

Welcome to the

Karraatha Visitor Centre

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City of
Karraatha
Principal Sponsor of the Karraatha Visitor Centre

Membership Prospectus

Join the Karraatha Visitor Centre and our customers can become your customers!

About Us

The Karratha Visitor Centre was opened in 1994 after being built by local business people, who raised money by selling rocks. These rocks were then used in the construction of the Visitor Centre itself and is a representation of the passion for tourism in the Pilbara which we proudly carry on today.

The Karratha Visitor Centre operates as a not for profit organisation that derives its income partially through Shire of Roebourne funding, retail sales through our shop front, the operation of tours, and various grant monies received from key tourism and resource stakeholders. Membership currently makes up a very small portion of our overall funding. It is vitally important that we have the support of the local community and businesses.

The Karratha and District Tourist Information Centre actively promotes Karratha, Dampier, Roebourne, Wickham, Point Samson and Cossack, along with the surrounding natural attractions like the Dampier Archipelago, Sam's Island, Deep Gorge in the newly formed Murujuga National Park, Hearson Cove, Cleaverville, Honeymoon Cove, Python Pool and Millstream Chichester National Park.

Karratha Visitor Centre members represent both large and small businesses, individuals and organisations committed to the growth of tourism along the Pilbara Coast. The Karratha Visitor Centre is a Level 1 Accredited Tourism Authority under the Tourism Council of Western Australia's Accreditation Scheme. This allows us to proudly display the 'Tick' logo and the Italic I symbol.

The Karratha Visitor Centre has approximately 60000 to 70000 people through its doors every year. This figure is made up of locals, intrastate, interstate and international visitors. The City of Karratha estimates that 70% of the people that travel through our region live within WA, 16% are travelling from other states and territories, and 14% are overseas visitors.



The Role of the KVC

The Karratha Visitor Centre has many functions however its primary roles are to:

- Supply visitor information and sell our members products from the Visitor Centre.
- Actively promote the Pilbara Coast as a premium tourism destination.
- Produce the Pilbara Coast Holiday Planner, our premier promotional publication, along with various other promotional products and information brochures, and a unique and diversified range of merchandise.
- Actively assist in the development of local products, attractions, activities and arts.
- Keep members fully informed with regular newsletters, meetings and other correspondence.
- Work in close collaboration with other bodies that have similar interests to those of ours in order to achieve our common goals, including our regional tourism body (Australia's North West Tourism).

What the Karratha Visitor Centre Can Do For You!

The Karratha Visitor Centre delivers a range of annual projects and services to benefit its members, including:

- The Pilbara Coast Holiday Planner (including a digital version).
- Various electronic media marketing initiatives, including social media, website presence and online marketing.
- Karratha and Surrounds Street Map.
- Participation in the FeNaCING Festival, Perth Caravan and Camping Show, Perth Royal Show, community markets and various fundraising events.
- Smaller local community awareness advertising and state wide large scale advertising campaigns to promote the Pilbara through The West Australian and in conjunction with Australia's North West Tourism.

Gallery Space

We actively seek local artists and photographers to showcase their artworks and photographs in our dedicated gallery space, which is a drawcard for visitors.

What This Means For You

A membership with the Karratha Visitor Centre provides many benefits, for both parties. Some of these benefits include*:

- Discount on the purchase of retail products.
- Discount on all advertising in the Pilbara Coast Holiday Planner, with first option to advertise.
- Discounted gallery hire rates for seminars, product launches, familiarisations, and meetings.
- Discount on the price of a Pilbara Resources Tour for your new employees.
- Free business listing on our website.
- Discounted bus shuttle service for pickup and drop off (i.e. airport runs etc.) [conditions apply].
- Brochure distribution at the Karratha Visitor Centre's FeNaCING stand, the Perth Royal Show, and the Perth Caravan and Camping Show.
- Invitation to co-host a stall at local markets.
- Discount on the purchase of pads of Karratha and Surrounds Street Maps.
- Scrolling pictures of your products and services on our front counter TV screen.
- Dedicated brochure racking space.
- Dedicated A-Frame advertising space.
- Active promotion of your products and services to both visitors and locals as a preferred supplier.
- Monthly membership promotion in our E-Newsletter.
- Access to our membership list [upon request].
- Access to specialty private tours.

* Benefits available vary depending on the membership level selected.

Membership Categories

Category One: Brochure Display

Includes guaranteed brochure display space, line listing on the KVC website, brochures included in customer mail outs, promoted as a preferred product.

\$93.50

incl. GST

Category Two: Brochure and Signage Display

Includes guaranteed brochure and signage display space, line listing on the KVC website, brochures included in customer mail outs, promoted as a preferred product, member supplied photographs included as part of a scrolling display.

