

KUNUNURRA VISITOR CENTRE



2022

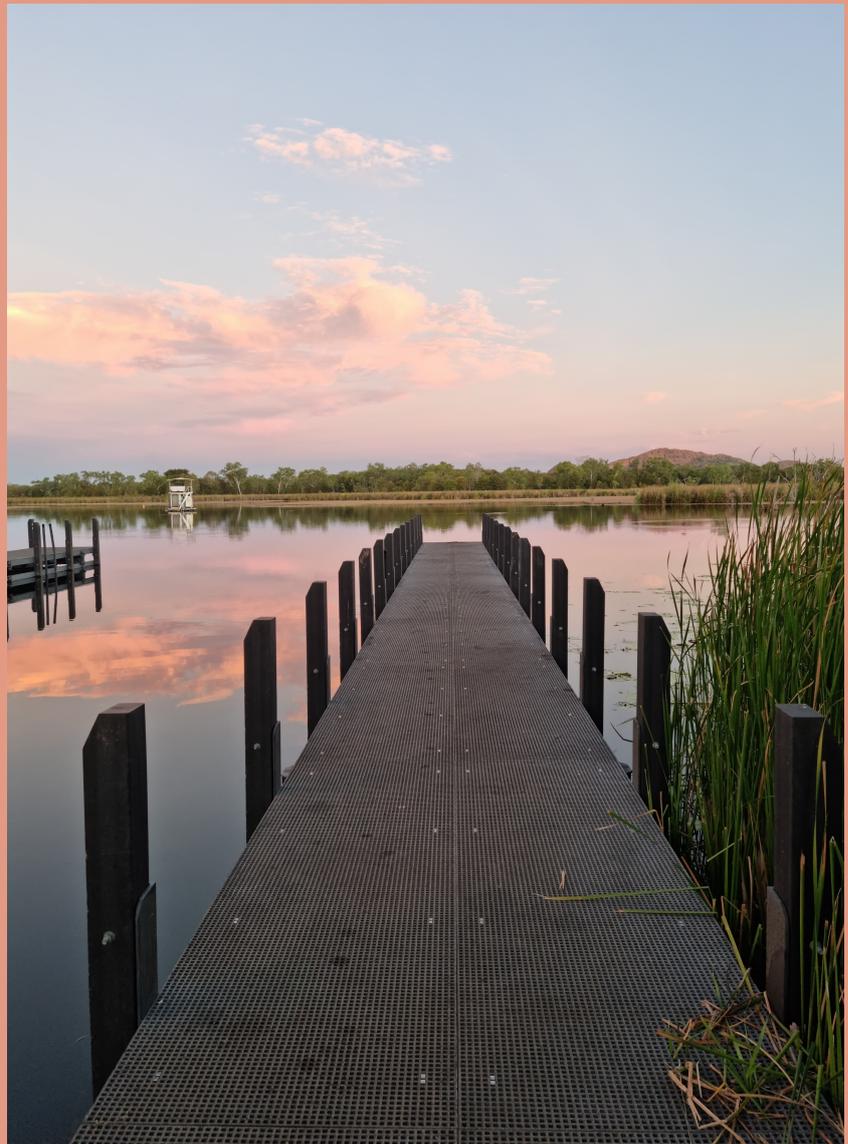
Membership Package



Kununurra Visitor Centre, East Kimberley, WA

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CELEBRITY TREE PARK BOAT RAMP

Our STORY

The Kununurra Visitors Centre acknowledges the traditional custodians throughout the region and their elders past, present and emerging.

Since 1972, the Kununurra Visitor Centre (KVC) has been at the centre of tourism for Kununurra and the East Kimberley region. The KVC team are committed to servicing the needs of our members, visitor's and the local community. We remain one of the oldest, continually operational Visitor Centres in Australia.

