

Sapphire Coast Tourism Membership Prospectus 2010



About Us

Welcome...

Sapphire Coast Tourism (SCT) is a membership based not for profit and self funded organisation. Membership is derived from a diverse range of backgrounds including accommodation providers, tour operators, retail businesses, restaurants, cafes, clubs, galleries and local organisations just to name a few. All of these businesses share one goal in common – they are committed to the development of sustainable tourism within our region. It is the aim of SCT to encourage the partnership of these members, which will in turn, benefit the region as a whole. Tourism is the backbone of our economy and every dollar spent has a multiplier effect of 2.5 times within the local community.

SCT was run by the Bega Valley Shire Council (BVSC) until 2006 and still receives core funding from Council. Council also provides the use of Council premises for the operation of Visitor Centres in Bermagui, Eden and Merimbula. Bega Cheese hosts the Bega Visitor Centre and Cobargo runs its own local Tourist Information Centre.

A board of directors now runs Sapphire Coast Tourism. The SCT current board consists of the following eight directors:

DIRECTOR	POSITION HELD	TIME PERIOD	YEARS NOMINATED
Bruce Leaver	General/Chairman	2 years	2008 – 2010
Gordon Beattie	General/Deputy Chair	2 years	2008 – 2010
Tony Allen	Council Rep	2 years	2008 – 2010
Barry Harrison	Tourism	2 years	2009 – 2011
Janette Neilson	General	2 years	2009 – 2011
Tim Shepherd	General	2 years	2008 – 2010
Grant Webster	General	2 years	2008 – 2010
Robert White	Tourism	2 years	2009 – 2011

SCT is responsible for the strategic marketing of the Sapphire Coast region to domestic and international consumers, trade, media and business.

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The Region and its Partnerships

The Sapphire Coast sits within the Bega Valley Shire and is located on the Far South Coast of New South Wales approximately half way between Sydney and Melbourne. The Shire's coastal fringe extends from Wallaga Lake (Bermagui) in the north to Cape Howe and the Victorian border in the south. Collectively, this 106-kilometre section of coastline forms the beautiful Sapphire Coast. The Sapphire Coast also travels inland to west of Bemboka – the higher peaks of the Great Dividing Range giving way to the rolling hills and hinterlands, numerous rivers, streams and lakes. Undoubtedly it is the natural environment that attracts residents and visitors to our area.

The region of the Sapphire Coast offers a magnificent diversity of coastal, forest, mountain and rural country. Its natural, unspoiled environment provides the atmosphere for a peaceful, relaxing or adventurous visit in contact with Australia's unique flora and fauna. The variety of natural experiences and the mildness of our climate identifies the Sapphire Coast as an all-season destination.

The South Coast also takes pride in the richness of our cultural assets. From our many festivals; our extensive and quality artistic scene; our craft and artisan villages as well as our unique indigenous and European heritage – the Sapphire Coast offers a much broader dimension to the visitor, to complement the attractions of our beautiful natural environment.

Featuring country towns and villages, vast tracts of National Parks and State Forests, significant indigenous sites, abundant wildlife and vibrant communities, as a whole the Bega Valley Shire covers an area of some 6,052 square kilometres.

SCT is a member of the South Coast Regional Tourism Organisation (SCRTO), the peak marketing body for the greater region which includes six Local Government Tourism Organisations (LGTOs) spanning from Wollongong down to the Victorian border. Marketing of the South Coast as an entity is undertaken in partnership with Tourism NSW (TNSW) including extensive media advertising and journalist visits, on-line marketing, public relations and trade marketing.

SCT also has access to the Sydney-Melbourne Coastal Drive (SMCD) under the umbrella of Sydney/Melbourne Touring (SMT), funded by TNSW, Tourism Victoria and Australian Capital Tourism.

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These organisations are responsible for the international and domestic marketing of the three touring routes promoted between Sydney and Melbourne. The Coastal Drive covers the beauty of the beaches and scenic drives along the coast passing through the Sapphire Coast, while the two inland touring routes of the Heritage Drive and the Great Alpine Road provide alternative touring options.

SCT will also work closely with Tourism Australia (TA) in marketing the region under the Australia's Coastal Wilderness (ACW) banner. ACW is part of TA's National Landscapes and it is our incredible good fortune to be part of a limited number of the world class '*best of Australia*' regions. The National Landscapes initiative is selecting Australia's top 15 nature experiences for TA's long term international marketing programs. ACW is a cross border initiative extending from Bermagui in the north down to Lakes Entrance in Victoria, taking in the Sapphire Coast and Destination Gippsland regions and was one of the first 8 National Landscapes to be announced in 2008.

