

PRIMARY MEMBERSHIP

1-10 Staff \$330 OR 10+ Staff \$550

MEMBERSHIP DECAL	Each Primary Membership will receive a Membership Decal for display at their business. An electronic version will also be supplied for inclusion on the business independent website to linking to the destination website www.southern-highlands.com.au .
DL BROCHURE DISPLAY	Display space for one DL size brochure at the Southern Highlands Information Centre. <i>A minimum of 500 brochures should be provided in the first instance</i>
DSH IMAGE LIBRARY ACCESS	Free access to a limited range of images from the extensive DSH Library.
DSH SURVEY & RESEARCH ACCESS	Members can access and have the ability to participate in ongoing research undertaken by DSH.
DSH E-NEWS & MEMBER UPDATES	Produced at regular intervals and forwarded via email to all Members. E-Newsletters provide information on promotions, co-operative promotional opportunities and general tourism news.
AFTER HOURS INVITATIONS	Members will be invited to bi-monthly After Hours networking social events.
TOUCHSCREEN INCLUSION OPPORTUNITIES	All product inclusion on the touchscreens is at the discretion of DSH. Product inclusion will be dependent up the type of product provided by the Member.
EVENT POSTER DIGITAL BILLBOARD DIPSPLAY	Members have the opportunity to have event information included for display on the Digital Billboard at the Southern Highlands Welcome Centre. Artwork will need to be provided by the Member – DSH will advise artwork requirements.
MEDIA DISTRIBUTION OF YOUR PRESS RELEASES	Members have the opportunity to maximise their exposure through press releases [^] – DSH can include such press releases in weekly media dispatches via email to their extensive media data bases. Press releases are also uploaded onto the www.southern-highlands.com.au website. <i>Members supply their own press releases which DSH reformats to include Southern Highlands branding. DSH do not produce individual Members Press Releases.</i>
MY SOUTHERN HIGHLANDS PARTICIPATION OFFER	Local Ambassador Program targeting the VFR (Visiting Friends & Relatives) Market. All Members are invited to participate in this program by providing AN OFFER. Offers will be available via: <ul style="list-style-type: none"> • The website - www.mysouthernhighlands.net.au where vouchers can be downloaded and printed off. • The website – www.southern-highlands.com.au where vouchers can be found in the Deals & Discounts category and can be downloaded and printed off. • Smart Phone App – all web based offers are include in the Smart Phone App where offers can be downloaded and activated by individual businesses. • My Southern Highlands Deals & Discounts Card – current offers can be accessed by scanning the QR Code on the card using a QR Reader App
DEPARTMENT OF TRADE & INVESTMENT OPPORTUNITIES	Members receive regular updates on events, seminars and services.
WEBSITE FULL DISPLAY PAGE	Includes: <ul style="list-style-type: none"> • Initial page setup • Business name • General descriptive text • Business address, phone number, email and individual website address*[^] • Up to eight (8) high res images (provided by the Member to DSH) Note: <i>A login and password code will be provided to the Member at time of page setup. Upon completion of page setup, any further changes, amendments, etc will be the responsibility of the Member.</i> <i>*[^]Individual address, phone number, email and website inclusion is not available to bookable accommodation product through DSH, except where a BOOK NOW button is installed on their independent website. A lower commission of 11% will also apply where the BOOK NOW button is installed</i>
WINE/LIQUOR SALES THROUGH THE SH WELCOME CENTRE	See Additional Services Benefits for full details.

