

Membership Application Form



Contact Details

Business Name: _____

Contact: _____

Position: _____

Location Address: _____

Postal Address: _____

ABN: _____ Website: _____

Email: _____ Phone: _____ Fax: _____

National Tourism Accreditation Program

Members who are accredited with NTAP or TQUAL are eligible to receive a 10% discount on Premium and Standard membership fees.

Please tick if accreditation is currently held by the business

NTAP/TQUAL Accreditation #: _____

Additional Information Required

Non Accredited Members only

- A current copy of your Public Liability Certificate of Currency
- Certificate of Registration of Business Name

All Bookable Members

A current copy of your Booking Cancellation Policy

Membership Level

| | Premium | Standard | Associate | Hospitality |
|-----------------------|--------------------------------|--------------------------------|--------------------------------|-------------------------------|
| Non Accredited Member | <input type="checkbox"/> \$259 | <input type="checkbox"/> \$199 | <input type="checkbox"/> \$125 | <input type="checkbox"/> \$99 |
| Accredited Member | <input type="checkbox"/> \$233 | <input type="checkbox"/> \$179 | | |

An invoice for the full amount of membership fees will be sent to you following processing of this application form. Please pay promptly to ensure that none of your membership privileges lapse.

I/we hereby submit our application for Bunbury Visitor Centre membership. By becoming a member I/we accept and will abide by the Code of Conduct, Terms & Conditions (overleaf). It is understood that by signing this form the Member agrees that the Bunbury Visitor Centre will not accept responsibility for any loss or damage to operator's products/brochures due to circumstances beyond the control of the Bunbury Visitor Centre.

Name: _____ Title: _____

Signed: _____ Date: _____

Send completed forms to Sue Free: welcome@bunbury.wa.gov.au or PO Box 21 Bunbury WA 6231

| Office use only | | | | | | | |
|-----------------|----------|---------------|-----------|---------|----------|---------|-----------|
| Received | Database | Accreditation | Invoice # | Payment | Kit Sent | Website | Insurance |

Code of Conduct

Terms & Conditions



Marketing Membership

- All prices quoted as at 1 July 2019 and include GST. Fees and charges are listed in the City of Bunbury Fees and Charges 2019-2020.
- The Bunbury Visitor Centre and the City of Bunbury reserves the right to accept/ deny membership and alter membership activities/ benefits at its discretion.
- The Bunbury Visitor Centre reserves the right to manage content and images on the Visit Bunbury Geographe website and social media channels in order to maintain quality control.
- If your listing does not meet the required standard you will be contacted by the Tourism Team and asked to amend appropriately.
- All benefits offered are non transferable and not refundable for cash.
- Members need to provide a copy of their public liability insurance certificate of currency and certificate of registration of a business name.
- Please allow 14 days for membership processing.
- All members with a bookable product pay a service commission. The Bunbury Visitor Centre is 11% for Gold Medal Bookeasy operators and 12.5% for 24 Hour Medal Bookeasy operators. Gold Medal Bookeasy operators are those who have live product inventory so visitors/consultants can book immediately.
- The Bunbury Visitor Centre has the right to collect commission on cancelled bookings where the balance has been paid to the member in full. Additionally, cancellations made via the Visitor Centre attract an Administration Fee of \$22 payable by the consumer to the Bunbury Visitor Centre in addition to the standard cancellation policy of the tourism operator.
- Members will act in good faith while conducting business with the Bunbury Visitor Centre and not actively seek to avoid paying relevant commissions.
- Database access for Premium Members is limited to information sent via Bunbury Visitor Centre/City of Bunbury and can be vetted to ensure relevancy and fit to members requirements. Under no circumstances will private and confidential information be distributed publicly.
- Should the City have a payment dishonour from the bank after initial transaction, the City will not be liable for the loss incurred. The members will be required to return the funds back to the City.

Member Responsibilities

- Keep the Bunbury Visitor Centre informed about product features, facilities, prices, times of operation, contact details and any changes to their business that affects dealings with Bunbury Visitor Centre.
- Invite the Bunbury Visitor Centre staff to inspect and familiarise themselves with your property/attraction/business.
- Ensure that the Bunbury Visitor Centre has a constant supply of your brochures in stock.
- To act professionally with a high level of care and consideration towards other members, customers, staff, management and the community.
- To deliver with integrity and honesty all advertised products and services.
- To observe all local, state and federal statutory obligations including licenses, insurances and permits.
- To comply with the laws of Australia and ensure all contracts and terms of business are clear, concise and honoured in full, and all dealings are ethical and fair.
- To advise customers at the time of booking of any cancellation policies or additional service charges that may be imposed.
- All members with bookable product must provide inventory for commissionable bookings to the Bunbury Visitor Centre. Published rates must be honoured and must be kept up to date on a regular (if not daily) basis. The booking price and offers displayed to users on www.visitbunburygeographe.com.au must be at least as competitive as offered on other online (or offline) channels – including the members own website – for the same period.
- Members are responsible for updating rates and availability in Bookeasy on a regular basis and should understand that bookings can be made well in advance. If a member is unable to honour the product or service after the booking has been confirmed and paid for by the client, the member is responsible for providing an alternative product/service at equal or greater value/standard at the member's expense. This requirement is pursuant to the Trade Practices Act 1974. Gold Medal operators who are unable to honour a confirmed booking will be relegated to the 24hour status for seven days. If a second instance of "unable to honour bookings" occurs then the Operator will remain on 24hour status.
- To speak and act respectfully and not denigrate or slander anyone or discriminate on the basis of race, gender, religious belief, sexual orientation or political persuasion.
- To ensure claims in advertising and marketing a product or service are true (including imagery), are never misleading or exaggerated and are not negative about another member's product or service.
- To manage their business effectively and efficiently, enhancing the reputation of tourism in the region and to respond to and resolve customer complaints in a timely and courteous manner and to change business processes and policies when necessary.
- To operate a safe, humane and healthy working environment for staff, customers and the public.
- To manage their staff and contractors fairly and equitably.
- To be ambassadors for tourism in the region and help promote community understanding of the importance of tourism as a vibrant contributor to the regions economy and quality of life.
- To have complaints about the Bunbury Visitor Centre or its management and staff dealt with in an appropriate manner in the first instance through either the Bunbury Visitor Centre management or the Manager People and Place, City of Bunbury, whereupon it will be dealt with promptly.

Accreditation

- Members who are accredited through a National Tourism Accreditation Program (NTAP) or through TQUAL are eligible for a 10% discount on their membership rates. This discount is to recognise the effort undertaken by the business to become accredited and the dedication that this shows to the overall tourism industry.
- Accreditation provides businesses with a valuable business asset and aligns your product with a highly recognisable national brand.
- Benefits of accreditation include:
 - An improved reputation in the tourism market place
 - Greater customer satisfaction and confidence which leads to repeat business
 - More effective management and improved employee morale
 - A competitive advantage over non accredited operators
- The NTAP accreditation program is run by the Tourism Council of WA (TCWA) – for more information on accreditation visit their website www.tourismcouncilwa.com.au
- The TQUAL accreditation program works in conjunction with the above but also includes other accreditation programs. For more information visit www.tourism.australia.com/tqual