



Glen Innes Highlands Visitor Association

2020 - 2021

Partnership Prospectus

GIHVA is aware of the ongoing challenges faced by our local businesses and to support our business partners we have reduced our partnership fees for 2020/2021 by 50%.

About the Glen Innes Highlands Visitor Association

The Glen Innes Highlands Visitor Association was created to support businesses trading in the Glen Innes Severn Shire that are directly or indirectly involved in the tourism, hospitality and service industries.

The Association promotes Glen Innes Highlands in a constructive, coordinated and collaborative way to enhance the visitor perception and experience.

40% of the Glen Innes Highlands economy:

GIHVA helps local operators to grow their businesses to enhance the Shire of Glen Innes's economic and community outcomes. Today, tourism directly accounts for 40% of the local economy.

Every \$100 spent generates \$216 locally:

Tourism's multiplier effect is well documented. For every \$100 visitors spend locally, Glen Innes employees will earn \$65, and Glen Innes businesses will earn \$151 in additional sales.

88% of tourism dollars spent here stays here:

Tourism is an essential tool in regional economic development, especially bringing in money from outside the region. Research shows that only 12% of the money spent by visitors leaves the region.

Tourism boosts real estate sales:

Many of the people who have chosen to start a business in Glen Innes originally came as visitors. Not surprisingly, every \$100 spent by visitors leads to a growth of \$179 in the real estate sector.

Tourism is outgrowing the economy by 230%

Over the past 3 years, tourism GPD has grown 23%, compared with the Australian economy's growth of 10%.

Our role is to help our members benefit from tourism's growth, by building our region's reputation, and building a robust local tourism industry. The more we grow tourism, the better it will be for the whole region.

How we directly support the Glen Innes economy:

GIHVA is responsible for the creation, management and financing of our marketing arm GIHVA - Glen Innes Highlands Visitor Association.

Association partnership fees help pay for the following ongoing activities:

Social media daily posts and interactions. This includes business partner shares, business partner profiles, shares of Glen Innes event that will attract people to the area, regular shares of images and the monthly photo competition.

Our social media channels have over 12,000 followers and subscribers, giving us an extraordinary reach for the region.

Quarterly e-newsletter.

Maintenance of the Glen Innes Highlands Visitor Association website which has destination information for visitors & business partner listings with relevant links.

The Glen Innes Highlands Visitor Association directly contributes to a number of events such as The Australian Celtic Festival, Minerama, The Glen Innes Show and events that are trying to get off the ground such as The Rose Festival, Chill n Glen, Emmaville Sheep Races, Outlandish and Glen on Wheels but to name a few.

GIHVA directly contributes to the production costs of a number of brochures held at the Visitor Information Centre such as Bird Watching, Fishing, Fossicking and the History Walk.

Why GIHVA is so important.....

It has been a challenging few years for our region as we have battled, drought, fire and virus.

Now more than ever it is vital to have an association that provides a platform for visitors and its members that is relevant, engaged and focussed SOLELY on Glen Innes and our businesses, with no other agenda.

Over the years, destination and tourism marketing has become tied up with state and regional branding expectations. What this means is that often, smaller destinations such as Glen Innes can slip through the cracks. This is due to the fact that the relevance and beauty of our specific destination can be lost to potential visitors as government branding tends to be more generic and focussed on the larger, more metropolitan areas.

In order to support our business partners, GIHVA has created a marketing platform with GIHVA that is devoid of politics and is focused purely on providing an engaged platform. Our active and relevant social media presence allows us to promote our business partners and attract more people to our region.

GIHVA PARTNER BENEFITS

THREE PARTNER LEVELS, MANY BENEFITS

GIHVA deliver the following benefits to its partners:

- Liaising with Glen Innes Severn Council on all related matters
- Lobbying local, state and national bodies when relevant, on behalf of Association partners.
- Fostering community, council and industry support and awareness of the tourism industry
- Providing access to one-on-one social-media coaching for partners
- Providing resources and opportunities for professional development
- Managing an active, engaged and relevant social media presence in order to be able to promote our business partners.
- Networking with key tourism and industry bodies on behalf of Association partners
- Business development training from visiting retail, tourism, branding, innovation & digital marketing experts

Join now to grow your business as we grow the Glen Innes Highlands visitor economy.