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BOOKING SERVICE	See Additional Services Benefits for full details. Nb: Accommodation operators wishing to have their product included for bookings on www.southern-highlands.com.au MUST select this Additional Service Benefit.
SOUTHERN HIGHLANDS BRANDING	Members can use the SOUTHERN HIGHLANDS branding/logo on their promotional material. <i>Subject to approval, written application required.</i> <i>NOTE - The DESTINATION SOUTHERN HIGHLANDS branding IS NOT available for use as it is the business branding for Destination Southern Highlands, a business unit of the Wingecarribee Shire Council</i>
DNSW CO-OPERATIVE MARKETING OPPORTUNITIES	Members have the opportunity to participate in ongoing free of charge promotions. State Tourism Data Warehouse (STDW) updates of your product by DSH on this site, where applicable.
LOCAL PRODUCT SALES	See Local Product category for full details
WORKSHOPS & SEMINAR INVITATIONS & NOTIFICATIONS	Members will receive invitations and notifications to industry events.
SOUTHERN HIGHLANDS DEST... PLANNER LINE LISTING	Members will receive a line listing in this annual publication. Cut off dates apply. See Membership Prospectus for details.
SOUTHERN HIGHLANDS Destination Planner & Map ADVERTISING OPPS	Members can choose to take up paid advertisements in the 2017 Southern Highlands Destination Planner. See Membership Prospectus for details.
SUBSEQUENT BUSINESSES	Up to two (2) additional businesses are included FOC with each Primary Membership. Subsequent Businesses MUST be located at the same street address as the Primary Member business. Each Subsequent Business will receive that same benefits as the Primary Member business.
PRODUCT PRESENTATION TO DSH STAFF OPPORTUNITIES	Members have the opportunity to present DSH Staff with business/product updates, etc at the Southern Highlands Welcome Centre, by arrangement.

TOURISM ASSOCIATES

\$165

This option is available specifically for current financial members of:
SHCCI, SHFW, SH Food & Wine Clusters and other Chambers/Groups as approved by DSH

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DL BROCHURE DISPLAY	Display space for one DL size brochure at the Southern Highlands Welcome Centre. <i>A minimum of 500 brochures should be provided in the first instance</i>
DSH E-NEWS & MEMBER UPDATES	Produced at regular intervals and forwarded via email to all Members. E-Newsletters provide information on promotions, co-operative promotional opportunities and general tourism news.
AFTER HOURS INVITATIONS	Members will be invited to bi-monthly After Hours networking social events.
TOUCHSCREEN OPPORTUNITIES	All product inclusion on the touchscreens is at the discretion of DSH. Tourism Associates will only have line listing information included where applicable. Product inclusion will be dependent up the type of product provided by the Member.
WEBSITE LISTING ONLY	Includes line listing only – business name, address, phone, email & website details. Images, descriptive text, etc are not permitted.
SOUTHERN HIGHLANDS DEST... PLANNER LINE LISTING	All Members will receive a line listing in this annual publication. Cut off dates apply. See Membership Prospectus for details.
SOUTHERN HIGHLANDS DESTINATION PLANNER & MAP ADVERTISING OPPORTUNITIES	Members can choose to take up paid advertisements in the 2017 Southern Highlands Destination Planner. See Membership Prospectus for details.
WORKSHOPS & SEMINAR INVITATIONS & NOTIFICATIONS	Members will receive invitations and notifications to industry events.

ADDITIONAL SERVICES

Applicable To Primary Memberships Additional Costs May Apply

LIQUOR SALES

LOCAL WINE, CIDER, BEER & SPIRIT SALES AT THE SH WELCOME CENTRE

Wine or cider or beer for sale at the SH Welcome Centre is on consignment and sold on a commission basis, being 30% for all wine or cider or beer sales through the Southern Highlands (SH) Welcome Centre.

Locally produced wine, beer and cider can be included for sale at the SH Welcome Centre.

Two different types, be it of wine or cider or beer from any one Member can be included for sale at one time.

Wines or beers or ciders can be changed at the discretion of the Member at any time.

Wine or cider or beer stocks at the SH Welcome Centre are the responsibility of the Member and must be displayed in the space allocated within the SHIC.

Tasting notes to be provided by the Member for all wines or ciders or beers on sale at the SH Welcome Centre.

BOOKING SERVICE

ACCOMMODATION

COST 1:

A room costing applies for rooms in the BookEasy online booking system per annum.

