

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, facilitating economic and strategic growth for the region while ensuring an exceptional experience for all visitors.

MTBT has four priority areas of focus:

- Governance and Strategic Planning, including Business Planning and Finance
- Visitor Services
- Marketing
- Membership and Networking

Each of these priority areas has a dedicated Sub-Group, who works closely with the MTBT Executive team to achieve the entity goals and objectives. Members have the opportunity to be involved in both the Executive and relevant Sub-Groups.

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 -

- (a) 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 Tourism/Marketing Package;
- (b) Business Memberships 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 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 up 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.



MEMBERSHIP PROSPECTUS 2015-2016



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www.marysvilletourism.com/become-a-member



WHY BECOME A MEMBER OF MTBT

The Purposes of the Association are to:

- Formulate strategic plans and policies for economic development and sustainable growth of Business and Tourism in *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
- Manage the Marysville Lake Mountain Visitor Information Centre
- Provide a forum to discuss and promote issues affecting Business and Tourism in Marysville and surrounding area
- 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 Region
- Assist in the professional development and support of our members
- Develop strong links with all relevant Government and Local Industry supporting bodies.
- Apply and seek funding to assist with our projects

There are more than **879 followers** on the Visit Marysville **Instagram Page**

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.



In 2014 there were **69,836 unique visits** to the website www.marysvilletourism.com

In 2014 there were **40,774 visitors** to the Marysville Lake Mountain Visitor Information Centre

[1] COMMUNITY

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 bi-monthly meetings and industry functions
- Opportunities to network with other MTBT members
- MTBT Voting Rights

Membership Fee - \$30

There are currently **over 6,500 Likes** on the Visit Marysville **Facebook Page**

[2] AFFILIATE

For a business, trade or service to be eligible for Affiliate membership the operating address of the business must be outside the 25 kilometre radius of the Marysville Post Office.

BENEFITS INCLUDE:

- Opportunity to display one DL brochure at the Marysville Lake Mountain Visitor Information Centre (additional brochures at a cost of \$60.00 per brochure)
- Inclusion on all email for MTBT members: minutes, broadcasts, bulletins, news and tourism industry related information
- Eligibility to attend bi-monthly meetings and industry functions
- Opportunities to network with other MTBT members

Membership Fee - \$100

NOTE: Affiliate Members do NOT have MTBT voting rights.

[3] BUSINESS

Open to all Businesses, Trades, Services, Community Groups, Clubs and Associations. Community Groups are eligible for a discount of \$75.00 on this package.

BENEFITS INCLUDE:

- Opportunity to display one business card at the Marysville Lake Mountain Visitor Information Centre
- Opportunity to display one business card at all other Visitor Centres in the Murrindindi region, and Lake Mountain Resort.
- Inclusion in the business/trade directory on the website www.marysvilletourism.com with a link to your web site if applicable
- Promotion through the Marysville Lake Mountain Visitor Information Centre
- Inclusion on all Email for MTBT members: minutes, broadcasts, bulletins, news and business and tourism industry related information
- Opportunity to provide content for the monthly member/volunteer newsletters
- Eligibility to attend workshops, seminars and training promoted through MTBT
- Access to surveys and market research relevant to industry
- Inclusion on the Murrindindi Shire Council tourism operators database
- Eligibility to attend meetings and industry functions
- Opportunity to be involved on the MTBT Executive and/or sub-groups
- MTBT membership of VTIC and VECCI
- MTBT Voting Rights

Membership Fee - \$150

NOTE: Business Members who wish to add the Tourism Marketing Package to their membership please see the separate box 'TOURISM MARKETING PACKAGE'.

The MTBT consumer database has over **3,000 email addresses**

[4] TOURISM MARKETING PACKAGE

For Business Members who require enhanced tourism / marketing benefits in addition to the benefits available with their Business membership.

For local Community Groups who have no paid employees there is a **discount of \$100.00** on this package.

BENEFITS INCLUDE:

- Dedicated page on the website www.marysvilletourism.com with a link to your website (additional pages are available at a cost of \$100.00 per page)
- Opportunity to display one DL brochure in the Marysville Lake Mountain Visitor Centre (additional DL brochures \$60.00 each)
- Opportunity to display one DL brochure at all other Visitor Centres in the Murrindindi region, and Lake Mountain Resort.
- Opportunity to list a special offer in one of four consumer newsletters
- Opportunity to provide content for posting on social media platforms Facebook and Instagram
- Regular Google Analytics report from the website www.marysvilletourism.com Individual business stats are available on request.
- Provision of information on marketing opportunities through Goulburn River Valley Tourism and Yarra Ranges Tourism and other relevant opportunities that may arise.
- Opportunity to buy into website packages and other campaigns.
- Eligible to display promotional material (a poster / banner) at the VIC to promote events or functions for your business or community group
- Eligibility to host MTBT meetings, networking forums and dinner functions
- Eligibility to use MTBT image and video library for your promotional use
- Support to list your event online for free.

Additional Fee - \$200

Almost **6,000 downloads** of the **Visit Marysville App**

NOTE: It is a requirement of Business Members who purchase the Tourism Marketing package that they must nominate a representative of their business or community group to provide a minimum of four hours per month voluntary hours at the VIC; 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.