


SYDNEY —
MELBOURNE
TOURING

ROADTRIP TO RECOVERY

PROSPECTUS

2022 - 2023

Sydney Melbourne Touring,
delivering self-drive tourism
marketing programs since 2006



**Sea Cliff Bridge
on the Grand Pacific Drive,
part of the
Sydney Melbourne Touring
experience**

**SYDNEY —
MELBOURNE
TOURING**

REAL ROADTRIPS, REAL EXPERIENCES

The Sydney to Melbourne road trips are among Australia's most treasured touring routes.

Sydney, Melbourne and Canberra hold fresh opportunities and renewed appeal for businesses and visitors alike in the post-Covid landscape.

The Sydney Melbourne Touring team have over 15 years of strong relationships with travel buyers around the globe, who trust and support our recommendations. This enables us to return to global buyers with enhanced 2022 itineraries, knowing that we will be supported by the travel trade.

For visitors, the chance to drive at their own pace, stay in unique towns, engage with nature, experience wildlife and meet locals is now more appealing than ever.

For businesses, ingenuity resourcefulness and resilience are the new currency.

✕
SYDNEY — ✕
✕ MELBOURNE
COASTAL ✕ ✕
✕ DISCOVERY

✕
SYDNEY — ✕
✕ MELBOURNE
INLAND ✕ ✕
✕ DISCOVERY



SYDNEY MELBOURNE TOURING OFFERS YOUR MOST AFFORDABLE REACH TO THE INTERNATIONAL TRAVEL TRADE

**“ There were
81 thousand
visitor arrivals
during the month
of February
2022. ”**

**TOURISM
AUSTRALIA**



SMT has invested fifteen plus years working alongside the international trade in key self-drive markets such as the UK, Europe, North America, South East Asia and New Zealand. Our relationships with decision makers worldwide are stronger than ever.

Our marketing team is called upon to provide advice on itinerary development, provide images and video content, training for retail travel staff, new product updates, familiarisation planning, working with international media and assisting with inbound operator requests.

Our international program puts your business on the front line for international buyers who are hungry to start selling the SMT route once more.

**“ Australia
opens its
borders
to overseas
travellers. ”**

**FEBRUARY 21, 2022
TOURISM AUSTRALIA**



RENEWED DOMESTIC FOCUS

Active Social Media Channels

Facebook
Instagram
Pinterest

10,000+ monthly views
& engagement



**“For Visit Victoria,
2022 has been an enormous
opportunity to change
gears and work with
people across the State
to collectively drive the
return of visitors.”**

**- Brendan McClements
CEO, Visit Victoria**

**The Sydney Melbourne Touring Marketing
Program gives you access to an increasing
number of visitors, via a variety of options.**

Sydney Melbourne Touring has completely revamped its website with a new consumer focus. The new site allows the consumer to plan their trip with much more detailed information available to do this. All partners in our domestic marketing program will have a listing on the website that can appear or be added to the trip planner and the book now button directs to your chosen booking engine or site.

Our social media channels include greater consumer interaction with not only regular postings and updates, but on-location live streaming and greater exposure for events and activities along each drive as they occur.

Working with Visit Victoria, VisitCanberra and the many regional tourism bodies along the way, Sydney Melbourne Touring is perfectly positioned to build on the road trip awareness from our major domestic markets.



COMMITTEE OF MANAGEMENT AND FUNDING PARTNERS



Since 2006, Sydney Melbourne Touring has operated as a not for profit marketing organisation with robust stakeholder partnerships that have strengthened through the pandemic. These stakeholders oversee the strategic direction and marketing programs and hold a combined experience of over 100 years in working in the visitor economy sector.





PROGRAM DELIVERY

Sydney Melbourne Touring has over 15 years experience in road trip marketing.

Our experienced marketing team, led by Paul Cooper for 13 years, delivers the program through a comprehensive marketing action plan.

The SMT Committee is made up of representatives from state and regional tourism organisations from along the member touring routes, each contributing a day each quarter to oversee the strategic direction and review the key performance indicators.