- 1-10 Rooms \$80.00
- 10-25 Rooms \$110.00
- 26-40 Rooms \$135.00
- 40+ Rooms \$165.00

COST 2:

A payable commission applies to ALL accommodation booked by DSH through the BookEasy online booking system of 12%.

BOOKING SERVICE

TOURS, CONFERENCES, GROUPS & VENUES

COST 1: Applies to tours

- A payable commission applies to all booked product by DSH of 12%.

COST 2: Applies to conferences & groups

- A payable commission applies to all booked product by DSH of 12% on the B&B component only.

COST 3: Applies to venues, e.g. weddings

- A fee for service will be negotiated.

EXPRESSIONS OF INTEREST

All Members Can Provide Expressions Of Interest In The Following

AFTER HOURS EVENT HOSTING

Bi-monthly industry networking forums.

COST – Refreshments served at the event.

One month per financial year available to individual businesses. DSH will work with interested members to accommodate preferred month.

NOTE – Dependent on the number of EOI received, not all applications may be successful.

VISITING JOURNALISTS, AGENTS & MEDIA

Trade and media visits to the Southern Highlands.

COST – product supply, e.g. accommodation, food & wine, entry fees, etc.

Opportunities are available to participate in familiarisations.

DSH maintains a portfolio of interested businesses to be included in future visits.

NOT FOR PROFIT

\$165

This option is available for independent groups and associations who operate on a not for profit basis. Businesses and/or groups with paid members are not eligible for this Membership Level.

BENEFITS INCLUDE

All Primary Membership Benefits (excludes Additional Services benefits)

AUSTRALIAN TOURISM DATA WAREHOUSE (ATDW)

Applicable To All Tourism-Related Member Product

Where applicable and feasible, DSH members who have tourism related product will be registered by DSH on get connected (Destination NSW's online membership program).

GET CONNECTED TAPS INTO 1.8 MILLION POTENTIAL CUSTOMERS PER MONTH, BOTH DOMESTIC AND INTERNATIONAL – THAT'S 22 MILLION PEOPLE ANNUALLY WHO ARE LOOKING FOR TOURISM AND EVENT RELATED PRODUCTS. THE GET CONNECTED PROGRAM IS A FREE SERVICE WHICH IS OPEN TO ALL NSW BASED TOURISM OPERATORS.

Get Connected taps into 1.8 million potential customers per month, both domestic and international – that's 22 million people annually who are looking for tourism and event related products. The Get Connected Program is a free service which is open to all NSW based tourism operators.

GET CONNECTED IS NOW POWERED BY AN ALL NEW TECHNOLOGY PLATFORM NAMED ATDW-ONLINE. THIS NEW DIGITAL PLATFORM IS A CENTRALISED DATABASE OF ALMOST 40,000 TOURISM PRODUCT LISTINGS. THIS RICK, UP-TO-DATE CONTENT IS QUALITY ASSURED, ELECTRONICALLY ACCESSED AND PUBLISHED BY OVER 150 ONLINE DISTRIBUTORS, WHOLESALERS AND RETAILERS TO SHOWCASE YOUR TOURISM PRODUCTS TO THE WORLD. EXISTING LISTINGS ON GET CONNECTED HAVE BEEN ROLLED OVER TO THE NEW ATDW-ONLINE PLATFORM.

Once your listing has been approved and is published, it will display on websites such as www.sydney.com, www.visitnsw.com and www.australia.com

IF YOU ARE A CURRENT DSH MEMBER, WE HAVE ALREADY UPDATED YOUR GET CONNECTED LISTING ON YOUR BEHALF (WHERE APPLICABLE), AS PART OF YOUR MEMBERSHIP BENEFITS. IF YOU HAVE REGISTERED YOUR BUSINESS WITH GET CONNECTED YOURSELF, YOUR REGISTRATION WOULD HAVE BEEN AUTOMATICALLY ROLLED OVER TO THE NEW ATDW-ONLINE PLATFORM AS WELL.

