

MEMBERSHIP APPLICATION – FOOD AND DRINK BUSINESSES

The Gourmet Coast Trail (GCT) Inc is a member-based community association of food-related businesses founded with the objective of building year-round food tourism on the far south coast of NSW.

To this end, the Association has established a website and program of marketing campaigns to promote a food trail covering the geographic coastal area bordered by Batemans Bay to Eden: [www.gourmetcoasttrail.com.au](http://www.gourmetcoasttrail.com.au/)

To be part of this exciting collective marketing program, please submit the attached membership application form.

## Benefits of GCT membership

* We connect and promote culinary delights across council boundaries to build a critical mass that attracts tourists and encourages them to explore the region
* We reach and attract adventurous, food-loving tourists from Canberra, Sydney and Melbourne by championing the finest gastronomic produce, products and experiences the Far South Coast has to offer
* We maximize your online exposure through both geographic and thematic itineraries and map-based listings with links to your website
* We extend your social media reach through our network of followers and members, partnerships with marketing agencies and paid advertising (In 2022-23 we will spend over $50,000 on SEO and paid digital placement for the Gourmet Coast Trail).

As a member, your business will receive:

* An individual profile page on the Gourmet Coast Trail website with hyperlinks to your business website and social media
* Inclusion on the Gourmet Coast Trail interactive map
* Inclusion on at least one suggested itinerary listed on the website
* Social media posts about your business to our followers and via our media partners
* Use of visual assets that we create for collective marketing
* Voting rights for the association (one vote per membership)

## Eligibility criteria

To be eligible to be a member of the Gourmet Coast Trail Association, your business must:

* Be food or drink-focused
* Provide a culinary product or experience with consistency and exceptional quality.
* Be located within the geographic area of Batemans Bay – Eden – Nimmitabel.
* Create a taste of the region by featuring key local ingredients or having characteristics distinctive of the region.
* Provide a product that supports the Gourmet Coast brand values:
	+ People: Welcoming, knowledgeable, intriguing
	+ Place: Beautiful, unique, relaxed, uncrowded, open
	+ Produce: Distinctive, fresh, local, delicious, abundant

Before your products or experiences are listed on the website, you will need to:

* Hold public liability insurances
* Have Council approval for all your business activities marketed through the Gourmet Coast Trail
* Accept all legal responsibility and responsibility for relationship management with customers of your products and experiential package/s
* Provide the required information and professional-quality photos for the Gourmet Coast trail website
* Pay the membership fee
* Agree to our terms and conditions

As members of the Gourmet Coast Trail, we take a collaborative approach to promoting tourism in this region. By sharing information about other businesses on the trail, we will each help grow the brand of our region.

## Cost and period of membership

* Period of membership: Financial year (1 July –30 June) No pro-rata
* Renewing member fee: Annual fee $200 inc GST
* New member fee: One-off registration $50 + Annual fee $200 = $250 inc GST
* Food Markets fee: Free in 2022-23
* Renewals: We will send you a renewal notice in April
* Update fees: We will upload one round of new photos each year for free

We will make one round of content changes each year for free

Additional content changes cost $88 per round of editing

## How to Apply

If you would like to apply for membership, please complete the attached form and return to eat@gourmetcoast.com.au or complete the online form at www.gourmetcoasttrail.com.au (find it on the About Us page)

## Photo tips

We love:

* Clear, high-resolution images
* Close ups of styled food taken under even light
* Smiling people looking at each other or the camera (not down at their plates)
* Photos that show your special view or location

We prefer not to use:

* Photos with uneven light eg. Shadows, direct sunlight
* Images featuring ‘cheap’ or ‘throwaway’ items such as salt sachets, sauce containers, plastic items or takeaway cups
* Photos that feature food prices
* Photos that feature branded products or clothing
* Images that feature people who have not given their permission to be photographed

## Queries

Email: eat@gourmetcoasttrail.com.au Phone: Lucy 0411 073 706

**Application for Membership – Gourmet Coast Trail**

Please complete this form and email it with your photographs to eat@gourmetcoasttrail.com.au