PLANNED ACTIVITIES 2022 – 2023

DOMESTIC

- Social Media marketing targeting domestic travellers through Facebook, Instagram and Pinterest;
- Deliver a regular live stream program that supports events and communities along both the Inland and Coastal Discoveries;
- Creation of more website blogs and itineraries featuring supporting industry operators;
- Quarterly industry newsletter;
- Echo and amplify local and regional posts through the SMT social and traditional media channels;
- Develop more image and video content on the visitor hot spots along each drive.

INTERNATIONAL

- Attendance at the Australian Tourism Exchange, Australia's largest onshore tourism trade event;
- Participate in trade missions, sales calls and agent training at least once in North America, the UK and Europe, New Zealand and South East Asia;
- Participate in co-operative marketing campaigns with international trade partners;
- Participate in Tourism Australia and state organised tourism events including marketplace, Corroboree, Destination Australia conference and other activities both in market and on shore;
- Bi-annual trade newsletters;
- Develop new product releases for international media and trade;
- Offer a new product development service for any established tourism business seeking to enter the international trade space;
- Continue to support the Australian Tourism Export Council (ATEC) and attend ATEC events and meeting schedules;
- Conduct regular calls and offer training services for inbound tour operator partners;
- Host familiarisation tours for international media and trade;
- Tourism Australia staff briefing and updates.



LEVEL 1 PRODUCT PARTNER PACKAGE



Choose from three levels to put your product in front of domestic consumers or over 1,000 Aussie Specialist travel agents, trade wholesalers and product managers as well as the key Inbound Tour Operators in Australia.



LEVEL 1 DOMESTIC PARTNER (OPEN TO ANY BUSINESS) \$395 PLUS GST

Includes:

1. Listing on the SMT website
2. Commission free booking button on the SMT website
3. Opportunity to feature in blogs & social media channels
4. Receive the SMT quarterly newsletter
5. Opportunity to be a part of the live-stream events
6. Preferred stop for all famils & referrals

Program end date is 30 June 2023



LEVEL 2 PRODUCT PARTNER PACKAGE

LEVEL 2

INTERNATIONAL PARTNER (TRADE CRITERIA APPLIES)

\$850 PLUS GST

**Receive all benefits
of Domestic Partner plus:**

1. Listed in the SMT international product manual
2. Dedicated exposure at all international trade appointments and training
3. New product updates or stories in bi-annual trade newsletters
4. Represented at all on-shore and off-shore international trade events
5. Greater priority for famils and trade events
6. Dedicated social media and campaign access

Program end date is 30 June 2023

TRADE CRITERIA:

Participants in Level Two must be inbound ready. This includes, but is not limited to:

- Incorporate appropriate commission in standard rack rate;
- Either a track record of working with the traditional travel trade or prepared to enter commission rate agreements with inbound tour operators within the first six months of the program.

Any tourism business can choose to be inbound ready, however it is strongly recommended the domestic side of the business is successfully up and running before expanding into the international trade area.

Sydney Melbourne Touring, Visit Victoria, VisitCanberra and Tourism Australia can assist with no-cost training and further information on ensuring your product has planned for inbound success.





LEVEL 3 PRODUCT PARTNER PACKAGE

Your product will be featured with images and a detailed listing in the SMT Product Manual & distributed to travel trade professionals electronically.

This package offers you an extremely cost effective option for ensuring your product is internationally visible and able to be accessed easily by the international trade.

LEVEL 3 GOLD PARTNER (LEVEL 2 TRADE CRITERIA APPLIES) \$2,000 PLUS GST

Receive all benefits of Domestic and International Partner plus:

1. First priority on all famils and trade events
2. Opportunity for invitation to join SMT on select in market training and sales calls
3. Opportunity to be the host venue for live streams
4. Dedicated social media campaigns
5. First priority for referrals and buyer requests to meet product gaps
6. Greater exposure in the SMT product manual and online

