

# INTERNATIONAL MARKETING PROGRAM

Sydney – Melbourne  
TOURING



## PARTNERSHIP PROSPECTUS 2020-2021



Sydney-Melbourne  
Coastal Drive

sydney –  
melbourne  
INLAND HERITAGE DRIVE

Your invitation to participate in this  
international self-drive holiday program

# Introduction

The Sydney Melbourne Coastal Drive and the Sydney Melbourne Inland Heritage Drive are among Australia's most treasured holiday touring routes. The capital cities of Sydney and Melbourne and the national capital, Canberra, hold great appeal for international visitors to Australia. For these visitors, the option to drive at their own pace, stay in Australian towns, experience Australian nature, see Australian wildlife and meet Australian people is becoming more and more popular.

Sydney-Melbourne  
Coastal Drive

sydney-  
melbourne  
INLAND HERITAGE DRIVE

**The Sydney-Melbourne Touring International Marketing Program gives you access to the increasing number of international visitors taking this option via a comprehensive marketing program.**

Targeting the international travel trade, the program aims to increase global awareness of Sydney to Melbourne touring options, encourage additional international visitation and increase the level of product sold through international wholesalers.

Various itineraries are featured in over 60 key trade wholesale programs worldwide, with the UK, Europe, South East Asia, New Zealand and North America being the strongest self-drive markets.

Sydney-Melbourne Touring Inc is a strategic partnership marketing alliance with support and participation from Visit Victoria and Visit Canberra. The alliance is also supported by the regional tourism organisations (RTOs) and local governments (LGs) along each of the key touring routes.

Our sales mission, trade promotions and media activity will target the UK, Europe, New Zealand, South East Asia and North American markets.

This international program is for the next 18 months covering 1 January 2020 until 30 June 2021.



## Supporting Regional Tourism Organisations and Local Governments include:

- Bendigo Tourism
- Visit AlburyWodonga / Albury City Council
- Destination Gippsland
- Destination Phillip Island
- Echuca-Moama Tourism
- Sun Country on the Murray / Moira Shire Council
- South Coast NSW - Sapphire Coast Tourism, Eurobodalla Tourism, Shoalhaven Tourism



## How the program is delivered

Through the Sydney-Melbourne Touring Committee of Management, Paul Cooper & Anthony Jiang deliver the program through a Marketing Action Plan. The committee consists of representatives from state tourism organisations (STO) and regional tourism organisations along the member touring routes - Sydney-Melbourne Coastal Drive (SMCD) and Sydney-Melbourne Inland Heritage Drive (SMHD).



### **Paul Cooper – Marketing and Business Development Manager**

Paul manages all of Sydney Melbourne Touring's marketing and development activities. He is also the main sales and trade contact for our primary markets - UK, Europe and North America. Through Paul's long career in tourism, he has built a strong network of contacts and is well regarded by international trade partners. Through his role with SMT, Paul has further strengthened and maintained relationships that have led to increased exposure and sales of our touring routes.



### **Anthony Jiang – Marketing Executive Asia Pacific**

Anthony started his role with Sydney-Melbourne Touring in 2011 and has since grown to be the main sales and trade contact for our emerging markets being New Zealand, South East Asia and North Asia. Anthony also provides support on Sydney-Melbourne Touring day-to-day business, administration and assist Paul on all market activities.



### **John McGaw – Product Sales Manager**

John manages product sales for SMT. John has an in depth knowledge of the tourism industry with over twenty years experience. He has held senior sales and marketing positions at major tourism organisations such as Destination Melbourne and Country Victoria Tourism Council. He is the winner of the 2016 Victorian Tourism Awards Outstanding Contribution by an Individual, as well as being an international honorary member of Les Clefs d'Or.

“

*Working with Sydney-Melbourne Touring is absolutely essential especially for self drive because there is so much product that is not going to get exposure in the UK otherwise & for someone like me who is not dealing with Australia day in & day out, Sydney Melbourne Touring does half the work for me! With recommendations on properties that we might not have even considered, what is a sensible driving time from A to B, keeping our staff trained on new openings & activities, this is the stuff we simply don't get from the larger organisations at state level & country levels to the same degree.*

”



**David Warne – Commercial Director, Wexas Travel UK**

# Marketing Activities

Sydney-Melbourne Touring has committed to another eighteen months of key international marketing activities.



