

Join the DST network to grow your business and our tourism industry



Who are we?

DST is Tasmania's southern regional tourism organisation (RTO), stretching across the municipalities of Hobart, Glenorchy, Clarence, Brighton, Sorell, Kingborough, Huon Valley, Derwent Valley, Tasman, Central Highlands and Southern Midlands. Funded by a combination of membership fees and support from our state government and local councils, we are an industry-led, non-profit organisation with a strong voice for tourism in the southern region. We are managed by a small team of dedicated industry professionals who draw on the wealth of experience provided by our Board.

What do we do?



INDUSTRY DEVELOPMENT: We help our members to build their businesses and skills through networking functions, training workshops, mentoring sessions, annual DST Tourism Industry Summit and Southern Stars of Tourism awards program.



MARKETING: We work with our members and partners to improve awareness of the experiences across our region and to encourage visitors to explore further, stay longer and spend more.



ADVOCACY: We ensure all levels of government are aware of any industry issues. Through our media program, we highlight the importance of tourism as an economic driver and raise the profile of new businesses.

Why is membership important?

Membership is a vital part of our structure. It provides a resource base for us to implement key activities to drive tourism forward in the southern region. It ensures DST is a truly industry-led and focussed organisation. It helps to build a united southern Tasmanian tourism industry which is integral to its sustainability.

Where do we fit in the tourism industry structure?

- **DST** is one of Tasmania's four RTOs, which are all responsible for encouraging regional dispersal and increasing yield. RTOs set the strategic direction for tourism in their region. In doing so, they identify regional marketing and development priorities and deliver programs that engage widespread participation across the industry.
- **Tourism Tasmania** is responsible for bringing visitors to the state through destination marketing that is underpinned by strong research.
- **Tourism Industry Council of Tasmania (TICT)** is the peak tourism advocacy body in Tasmania, which also runs the Australian Tourism Accreditation Program and the Tasmanian Tourism Awards.
- **Local Tourism Associations (LTAs)** facilitate networking, collaboration and community engagement at a local level.

What's in it for you?

- **HOBART & BEYOND REGIONAL TOURISM MAP:** You'll be included in the new map, with a distribution of 100,000+ per year.
- **HOBART AND BEYOND WEBSITE:** You'll have a significant presence on our consumer-facing website, including a direct link to your website.
- **CONNECTIONS:** We'll help you connect with all the right people in government and industry and keep you informed and updated on what is happening on an industry level.
- **SOUTHERN STARS OF TOURISM:** You'll qualify for entry in a program that recognises and rewards industry excellence, with prizes to help take winners to the next level.
- **OUR FREE INDUSTRY DEVELOPMENT AND NETWORKING PROGRAM** will enable you to brush up on skills and knowledge whilst also connecting with other industry movers and shakers.
- **DISCOUNTS FOR OTHER TRAINING AND DEVELOPMENT ACTIVITIES** such as our annual Summit and the Southern Stars Gala.
- **ACCESS TO COOPERATIVE MARKETING OPPORTUNITIES** and collaborative campaigns (at negotiated industry rates) which broaden your market reach.
- **OUR EXTENSIVE DIGITAL NETWORK AND PR ACTIVITIES** will give you the chance to spread the word about your business to a wider audience.

You'll also be able to leverage off our social media channels:

FACEBOOK



6,229

6,229 people reached per day on average (up 3% from Feb 2018)

23,601

followers (up 16% since Feb 2018)

INSTAGRAM



41,157

followers (up 31% since Feb 2018)

23,675

likes on images per month, on average (up 19% from previous year)

2019 DST Membership Packages

ESSENTIAL PREMIUM ULTIMATE

	ESSENTIAL	PREMIUM	ULTIMATE
INDUSTRY DEVELOPMENT			
MEMBER DIRECTORY NEW			
Opt in to our member directory to connect directly with other DST members for better collaboration and communication	✓	✓	✓
SOUTHERN STARS OF TOURISM			
Eligibility to enter the DST celebration of tourism excellence. Prizes to be presented at a gala cocktail event.	✓	✓	✓
FREE ADVICE (THE WHO, WHAT, WHY AND HOW OF TOURISM)			
Free resource kit to help answer your questions and connect you to the right solutions	✓	✓	✓
Ongoing advice and mentoring support	✓	✓	✓
INDUSTRY COMMUNICATIONS			
Receive monthly e-news and updates	✓	✓	✓
Join the Members' group Facebook page	✓	✓	✓
Provide news snippets about your business for our e-news	✓	✓	✓
Receive support to create professional presentations for delivery to other industry stakeholders (e.g. Tourism Tasmania, tourism wholesalers, corporate partners, etc.)	✓	✓✓	✓✓
NETWORKING			
Opportunity to host a DST event		✓	✓
Invitations to networking events, including our regular Tips and Tipples	✓	✓	✓
FREE AND DISCOUNTED EVENTS AND TRAINING			
Free workshops and networking events, plus a special member rate for the DST Summit and Southern Stars Gala	✓	✓	✓
MARKETING			
REGIONAL TOURING MAP (Distributed state-wide)			
Listing and map grid reference (1 per Essential, 2 per Premium or Ultimate) plus copies for your customers	✓	✓✓	✓✓
Business marked on map (if appropriate)			✓
REGIONAL TOURISM WEBSITE (www.hobartandbeyond.com.au)			
Listing on website	✓	✓	✓
Feature in 'Top Picks' boxes		✓	✓
MEDIA SUPPORT NEW			
Advice and support to get your story out through local media		✓	✓
FREE EDITORIAL			
Be considered for editorial requests and for suggested itineraries for local, national and international visiting journalists, bloggers and travel influencers (depending on their specific areas of interest)	✓	✓	✓
SOCIAL MEDIA (REACHING CONSUMERS)			
Keep us updated with your news and events, and we'll share this across our social media channels	✓	✓	✓
Have your story included in our 'Southern Exposure' regular blog about experiences across our region		✓	✓
Supply stories about your business, within guidelines, for sharing across channels		✓	✓
Guaranteed blog about your business, written for you by us			✓
Opportunity to provide experiences for online competitions to raise awareness of your business	✓	✓	✓
COOPERATIVE MARKETING			
Chance to participate in regional marketing opportunities, such as co-op campaigns, special events and festivals, travel industry special promotions, trade events, etc. Ultimate members get the call first!	✓	✓✓	✓✓✓
REGIONAL ADVOCACY			
We work closely with stakeholder agencies and all levels of government to advocate for improvement and find solutions to your tourism issues.	✓	✓	✓
We coordinate connection, communication and consultation between stakeholders	✓	✓	✓
TOTAL COST OF MEMBERSHIP 1 APRIL 2019 – 31 MARCH 2020 (plus GST)	\$425	\$950	\$2070

JOIN ONLINE NOW: southerntasmania.com.au/membership
or contact us on 6223 5650 or membership@southerntasmania.com.au