These experiences are now the only area-based tourism assets used by TA in their marketing, engagement with international media and through their extensive overseas partnerships programs. Inbound nature-based tourism is the only growth area currently shown in the national tourism economy and 68 per cent of inbound visitors seek a nature-based experience.

The Coastal Wilderness brand and a specific detailed ACW web portal will be investigated in 2010 and will set out the features that make our region one of the world's most outstanding areas of untouched temperate forested coastline. The www.australia.com website run by TA attracts over 1 million hits per month in 9 different languages and has a direct link to www.sapphirecoast.com.au, giving us invaluable exposure in the international travel market.

There is increasing evidence of more international visitors to our region. Whilst ACW is targeted to the 'experience seeker' international visitor, the increasing international recognition of what our area offers will be hugely interesting and highly attractive to a domestic tourism market that has yet to explore the best of what their own country has to offer.



About Us

The Strategic Plan

SCT has implemented a Strategic Plan that details the direction we aim to take in the development of a sustainable tourism industry in our region. The plan is available from our website www.sapphirecoast.com.au

Our Mission Statement

To identify and promote the region's compelling visitor statement to maximise the social, cultural, environmental and economic well being of the community through sustainable tourism.

Our Objectives

- To develop a strategic framework for tourism in the region
- To plan and implement branding, marketing and promotion
- To conduct research and provide information, advice and support to improve the range and quality of visitor experiences provided in the region
- To provide advice to government, industry and potential investors on opportunities, servicing, facility and infrastructure requirements and sustainability
- To develop partnerships and relationships with other bodies, which will assist SCT to achieve our mission statement.

Member Services

Visitor Information Centres

SCT operates one fully accredited level 1 Visitor Information Centre (VIC) at Merimbula and in July 2009 signed a joint partnership agreement with the Bermagui VIC, which is an accredited level 3 Visitor Information Centre. There are two other accredited VICs located at Bega and Eden, and a Tourist Information Centre (TIC) is located in Cobargo. The Eden VIC is run by the Eden Chamber of Commerce while the Bega VIC is supported directly by Bega Cheese.

Accredited VIC's are the only information centres able to display the 'yellow *i*'. This symbol denotes genuine, high quality Visitor Information Centres and is linked through the national Australian Visitor Information Centre (AVIC) network. These centres have achieved specific industry standards and are recognised as providing exceptional service and advice. The VIC's and TIC throughout the Sapphire Coast have over 200,000 visitors passing through the doors each year and with the exception of Cobargo operate 7 days a week.



Responding to general information and visitor enquiries is the task of our trained local staff and volunteers; we pride ourselves on their local knowledge and their ability to meet customer needs. Displaying your brochures (DL size*) and promoting your business at all the Visitor Information Centres is an obvious choice.

*DL size brochures are requested for ease of display at the centres and consistency of promotion across the wide variety of members. Business card display is accepted for Trades & Services. Non DL brochures can be displayed but will incur an additional fee which is subject to negotiation between both parties.

*Organisational or joint co-operative brochures should in fairness only include SCT members who have paid their membership dues and are entitled to free promotion and display of their products through the VICs. Brochures that contain non SCT members products and/or services will also be subject to additional brochure display fees and will be subject to negotiation between both parties.

Member Services

Web Page & Booking Service

A significant service offered to members is the exposure of your property in the online environment on www.sapphirecoast.com.au which promotes and provides regional information on the Sapphire Coast. The updated SCT website was launched in late 2008 and like any website, will constantly be refined and updated.

The SCT website is generating around 10,000 unique visitors per month and on average 750,000 hits per month. www.sapphirecoast.com.au is only 4 clicks away from Tourism Australia's website www.australia.com which attracts over 1 million hits per month and is available in 9 different languages, giving us invaluable exposure in not only the domestic but the international markets.

Individual members business websites with direct links to your own website will be available to interested members in 2010 for a nominal fee.

The online environment is now without a doubt, a key distribution channel of information for customers planning a holiday. In modern tourism by far the majority of potential visitors are researching their travel decisions on the web. To support the website and provide additional benefits to members, SCT also provides an online booking facility as part of its services.

