



# Membership Prospectus 2018/19



*Marysville*  
REAL. CLOSE.

## ABOUT MARYSVILLE TRIANGLE BUSINESS & TOURISM

Marysville Triangle Business & Tourism (MTBT) Inc. is the local business and tourism association for the Marysville Triangle region. The association was formed in 2014 when an amalgamation took place between the Marysville & District Chamber of Commerce (MDCOC) and Mystic Mountains Tourism (MMT).

The purpose of the entity is to provide a united front to drive and support all businesses in the region, to have one voice, to facilitate economic and strategic growth for the region and ensure an exceptional experience for all visitors.

MTBT's primary area of focus is the development and promotion of businesses, tourism and visitor services in the Marysville Triangle region.

### NOTE:

The Marysville Triangle region is defined as the area that includes the communities of Marysville, Narbethong, Buxton, Taggerty, Lake Mountain Alpine Resort, and the area within a 25 kilometre radius of Marysville.

### The purpose of the association is:

- Formulate strategic plans and policies for economic development and sustainable growth of Business and Tourism in the Marysville Triangle region.
- Represent all association members to provide a collective voice at all levels of the Business and Tourism sectors and at all levels of Government.
- Provide a forum to discuss and promote issues affecting Business and Tourism in Marysville and surrounding areas.
- Assist in the promotion of festivals, events or other activities designed to bring visitors to the area.
- To improve communications, networking, co-operation and co-ordination between Businesses in the Marysville Triangle region.
- Assist in the professional development and support of members.
- Develop strong links with all relevant Government and Local Industry supporting bodies.
- Apply for and seek funding to assist with all our projects.

## MEMBER DEFINITIONS

### **Business**

A legal business entity, a registered business or company, a partnership, a sole trader, an incorporated club or association, a community group with a committee of management or other legal business entity.

Where a business entity has multiple businesses operating under different trading names (located at different addresses or located at the same address), each such business that is identified by a different trading name is required to be identified by the purchase of a separate Business Membership.

Business Membership must nominate a person over eighteen (18) years of age as the authorised representative of the Business Membership.

### **Community**

Any person over eighteen (18) years of age who supports the purposes of the Association, must not gain any financial or business benefit from the membership.

### **Affiliate**

For a business to be eligible for an Affiliate Membership, the operating address of the business must be outside the 25 kilometre radius of the Marysville Post Office.

Affiliate Members of the Association include, a fully paid member of another incorporated local tourist association or, of another incorporated local business and tourist association, any other category of member as determined by special resolution at a general meeting and an Affiliate Member must not vote, but may have other rights as determined by the Committee or by resolution at a general meeting.





## MEMBER BENEFITS

### Business and Online Membership Membership Fee: - \$220

*Open to all businesses, trades, services, community groups, clubs and associations. Community groups are eligible for a discount of \$50.00 on this package.*

#### Benefits Include:

- Dedicated page on the website [www.marysvilletourism.com](http://www.marysvilletourism.com) with a link to your website (additional pages available at a cost of **\$110.00** per page).
- Opportunity to display one DL brochure at the Marysville Lake Mountain Information Centres (additional brochures displayed at **\$55.00** each).
- Opportunity to display one brochure at all other Murrindindi Information Centres, as well as Lake Mountain Alpine Resort.
- Promotion through the Marysville Information & Regional Artspace business listings.
- Opportunity to provide content for posting on social media platforms, such as Facebook and Instagram.
- Opportunity to list a special offer in one of the four consumer newsletters.
- Inclusion on all email lists for MTBT members: minutes, broadcasts, bulletins, news and tourism industry related information.
- Opportunities to network with other MTBT members.
- Active sharing of promotions or posts from business social media accounts.
- Opportunity to be featured in the Marysville Tourism website blog.
- Opportunity to run competitions or giveaways in partnership with Visit Marysville and other businesses.
- Featuring of specials on social media.
- Opportunity to enhance social media posts through 'Visit Marysville' via boosted promotions.
- MTBT voting rights.
- Assistance in marketing and promotion planning for your business through the different mediums available at Marysville Information & Regional Artspace.
- Regular Google Analytics report from the Marysville Information & Regional Artspace website are available upon request.
- Provisions of information on marketing opportunities through Goulburn River Valley Tourism and Yarra Ranges Tourism and other relevant opportunities that may arise.

## MEMBER BENEFITS - CONTINUED

- Opportunity to buy into website packages and other campaigns.
- Eligibility to display promotional material (poster/banner) at the Marysville Information & Regional Artspace to promote events and functions.
- Eligibility to host MTBT meetings, networking forums and dinner functions.
- Eligibility to use MTBT image and video database for promotional use.
- Support to list events online through Australian Tourism Data Warehouse (ATDW).
- Eligibility to attend workshops, seminars and training promoted through MTBT.
- Eligibility to attend meetings and industry functions and forums.
- Opportunity to be involved on the MTBT Executive and/or sub-groups.

### NOTE:

It is a requirement of Business Members who purchase a Membership package to nominate a representative of their business or community group, to provide a minimum of three hours per month of voluntary hours at Marysville Information & Regional Artspace (MiRa). Alternatively, the business member or a nominated representative of a community group can serve as a member of the MTBT Executive or on an MTBT sub-committee.

## COMMUNITY MEMBER

Community Membership Fee - \$30

### Benefits Include:

- Opportunity to be involved on the MTBT Executive and/or sub-groups.
- Inclusion on all email for MTBT members: minutes, broadcasts, bulletins, news and tourism industry related information.
- Eligibility to attend meetings and industry functions and forums.
- Opportunities to network with other MTBT Members.
- MTBT voting rights.