

Brunswick Heads. Visitor Centre.



7 Park Street BRUNSWICK HEADS NSW 2483 | (02) 6685 1003 | marketing@brunswickheads.org.au | ABN 19 217 506 370

2024 BRUNSWICK HEADS VISITOR CENTRE MEMBERSHIP

Fostering a dynamic local business sector and encouraging sustainable and innovative business development in line with the community's vision for Brunswick Heads.

MEMBERSHIP FEES (see over for benefits)

\$220 pa 1/2 yearly for new businesses joining after July \$125

MEMBERSHIP FORM (can be filled out on screen)

Business Details – as you would advertise to customers	
Business Name	
Address	
Phone	
Email	
Website	
Preferred link from www.brunswickheads.org.au	
25-40 word summary	

Contact details for Chamber communication – not for public display	
Contact name/s	
Phone	
Email	

Additional business details for Premium members	
Facebook	
Instagram	
Other social media?	

YOUR CHECKLIST

- Submit this completed form - marketing@brunswickheads.org.au or Visitor Centre (7 Park Street)
- Send your logo and an image that represents your business - marketing@brunswickheads.org.au
- Look out for your welcome email - if not received in 10 days, check your junk folder or whitelist us
- Pay - Cheque / cash:** Brunswick Heads Chamber of Commerce, PO Box 184 / 7 Park St, Brunswick Heads
Online: Commonwealth Bank BSB – 062665 A/C – 10025142 Ref: “Your Business Name”

Contact us if you would like to pay in installments. NB: Please retain a copy for tax invoice purposes

VISITOR CENTRE MEMBERSHIP BENEFITS

For businesses with a tourism focus outside Brunswick Heads wishing to take advantage of the extensive range of services and benefits provided by the Brunswick Heads Visitor Centre, to promote Brunswick Heads through the Simple Pleasures branding.

Visitor Centre services (40,000 walk-in customers pa) and basic exposure

- Free brochure rack or business card display and distribution
- Free short-term event or deal flyer display and distribution inside the Visitor Centre
- Free Inclusion in 101 Things to Do in Bruns brochure (if applicable)
- Free line listing in the Accommodation Guide (if applicable)
- Free line listing in the Dining Guide (if applicable)
- Free flyer distribution in printed newsletters distributed to all businesses
- Preference for ad position on the Town Visitor Map
- Referrals, including to walk-in and phone customers at the Visitor Centre
- Optional extra, inclusion in the video loop, on the new 44" externally facing TV, which will run 24/7. With 2 options, either: **Everyday loop**, 15 second promo video on your business (you provide the video file), cost \$60 per year, maximum of 20 businesses, your video will loop 205 times a day, 365 days a year. Or the **Weekly What's On loop**, which is, 30 second video, changed on a Monday, which will promote local events, cost \$20 per week per 30 second video business (you provide the video file), max 4 what's on video per week.

Premium promotions and website services (www.brunswickheads.org.au - 140,000 hits per annum)

- Listing & hyperlink from the town's website to your website or social media platform
- Logo or image in the rotating Featured Member section on the home page
- Eligible to feature in the website's What's On and What's New sections, where applicable
- Promotion via Visitor Centre social media platforms, such as Facebook, Instagram and blog
- Advertorial promotion in the quarterly Village Voice Newsletter, using your info & image
- Potential for inclusion in familiarisations for travel industry, media, Visitor Centre staff and volunteers
- Access to opportunities to participate in Destination North Coast and other co-operative marketing campaigns
- Marketing information for your business from the Visitor Centre Marketing Manager

Advocacy, business development & support

- Advocacy to Council, State Government and others on issues affecting your business sector eg holiday letting
- Notification of issues-based meetings, Industry development workshops, seminars, forums & podcasts
- Access to intelligence & reports from Destination Byron, Destination North Coast, Destination NSW & Tourism Research Australia
- Access to strategic plans, business surveys and submissions that could assist your business planning
- Notification of upcoming grants and awards
- Letters of support for your grants and applications that fit with the Chamber/Visitor Centre mission and Simple Pleasures ethos
- NB. Only Chamber members have voting rights

Communication and networking

- News from local businesses, Council, community and other groups via newsletters and social media
- Bite size communication about issues that matter, Council proposals, upcoming events, projects and town improvements
- More detailed news on issues you care about, including summaries of issues
- Invitation to the social networking Business After Hours events and Christmas Party (some free, others ticketed)

Discounts

- Discount on ticketed Chamber events
- Discounted rates for additional marketing collateral opportunities
- 20% Discount on Visitor Centre Simple Pleasures Merchandise

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