The online booking environment is a must have service for savvy customers searching for accommodation and special travel deals and provides you with additional options to promote different products and packaged deals. The online booking facility offers another means of accommodation booking in addition to the telephone, email and walk in booking enquiries SCT receives.

All accommodation bookings made online at www.sapphirecoast.com.au or at any of the VICs either by a Tourism Officer or by a visitor will attract a 10% commission payable to SCT. Preference of bookings will be given to those operators who have their availability online and up to date. Accommodation operators may attract a 12% commission payable to SCT if availability is not online. The additional commission fee is to cover labour costs of manual availability checking and/or phone inquiries.

All tour, charters and attraction bookings will attract a 15% commission.

The Marketing Program

The annual marketing program conducted by SCT provides opportunities for members to actively get involved with elements of the program that best suit their marketing needs.

Official Regional Visitor Information Guide

The 2010 Visitor Guide will be a key promotional product for the Sapphire Coast that captures the true essence of our beautiful and diverse region. With your help (as the guide will be funded by paid advertising spaces), the guide will aim to provide a variety of emotive reasons and visitor experiences to visit the Sapphire Coast and will include major destination motivational and informative editorial and imagery.

The main aim of the guide will be to draw prospective visitors to the Sapphire Coast and will be distributed mainly outside of the region to reach our most profitable prospects and target markets when they are planning their holidays, not just when they reach the Sapphire Coast. Participation in the 2010 Sapphire Coast Visitors Guide will be opened to all businesses for wider collective support and joint promotion of the Sapphire Coast and our tourism industry in order to provide a true representation of the region. As an SCT member, discounted advertising rates for participation in this joint co-operative marketing element will be offered to SCT members.

Consumer Travel Shows

As part of our ongoing marketing efforts, SCT is represented at a number of consumer holiday shows throughout the year. With a highly visible show stand we actively engage with visitor prospects as they are planning their holidays, supplying them with our Visitor Guides, a wide variety of general and local information, and a chance to view a range of stock DVD's and video's of what to see and do and experience on the Sapphire Coast.

Shows booked for the first half of 2010 include the Caravan and Camping Shows in Albury, Wagga Wagga and Melbourne – covering both major city and regional areas and key target markets of SCT. In all, SCT will be engaging with tens of thousands of prospects via exposure at these consumer shows, promoting the Sapphire Coast to increase interest and visitation to the area.

The Marketing Program

Co-Operative Advertising

Our major advertising in print and online, on an on-going basis will be achieved via co-operative marketing and advertising opportunities. A marketing prospectus will be created and offered to members to participate in co-operative endeavours in 2010. Additional marketing campaigns will be available via South Coast Regional Tourism Organisation (SCRTO) with TNSW. By working with SCRTO, larger campaigns are able to reach thousands of prospects and is valued at hundreds of thousands of dollars. TNSW funds, plans and controls the media and content of the campaign and shares the cost on a \$ for \$ basis with the members of SCRTO. In turn, SCT can offer members the opportunity to include tactical offers at a highly reduced rate in major publications and on-line channels. Just another huge opportunity for our members to promote their businesses.

A prospectus from SCT and/or SCRTO on the 2010 program will be issued in the new year. After this time, and on the condition that each members product offering is available on-line via the SCT website, all members will be welcome to participate in the offered campaigns. As an SCT member, discounted advertising rates for participation joint co-operative marketing opportunities will be offered to SCT members.

DL Colour Downloadable Brochures

SCT had hoped to produce these in 2009 and will investigate producing DL colour downloadable brochures in 2010. The brochures will be motivational and clearly position the Sapphire Coast as an experience based destination and include members who are actively engaged in these wide varieties of experiences. These brochures will be available as PDF downloads from www.sapphirecoast.com.au/downloads

Destination brochures need to be reviewed and updated as well as niche market brochures covering activities such as Mountain Biking/Cycling, Fishing, Walking, Bird watching, Canoeing/Kayaking. These activities are synonymous with the Sapphire Coast and are sure to bring new 'experience' visitors to our region.

The Marketing Program

Online Opportunities

SCT will consider various marketing campaigns within the on-line environment and these should prove to be most effective in attracting the right prospects. With membership to SCT comes the opportunity to list your business on www.sapphirecost.com.au with direct business links (for a nominal fee) and in turn connect to our booking engine and additional online services. This is a huge opportunity for your business and one not to be missed.

