

# DST Membership Snapshot

1 April 2021 – 31 March 2022

DESTINATION  
SOUTHERN  
TASMANIA



## Who are we?

Destination Southern Tasmania (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 and 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 full suite of 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 of news and opportunities.
- You'll be able to tap into our **industry development and networking program** which will enable you to access advice, support, resources and knowledge whilst also connecting with other industry operators with whom you can share and collaborate.
- As a DST member, you will receive a **subsidiary 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 to encourage visitors to explore further, stay longer and spend more throughout southern Tasmania. We do this through our owned digital channels, strategic partnerships and advocacy.

- You'll have a presence on the **Hobart and Beyond website**, which has over 200,000 visits a year, and you'll be able to leverage off our high performing **social media channels**.
- You'll have the chance to spread the word about your business through our **extensive digital network** (including blogs) and **PR activities**.
- You'll have 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 I join?

Membership is a vital part of our structure. Not being solely reliant on external funding not only reduces financial risk, but also brings a level of autonomy to DST, making it a truly industry-led organisation. Membership is a mechanism for cohesion and collaboration, both of which are vital to recovery over the coming years. 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.

## COVID-19 Recovery

There has never been a more important time for unity, connection and mutual support as we face the road to recovery, post-COVID-19. Not only is this essential for the tourism industry as a whole but also for individual operators. To that end, **DST is supporting our members in 2021-22 with a 50% reduction in fees to aid cash flow in recovery**. This affects our cash reserves but will not lessen the value proposition you are offered.

## Which level of membership is right for me?

### ESSENTIAL

For tourism businesses with one product or outlet and 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

Ultimate memberships are negotiated on a case by case basis. They are for operators with multiple outlets or products and for those 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](https://southerntasmania.com.au/membership)

# 2021–22 DST Membership Benefits

## INDUSTRY DEVELOPMENT

### INDUSTRY COMMUNICATIONS

- Membership certificate, sticker and logo use
- Receive monthly e-news and updates
- 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
- Member rates for advertising in TCCI newsletters and/or the Tasmanian Business Reporter

### 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
- 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
- Access to member rates for TCCI events and training
- Member rate for our subsidised business development consultancy programs

### DIRECTORY

- Access to DST Member Directory
- Be listed in DST Member Directory

## MARKETING

- Potential to be included in marketing collateral (suggested itineraries, blogs, etc.)
- 30% reduction for brochure display at Brooke Street Pier with Tourism Brochure Exchange (limited availability: first come, first served)

### REACHING CONSUMERS (DIGITAL MARKETING)

- ATDW support
- Opportunity to participate in regional marketing initiatives or cooperative marketing activities
- Keep us updated with your news/events (to share with corporate partners and consumers)
- Feature as a 'Top Picks' selection on Hobart and Beyond website (Premium and Ultimate members only)
- 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 about your business, written for you by us and promoted through Hobart and Beyond (value \$700, included in Ultimate level membership)

## REGIONAL ADVOCACY

- Media advocacy for product launches, innovation and business news
- DST advocates on key-industry issues, and supports pro tourism policies and sustainable investment
- DST coordinates connection, communication and consultation between stakeholders
- DST holds a position on the Tourism Industry Council Tasmania Board
- Eligibility to vote at the AGM
- Eligibility for election to the Board

### TOTAL COST OF MEMBERSHIP 1 APRIL 2021 – 31 MARCH 2022 (plus GST)

**ESSENTIAL:** ~~\$444~~ **\$222**  
**PREMIUM:** ~~\$990~~ **\$495**  
**ULTIMATE:** ~~\$2140~~ **\$1070**

50% REDUCTION IN MEMBERSHIP FEES  
TO AID IN COVID RECOVERY

**JOIN ONLINE NOW:** [southerntasmania.com.au/membership](https://southerntasmania.com.au/membership)  
or contact us on 6223 5650 or [membership@southerntasmania.com.au](mailto:membership@southerntasmania.com.au)