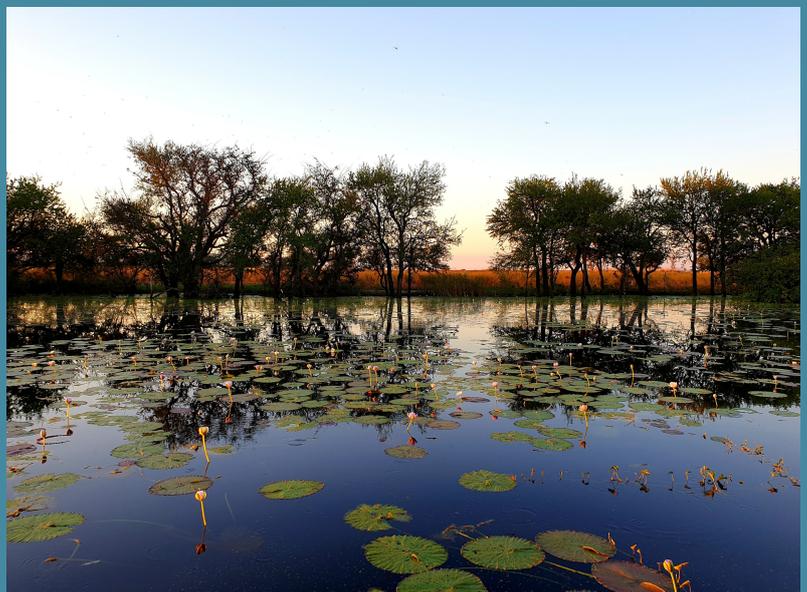
We are a not-for-profit, non-government funded organisation with a business vision to excel as a trusted provider of services to Kununurra and Kimberley visitors, businesses and operators. Maintaining a strong base of members is crucial to the success of the KVC and inherently the tourism services that we offer.

**START YOUR
KIMBERLEY
ADVENTURE
WITH US.**

visitkununurra.com



Kununurra Visitor Centre, East Kimberley, WA



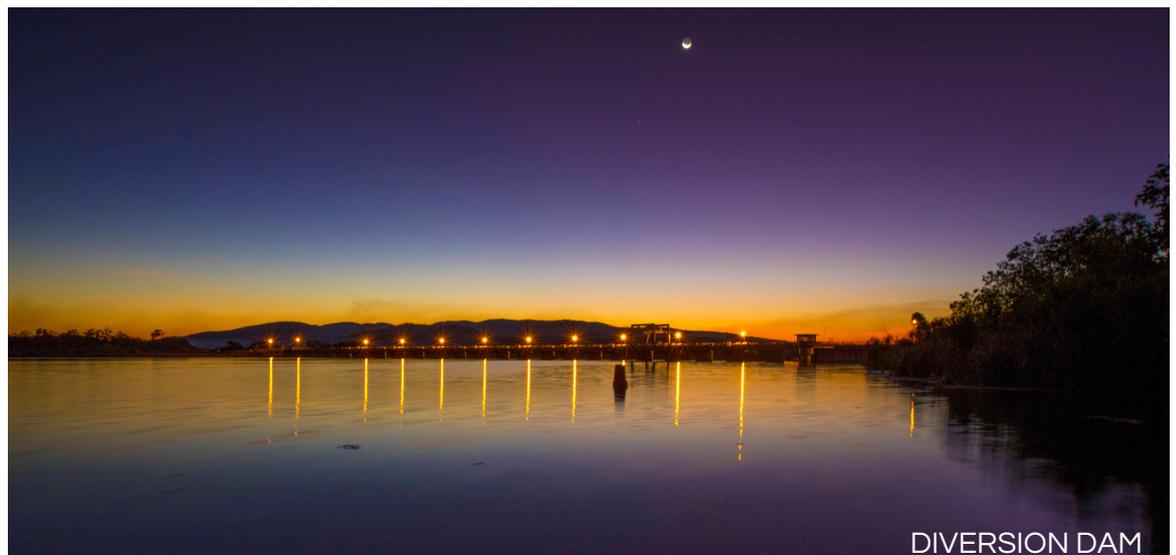
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ABOUT US

We currently have over one hundred and thirty members. These members are a mixture of local tour operators, accommodation establishments, local general businesses and interstate businesses. We exist for our members, and we endeavor to grow this base so that we can reinvest our revenue into growing tourism and visitor expenditure in the region.

