

# Heads of Agreement

SURF COAST SHIRE COUNCIL

and

GREAT OCEAN ROAD REGIONAL TOURISM BOARD

## **Introduction**

Surf Coast Shire Council has agreed to work in partnership with Great Ocean Road Regional Tourism Board (GORRT) to facilitate base access to GORRT's tourism marketing, management, development and advocacy programs on behalf of Surf Coast commercially rated properties whom have paid the commercial and industrial differential rate to Surf Coast Shire Council.

## **Term of agreement**

This agreement is for the financial year July 1<sup>st</sup> 2016 to June 30, 2017.

## **Surf Coast Shire Council agrees:-**

- (1) To pay to GORRT the sum of \$75,000 plus gst.
- (2) The payment will be paid on invoice on receipt of a signed agreement.
- (3) To actively promote and encourage commercially rated properties to further participate in GORRT programs and services.
- (4) To work in partnership with GORRT to grow the industry education, participation and investment in the visitor economy.

## **Great Ocean Road Regional Tourism Board agrees:-**

- (1) To provide to Surf Coast Shire's commercially rated properties the Essentials package. The Essentials package is valued at \$385 and includes:-
  - a. A listing on two websites choice of Visitvic and visitgor, visitvic and a destination site or visitgor & destination site.
  - b. A listing on the GORRT business network including access to regular newsletters.
  - c. Access to GORRT PR, tactical marketing campaigns, social media etc.
  - d. invitations to industry networking functions, conferences, training workshops and forums.
  - e. Access to the GOR Visitor Information Centre network – including ability to place a brochure in the VIC's within the region and be part of the VIC referral program.
- (2) Where a business determines that the Essentials package is not suitable for their business, GORRT will work with the business to develop an alternate package.
- (3) GORRT will report back to Surf Coast Shire Council and Surf Coast shire Council will report back to GORRT any feedback received from operators.
- (4) Provide to commercially rated properties, where relevant, a discounted rate of \$110 to upgrade to a three website buy (only relevant in Torquay & Anglesea).
- (5) Provide a rebate of 20% of the Essentials package fee back to the local tourism organisations (LTO's), who sign a commercial agreement with GORRT. Allocations to be determined based on operators signed up as at the 30<sup>th</sup> June 2017.

Signed		Signed	
Dated		Dated	
On Behalf of	Surf Coast Shire Council	On Behalf of	Great Ocean Road Regional Tourism Board