

TOURISM ALLIANCE VICTORIA MEMBERSHIP BENEFITS 2008

			Member Type							
			Corporate	Local Govt & RTO	Tourism Business	VIC	LTA	Service Provider	Networking	Student
Representation Benefits	Voting Rights	Voting at AGM and extraordinary meetings	✓ (head office only)	✓	✓					
	Representation at Federal, State & Local Level	Tourism Alliance staff and Board members hold positions on a number of high level industry boards, committees and advisory groups ensuring member representation at Federal, State and local levels.	✓	✓	✓	✓	✓	✓	✓	✓
	Strong & united voice	<p>Tourism Alliance is constantly working with the industry and partners to ensure a strong and united voice and to demonstrate the importance of tourism to the Victorian and Australian economy.</p> <p>Tourism Alliance has an in depth understanding and thorough knowledge of government, private sector and not for profit sector.</p> <p>Tourism Alliance has an extensive network of contacts at the most senior levels of government and industry enabling the voice of Tourism Alliance's members to be heard where it counts.</p>	✓	✓	✓	✓	✓			
	Advocacy	Tourism Alliance represents member issues and concerns directly to major tourism players including State and Federal Government.	✓	✓	✓	✓	✓			
	Developing an agenda	Tourism Alliance members are invited to participate in developing an agenda for representation of member issues.	✓	✓	✓	✓	✓			
	Business referrals to members & industry partners	<p>With access to the online and printed membership Directory, members are encouraged to refer business to other members. Where possible, Tourism Alliance promotes and uses member businesses.</p> <p>Service provider members have the opportunity to market their goods and services to Tourism Alliance members through communication channels such as the monthly newsletter and events.</p>	✓	✓	✓	✓	✓	✓		
	Input into research	Member issues and feedback are fed into numerous research bodies including Tourism Research Australia and Sustainable Tourism CRC to influence research topics and areas of focus.	✓	✓	✓	✓	✓			

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Networking & Professional Development	Member rates at networking functions and professional development events	Special member discounts are available at a number of networking events, seminars, workshops, conference and forums.	✓	✓	✓	✓	✓			
	Diverse & extensive events calendar	The Tourism Alliance events calendar is diverse and extensive. Over 20 events in Melbourne and regional Victoria are scheduled for 2008. Member consultation and feedback from previous years' events shape future events. The events provide you with the opportunity to increase your knowledge and grow your business.	✓	✓	✓	✓	✓	✓	✓	✓
	Facilitate business networks	Networking opportunities throughout the year to extend your contacts and build business through networking and knowledge.	✓	✓	✓	✓	✓	✓	✓	✓
	Company promotional profile in online & printed Membership Directories	Members receive a free business listing and promotion in both the printed and online Tourism Alliance Member directory which is widely distributed throughout government and industry.	✓	✓	✓	✓	✓			
	Sponsorship opportunities	Sponsorship opportunities are available for a wide range of Tourism Alliance functions including the Victorian Tourism Conference (exposure to 200+ delegates).	✓	✓	✓	✓	✓	✓	✓	✓
	Student placement opportunities	The Young Tourism Network which is auspiced by Tourism Alliance has a number of enthusiastic Student members who are often looking for short term industry placement opportunities. Members who are interested in registering for this opportunity should contact Tourism Alliance.	✓	✓	✓	✓	✓			
	Free attendance at the Starting Up In Tourism Workshop	Members receive free attendance at one Starting up in Tourism Workshop (normally valued at \$99 pp). Workshops are held 5 times per year in Melbourne and regional Victoria.	✓	✓	✓	✓	✓			
	Lynette Bergin Tourism Fellowship	The Fellowship seeks to promote skills and excellence among young people and new entrants into the tourism industry; and contribute to the continued development and growth of tourism. Funded through member resources the Fellowship offers up to \$8,000 to the applicant and a further \$1,000 to the applicant's employer. The fellowship is offered annually.	✓	✓	✓					
	Strategic direction for tourism	Tourism Alliance can assist local and regional tourism associations to develop a strategic direction for tourism within their region. Assist in developing effective local and regional tourism associations. Assist with managing the relationships between local/regional tourism associations, Local Government and the broader community.		✓			✓			

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Communication Benefits	Newsletter, email updates & fact sheets	Tourism Alliance keeps members up to date with current issues, research, trends and events through monthly newsletters, fact sheets, emails and updates posted on www.tourismalliance.com.au Members are also provided the opportunity to contribute to the Member updates under the 'Your News' section.	✓	✓	✓	✓	✓	✓	✓	✓
	Visitor Information Centre Newsletter	The VIC newsletter containing information specifically relating to VIC matters is sent out on a monthly basis.				✓				
	Website www.tourismalliance.com.au	The Tourism Alliance website contains a wide range of information for members and the broader tourism industry including application forms for Tourism Alliance's Regional Events funding program, industry updates and trends and a calendar of events.	✓	✓	✓	✓	✓	✓	✓	✓
	Member Only Access Point (website)	The Tourism Alliance website includes a Members Only Access Point where information is posted that is only available to members. Information includes details of member only functions, latest industry updates and the latest industry research.	✓	✓	✓	✓	✓			
	Access to Tourism Alliance resources & publications at member rates	Members can purchase Tourism Alliance resources and publications at discounted rates. Products include tourism sector fact sheets, industry publications and accredited VIC collateral.	✓	✓	✓	✓	✓			
	Positions Vacant	The opportunity to promote vacant positions on the Tourism Alliance website and through the Young Tourism Network	✓	✓	✓	✓	✓	✓	✓	✓
Activity Benefits	VIC Network Group	Accredited VICs are provided the opportunity to participate in the regional VIC Network Groups.				✓				
	Attractions Group	Participation in the Attractions Group provides a networking environment that encourages sharing of market intelligence, up to date information and the development of cooperative marketing opportunities.			✓ (Attractions only)					
	Tourism Managers Forum	Several professional development and networking opportunities specifically for Local Government, RTO and LTA Tourism Managers will be provided annually.		✓						
	Quarterly Tourism Industry Forum	Participation in the City of Melbourne Quarterly Tourism Industry Forum enables members the opportunity to present their business to City of Melbourne Visitor Services Personnel. This is an invaluable opportunity to familiarize staff and volunteers with your business and enables them to confidently recommend you to potential clients.			✓					
	Cruise Ship Program	Participation in the Cruise Ship Program is only available to Tourism Alliance members and provides you with access to 1000's of potential clients during the Cruise Ship Season (Oct - March). Participation costs \$220 per cruise ship season.			✓ (Tour & Transport operators only)					