Program end date
is 30 June 2023



GET IN CONTACT

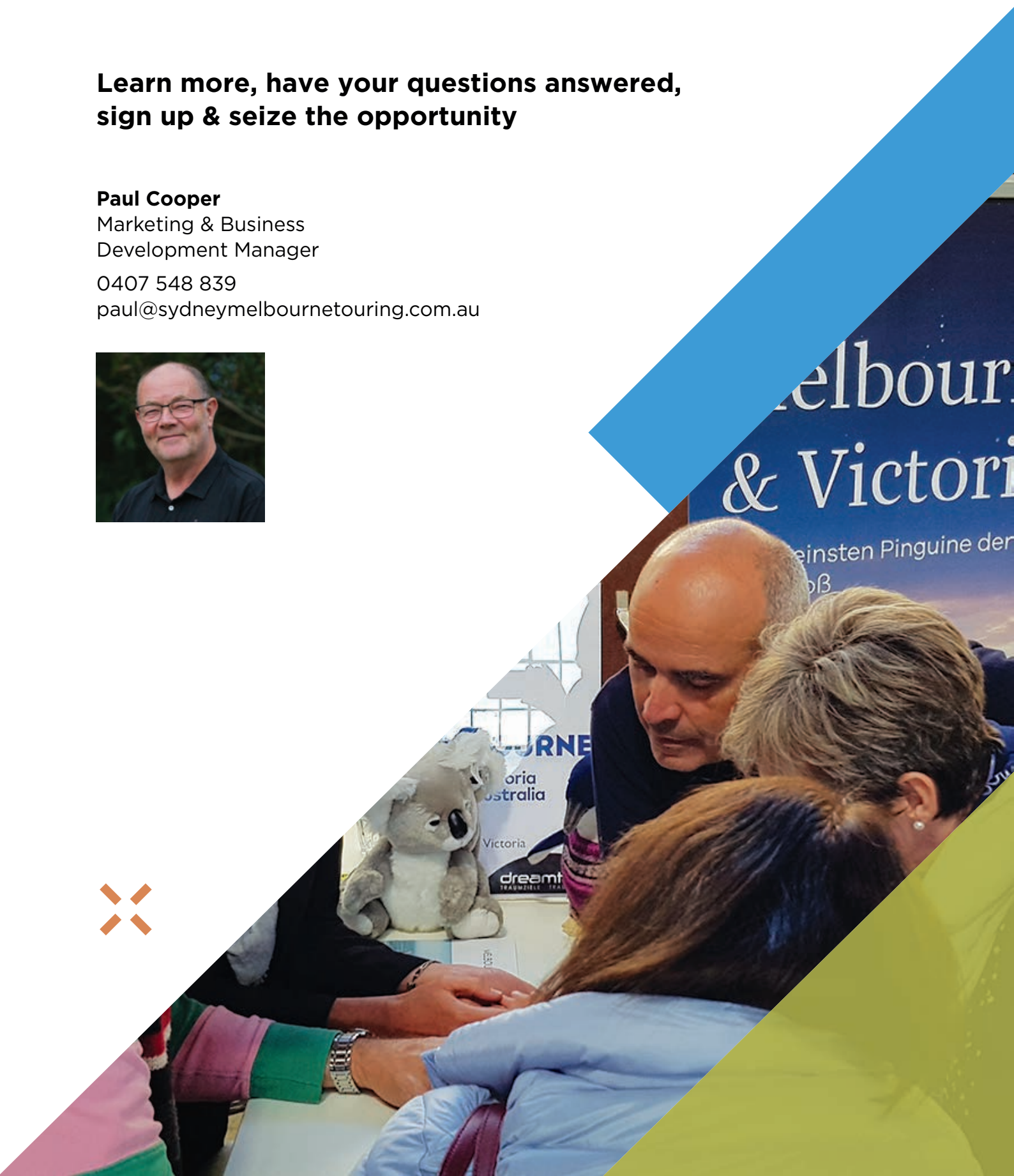
**Learn more, have your questions answered,
sign up & seize the opportunity**

Paul Cooper

Marketing & Business
Development Manager

0407 548 839

paul@sydneymelbournetouring.com.au



2022-23 Product Partnership Application

Sydney-Melbourne Touring Inc (Sydney-Melbourne Touring) TAX INVOICE

ABN: 68 279 509 093

This form becomes a tax invoice once bookings are confirmed and payments processed.
Please make a copy for your records.