Individual Partnership: \$75 annually - \$37.50 for 2020/2021

- Quarterly electronic newsletter.
- Invitation to GIHVA meetings and industry events.
- Investing in the future of tourism for Glen Innes and surrounding areas.

STANDARD PARTNER

\$300 ANNUALLY - \$150 for 2020/2021

- Quarterly electronic newsletter.
- All partners can submit an update on their businesses for inclusion in the quarterly electronic newsletter.
- Partnership insignia sticker for your business.
- Business listing on the Association website including the description of your business (up to 150 words), images (up to 3) and web link.
- Ongoing opportunities throughout the year to be promoted on the Association's Facebook and Instagram pages.
- The Association Marketing Consultant is available to Standard Partners for a one x 1-hour annual appointment to give advice and assistance on how to improve the social media presence of your business.
- Associate Membership of the NSW Business Chamber.
- Invitation to industry driven professional development programs.
- Inclusion in marketing campaigns conducted by the Glen Innes Highlands Visitors Association.
- Invitation to GIHVA meetings and industry events.
- Invitation to participate in joint venture marketing opportunities.
- Investing in the future of tourism for Glen Innes and surrounding areas.

PREMIUM PARTNER

\$1000 ANNUALLY FOR UP TO TWO BUSINESSES - \$500 for 2020/2021

- Included are all the benefits of Standard Partnership as listed above.
- Featured business listing on the GIHVA website including the description of your business (up to 500 words), images (up to 9) and links to website and social media.
- The Association Marketing Consultants is available to Premium Partners for three x 1-hour annual appointments to provide advice and assistance on how to improve social media presence and general online marketing assistance.
- Two free resident passes to the Australian Celtic Festival weekend.
- Premium partners are prioritized in terms of promoting your business's special deals on the Association website and social media channels.

GIHVA's MARKETING EFFORTS, DIRECTLY BENEFITTING OUR PARTNERS

In 2015, GIHVA established a marketing arm, called Destination Glen Innes. Recently the name of all our marketing efforts reverted to Glen Innes Highlands Visitor Association for ease of recognition. Our marketing efforts are aimed solely at increasing awareness of the destination of Glen Innes with regular destination posts. We wanted to create a vibrant and engaged hub that directly benefits our partners.

It is via our channels that we are able to promote and share updates about our GIHVA partner businesses.

Your partnership fees are instrumental in allowing GIHVA to deliver an engaged, relevant and consistent social media presence, which is ultimately there to benefit our partners.

GIHVA employs a marketing consultant to manage our social media presence and production of our monthly newsletter.

GIHVA has a combined following of over 12,000 followers on their Facebook, Instagram, Twitter & Pinterest accounts.



AVOID THE CONFUSION - WHO IS WHO - GIHVA AND GISC?

At times there is confusion about the identity of the Glen Innes Highlands Visitor Association (GIHVA) and the Visitor Information Centre (VIC), even amongst our members.

To clarify:

The VIC is operated by Glen Innes Severn Council, and is completely under Council control. The Visitor Association (GIHVA) is a separate, independent, incorporated body, representing our members. Of course we work closely together, as we all have the same goal. To see Glen Innes as a tourist destination, thrive and prosper.

Some time ago it was decided by the then Council that if a business derived a benefit from the visitor economy, it would only be fair that such businesses made a real contribution towards the work of promoting our region, and membership of GIHVA was seen as the appropriate contribution.

Over the years our respective roles have changed as needed and expertise directed. Now we have the situation where GIHVA carries out geographically close advertising and social media activities designed to directly benefit our business partners. Whereas the VIC looks after the wider picture with branding decisions, advertising and interaction with Government agencies and organisations.