**Contact Details for Billing (Not for Publication)**

|  |  |
| --- | --- |
| Contact Name |  |
| Contact email |  |
| Contact Phone |  |
| Billing postal address |  |
| New or Renewing |  |

**Business Details for Publication**

|  |  |
| --- | --- |
| Business Name |  |
| Business physical address |  |
| Business website |  |
| Business phone |  |
| Business public email |  |
| Facebook link |  |
| Instagram link |  |
| Experience category | **Delete categories that do not apply**Breakfast / Lunch / Dinner / Coffee / Catering / Functions / Cellar Door, Breweries & Bars / Farm Visit / Oysters / Tour / Workshops & Classes / Shop / Online order |
| Accessible | Yes / No |
| Dogs welcome | Yes / No |
| Parking | Yes / No |
| EV Charge point | Yes / No |
| Free wifi | Yes / No |
| Other notable facilities |  |
| 100 words about your business | *Please note we will edit this information to achieve a common tone of voice for the Gourmet Coast Trail brand and to highlight features of your business that will appeal most to our target market.* |
| How does your business create a taste of the region? | *For example:**We feature local ingredients whenever available**We make all our products here**We make products unique to our region eg. Oystershell gin made with local oysters* |
| What demonstrates that your food is of exceptional quality? | *For example: awards, reviews, customer feedback, who else uses your product, quality of your team, innovation in your production, innovation of your recipes* |
| Other locations on the Gourmet Coast where your products are sold | *If applicable, tell us where you sell your products other than the business address listed above* |
| Business logo attached  | *Yes / No* |
| Photo 1 credit information | *Include credit information only if pre-existing licences require it to be shown.*  |
| Photo 2 credit information |  |
| Photo 3 credit information |  |
| Photo 4 credit information |  |

**By submitting this form, I accept the following terms and conditions:**

1. I am an authorised representative of the business named on this form
2. The named business will uphold the brand values and collegial spirit of the collective marketing philosophy of the Gourmet Coast Trail Association Inc
3. This application is for the accommodation element of the named business at one location only (the application does not cover multiple properties or locations or any food businesses owned by or associated with the named business, including in-house meal options)
4. The Gourmet Coast Trail Association Inc is permitted to change or edit the supplied content at its discretion
5. The named business will maintain its owned online presence (website and social media)
6. The named business will notify the Gourmet Coast Trail Association Inc of any changes to its details
7. The named business owns the copyright or unrestricted licence of any images and content it supplies, and grants to the Gourmet Coast Trail an unlimited, unrestricted and royalty-free licence to use the images and content in perpetuity
8. The Gourmet Coast Trail Association Inc may promote the named business in any of its marketing activities, including with third parties
9. The period of advertising ends on 30 June of each year
10. Advertising fees are non-refundable
11. The named business will maintain appropriate insurances, approvals and certification to operate
12. The named business indemnifies the Gourmet Coast Trail Association Inc against any claim made in relation to the information, products and services provided by the named business
13. The named business accepts all responsibility for relationship management with its customers regarding the advertised information, products and services
14. The Gourmet Coast Trail Association Inc may suspend the named business’ advertising on the Gourmet Coast Trail website without compensation if these conditions are breached, membership lapses, the business ceases to operate, or the named business does not uphold acceptable standards of service, hygiene or facilities.
15. As a member of the Gourmet Coast Trail, I understand the focus is on collaborative and collective marketing. To help grow food tourism and the gourmet brand of our region, I agree to:
• Place a link to the Gourmet Coast Trail website on our business website
• “Like” the Gourmet Coast Trail social media pages
• Share selected Gourmet Coast Trail social media posts and pages with our own customer base
• Include the specified Gourmet Coast Trail tags in our social posts
• Display the Gourmet Coast Trail’s branded collateral at our business and logo on our website
• Participate in free collective marketing initiatives of the GCT
• Advocate for the Gourmet Coast Trail at community, business and industry events

|  |  |
| --- | --- |
| Name of authorised representative |  |
| Signature |  |
| Date |  |

