

DESTINATION
GOLDCOAST.TM

**MEMBERSHIP
PROSPECTUS
2022/2023**

AUSTRALIA'S FAVOURITE PLAYGROUND



CONTENTS

4 INTRODUCTION

6 WHY BE A MEMBER

7 MEMBER TESTIMONIALS

9 LEADING THE WAY

Digital and Social

Supporting Your Online Reputation

10 WELL CONNECTED

Our Partners

Our Members

12 MEMBERSHIP LEVELS

Supporter Membership

Restaurant Membership

Associate Membership

Tourism Membership

13 SUMMARY OF BENEFITS

Membership Matrix

14 BUSINESS EVENTS

Future Forward Strategy

The Imagination Capital of Australia

Cooperative Marketing Opportunities

Familiarisations and Site Inspections

Business Opportunities

Bidding

Digital Media

Eligibility

16 THE COMPLETE PACKAGE

DestinationGoldCoast.com

Conditions of Membership

Out of Region Surcharge

Visitor Information Centres

18 IN SAFE HANDS

Our Board



 TALLEBUDGERA CREEK

MEMBERSHIP PROSPECTUS INTRODUCTION

TOURISM IS ONE OF THE LARGEST ECONOMIC SECTORS ON THE GOLD COAST, EMPLOYING MORE THAN 44,000 PEOPLE IN 10,000 BUSINESSES.

Destination Gold Coast (DGC) is a not-for-profit, marketing organisation that promotes the Gold Coast as a premier leisure, business and events destination on behalf of more than 600 members and 26,000 businesses that contribute to the Gold Coast tourism levy.

DGC is a team of dedicated professionals who are passionate about promoting the Gold Coast to visitors and potential visitors as a must-visit destination. In attracting more visitors to the Gold Coast and increasing visitor spend, we strengthen the Gold Coast economy, which helps build our community.

With the recovery of tourism, a population boom and a commitment to capitalise on every opportunity, the Gold Coast tourism sector stands to make a strong rebound. DGC is creating a more powerful, united community for tourism and will deliver a new level of tailored support for member partners as our key markets return.

Through cooperative marketing, industry development, experience design, advocacy, and collaboration initiatives, DGC is committed to evolving membership services for the future, achieving better alignment of cost to value.



WHY BE A MEMBER

As a member, you will have the opportunity to receive advocacy through the peak tourism body for the Gold Coast, the potential to be involved with cooperative marketing efforts, invitations to industry-run training events as well as information and advice on marketing best practice and government funding opportunities.

You will gain a connection to the tourism industry through networking and introductions as well as insights into industry research and qualified data.

We look forward to working with you and having you as a part of our DGC team.

2021 GOLD COAST VISITOR SNAPSHOT



9.6 MILLION
VISITORS



\$3.5 BILLION
SPEND



11.3 MILLION
NIGHTS



 PARADISE JET BOATING

National Visitor Survey (NVS) and International Visitor Survey (IVS), Tourism Research Australia, March 2020 to December 2021.



MEMBER TESTIMONIALS

MIAMI MARKETTA

"Our DGC membership is essential to our business because it connects us to not only an endless supply of business opportunities but also connects us to the other DGC members. It's like being a part of a really awesome family. Being a small business our membership makes us feel like we have more staff members on our team".

CURRUMBIN WILDLIFE SANCTUARY

"Being a member of Destination Gold Coast allows us access to and provides us with valuable domestic and inbound market insights, destination marketing and product showcase opportunities that we would simply not receive if we weren't a member. DGC continues to support the Gold Coast tourism industry and local tourism product and provides valuable strategic information which we build into our marketing and sales strategies".

PARADISE RESORT

"Our membership with DGC gives us the opportunity to leverage our marketing budget and piggyback on destination campaigns to reach international markets that as an independent product we wouldn't otherwise be able to reach on our own. As members, the networking opportunities, invitations to participate in and host famils and attend trade events is what we value most. The Online Holiday deals and extensive social media coverage as well as having someone to call on for advice on the general state of the market, and being able to leverage off DGC's extensive media exposure is invaluable to our business".



LEADING THE WAY

DIGITAL AND SOCIAL

The digital world is where consumers dream, plan, book, interact and recommend destinations to others. We are heavily engaged in this ever-changing, highly competitive marketing space and are continuously working on growing our digital footprint.