The KVC is proud to recommend members from a range of sectors such as hospitality, tourism, accommodation, retail, mechanical, health and beauty services.

KVC engages with the 70,000 plus visitors that come to the region each year. Although the core focus for KVC is on visitor servicing - providing advice and booking tours and accommodation, the KVC often has queries of varying nature supporting non-tourism based business too.



Our STATS

2021 Stats									
MONTH	Phone Calls Received	Phone Calls Placed	Emails Received	Facebook Reach	Instagram Reach	Website Visitors	Website Users	Website New Users	Door Count
JANUARY	516	337		93958	33502	7002	6155	5901	U/R
FEBRUARY	743	472		24540	52085	7373	6478	6118	U/R
MARCH	1160	941		17574	38706	10827	9402	8901	1053
APRIL	2028	2421		16222	13309	13869	11657	10901	3731
MAY	2695	4117		12263	22831	18061	15175	14187	8463
JUNE	3085	3961		7103	12390	18076	15187	14226	11021
JULY	2539	3385	4369	10612	51194	18212	15175	14245	10739
AUGUST	2932	2820	4675	8086	27563	16236	13586	12666	7857
SEPTEMBER	2396	3443	2632	16062	25665	13598	11261	10472	6963
OCTOBER									
NOVEMBER									
DECEMBER									
Total	18094	21897	11676	206420	277245	123254	104076	97617	49827

In 2021, we replaced more than 200,000 copies of our members brochures between both KVC and the Argyle Homestead Museum. This is just another statistic that is important to our members. Remember, the brochures that are distributed by KVC, including the visitor guide, have your contact details on them so it is very likely that when you get a booking directly from a visitor in Kununurra, that they picked up your brochure from us!

BREAKDOWN

Membership Level	Events	Bronze	Silver	Gold	Platinum
Cost (exGST)	\$250	\$250	\$650	\$1,000	\$1,650
Available to all businesses	✓	x	✓	✓	✓
Brochure display at the KVC	✓	✓	✓	✓	✓
Membership certificate	✓	✓	✓	✓	✓
Newsletter subscribed	✓	✓	✓	✓	✓
Invitation to KVC events	✓	✓	✓	✓	✓
Recommended by KVC	✓	✓	✓	✓	✓
Joint advertising opportunities	✓	✓	✓	✓	✓
Voting rights at the AGM	✓	✓	✓	✓	✓
Listing on visitkununurra.com	✓	✓	✓	✓	✓
Membership support	✓	✓	✓	✓	✓
Information bay signage	\$\$\$	\$\$\$	Small	Small	Large
Visitor guide advertisement	\$\$\$	\$\$\$	\$\$\$	1/4 Page	1/2 Page
Homestead brochure display	x	x	x	✓	✓
Map reference	x	x	x	✓	✓
TV Screen advertising	x	\$\$\$	\$\$\$	\$\$\$	\$\$\$
Message on hold Advertising	x	\$\$\$	\$\$\$	\$\$\$	\$\$\$
KVC wall display	x	\$\$\$	\$\$\$	\$\$\$	\$\$\$
Window advertising	x	\$\$\$	\$\$\$	\$\$\$	\$\$\$

Kununurra Visitor Centre also manages the Argyle Homestead Museum (The Homestead). Employing two caretakers onsite between April and September, the Homestead offers visitors a great insight into what life was like for an early pioneering family - The Duracks.

Platinum and Gold members brochures are onsite at the Homestead and our caretakers particularly promote those levels for tours and accommodation bookings. We have Argyle Homestead specific merchandise on sale along with generic items.

Argyle Homestead
MUSEUM

Homestead Museum						
<i>*Please note museum is only open April till September</i>						
	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21
Adult	912	2515	3614	3096	2403	1260
Child	182	170	334	706	256	146
Family (2A + 2C)	85	77	149	299	108	20
Total	1094	2685	3948	3802	2659	1406



ARGYLE HOMESTEAD MUSEUM



Becoming A MEMBER

Membership to KVC ensures that your businesses get support operationally and the team are working for you!

