



NEW MEMBERSHIP STRUCTURE QUESTIONS & ANSWERS

Q: What are the new prices and benefits?

A: Please refer to the membership prospectus for prices and benefits.

Q: When do the new prices and benefits come into effect?

A: From 1 April 2010, with the membership valid until 31 March 2011.

Q: What are the new categories?

A: There are 6 new membership categories for businesses and tourism operators to choose from according to their needs:

- Social
- Local
- Regional
- National
- International
- Corporate

Q: What are the benefits of the new membership structure?

A: The new membership structure affords tourism operators and businesses the ability to self select their preferred membership package, based on their target market. This is significantly different to the previous structure which largely determined an operator's buy in by the size of their business. Central Coast Tourism is moving away from a system which judges an operator on their size, value or capacity, and is moving to a system of self selection based on an operator's target market.

Q: Why the changes?

A: The previous Central Coast Tourism membership structure was in place for a period of 15 years without change. In recent times, members across the tourism industry became increasingly unsatisfied with the programme for not meeting their individual needs. The Central Coast Tourism Board recognised there was a need for an overhaul to the programme to ensure better alignment of Central Coast Tourism services to the different needs of tourism operators and businesses.



Q: How were the changes determined?

A: Central Coast Tourism received feedback from members through an online survey, through public forums, and through one-on-one discussions with members and non-members to compile the new programme. Central Coast Tourism staff have undertaken five half-day planning sessions using all the feedback as a basis for the changes, with the Central Coast Tourism Board endorsing the final recommendations.

Q: Are there any new services/benefits available to members?

A: We have already identified the need for a new programme that provides focus on product development, packaging and building tourism industry business acumen, which will be pursued in coming months. Central Coast Tourism will continually assess the membership categories and benefits to identify gaps where new activities may be developed to provide new opportunities for industry involvement. Central Coast Tourism will continually assess all of its previous services and activities to ensure each is of value and supported by the Central Coast tourism industry.

Q: What if a business in the Regional category (for example) would like to participate in international marketing?

A: There are two options available for operators in a lower category who would like to undertake international marketing. You can either pursue international marketing activities on your own, or in negotiation with Central Coast Tourism (and at a premium cost) you can buy into international marketing activities.

Q: Can I upgrade my membership category throughout the year?

A: Yes, if you find that in time the benefits of a higher category of membership is more suitable to your business needs, you can upgrade your membership at any time paying the difference in the membership fee.

Q: Am I able to join Central Coast Tourism part way through the year?

A: Yes Central Coast Tourism welcomes businesses to join at any time of the year. National, International or Corporate levels will receive a pro-rata rate if you join within six or less months of the membership year ending. Pro-rata rate is not available at the Social, Local or Regional levels.



Q: How does the new membership structure address for Not-for-Profit Organisations, Shopping Centres and registered clubs?

A: Central Coast Tourism sees that each of these entities will select the appropriate category to reflect their marketing needs and pay the associate membership fee. By selecting a higher level of membership, you will receive the increased benefits associated with that category consistent with all members.

Q: Can individual shops in shopping centres be members?

A: Yes, regardless of whether the shopping centre is a member or not.

Q: Why do I have to pay extra to have a brochure in major shopping centres (Erina Fair) if I take a local category membership?

A: There is a high demand for having brochures displayed at the Visitor Information stall in Erina Fair Shopping Centre. Central Coast Tourism's maintenance of this installation, in conjunction with Erina Fair Shopping Centre, is considered to be a premium service with a high level of value to members. Central Coast Tourism is working with both Erina Fair and Tuggerah Westfield to ensure the service delivery of visitor information at these locations is enhanced in the future and will continue to promote this opportunity as a premium service.

Q: Will corporate level membership guarantee or "buy" a position on the Central Coast Tourism board?

A: It is likely that an organisation that wishes to engage with tourism at the highest level will provide a desirable skill base that will be beneficial to the Central Coast tourism industry, and the board. However, an invitation to join the board would be granted on merit of the skills provided, rather than be offered as an automatic position based on corporate membership.

Q: Will all membership levels qualify for the opportunity to be voted onto the board?

A: A new constitution is currently being drafted to move towards a skill based board. Early discussions indicate a structure where there may be a mix of appointed, voted and selected representatives. It is too early to indicate if certain membership categories will not be allowed to represent the board.



Q: How does the new membership structure address events?

A: Central Coast Tourism would encourage each event to select a category of membership that reflects their target market. At this point, Central Coast Tourism has not determined whether events will have their own membership category. An assessment of how Central Coast Tourism will work with events through the membership programme will be made in coming weeks.

Q: How does the new membership structure address members of The Entrance Town Centre Management (TETCM)?

A: Central Coast Tourism has special arrangements in place to work cooperatively with TETCM, who are deemed to be a Local Tourism Association with their own membership benefits. Central Coast Tourism will offer current members of TETCM a complimentary social membership to Central Coast Tourism. If an ETCM member wishes to increase their membership to reflect a higher level of marketing participation then the member will need to pay the appropriate membership level in full with no subsidies or deductions.

Q: What are the benefits of joining Central Coast Tourism if you are already a member of The Entrance Town Centre Management?

A: By joining Central Coast Tourism at the social level, you will receive all the benefits afforded to a social member, which include receiving Central Coast Tourism E-News, access to attend networking functions; access to tourism research to assist with grants and business planning, and a business directory listing on the official Central Coast Tourism website and official holiday guide.

By joining at a higher level, you will receive the increased benefits associated with that category consistent with all members.