To achieve 'cut-through' DGC requires a fiercely competitive, agile and responsive digital-first marketing strategy, and an organisational structure and operational approach that can flex and adapt quickly to market shifts and changing consumer trends.

DGC SOCIAL PLATFORMS



952,100
REACTIONS



72.3M
REACH



1.1M
ENGAGEMENT



22.6M
VIDEO VIEWS

SUPPORTING YOUR ONLINE REPUTATION

DGC members have special access to ReviewPro, a powerful monitoring and measurement tool that helps businesses keep track of what guests and customers are saying across multiple online review platforms.

ReviewPro helps us work with you to identify actionable insights to improve customer satisfaction, rankings on review sites and therefore help to drive more business through your door.

“

WE HIGHLY ENDORSE REVIEWPRO AND RECEIVING THE QUARTERLY REPORT AS IT MOTIVATES US TO CONTINUE TO PROVIDE EXCELLENCE IN OUR BUSINESS, AS WELL AS THE HIGHEST LEVELS OF CUSTOMER SERVICE. WITH THE STATISTICS PROVIDED WE ARE ABLE TO TRACK WHERE WE ARE SUCCEEDING AND WHERE WE CAN FOCUS MORE ATTENTION.

”

HOP ON BREWERY TOURS



WELL CONNECTED

OUR PARTNERS

DGC has close and fruitful relationships with Tourism Australia (TA), Tourism and Events Queensland (TEQ), the Queensland Tourism Industry Council (QTIC) and the Tourism and Transport Forum Australia (TTFA). The organisation also works with Study Gold Coast (SGC) as well as Major Events Gold Coast (MEGC).

DGC is an active member across the sector nationally and internationally, including membership with the International Conference and Congress Association (ICCA), Association of Australian Convention Bureaux (AACB), Direct Selling Australia (DSA), Australian Tourism Export Council (ATEC), and Women in Tourism (WIT).

OUR MEMBERS

As a member-based organisation, DGC is proud of its connection with the front-line of the visitor economy. Among the 600 + members are the likes of Gold Coast Airport, Gold Coast Convention and Exhibition Centre, Palazzo Versace, Village Roadshow Theme Parks, Dreamworld, The Star Gold Coast, Griffith, Bond and Southern Cross Universities, Gold Coast City Marina, Pacific Fair Shopping Centre, Miami Marketta, Timezone and Burleigh Brewing Company to name a few. Our members employ thousands of Gold Coasters. They are the ambassadors of our destination and work every day with DGC to sharpen the city's tourism marketing arsenal.



MEMBERSHIP LEVELS

DESTINATION GOLD COAST OFFERS FOUR LEVELS OF MEMBERSHIP TO CHOOSE FROM, WITH BENEFITS DIFFERING ACCORDING TO YOUR MEMBERSHIP LEVEL.

SUPPORTER MEMBERSHIP

\$210 PER ANNUM

Suitable for individuals as well as not-for-profit organisations who wish to be connected with the tourism industry and provide tangible reciprocal benefit to the membership base and the organisation.

RESTAURANT MEMBERSHIP

\$210 PER ANNUM

Suitable for restaurants, bars, cafes and other dining establishments.

ASSOCIATE MEMBERSHIP

\$390 PER ANNUM

Suitable for businesses supplying direct goods and services that are deemed to receive benefit from tourist activities. These may include educational facilities or business support services such as media, associations, professional services and travel industry.

TOURISM MEMBERSHIP

\$570 PER ANNUM

For businesses having direct interface with leisure and business travellers to the Gold Coast. Members who wish to take advantage of optional extra packages such as Visitor Information Centres (VICs) or Destination Gold Coast Business Events (DGCBE) packages choose this level.