\$192.50

incl. GST

Category Three: Bookings Service

Includes guaranteed brochure and signage display space, full page listing on the KVC website, brochures included in customer mail outs, promoted as a preferred product, member supplied photographs included as part of a scrolling display, KVC acting as a booking agent (commission based), media and marketing activity invitations.

\$550.00

incl. GST

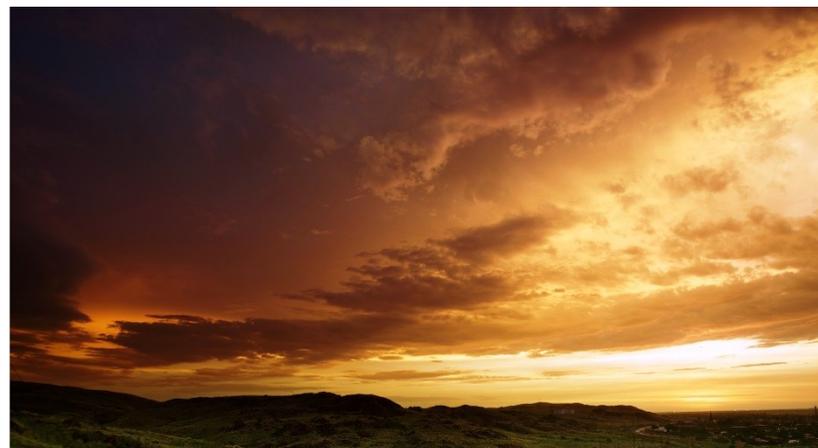
Category Four: Corporate Sponsorship

Includes guaranteed brochure and signage display space, full page listing on the KVC website, brochures included in customer mail outs, promoted as a preferred product, member supplied photographs included as part of a scrolling display, media and marketing activity invitations, recognised as a major sponsor of the KVC, full page FOC in the Pilbara Coast Holiday Planner.

\$5500.00

incl. GST

A full breakdown of membership benefits is provided on the next page.



Membership Benefits

	Category One \$93.50 (\$1.80 per week)	Category Two \$192.50 (\$3.70 per week)	Category Three \$550.00 (\$10.57 per week)	Category Four \$5500.00 (\$105.76 per week)
Free line listing and competitive advertising rates in KVC publications.	✓	✓	✓	✓
Line listing on KVC website.	✓	✓		
Full voting rights at General Meetings and the opportunity to stand for election to the Management Board.	✓	✓	✓	✓
Membership Certificate and Sticker to display within your business to show your support of the tourism industry within the region.	✓	✓	✓	✓
Receive up to date information through regular Email Newsletters.	✓	✓	✓	✓
Guaranteed space for the display of brochures within the KVC.	✓	✓	✓	✓
Access to KVC brochures, for redistribution in members own compendiums or similar.	✓	✓	✓	✓
Conduct product briefings, familiarisation tours and training sessions with KVC staff to educate and inform them about products and services offered.	✓	✓	✓	✓
Inclusion in mail outs in response to customer enquiries.	✓	✓	✓	✓
Promoted as a preferred product in response to customer enquires.	✓	✓	✓	✓
10% discount on purchases from the KVC.	✓	✓	✓	✓
Utilise KVC logo as an advertising or marketing tool.		✓	✓	✓
Utilise KVC displays and notice boards to promote your product.		✓	✓	✓
Opportunity to promote your business through the use of A Frame signs placed near the entrance of the KVC (to be provided by member).		✓	✓	✓

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Access to the KVC Membership List (upon request).		✓	✓	✓
Networking opportunities.		✓	✓	✓
Big Screen TV with scrolling pictures via a USB.		✓	✓	✓
KVC to act as a Bookings Agent (at an agreed upon commission).			✓	✓
Opportunity to participate in media activities organised by the KVC.			✓	✓
Opportunity to participate in KVC marketing activities.			✓	✓
Line listing on external display at the KVC.			✓	✓
Full page listing on Karratha Visitor Centre website.			✓	✓
Access to specialty private tours (i.e. Aboriginal Rock Art, Pilbara Resources Tour, Karratha Town Tour) at a reduced cost for employees and / or guests of your business (terms and conditions apply).			✓	✓
Hire of the KVC gallery at a reduced rate.			✓	✓
Welcome to Karratha Barbecue or Hearson's Cove Staircase to the Moon Barbecue provided for employees or guests of your business (terms and conditions apply).				✓
Courtesy Pick Up / Drop Off Service (subject to availability, terms and conditions apply).				✓
Full page provided in the annual Pilbara Coast Holiday Planner free of charge.				✓
Recognised as major Visitor Centre sponsor at all functions and on the KVC website.				✓
Corporate logo displayed at all internal and external functions and events.				✓