SCT will also investigate the social network media in 2010 as we need to stay on trend and participate in this new form of internet marketing. SCT will look to the web for new ways of finding customers and communicating 'with' them rather than 'at' them by engaging with our prospective visitors in this online social environment.

Access to SCT Image Library

SCT has many hundreds of images of the region, which are used in all promotional marketing. A digital library will be developed in 2010 for ease of catalogue and availability. Many of these images are available to members to use in their brochures and websites and is another service and reason to support and work with the Sapphire Coast.

Membership Benefits

There has never been a better time to be part of your local, vibrant, tourism body and to support your regional tourism industry.

Sapphire Coast Tourism

*Tourism is our **business** on the **Sapphire Coast** – it is the **Backbone** of our **Economy***

Membership Benefits & Opportunities Summary:

1. VISITOR INFORMATION CENTRES	2. SCT WEBSITE & ON LINE BOOKING SERVICES
<ul style="list-style-type: none"> • Trained & motivated customer service staff • One standard brochure display (DL size only*) or business card for Trades & Services • Larger displays for special events subject to negotiation of premium surcharge • 7 day opening hours at the larger centres • Visitor Centre staff and volunteer familiarisations across Shire <p>*Non DL brochures and organisational and co-operative brochures of multiple products will incur an additional fee which is subject to negotiation between both parties. Multiple product brochure display is available at an additional fee.</p>	<ul style="list-style-type: none"> • 24/7 on line booking service • Members only listing and images displayed on www.sapphirecoast.com.au • Listings in multiple sections and event listings • Free promotion of your business online • Direct business weblinks available* • Comprehensive range of local information • Members familiarisations program <p>*For a nominal fee</p>
3. MARKETING, PROMOTIONAL & BUY-IN CAMPAIGNS	4. INDUSTRY COMMUNICATION & DEVELOPMENT
<ul style="list-style-type: none"> • Co-operative marketing • Consumer Travel Shows • Direct Mail & E Marketing campaigns • Packages • Visitor Guide • Niche Marketing Campaigns • Visiting Journalist Program • Media & Public Relations Campaign • Event Marketing 	<ul style="list-style-type: none"> • Regular e-newsletters and e-blasts • SCRTO, Tourism NSW and Tourism Australia events, seminars, workshops and industry development and information • Industry familiarisations • Special workshops and seminars • Networking opportunities

Membership Fees

Please read the membership information carefully to ensure you understand the benefits and options available.

Membership fees were previously calendar based from Jan-Dec. To bring them in line with our financial year, membership fees for 2010 are being offered on a 6 month pro-rata from Jan-June 2010.

There are 3 different kinds of membership with SCT – accommodation, general and associate membership; with a variety of levels and structured fees depending on the product and services you offer.

In 2010, SCT will offer members the opportunity to list their own web link on the SCT website for a small nominal fee of \$75 in addition to your membership fees.

Details of each membership type is detailed below:

Accommodation Membership

If you provide accommodation as part of your business, you need to take this level of membership. This level is for hotels, motels and resorts, bed and breakfasts, holiday lettings, cottages, apartments, caravan, tourist and holiday parks, houseboats, yachts and cruisers that offer overnight accommodation.

Your membership fees for the 6 months of 2010 year are associated with the number of master bedrooms you offer. For example, if you have a three bedroom house and a two bedroom unit as holiday lettings, then you offer a total of 2 master bedrooms.

Please note:

- For tourist parks, 20 tourist sites (tent or van) = 1 master bedroom
- Members offering multiple businesses eg. accommodation and restaurant open to the public will be charged fees appropriate to each product

Membership Fees

General Membership

If you do not offer accommodation, you are invited to join SCT as a general member.

General membership is offered for products and services including:

- Attractions and activities, including man-made and natural attractions
- Boating operations, including cruises, tours, charters
- Cottage Industries, e.g. produce making, working from home
- Small equipment hire i.e. bikes, surfboards, canoes
- Gardens open to the public, gardens with cafes, wholesale and retail nurseries
- Galleries, antiques, collectables, specialities
- Registered Clubs, Entertainment Venues, Marinas, Tours and Transport operators
- Retail outlets, individual retail providers
- Restaurants, cafes, tearooms etc
- Small sporting facilities, outlets and operations, gyms
- Wineries without restaurants, with restaurants

Please note:

- Members offering multiple businesses eg. accommodation and restaurant open to the public will be charged fees appropriate to each product

Associate Membership

The third level of membership is available for:

- Out of Area Businesses of all types
- Chambers of Commerce, Town Centres, Progress Association, Community Associations
- Not for Profits Organisations - Museums, Historic homes, Historical societies, etc
- Trades & Services (with the ability to display DL brochure or Business Card)

Additional Options

Additional options for multiple product display, non DL size brochures and organisational and/or co-operative brochures are negotiable

Membership Fees

Accommodation Membership

CODE	ACCOMMODATION – NO. OF MASTER BEDROOMS	6 MONTH FEE
AC1	Up to 3 master bedrooms	\$100*
AC2	4-14 master bedrooms	\$150*
AC3	15-30 master bedrooms	\$220*
AC4	Over 30 master bedrooms	\$310*

For tourist parks, 20 tourist sites (tent or van) = 1 master bedroom

General Membership

CODE	GENERAL MEMBERSHIP	6 MONTH FEE
G1	<ul style="list-style-type: none"> • Galleries, antiques, collectables, specialities • Cottage industries eg. produce making, working from home • Gardens open to the public • Small equipment hire outlets eg. bikes, surfboards, canoes • Wholesale and retail nurseries • Restaurants and cafes seating under 15 • Retail outlets, individual retail providers • Small sporting facilities, outlets and operations, gyms • Wineries without restaurants 	\$100*
G2	<ul style="list-style-type: none"> • Attractions and activities (including man-made & natural attractions) • Gardens with tearoom/cafe • Restaurants and Cafes - seating 15-50 • Small Tour & Transport Operators eg. charters up to 12 pax • Wineries with restaurants 	\$150*
G3	<ul style="list-style-type: none"> • Large Boating operations • Cruises, Tours, Charters • Marinas • Registered Clubs • Restaurants seating over 50 • Entertainment venues • Local & State Government instrumentalities 	\$220*

*Direct web link from SCT website to your own website will incur an additional \$75

Membership Fees

Associate Membership

CODE	ASSOCIATE MEMBERSHIP	6 MONTH FEE
A1	Out of Region Businesses	\$75*
A2	Trades & Services	\$75*
A3	Chambers of Commerce Town Centres, etc	\$75*
A4	Not for Profit Tourist Attractions – Entry Fee under \$10.00 – Museums, Historical Associations, Churches, etc	\$75*

Additional options for all levels of Membership

CODE	ADDITIONAL OPTIONS	6 MONTH FEE
A01	Optional for all levels of Membership Multiple product brochure display (DL size only)	\$75*
A02	Non DL size brochure or Larger Banner Display for Special Events – subject to negotiations of premium surcharge	By negotiation
A03	Reciprocal Display rights by negotiation	By negotiation
A04	Organisational and/or co-operative brochures containing non SCT members	By negotiation

*Direct web link from SCT website to your own website will incur an additional \$75

Sapphire Coast Tourism reserves the right to re-classify membership if considered appropriate.

Your Responsibilities

Your Responsibilities as a member of Sapphire Coast Tourism Ltd

As a member of Sapphire Coast Tourism Ltd, you are expected to abide by the following operator responsibilities:

For all Members:

Approvals, insurances, and licenses

It is the responsibility of members to have all necessary licenses, insurance policies and statutory approvals required to operate their business in accordance with any local, state and federal authorities and within the law.

Promotion (online and printed)

As a member of the Sapphire Coast Tourism Ltd it is a requirement that you review your business listing on the website www.sapphirecoast.com.au keeping it up to date with accurate information and liaise with SCT if amendments are required. Sapphire Coast Tourism Ltd reserves the right to remove inaccurate or inappropriate information/images from the website, or to remove a members listing from the website.

Contacting You

It is a condition of membership that accommodation and tour operators be readily available and accessible to answer inquiries, from either visitors or tourism team members, on a seven-day basis within reasonable hours. Members may risk losing business if they are not readily available or contactable. It is the responsibility of the member to ensure all contact details are up to date and alternative contact arrangements are in place. This includes your address, contact phone numbers, email and web contact details.

Membership Fees

Membership fees are non-refundable.

For Accommodation Members:

AAA Star Rating Certificates

If your accommodation product has been assessed by AAA Tourism and has a current AAA Star rating certificate, Sapphire Coast Tourism requires a copy of this certification. If operators fail to provide a current AAA Star rating certificate, SCT will use AAA Tourism's online star rating for that property. Those operators who have not been AAA Star Rated may provide a self-rating of their property but the AAA Star Rating 'star icons' will not be used.