If your tourism related product hasn't registered with Get Connected, please don't miss out on the opportunity to give your business much greater exposure. To register or update your Get Connected listing, visit www.atdw-online.com.au

ALL EXISTING GET CONNECTED MEMBERS ENTERING THE NEW PLATFORM FOR THE FIRST TIME WILL NEED TO TRIGGER A PASSWORD RESET BY CLICKING ON THE "FORGET PASSWORD" LINK AND ENTERING YOUR EXISTING GET CONNECTED EMAIL ADDRESS. YOU WILL BE SENT A TEMPORARY PASSWORD (PLEASE CHECK YOUR SPAM AND JUNK EMAIL FOLDERS) WHICH WILL NEED TO BE RESET UPON ENTERING THE NEW PLATFORM. YOUR NEW PASSWORD MUST BE A MINIMUM OF EIGHT (8) CHARACTERS.

To learn more about the ATDW-online platform, please visit www.atdw.com.au/atdwonline/

IF YOU WOULD LIKE TO LEARN MORE HOW TO MANAGE YOUR OWN GET CONNECTED LISTING, PLEASE CONTACT IZABELLA LANE AT DESTINATION SOUTHERN HIGHLANDS – PH 02 4871 2888 OR EMAIL IZABELLA.LANE@WSC.NSW.GOV.AU

REGISTERED CHARITY FREE

Registered Charities Can Apply For Membership & Receive All Member Benefits (excludes Additional Services Benefits).
Proof of Charity Registration Is Required.

BENEFITS INCLUDE

All Primary Membership Benefits (excludes Additional Services benefits)

FRIENDS OF TOURISM \$55

This is option provides those individuals who want to support tourism and find out what is going on in the Southern Highlands. Friends will receive all DSH Member communications and invitations to After Hours events, seminars and workshops.

LOCAL PRODUCT

\$10 per month

+ 30% Commission applies to consignment goods

This option is for independent groups and associations whose product/s have been agreed by Destination Southern Highlands to be available for sale at the Southern Highlands Welcome Centre.

Wine Producers With Cellar Door Are Not Eligible For This Membership Category.

A condition of this membership level is that businesses MUST include the Southern Highlands Welcome Centre as an official stockist on any independent website/promotional material.

MEMBERSHIP DECAL

Members will receive a Membership Decal for display at their business. An electronic version will also be supplied for inclusion on the business independent website to linking to the destination website www.southern-highlands.com.au.

DL BROCHURE DISPLAY

Display space for one DL size brochure at the Southern Highlands Welcome Centre. *A minimum of 500 brochures should be provided in the first instance*

DSH E-NEWS & MEMBER UPDATES

Produced at regular intervals and forwarded via email to all Members. E-Newsletters provide information on promotions, co-operative promotional opportunities and general tourism news.

AFTER HOURS NETWORKING INVITATIONS

Members will be invited to bi-monthly After Hours networking social events.

TOUCHSCREEN INCLUSION OPPORTUNITIES

All product inclusion on the touchscreens is at the discretion of DSH. Product inclusion will be dependent up the type of product provided by the Member.

WEBSITE LISTING ONLY

Includes line listing only – business name, address, phone, email & website details. Images, descriptive text, etc are not permitted.

SOUTHERN HIGHLANDS DESTINATION PLANNER LILNE LISTING

Members will receive a line listing in this annual publication. Cut off dates apply. See Membership Prospectus for details.

SOUTHERN HIGHLANDS DESTINATION PLANNER & MAP ADVERTISING OPPORTUNITIES

Members can choose to take up paid advertisements in the 2017 *Southern Highlands Destination Planner*. See Membership Prospectus for details.

WORKSHOPS & SEMINAR INVITATIONS & NOTIFICATIONS

Members will receive invitations and notifications to industry events.

Membership Benefits apply from 1 July 2016 to 30 June 2017.

Additional benefits may be made available to Destination Southern Highlands' members throughout this period without additional fees and/or buy in opportunities.