

DST Membership Snapshot



Who are we?

DST is Tasmania's southern regional tourism organisation (RTO), stretching across 11 municipalities. 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.

What do we do?

As an industry body, DST is a resource for all tourism industry suppliers and operators. We are your voice, advocating to all levels of government to influence positive change and support for our members. We promote the southern Tasmanian region as a destination through our consumer-facing brand, Hobart & Beyond; we disseminate news; share resources and opportunities for improvement and growth; support regional events and product development; provide advice and we keep industry connected. We welcome all industry members and affiliates to join our communication network to remain abreast of news, developments and opportunities in our industry, noting that financial members have access to our services on an ongoing basis.



INDUSTRY DEVELOPMENT

We help our members to build their businesses, connections and skills through networking functions, training workshops and mentoring sessions. As a DST member:

- We'll help **connect** you to the right people in government and industry, and keep you informed about what is happening on an industry level.
- You'll be able to tap into our **industry development and networking** program which will enable you to access support and knowledge whilst also connecting with other industry operators.
- **NEW** As a DST member, you will receive a subsidiary base level membership of the TCCI (*equivalent to their Basics Membership valued at \$399*).



MARKETING

We work with our members and partners to improve awareness of the breadth of experiences across our region to inspire visitation and encourage visitors to explore further, stay longer and spend more throughout southern Tasmania. We do this through our own digital channels, strategic partnerships and advocacy. As a member you'll have:

- a presence on the **Hobart and Beyond website**, which has increasing traffic and you'll be able to leverage off our high performing **social media channels**.
- the chance to spread the word about your business through our extensive **digital network** (including blogs) and PR activities.
- access to **negotiated member rates** with our corporate media partners to receive discounts on advertising campaigns.



ADVOCACY

We act as an interface between industry and all levels of government (Office of the Premier, Department of State Growth, Tourism Tasmania, Tourism Industry Council of Tasmania and local councils) to ensure industry needs are heard and to highlight the importance of tourism as a regional economic driver.

- DST has a strong **public relations and media program** designed to raise community awareness of existing and emerging events and attractions.
- We highlight and advocate for the value of tourism in southern Tasmania on television, newspapers and other media outlets.
- We support our members who are committed to **sustainable tourism development**.

Why should you join?

Membership is a vital part of our structure. During this crisis period it provides resources for us to implement key activities to assist our industry to recover. Not being solely reliant on external funding not only reduces financial risk, but also brings a level of autonomy to DST, making us a truly industry-led organisation.

Membership is also a mechanism for cohesion and collaboration. Financial membership incites stronger engagement and understanding between DST and industry, and in turn provides fertile ground for identifying needs and opportunities, sharing ideas, and mobilising our industry to respond to political, economic, social and environmental influences.

Which level of membership is right for me?

There are three levels of membership:

ESSENTIAL

For tourism operators for whom visitors comprise a significant or majority proportion of their market.

PREMIUM

Suitable for tourism operators with more than one outlet or site, or businesses with multiple products that can be marketed separately; or for businesses that would like to be prioritised for marketing and development opportunities where possible.

ULTIMATE

For operators who want to support the industry through partnerships.

For more information about membership levels, and to sign up, please visit our website: southerntasmania.com.au/membership

2020-21 DST Membership Packages

	ESSENTIAL	PREMIUM	ULTIMATE
INDUSTRY DEVELOPMENT			
INDUSTRY COMMUNICATIONS			
Membership Certificate, sticker and logo use	✓	✓	✓
Receive monthly e-news and updates	✓	✓	✓
Be included in Tasmanian Visitor Information Network (TVIN) quarterly updates	✓	✓	✓
Opportunity to be included in Tourism Tasmania internal monthly newsletter	✓	✓	✓
Opportunity to present new or reinvented product to Tourism Tasmania quarterly product update	✓	✓	✓
Share news snippets about your business (new products, awards, etc.) to industry	✓	✓	✓
Planning support for launches, celebrations and other special events	✓	✓	✓
NETWORKING AND PARTNERSHIPS			
Invitation to networking events, Tips and Tipples	✓	✓	✓
Join the (private) members' Facebook group	✓	✓	✓
Opportunity to host an industry networking function	✓	✓✓	✓✓✓
SUPPORT AND ADVICE			
Free advice (one-hour session)	✓	✓	✓
Access to the members only resource kit online	✓	✓	✓
Ongoing mentoring support	✓	✓✓	✓✓✓
Receive support to create professional presentations for delivery to industry stakeholders	✓	✓	✓
Letter of support for grants, awards and other formal applications	✓	✓✓	✓✓
Support for writing visitor economy related grant funding applications	✓	✓✓	✓✓
TCCI Workplace Relations support (two free calls to the TCCI Helpline, plus Workplace Relations consultancy at base member rates)	✓	✓	✓
TCCI Workplace Health and Safety specialist services	✓	✓	✓
DEVELOPMENT AND TRAINING			
Receive information about regional workshops, events or training opportunities	✓	✓	✓
Access to the "Know your neighbour" regional famil program	✓	✓✓	✓✓✓
Member prices for TCCI events and TCCI training	✓	✓	✓
DIRECTORY			
Access to DST Member Directory	✓	✓	✓
Be listed in DST Member Directory	✓	✓	✓
MARKETING			
Be part of the destination marketing content for southern Tasmania	✓	✓	✓
Potential to be included in marketing collateral (suggested itineraries, blogs, etc.)	✓	✓	✓
Access Destination Southern Tasmania's image library	✓	✓	✓
REGIONAL TOURING MAP (DISTRIBUTED STATE-WIDE)			
Distribution of "There's more to explore" Map (2019/2020 edition) and copies for your customers	✓	✓	✓
REACHING CONSUMERS			
ATDW support	✓	✓	✓
List your events on Hobart and Beyond website	✓	✓	✓
Product listing on Hobart and Beyond website	✓	✓	✓
Opportunity to participate in regional marketing initiatives or cooperative marketing activities	✓	✓	✓
Access negotiated advertising rates with our partners	✓	✓	✓
Keep us updated with your news and events (to share with corporate partners and consumers)	✓	✓	✓
Feature as a 'Top Picks' selection on Hobart and Beyond website		✓	✓
Opportunity to provide experiences for competitions and promotions to raise awareness for your product and build advocacy	✓	✓	✓
Upload your professional images for DST to use to market your experience in our blogs	✓	✓	✓
Dedicated blog on Hobart and Beyond. Written for you, by us.			✓
REGIONAL ADVOCACY			
Media support for product launches, innovation and business news	✓	✓	✓
DST advocates on key-industry issues and supports pro-tourism policies and sustainable investment	✓	✓	✓
Eligibility to vote at the AGM	✓	✓	✓
Eligibility for election to the Board	✓	✓	✓
TOTAL COST OF MEMBERSHIP (FOR MEMBERSHIP YEAR ENDING 31 MARCH 2021) (plus GST)	\$435 \$217.50	\$970 \$485	\$2100 \$1050

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