Our staff come into contact with more than 70,000 visitors, in person, annually and this figure increases significantly when you add telephone calls and emails.

Visitors often come with little or no knowledge of Kununurra with questions like: "How many Bungles are at the Bungle Bungles?"

"Argyle Diamond Mine - do they make the diamonds there or do they dig them up?"

"Is there any water in Lake Argyle?"

"We are trying to get to the Kimberley - can you help with directions please?"

Of course, this is where the staff come in.

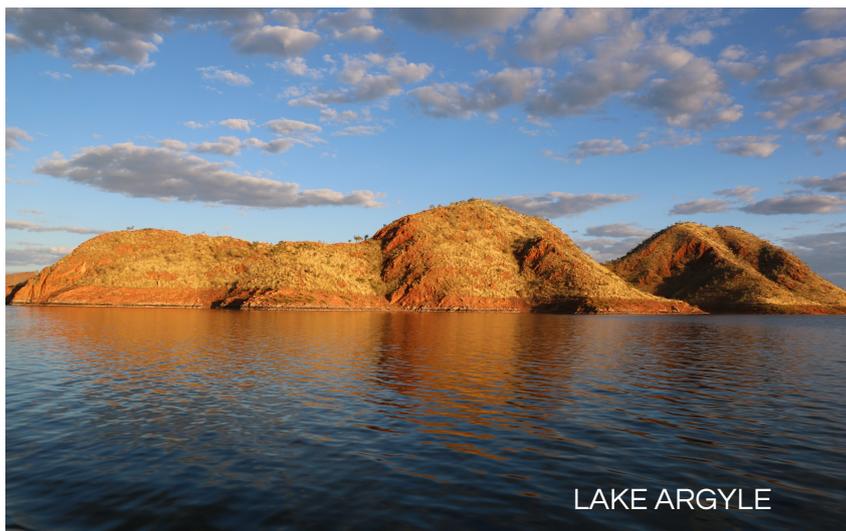
We go through what there is to see and do in Kununurra, what will entertain the kids or how to get out on the river or lake.

Birds, boabs, Bungles, barra, boating or a bed are all covered in our recommendations, as well as coffee, jewellery, pottery or crockery.

Visitors are seeking local advice and accurate information they understand the value of seeking out a Visitor Centre in a regional town.

In 2021, KVC distributed more than 200,000 members brochures between KVC and the Homestead. That is your brochure, with your contact details on it, similarly to your advertisement in the KVC Visitor Guide. It is important, as a member, to understand the services that KVC provides to our tour operators, accommodation providers, local businesses and the community at large.

Direct and online bookings continue to grow for our operators, is definitely beneficial to businesses. Understanding the marketing done by KVC by way of our website, Facebook, Instagram is most definitely contributed to by the support you are given from KVC and should be considered when deciding the level of membership offered.



LAKE ARGYLE

Working TOGETHER

Staff familiarizations are very important to our staff. It is imperative that we know your product and/or service so we can recommend confidently - visitors know when you haven't experienced something!

It is also important for us to ensure that the suggested experience is suitable for someone who may have difficulties such as ability to do lengthy walks or climb a set of stairs.

We appreciate it when members visit the visitor centre too - product updates are very valuable.

Remember, these familiarisations are not just for tour operators, general businesses also benefit from the KVC staff visiting the premises or eating the meals prepared at the local cafe.

Visiting the visitor centre during busy times is also welcomed.

We have a very strong code of conduct that we expect our members to follow, which ensures both KVC and Members each support each other.