Your responsibilities – Online Booking Service

Sapphire Coast Tourism Online Reservation System

All accommodation bookings made online at www.sapphirecoast.com.au, or any of the Visitor Information Centres either by a tourism officer or by a consumer, attract a 10% commission (GST inclusive).

Preference of bookings will be given to those operators who have their availability online and up to date. Accommodation operators may incur an additional fee if availability is not online to cover labour costs of manual availability checking and/or phone enquiries.

Sapphire Coast Tourism has an online 24/7 real time accommodation booking system. The system is web based and operates through the Merimbula and Bermagui Visitor Information Centres.

Access to this system is only available to full accommodation members of SCT via the following process:

1. All eligible members will receive:
 - Username and password to log onto the on line administrative member console
 - Free product listing on the SCT site including photographs
2. Access to the management console is through the www.thebookingbutton.com.au/extranet
3. As a member you will be required to enter all business details, pictures, descriptions, availability, rates, special conditions and special rates into the on line booking system.
SCT will provide access to an on-line user manual and initial technical support.
4. Accuracy of all information published by any media, including availability and tariff rates, is the sole responsibility of the operator.

Your responsibilities – Online Booking Service

The booking system is real time. It is accessible 24 hours a day, seven days a week. A search engine operates through a questionnaire pro forma and selects suitable products based on user entries. If product/s meet the search criteria of the customer they will be presented with an option to book the product on line. Responsibility for the accuracy of all information, including availability and tariff rates, belong solely to the operator.

The system will require the customer to enter their credit card details and pay 100% of the fee up-front. The system is not designed to take deposits. Payments will be processed using a secure payment gateway. Members will be notified via email when a successful transaction is completed. The customer will be notified by email that they have a confirmed and paid for the booking. Both the customer and the property contact details will be included in the e-mails.

Responsibility for accuracy, including availability, tariff rates and double bookings belongs solely with the operator. If a double booking occurs the provider is responsible for providing alternative accommodation. Inability by a member to access or maintain tariffs, calendar or availability must be reported immediately to the SCT office at Merimbula.

NB: Responsibility for the booking belongs to the operator. SCT will not be liable for any failure of, or interruptions to hardware, third party Internet Service Providers, browsers, domains or any other software. If a booking is altered or cancelled, you will need to notify SCT of any changes. Preference of bookings will be given to those members who have their accommodation availability online on the SCT website and have details up to date.

5. Payments to operators will be made via EFT to bank account nominated on application form and the remittance emailed to the nominated email address within 10 days of the end of month following stay by the customer.
6. Failure to honour bookings made through the real time system will incur a minimum \$30.00 administration fee payable by the operator.

Code of Conduct

The Sapphire Coast Tourism (SCT) Code of Conduct outlines professional guidelines so the conduct of SCT members will enhance the regions tourism industry and contribute positively to the regions community, environment and quality of life. SCT members are expected to:

1. Act professionally and with high levels of duty of care, safety and concern towards other SCT members, customers and the Bega Valley community
2. Deliver with integrity, all advertised products and services, meeting all legal responsibilities including trading only under a register business name
3. Comply with the laws of Australia and ensure all contracts and terms of business are clear, concise and honoured in full, ensuring all dealings are ethical and fair
4. Speak and act respectfully and not denigrate or slander anyone or discriminate on the basis of race, gender, religious belief, sexual orientation or political persuasion
5. Ensure claims in advertising and marketing a product or service are true, not misleading or exaggerated and are not negative about another member's product or service
6. Manage their businesses effectively and efficiently, enhancing the reputation of tourism in the Bega Valley and to respond and resolve customer complaints in a timely and courteous manner and to change business processes and policies when necessary
7. Operate a safe, healthy and satisfying working environment for staff, customers and the public
8. Manage their staff/employees fairly and equitably. Consider environmental best practice guidelines, conserving water, energy and the natural environment. Be ambassadors for tourism on the Sapphire Coast and help remote community understanding of the importance of tourism as a vibrant contributor to the local economy. Tourism is the backbone of our economy

Code of Conduct

9. Membership of SCT is subject to review and acceptance by the Board or their authorised agent
10. Breaches of the Members' Code of Conduct may result in suspension of membership and associated benefits including brochure display, website listings and bookings. Members have the right to address the Board should a breach be alleged against them
11. It is understood that by signing the membership application form you agree to follow the Members Responsibilities and the Members Code of Conduct