## Including, but not limited to:

- Participation in Australian Tourism Exchange 2020 and 2021
- Trade missions/sales calls to UK/Europe
- Trade missions/sales calls to North America
- Trade missions/sales calls to New Zealand
- Trade mission/sales call to South East Asia
- Participation in Australian Tourism Export Council Meeting Place 2020
- Trade famils hosting key wholesale/retail agents and inbound tour operator staff to showcase Sydney-Melbourne Touring touring routes and regions
- Co-operative marketing campaigns with key wholesale partners
- Inbound Tour Operator sales calls and staff training
- Annual Tourism Australia briefing and staff presentation in Sydney as well as overseas offices while in-market
- Introducing new products to inbound tour operators with Sydney-Melbourne Touring led sales trips
- Bi-annual trade newsletters
- Social media marketing including targeted Facebook campaigns



## Active Social Media Channels

Facebook, Twitter, Instagram, Pinterest, Youtube  
7,500+ followers



# Product Partnership Packages

**Eighteen month International Product Partnership program putting your product in front of over 1,000 Aussie Specialist travel agents, trade wholesalers and product managers internationally as well as the key Inbound Tour Operators in Australia.**

## Level 1: Website & Social Media \$590 plus GST

Includes basic listing on the Sydney Melbourne Touring Website with commission free bookings and access to social media marketing opportunities.

**Price based on \$395 +GST annual rate plus \$195 +GST for six-month bridge to annual invoicing**



## Level 2: Inbound Trade Partner \$1250 plus GST

Includes Level 1 benefits plus:

- Direct marketing to international trade, inbound tour operators, travel wholesalers and trade partnerships;
- Representation at all on shore and off-shore international events including Corroboree West, North America Mission, UK Europe Mission, ATE, Meeting Place and marketing activities in South East Asia and New Zealand;
- Access to trade newsletter stories;
- Participation in Live Stream training sessions;
- Trade familiarisation and media program access;
- Dedicated social media marketing access;
- Half page in dedicated trade manual.

**Price based on \$850 +GST annual rate plus \$400 +GST for six-month bridge to annual invoicing**

Participants in Level Two must be inbound ready. This includes, but is not limited to:

- Incorporate appropriate commission in standard rack rate;
- Make indicative rates available for inclusion on SMT rate sheet for distribution to wholesalers and inbound tour operators;
- Offer year-round availability for bookings via the travel trade (special rates for high and low seasons are acceptable but must be stated on all contracts - 2 year validity periods are common);
- Must be endorsed by a regional tourism organisation;
- Dedicated email address;
- Open 7 days a week.

*Any tourism business can choose to be inbound ready, however it is strongly recommended the domestic side of the business is successfully up and running before expanding into the international trade area.*

*Visit Victoria, Visit Canberra, Tourism Australia and Sydney Melbourne Touring can assist with further information on ensuring your product has planned for inbound success.*

### Level 3: Gold Partners \$3,000 plus GST

Level three includes all benefits of Level one and Level two plus:

- Full page in trade manual;
- First offering for trade famils;
- Higher social media marketing rotation;
- Priority for international trade newsletter;
- Host venue for Live Stream training when available;
- Greater website exposure through more images and video.



**Your product will be featured with images and a detailed listing in the Sydney-Melbourne Touring Product Manual and distributed to travel trade professionals electronically. This package offers you an extremely cost effective option for ensuring your product is internationally visible and able to be accessed easily by the international travel trade.**

[sydneymelbournetouring.com.au](http://sydneymelbournetouring.com.au)



@sydneymelbournecoastaldrive  
@sydneymelbourneheritagedrive



**To learn more  
and have your  
questions answered:**

**John McGaw**

Product Sales Manager

0422 934 093

[john@sydneymelbournetouring.com.au](mailto:john@sydneymelbournetouring.com.au)

**Paul Cooper**

Marketing and

Business Development Manager

0407 548 839

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**Anthony Jiang**

Marketing Executive Asia Pacific

0413 272 225

[anthony@sydneymelbournetouring.com.au](mailto:anthony@sydneymelbournetouring.com.au)

#### TOURING ROUTES

- Sydney-Melbourne Coastal Drive
- Sydney-Melbourne Heritage Drive

# 2020-21 Product Partnership Application



## Sydney-Melbourne Touring Inc (Sydney-Melbourne Touring) TAX INVOICE

ABN: 68 279 509 093

This form becomes a tax invoice once bookings are confirmed and payments processed.  
Please make a copy for your records.