 BROADBEACH

SUMMARY OF BENEFITS

MEMBER BENEFIT DESCRIPTION	SUPPORTER	ASSOCIATE	RESTAURANT	TOURISM
MEMBERSHIP FEES	\$210	\$390	\$210	\$570
Access to online member portal DGCnet which houses a host of resources as well as your membership benefit summary	✓	✓	✓	✓
Subscription to DGC Industry e-newsletter Tourism Matters	✓	✓	✓	✓
Invitations to Member Networking Events and Industry Updates	✓	✓	✓	✓
Access to the Digital Content Hub inc. image/video library	✓	✓	✓	✓
Listing in Member Directory on DestinationGoldCoast.com	✓	✓	✓	✓
Voting entitlements and nomination rights at Destination Gold Coast AGM elections	✓	✓		✓
Opportunity to submit stories/updates in Tourism Matters with distribution to over 1,700 local industry contacts		X 2	X 2	X 4
Meet with our Membership team to discuss engagement and membership benefits		✓	✓	✓
Discount of 25% for subsequent business membership fees. Discount applies to business with lower membership and elective types		✓	✓	✓
Eligible for listing on DestinationGoldCoast.com (with ATDW subscription*) exposing your product to over 200,000 unique visitors per month for direct bookings			✓	✓
Access to ReviewPro Online Reputation Reporting			✓	✓
Ability to share your engaging content through DGC social media platforms			✓	✓
Participate in national campaigns by way of Online Holiday Deals on DestinationGoldCoast.com			✓	✓
Opportunity for product exposure via media & public relations activities			✓	✓
Access to other DGC Business Units for market advice				✓
Invitations to Industry Development Workshops as provided by DGC's stakeholders				✓
Opportunity to access international tourism market through joint marketing activities including sales missions, trade shows and familiarisation program**				✓
Display brochures in DGC's Visitor Information Centres**				✓
Eligible for Business Events Package**				✓

**Additional costs apply

BUSINESS EVENTS

DESTINATION GOLD COAST'S BUSINESS EVENTS TEAM (DGCBE) SEEKS OUT NEW CORPORATE, ASSOCIATION AND INCENTIVE BUSINESS FOR THE GOLD COAST. DGCBE FOCUSES ON CREATING OPPORTUNITIES FOR MEMBERS TO CONNECT WITH BE CONFERENCE PLANNERS AND MEDIA AS WELL AS CONNECTING CONFIRMED EVENTS WITH VENUES, SUPPLIERS AND SERVICES ON THE GOLD COAST. ONLY SPECIFIC BE MEMBERS RECEIVE BRAND EXPOSURE IN BUSINESS EVENTS PUBLICATIONS, BUSINESS EVENTS COMMUNICATIONS AND ON OUR BE WEBSITE DESTINATION GOLD COAST BUSINESS EVENTS.

FUTURE FORWARD STRATEGY

The DGCBE team has been laser focused on the long-term success of the Gold Coast and emerged from the pandemic with a detailed action plan that will play a critical role in creating a resilient and future forward visitor economy. Our strategy will evolve into and beyond the Olympic Games and in line with the growth trajectory of the city and council investment.

THE IMAGINATION CAPITAL OF AUSTRALIA

DGCBE launched The Imagination Capital of Australia, a fresh and innovative campaign platform designed to position the Gold Coast as a leading player for business events worldwide. This new positioning marks a significant moment in the city's history where the creation of a unique identity for business events cements its importance to our overall visitor economy.

COOPERATIVE MARKETING OPPORTUNITIES

DGCBE undertakes a range of national and international sales activities, trade shows and events with BE members. Participation costs for these opportunities are additional to membership fees. BE members can be included in print marketing programs as well as a profile page on our website, which leverages traffic from the highly ranked leisure website and is the main call to action for all DGCBE collateral.

FAMILIARISATIONS AND SITE INSPECTIONS

Familiarisations and site inspections are designed to showcase the destination to a group of qualified business event buyers or planners, allowing them to experience the region and build relationships with local partners. Members are included in the itinerary based on the needs of the planner.

BUSINESS OPPORTUNITIES

Gold, Silver and Bronze members receive leads and referrals from the DGCBE team (based on the criteria defined by the event planner). Additionally, Gold, Silver and Bronze members are provided with business opportunities and contact information for an event once it is confirmed to the city, when authorised by the client. DGCBE receives leads via sales calls, trade shows, marketing campaigns and the Destination Gold Coast Business Events website: www.destinationgoldcoast.com/business-events

BIDDING

As part of the bid process, several destinations from around Australia and overseas submit "bids" to win the right to host the business event in their city. DGCBE members are provided with the opportunity to be included in bid documents as suitable venues or suppliers on behalf of the destination. Proposals are collated and included in the bid document for presentation to the conference planner or voting committee. Inclusion is based on relevance, business qualified and on the clients' needs.