Meet the TEAM

Appointed to the position of General Manager, Vivienne McEvoy heads up the operations team as follows:

Accounts Officer - Melissa McDonald

Office Manager - Janie Rourke

Sales/Marketing & Membership Coordinator - Marie Fitzgerald

Membership/IT - Sreesh Shyam

Senior Tourism Consultants - Sheryl Kehl & Sharyn Vick

Tourism Consultants - seasonal

Argyle Homestead Museum Caretakers - seasonal

Our Elected Executive Committee:

Chairperson	Ebony Muirson (Freshwater Apartments)
Deputy Chairperson	Greg Smith (Lake Argyle Cruises)
Treasurer	Paul Cripps (Helispirit)
Secretary	Maria Bolten- Magnay (Kimberleyland Holiday Park)
Jeff Hayley	Committee Member (Triple J Tours)
Cally Bugg	Committee Member (Artopia)
Dean Proudman	Committee Member (The Cambridge - previously Ibis Styles)



Supported
BY



ABOUT

What we are all

Our Vision

For Visitors to Start their Kimberley Adventure with US!

Attracting and welcoming visitors through excellence in visitor servicing and promotion

Offering an immersive, customised, and extraordinary Kununurra and East Kimberley journey

Enticing longer stays and greater spend

Building the tourism industry and broader regional economy

Instilling community pride

Our Goals

To grow awareness of the East Kimberley region, open their eyes to who we are' and what we offer as a destination

- Attract visitors to the centre, in person and by electronic means, so they leave feeling welcomed, well-informed, and excited about their East Kimberley adventure
- Through strategic and dynamic marketing, grow regional visitation, length of stay and spend in the East Kimberley
- Be the foundation and voice on which the tourism industry, local businesses and the community can grow and thrive
- Delight, surprise and deliver on the promise of East Kimberley – Magic, leaving visitors wanting more, to share with their family and friends and visit time and time again
- Ensure the long-term sustainability and viability of the KVC

Strategies

Strategy 1: Excite and delight

Strategy 2: Collaboration and community participation

Strategy 3: Innovation and smart operations

Strategy 4: 'Open their eyes to who we are' – a consistent East Kimberley narrative

Strategy 5: A Gateway to the Future

CONNECT *With us*

- Find everything you need to know about what there is to see & do in and around Kununurra and the East Kimberley on our Facebook page:
<https://www.facebook.com/VisitKununurra/>
- The one-stop shop for planning a trip to Kununurra including trip itineraries, accommodation, tours, services and much more inspiration can be found on our website:
<https://www.visitkununurra.com/>
- Take inspiration from our 'gram' :
<https://www.instagram.com/visitkununurra/> remember to use the #visitkununurra hashtag to be featured!

HERE'S WHAT *we can do*

- Promote your business in our annual Visitor Guide - 35k printed and distributed nationally each year.
- List your business on our Kimberley & Kununurra Map.
- Meet with our marketing team to discuss business opportunities.
- Stay up-to-date on industry growth and opportunities.
- Take advantage of subsidised advertising rates in marketing campaigns.



Kununurra Visitor Centre, East Kimberley, WA

Our Code of CONDUCT

AIMS OF THE CODE

- Ensure that all visitors to the East Kimberley receive the best possible service from all service providers within the tourism industry.
- Maintain and enhance the reputation, standing and good name of Kununurra Visitor Centre and its collective members.
- Ensure that the public interest shall predominate in all considerations of the standards of competitive trading between member service providers in the collective Kununurra Visitor Centre membership.
- Encourage the growth and development of the Kimberley tourism industry consistently with the aims and objectives set out in the Kununurra Visitor Centre (Ord Tourist Bureau Constitution).
- To foster and develop an awareness of the environmental issues effecting our region and educate businesses and customers on sound environmental practices.

CODE OF CONDUCT & ETHICS

- A Business is considered any Service Provider or operation, be it individual or company based and must:
- At all times hold the appropriate insurances and licences for the given activity.
- All business operations must adhere to all the relevant Federal, State and Local Government legislation pertinent to their operations.
- Businesses must give an accurate representation of their products at all times.
- At all times act in a manner deemed professional in Business Management.
- Provide a responsible courteous service to customers and fellow operators alike.
- Be responsible for the actions of their staff. The Employee relates to staff of the Kununurra Visitor Centre and must:
- At all times act in a professional, courteous manner.
- Dress to the approved uniform standard.
- Present a clean, neat and tidy personal appearance.
- Show no bias, preference or recommendation between Visitor Centre members.
- Adhere to all aspects as defined in their Employment Contract.

