






MEMBERSHIP PROSPECTUS

**Cocos Keeling Islands
Tourism Association 2015**



1st October 2014 – 30th September 2015

Our brand values:

-  We work together; the whole is greater than the sum of parts.
-  We respect our islands' individuality and our visitors desire to explore their hobby.
-  We will provide them the information, guidance and service to make it a holiday they will never forget.

Our Role

The Cocos Keeling Islands Tourism Association (CKITA) performs two distinct roles; firstly as a Visitor Centre - disseminating information to visitors, and secondly as a Regional Tourism Organisation - responsible for the strategic marketing of the Islands to domestic and international consumers, media and trade.

The incorporated association is non-profit and member based. It is directed by an eight person committee and employs a Visitor Centre Manager, a part time Marketing Manager and casual Visitor Centre staff.

The CKITA plays a pivotal role that bridges its members with regional and national tourism bodies, government and the wider tourism industry with the objective of strategically managing, leading and developing tourism on the Cocos Keeling Islands.

We value these partnerships and recognise the importance of working together in order to achieve common goals – exceptional visitor servicing, increased awareness of the destination, greater visitor numbers, longer length of stay and higher expenditure.

Enable Us

The organisation is funded by tourism industry stakeholders (via membership and cooperative marketing), commissions, merchandise sales, events and the Department of Infrastructure and Regional Development.

We invite those that would like to share our commitment to the development of sustainable tourism on the islands to join the CKITA. Membership fees and cooperative activities enable us to more effectively promote the Cocos Keeling Islands to the world – which helps us all.

Kerenda Keogh

Visitor Centre Manager
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Jules Bush

Marketing Manager
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[#CocosKeelingIslands](https://www.instagram.com/CocosKeelingIslands)

What we can do for you...








As a Visitor Centre

-  Product promotion by staff (walk-in, email and phone enquiries) 6 days a week
-  Brochure rack display
-  Accommodation and tour booking service (*11% commission rate)
-  Sell merchandise (*15% commission rate)
-  Inclusion within the 'What's On' guide
-  Eligible for 'Visitor Choice' Award
-  Stand for CKITA Management Committee
-  Receive email updates and latest industry news
-  Voting rights at CKITA AGM
-  Participate in industry functions, seminars and workshops

As a Marketing body

-  Promotion at Trade and Consumer events via Destination Brochure
-  Product feature on Social Media and e-newsletter distribution
-  Promotion via media and trade familiarisation visits (*minimum 50% advertised rack rate)
-  Co-operative marketing opportunities
-  Discounted advertising rates
-  Destination brochure distribution
-  Eligible to enter the Australia's Indian Ocean Islands biannual 'Tourism Awards'
-  Destination advertising and niche campaigns
-  Provide marketing and social media assistance

On our Website

-  24/7 Online booking service
-  Business listing on www.cocoskeelingislands.com.au
-  Expert local knowledge on destination
-  Unlimited free amendments to listing
-  24/7 Online retail sales
-  Listings in multiple sections
-  Electronic download version of Destination Brochure

MEMBERSHIP CRITERIA 2015

By becoming a member of CKITA you acknowledge and agree to be bound by the CKITA Rules and Constitution (available from the Visitor Centre), Code of Conduct (available online) and CKITA Terms and Conditions. The terms and conditions are set out below

Industry Best Practice

- CKITA members are required to meet Local and Federal statutory regulations and must hold all required licenses, permits, approvals and authorities to operate their business. If you are unsure of your obligations seek legal advice.
- CKITA members must comply with the laws of Australia and ensure all contracts and terms of business are clear, concise and honoured in full and all dealings are ethical and fair.
- New Business Membership applications must be accompanied by applicable copies of;

1. Current Public Liability Insurance Certificate	4. Government licenses
2. Business Name Registration	5. Certificate of Incorporation
3. Shire approvals	
- Any subsequent changes to these items must be notified to CKITA. CKITA reserves the right to ask for copies at any time with reasonable notice.
- CKITA members are required to hold public liability insurance for at least \$5 million cover and provide a copy of Certificate of Currency with membership application and renewal.