Where to return your form

Email:

Send your completed form to Paul Cooper
paul@sydney-melbournetouring.com.au

Mail:

Post your completed form to Sydney-Melbourne Touring
PO Box 430, San Remo VIC 3925

YOUR CONTACT INFORMATION

☐ Mr ☐ Mrs ☐ Ms ☐ Miss

First name:

Surname:

Job title:

Product Name:

Street Address:

State:

Postcode:

Postal Address:

State:

Postcode:

Phone:

Email:

Website:

ABN:

Facebook:

PRODUCT PARTNERSHIP CATEGORY

☐ Level one: Website and Social Media

\$395 plus \$39.50 GST = \$434.50

☐ Level two: Inbound Trade Partner

\$850 plus \$85 GST = \$935

☐ Level three: Gold Partners

\$2,000 plus \$200 GST = \$2,200

2022-2023 PRODUCT PARTNERSHIP PROSPECTUS

PAYMENT

Please nominate your preferred payment method:

☐ **EFT / Direct Deposit***

Account Name: Sydney-Melbourne Touring Inc
Bank: National Australia Bank
BSB: 083 932 **Account Number:** 75 253 8065

*Please include your business name as the reference for confirmation purposes

☐ **Cheque** (Payable to 'Sydney-Melbourne Touring Inc'.)

Send your cheque along with a copy of this form to:
Sydney-Melbourne Touring Inc., PO Box 430, San Remo VIC 3925

TERMS & CONDITIONS

1. Completion and signature of this product partnership form constitutes a binding agreement to participate in the Sydney-Melbourne Touring Marketing Program in accordance with these terms and conditions.
2. The participant agrees to ensure that its conduct or any information or material provided by it or published for it does not contain any defamatory, slanderous, misleading or deceptive material or any infringement of copyright or otherwise contravene laws and regulations in force in Australia.
3. Sydney-Melbourne Touring reserves the right to refuse any substandard materials and to edit copy & images supplied to fit ad themes and templates.
4. Onus is on the participant to ensure that images meet all relevant copyright laws.
5. Onus is solely on the participant to ensure that all information in any advertisements in Sydney- Melbourne Touring collateral is correct. Proofs will be returned by email only.
6. Failure to provide any material by the appropriate deadlines will result in cancellation and loss of any monies paid.
7. The participant agrees to indemnify and hold harmless the Sydney-Melbourne Touring Committee and the Sydney-Melbourne Touring Marketing and Business Development team from and against all losses, liabilities, proceedings, claims, expenses and other costs arising directly or indirectly as a result of or in connection with the promotion of the product or facilities of the participant.
8. When participating in the Level two and three partnership, the participant agrees to provide appropriate commission off the published retail rate to international wholesalers and Inbound Tour Operators as required.
9. The participant agrees to participate in media and trade familiarisations as required, pending availability.
10. The participant agrees to make high quality images available for international wholesalers and media as required.
11. Sydney-Melbourne Touring will not be liable in any manner for loss or damage to any film, artwork, or other materials, which may be supplied.
12. When participating in Level two and three partnership, the Sydney-Melbourne Touring Management Team reserves the right to with- draw a property from the program if it is deemed to be not suitable for the international travel industry, in which case the participation fee may be proportionally refunded.
13. Participation in the program, including listings in the Product Manual is not confirmed until payment has been received and the selection criteria has been met.
14. Sydney-Melbourne Touring is not an Inbound Tour Operator, wholesaler or travel agent and can not negotiate on behalf of members. All contracts are to be negotiated direct.
15. The 2022-23 Product Partnership will be valid for a minimum of 12 months.

I have read and agree to the terms and conditions of product partnership in the Sydney-Melbourne Touring Marketing Program.

Signature: _____ Date: _____

Full partnership and application enquiries:

Paul Cooper,
Marketing & Business Development Manager
M: 0407 548 839
E: paul@sydneymelbournetouring.com.au

Full payment and financial enquiries:

Helen Rose, Finance Officer
P: 03 5156 1303
E: finance@sydneymelbournetouring.com.au





PROSPECTUS 2022 - 2023