CONDUCT CONT.

Affiliates (Business, Service Providers and or Kununurra Committee & staff)

1.1 Affiliates will where possible, inform their customers of all pertinent facts concerning tours, transportation, accommodation or other tourist services that they provide.

1.2 Affiliates will be factual and accurate when called upon to provide information to both wholesale and retail customers.

1.3 Affiliates will keep their employees / representatives informed in an accurate and timely manner of any alterations to their services.

1.4 Affiliates will endeavour to eliminate any practice that could be damaging to customers or to the dignity and integrity of the tourism industry in general, and the Kununurra Visitor Centre (Ord Tourist Bureau).

1.5 Affiliates will avoid misleading or doubtful superlatives in their advertising and are required to provide promotional material free of misleading information or of false advertising implications.

1.6 Affiliates must advise their intending customers in writing, prior to the time initial payment is made for any booking, about cancellation policies and any service changes that may be imposed.

1.7 Affiliates will ensure that employee dress standards are consistent with an acceptable level of professionalism within their particular section of the industry.

1.8 Affiliates providers must ensure all staff are appropriately qualified to legally conduct business on behalf of the operator. Further to this the operator must provide copies of all qualifications, insurance and licence details to the Kununurra Visitor Centre (Ord Tourist Bureau) upon making application or renewal of their Kununurra Visitor Centre membership.

2. Affiliate Relations with Other Affiliates

2.1 Affiliates shall follow the best traditions of salesmanship and fair dealing by according fair, objective and impartial representation of other service providers they may from time to time represent on behalf of the region or the Kununurra Visitor Centre, or the Wyndham Information Centre.

2.2 Affiliates should conduct their business so as to try and avoid controversies with fellow providers. In the event of a controversy between service providers, such controversy shall be referred for mediation or arbitration, where appropriate, initially to the Executive Committee of the Kununurra Visitor Centre.

2.3 If an opinion is sought about a competitor, affiliates shall render such opinion with professional integrity and courtesy.

2.4 Affiliates are to encourage and promote membership of the Visitor Centre so that the entire tourism industry and the public benefit from the training, experience and high standards of all member service providers.

Code of CONDUCT CONT.

3. Conduct of Affiliates

3.1 Affiliates will minimise operational and client environmental impacts by sustainable practices, offering information, leading by example and taking corrective action when and where necessary.

3.2 Failure of a service provider to abide by this "Code of Conduct & Ethics" shall render an operator liable for disciplinary action or cancellation of membership by the Kununurra Visitor Centre.

Dealing with Complaints

4.1 If a complaint is lodged in writing against an affiliate by trade, consumer, and/or another affiliate, those concerned will take immediate steps to amicably deal with the complaint.

4.2 Affiliates are required to comply with agreements reached through mediation.

4.3 Written complaints will be dealt with in consultation with the Executive Committee of the Kununurra Visitor Centre.

5. Environmental Issues

5.1 Affiliates will endeavour to prevent both accidental and purposeful actions that cause damage to the environment such as crowding, harassment of wildlife, trampling, off-road driving, walking and riding (except as authorised) and the improper disposal of waste.

5.2 No Business, Service Provider or Employee of any Kununurra Visitor Centre membership shall act in any manner that is detrimental or damaging in any way to the environment as per the rules and regulations as laid down by the Western Australia Department of Environment.

6. Enforcement of Code of Conduct & Ethics

6.1 If the Affiliate fails in one or more nominated ethical standards, they may be suspended from membership of the Visitor Centre. The fact of member suspension will be advised to all tourism bodies associated with the Kununurra Visitor Centre.

6.2.1 Membership will only be restored when and if the operator shows due cause as to why their membership should be re-instated. This is to be determined by the Executive of the Kununurra Visitor Centre.

This Code of Ethics applies only to the financial members, committee and staff of the Kununurra Visitor Centre trading under the incorporated title of the Ord Tourist Bureau.

Let's get in touch

Marie Fitzgerald

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