Commissions

- Members accept bookings from the CKITA and pay commissions for those bookings.
 - Accommodation and tour commission rate is 11% (effective from 1st April 2015)
 - Merchandise commission rate is 15% (effective from 1st January 2015)

Bookeasy

- Members with a bookable product/service must undertake to list on Bookeasy (full training is provided by the CKITA). Only those members with bookable products/services listed on Bookeasy will be booked by CKITA (effective 1st April 2015).
- Availability for the supply of your product/service as shown on your Bookeasy page must be honoured. Members are directly responsible for updating rates and availability in Bookeasy on a daily basis and are notified that this is a condition of CKITA Membership.
- Maintain cancellation policies and/or additional service charges.
- If a member is unable to provide the product/service to a customer after the booking with the customer has been confirmed in writing, the member must provide an alternative product/service of a similar or better standard at the member's expense. This requirement is pursuant to the Trade Practices Act 1974.
- Members must ensure that retail sell price for all accommodation and tour services listed on Bookeasy will not be above the members own retail sell rate via all on-line and off-line sales channels. If a member does offer a lower retail rate via any means the member agrees that CKITA will be able to access such rates in order to price match and the usual commission rate applies. This is a condition of membership.
- CKITA are not authorized to make changes to a member's Bookeasy business page content, unless it is received in writing. The CKITA take no responsibility for errors made by staff changing information in this circumstance.

Membership Application/Renewal Form - 1st October 2014 to 30th September 2015

Business Name: _____

Trading Name(s) 1: _____ **2:** _____

(if different from above)

Trading Name 3: _____ **4:** _____

Business Address: _____

Postal Address: _____

Main Contact Name: _____ **ABN:** _____

(AGM voting rights)

Phone: _____ **Fax:** _____

Email address: _____

Website address: _____

☐ **BUSINESS Membership** \$250

☐ **ASSOCIATE Membership** \$60 (Tourism supporters either individual or non-for-profit community groups - not available for sole traders or ABN holders)

New Membership applications only;

Nominated by: _____
(CKITA Member) (Name) (Signature) (Date)

Seconded by: _____
(CKITA Member) (Name) (Signature) (Date)

Please include;

- ☐ Copy of current **Certificate of Currency** for a minimum of \$5M public liability insurance
- ☐ Any **Additional Business Information** (e.g. Flyer / Brochure for racking, Product images, Company bio, Opening hours etc.) for the Visitor Centre use
- ☐ Where applicable ensure your Bookeasy profile is loaded with your;
 - **Prices / Rates**
 - **Booking Cancellation Policy**
 - **Inventory**
 - **Accommodation / Tour details**

Payment Options – Total amount due: \$ _____

- ☐ **Direct Deposit** to Cocos Islands Tourism Assoc. BSB: 066 001 Account No: 1042 8074
- ☐ **Cheque:** Please make payable to the Cocos Keeling Islands Tourism Association
- ☐ **Cash:** Payment in person at the CKI Visitor Centre
- ☐ **EFTPOS:** Payment in person at the CKI Visitor Centre
- ☐ **Credit Card** Number: _____ Expiry: ____/____/____
Name on Card: _____ Signature: _____

Please forward your completed Membership application and payment by the **31st October 2014**

Membership
Cocos Keeling Islands Visitor Centre
PO Box 1030, Cocos Keeling Islands
Indian Ocean WA 6799

Agreement and Warranty

I / WE agree and warrant that I / we will operate according to the Membership Criteria including Industry Best Practice, Commissions, Bookeasy and;

- The CKITA shall act as Booking Agent to promote and sell my product
- Rate of commission for Tour and Accommodation guest bookings travelling from 1st April 2015 will be 11%
- Rate of commission for Merchandise sold from 1st January 2015 will be 15%
- I acknowledge that I must provide the CKITA with copies of brochures / flyers and business information, and update Bookeasy daily with inventory, cancellation policy and rates
- CKITA will receive full payment from the customer for all bookings made
- Payments (less commission) will be paid monthly into the bank account nominated below

Name: _____ Signature: _____

Title: _____ Date: _____

Bank: _____ Account Name: _____

BSB: _____ Account number: _____

Office Use Only		
Sighted By:	Date:	CKITA Committee follow-up
_____	_____	YES NO