DIGITAL MEDIA

www.destinationgoldcoast.com/business-events is the central hub of information for Business Events on the Gold Coast and the main call to action on all collateral. Inclusions vary according to Membership Level.

ELIGIBILITY

Members are required to choose the 'Tourism' base-level membership to be eligible.

DIGITAL MEMBERSHIP

\$100 PER ANNUM

Suitable for members who want to test the BE market.

BRONZE MEMBERSHIP

\$500 PER ANNUM

Suitable for members who gain moderate BE business.

SILVER MEMBERSHIP

\$2,000 PER ANNUM

Suitable for members who work actively in the BE market.

GOLD MEMBERSHIP

\$5,000 PER ANNUM

Suitable for members where BE represents a significant contribution to your business objectives.

BE MEMBER BENEFIT DESCRIPTION		DIGITAL	BRONZE	SILVER	GOLD
		\$100	\$500	\$2,000	\$5,000
Business Opportunities	Opportunity for business leads	Referral	Limited	✓	✓
	Quarterly Account Management Meetings with DGCBE Team to discuss pending leads, potential business and targets				✓
Bidding	Inclusion in DGCBE Destination Bid proposals (where required) - pending relevant bid criteria from client		✓	✓	✓
	Partner with members to create custom bid documents, prepare joint presentations and customised pages				✓
Networking	Tickets to Business Events Updates	At Cost	At Cost	Two	Five
Digital Marketing	Logo on listing	✓	✓	✓	✓
	Number of images on BE Website listing	One	Two	Four	Four
	Character count limit	275	450	1,000	1,000
	Amenities, download room capacities and product highlights			✓	✓
	Featured Listing on BE Website				✓
Familiarisations & Inspections	Opportunity to be considered as first option host hotel for prospective client site inspections			On client Application	✓
	The ability to host accommodation and a meal for sites and familiarisations is on client request and prioritised to membership level		✓	✓	✓
	Opportunity to apply for domestic economy flights to be paid for one client for destination site inspection. Lead must be filtered through DGCBE to qualify. (Other conditions may apply)				✓
	Listing in the Business Events Guide		Standard	Enhanced	Enhanced
	Preference for opportunity to co-exhibit at trade shows and international missions where the ROI has been assessed		Third	Second	✓
	Preference to participate in This is Gold Coast Business Exchange		Third	Second	First
	Preference to participate in Gold Coast Connect Product Update		Third	Second	First
	Joint sales calls initiated by DGCBE team when applicable				✓
Other Benefits	Opportunity to be included in DGCBE quarterly Product Update to over 2,500 domestic and international Business Events clients and media	✓	✓	✓	✓
	PR opportunities for feature articles in global Business Events trade media	✓	✓	✓	✓
	Access to information and statistics		✓	✓	✓
	Access to the Gold Coast Business Events Calendar which displays confirmed business events to the Gold Coast when authorised by the client		✓	✓	✓
	Queensland Business Events Survey (QBES) Reporting*		✓	✓	✓
	Consideration by DGCBE to provide additional client destination gift/support for Gold/Silver Member client familiarisation programs (final offer to be determined on discussion with member and at the discretion of DGCBE)			✓	✓

*By joining DGCBE, accommodation and meeting space members agree to take part in the annual Queensland Business Events Survey (QBES). The results of QBES are used to allocate Government funding and demonstrates the level of business secured for the city. These results are shared with members and also used to lobby Local, State and Federal Government initiatives.



THE COMPLETE PACKAGE

DESTINATIONGOLDCOAST.COM

In order to be listed on our highly trafficked website, businesses are required to take out a listing with the Australian Tourism Data Warehouse (ATDW) which is a content and distribution platform for the Australian tourism industry. Through ATDW your listing feeds into a number of tourism websites including DestinationGoldCoast.com, Queensland.com, Australia.com and many others.

CONDITIONS OF MEMBERSHIP

Members must agree to the Destination Gold Coast Terms & Conditions and Code of Conduct. A copy of these can be viewed on your invoice. DGC reserves the right to revoke membership to members who are over-zealous in prospecting to the membership base. The DGC Board of Directors retains authority to review, approve or deny all applications for membership (and current members) regardless of location, based on merit.