### Where to return your form

#### Email:

Send your completed form to John McGaw  
john@sydneymelbournetouring.com.au

#### Mail:

Post your completed form to Sydney-Melbourne Touring  
PO Box 430, San Remo VIC 3925

### YOUR CONTACT INFORMATION

☐ Mr ☐ Mrs ☐ Ms ☐ Miss

First name:

Surname:

Job title:

Company:

Product Name (if different from company name):

Street Address:

State:

Postcode:

Postal Address:

State:

Postcode:

Phone:

Email:

Website:

ABN:

Facebook:

### PRODUCT PARTNERSHIP CATEGORY

- |  |                                  |
|--|----------------------------------|
| <input type="checkbox"/> Level one: Website and Social Media | \$590 plus \$59 GST = \$649      |
| <input type="checkbox"/> Level two: Inbound Trade Partner    | \$1,250 plus \$125 GST = \$1,375 |
| <input type="checkbox"/> Level three: Gold Partners          | \$3,000 plus \$300 GST = \$3,300 |

**PAYMENT**

Please nominate your preferred payment method:

☐ **EFT / Direct Deposit\*** \$ \_\_\_\_\_

**Account Name:** Sydney-Melbourne Touring Inc

**Bank:** National Australia Bank

**BSB:** 083 932 **Account Number:** 75 253 8065

\*Please include your business name as the reference for confirmation purposes

☐ **Credit Card** Please charge my credit card the amount of \$ \_\_\_\_\_

Card Type: ☐ Visa ☐ Mastercard

Card Number:

Expiry Date:   /   Auth Number (last 3 digits on reverse side of card):

Name on card: \_\_\_\_\_

(invalid  
without  
signature)

Signature: \_\_\_\_\_

☐ **Cheque** (Payable to 'Sydney-Melbourne Touring Inc'.) \$ \_\_\_\_\_

Send your cheque along with a copy of this form to:  
Sydney-Melbourne Touring Inc., PO Box 430, San Remo VIC 3925

**TERMS & CONDITIONS**

1. Completion and signature of this product partnership form constitutes a binding agreement to participate in the Sydney-Melbourne Touring Marketing Program in accordance with these terms and conditions.

2. The participant agrees to ensure that its conduct or any information or material provided by it or published for it does not contain any defamatory, slanderous, misleading or deceptive material or any infringement of copyright or otherwise contravene laws and regulations in force in Australia.

3. Sydney-Melbourne Touring reserves the right to refuse any substandard materials and to edit copy & images supplied to fit ad themes and templates.

4. Onus is on the participant to ensure that images meet all relevant copyright laws.

5. Onus is solely on the participant to ensure that all information in any advertisements in Sydney-Melbourne Touring collateral is correct. Proofs will be returned by email only.

6. Failure to provide any material by the appropriate deadlines will result in cancellation and loss of any monies paid.

7. The participant agrees to indemnify and hold harmless the Sydney-Melbourne Touring Committee and the Sydney-Melbourne Touring Marketing and Business Development team from and against all losses, liabilities, proceedings, claims, expenses and other costs arising directly or indirectly as a result of or in connection with the promotion of the product or facilities of the participant.

8. When participating in the Level two and three partnership, the participant agrees to provide appropriate commission off the published retail rate to international wholesalers and Inbound Tour Operators as required.

9. The participant agrees to participate in media and trade familiarisations as required, pending availability.

10. The participant agrees to make high quality images available for international wholesalers and media as required.

11. Sydney-Melbourne Touring will not be liable in any manner for loss or damage to any film, artwork, or other materials, which may be supplied.

12. When participating in Level two and three partnership, the Sydney-Melbourne Touring Management Team reserves the right to withdraw a property from the program if it is deemed to be not suitable for the international travel industry, in which case the participation fee may be proportionally refunded.

13. Participation in the program, including listings in the Product Manual is not confirmed until payment has been received and the selection criteria has been met.

14. Sydney-Melbourne Touring is not an Inbound Tour Operator, wholesaler or travel agent and can not negotiate on behalf of members. All contracts are to be negotiated direct.

15. The 2020-21 Product Partnership will be valid for a minimum of 18 months.

I have read and agree to the terms and conditions of product partnership in the Sydney-Melbourne Touring Marketing Program.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Full partnership and application enquiries:**

John McGaw, Product Sales Manager  
M: 0422 934 093  
E: john@sydneymelbournetouring.com.au

**Full payment and financial enquiries:**

Helen Rose, Finance Officer  
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E: finance@sydneymelbournetouring.com.au