greater

commitment to the program with staff training on your offers and displaying promotional collateral.

PROMOTION MECHANICS

Validity of Program:

1 May 2009 to 30 April 2010

Who is eligible?:

Exclusive to Wingecarribee Shire residents 18 years of age and over.

What Offers?:

These are to be sourced by TSH from TSH Industry Partners. Offers are to be effective 1 May 2009 and expire 30 April 2010 or otherwise stated in the offer. Offers will be exclusive to TSH Partners as a benefit of membership.

How do residents redeem offer?:

By presenting their "mysouthernhighlands" card at participating businesses.

How do residents & their famil/friends find out about the program and offers?:

- All Wingecarribee shire residents will receive a dedicated mailer in late April containing program information, "mysouthernhighlands" cards and sample offers.
- The "mysouthernhighlands" website: mysouthernhighlands.net.au showcasing rewards program and offers
- TSH website: southern-highlands.com.au
- WSC website: wsc.nsw.gov.au
- Mittagong Visitor Information Centre
- WSC Libraries
- When visiting participating partners – via promotional posters & "Ask Me" button badges worn by staff
- Local newspaper & radio station for regular updates
- Regular promotion via specially produced promotional material such as redemption posters, banner blinds in high volume shopping areas
- Southern Highlands seasonal Visitor Guide produced by Rural Press
- 2009 TSH Holiday Planner



WHEN WILL THE NEW PROGRAM BE LAUNCHED?

The "mysouthernhighlands" Ambassador Rewards Program will be launched on 22 April 2009. The "mysouthernhighlands" Card will be distributed to ALL Wingecarribee households, post office boxes, and post office counters in our villages, by first week of May 2009. As a commitment to TSH advertisers appearing in the 2009 Holiday Planner, all Wingecarribee residents will also receive details on where they can obtain a copy of the **2009 Southern Highlands Holiday Planner**.

ARE YOU INTERESTED? If so then complete the attached Participation Form and return to Trish Bow email trish.bow@wsc.nsw.gov.au or fax 4871 3515 by Wed **18 March 2009**. Should you wish to discuss your participation please call 4871 2888.

Regards

Steve Rosa - Executive Manager Tourism