OUT OF REGION SURCHARGE

A 50% surcharge applies to all membership fees for businesses located outside the boundaries of City of Gold Coast (within a 40km zone of the city limits). Businesses located beyond a 40km zone of the City of Gold Coast are ineligible for membership.

VISITOR INFORMATION CENTRES

For tourism operators wishing to enhance their local marketing presence, DGC operates two Visitor Information Centres (VIC) providing information and bookings for accommodation, tours, attractions, hire and transport to visitors. Booking of operator products is via the automated system of Experience Oz. Our VICs are located in the heart of Surfers Paradise and at the Gold Coast Airport. Members who choose this elective must first choose the Base Membership level of Tourism. Members can choose from DL brochure display at \$620 (per year) and A4 brochure at \$880 (per year).



 PACIFIC FAIR, BROADBEACH

YOU ARE IN SAFE HANDS

THE GOLD COAST TOURISM CORPORATION BOARD IS THE ENVY OF MANY ORGANISATIONS. A COMBINATION OF EXPERIENCE, STABILITY AND ENTREPRENEURSHIP MEANS DECISIONS ARE MADE WITH DUE DILIGENCE AND COURAGE.

OUR BOARD



OUR BOARD

ADRIENNE READINGS

CHAIR

General Manager, Gold Coast Convention and Exhibition Centre; experienced senior manager with hotels. More than 20 years' experience in the hospitality and convention industry.

CLARK KIRBY

DEPUTY CHAIR

CEO Village Roadshow Theme Parks. Clark oversees the Australian operations including Movie World, Sea World, Topgolf, Wet'n'Wild, Paradise Country, Outback Spectacular and Village Roadshow studios. Clark is also a Board member of Major Events Gold Coast.

JOHN PUNCH

OAM, HON. SECRETARY

An original member and founding director of Gold Coast Tourism, John has been a continuous serving member of the Board since formation in 1975. John practices law as a solicitor and is founding partner of Gold Coast law firm, Short Punch and Greatorix.

CR HERMANN VORSTER

Division 11 Councillor. Cr Vorster was elected to the City of Gold Coast in 2016. He is the appointed Chair of the Lifestyle and Community Committee and also serves on the Economy, Planning and Environment, and Transport and Infrastructure committees.

DR SARAH GARDINER

Sarah Gardiner has over 25 years of experience in the tourism industry and has a PhD in marketing. She is the Acting Director of the Griffith Institute for Tourism and an Associate Professor in Tourism at Griffith University. She is an expert in travel consumer behaviour, travel trends, experience design and innovation.

AMELIA EVANS

CEO of Queensland Airports Limited. Amelia is responsible for growing QAL's network and oversees infrastructure and property planning and investment program. Amelia is a chartered accountant with 25 years' experience. Currently a Council member for Griffith University and an advisory board member for UNIQ You.

SARAH COLGATE

General Manager and Managing Director of Aquaduck Safaris, Tours and Attractions Group, and Feels Amazing Retreats. With more than 25 years' experience in the travel and tourism industry, Sarah specialises in business growth and product development of experiences and operations.

REBECCA FRIZELLE OAM

Rebecca has made her name as a business leader in the motoring sector and in sport. She currently serves on the Organising Committee for the 2032 Olympic Games and is also a Director of Paralympics Australia and LifeFlight Australia.

AMY WATTS

Amy joined Accor in 2018 and later that year was appointed as Vice President Talent & Culture, Accor Apartments & Realty based on the Gold Coast. Amy oversees the people experience for over 130 hotels and over 5,000 team members across Australia, New Zealand and Hawaii; including 28 properties based on the Gold Coast.

ADAM TWEMLow

Partner at KPMG. Formerly Royal Bank of Scotland in London and KPMG USA. Board member of the Perry Cross Spinal Research Foundation and on The Southport School Council.

DESTINATION
GOLDCOAST.[™]

CONTACT US

MEMBERSHIP TEAM

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CORPORATE WEBSITE

www.destinationgoldcoast.com/corporate/membership

VISITOR WEBSITE

www.destinationgoldcoast.com

BUSINESS EVENTS WEBSITE

www.destinationgoldcoast.com/business-events

