

Capital Country Report Cards

Capital Country Summary

Local Government Area	Membership	Other Contributions	Benefit
Young 2011-12	\$3,000	\$0	\$65,588
Young 2012-13	\$5,500	\$0	\$75,318
Young TOTAL	\$8,500	\$0	\$140,906
Boorowa 2011-12	\$1,100	\$0	\$56,643
Boorowa 2012-13	\$1,319.45	\$0	\$23,200
Boorowa TOTAL	\$2,419.45	\$0	\$79,843
Harden 2011-12	\$1,100	\$0	\$54,288
Harden 2012-13	\$1,971.20	\$0	\$23,200
Harden TOTAL	\$3,071.20	\$0	\$77,488
Yass Valley 2011-12	\$3,000	\$0	\$49,662
Yass Valley 2012-13	\$5,500	\$0	\$74,350
Yass Valley TOTAL	\$8,500	\$0	\$124,012
Upper Lachlan 2011-12	\$1,500	\$0	\$34,122
Upper Lachlan2012-13	\$3,956.15	\$0	\$22,200
Upper Lachlan TOTAL	\$5,456.15	\$0	\$56,322
Wingercarribee 2011-12	\$5,000	\$24,000	\$145,233
Wingercarribee 2012-13	\$5,500	\$0	\$89,397.50
Wingercarribee TOTAL	\$10,500	\$24,000	\$234,630.50
Goulburn Mulwarree	\$5,500	\$0	\$54,139
2011-12	4= =00	40	400 0 40 50
Goulburn Mulwarree	\$5,500	\$0	\$30,940.50
2012-13	444.000	40	405.070.50
Goulburn Mulwarree TOTAL	\$11,000	\$0	\$85,079.50
TOTAL 11- 12:	\$20,800.00	\$25,687.50	\$584,059
TOTAL 12 - 13:	\$ 29,246.80	\$0	\$338,606
Capital Country Tourism	\$14,792.50		





Annual Membership paid (to June 2012)	Cooperative Marketing Contribution	Other Contributions	TOTAL INVESTMENT IN INLAND NSW TOURISM:
\$ 3000	\$0	\$0	\$3,000
Annual Membership paid (to June 2013)	Cooperative Marketing Contribution	Other Contributions	TOTAL INVESTMENT IN INLAND NSW TOURISM:
\$5,500	\$0	\$0	\$0

Membership	Specific Benefit	Value
Benefits		
2011-12 Product	a Inclusion within the Inland NCW Pagional PDO Challenge program	\$7,500
Development Development	 Inclusion within the Inland NSW Regional BBQ Challenge program (Capital Country) 	\$7,500
Funding Program	 Inclusion within the Inland NSW Food and Wine Agri-tourism 	\$11,250
3 3	Business Development Program, Regional Food System and	,
	Paddock to Plate program (Capital Country)	
	NB: Young has been earmarked as a potential site for one of the Inland	
	NSW BBQ Challenges in Sept/Oct 2012	4
	Ability to integrate local tourism product content on the newly	\$1,500
	developing Inland NSW Tourism Mobile App	\$10,000
	Young is one of the key regions within The Gold Trail project. Funds Sold Trail Project Funds Fund	\$10,000
	 allocated to enhance and extend the Lambing Flat Festival. Further funds allocated to the broader Gold Trail project, which will 	\$5,000
	impact on Young including interpretive signage.	7-7
	Inclusion within the Inland NSW Tours and Trails – Business and	
	Product Development Program – workshop in Goulburn 16 October	
	2012	\$3,846
Cooperative	'Get it all Done in Young' Campaign approved December 2011 was	\$0
Marketing Program	for \$22,300 nett campaign contribution and a 20% cooperative fee	
	of \$5,575. This application has been cancelled after consultation	
	with Young representatives and will be reapplied for in 2012	
Danamak	funding once Young Council has advised 12/13 budgets.	¢45.000
Research	This unique program will deliver significant consumer insights and professored data at a Capital Country regional level and then down	\$15,000
	preference data at a Capital Country regional level and then down to a local government area. The research will inform decisions	
	related to marketing and product development, and importantly	
	focus on consumer perception. This program is due to commence	
	in February 2012.	
Public Relations	 Inland NSW Tourism contracts a communications specialist who 	
	can assist with the distribution of media releases related to	
	marketing, product development, event and local stories to raise	
	awareness of Young.	¢E00
	Articles generated as a result of the Product Development Program include The Young Witness pourspaner 20 Jan.	\$500
Meetings and	 include The Young Witness newspaper 20 Jan Inland NSW Tourism contracts marketing, communications and 	\$5,000
consultation	membership specialists who can provide consultation and support	73,000
	in your marketing and business planning, product development,	
	public relations and general tourism support.	
	Meeting with Inland NSW representatives at Capital Country	
	Tourism Managers Meeting Dec 2011 in Bowral.	\$2,000
	 Meeting in Young with Inland NSW Marketing Executive on 16 	
	January 2012.	1
Destination	A comprehensive Destination Management Plan for Inland NSW	\$1,000



Planning	Tourism has been commissioned in partnership with Destination NSW. 'Destination Workshop's will be held in Capital Country in early 2013	
Membership Fees	 Inland Membership fee based on 50 cents per head of population 11,983 population based on 2006 Census Inland agreed for LGA's in Capital Country to pay 25 cents per head of population. CCT subsidised the balance between previous CCT fees and 25 cents 	\$2992
	TOTAL BENEFIT 11- 12:	\$65,588
Membership Benefits 2012-13	Specific Benefit	Value 2012-13
Product Development Funding Program	 Inclusion within the Inland NSW Regional BBQ Challenge program (Capital Country, August – September 2012)	\$50,000
Cooperative Marketing Program	 There exists a great opportunity for Young to participate in the Inland NSW Tourism Cooperative Marketing Program which is designed to contribute marketing \$ to campaigns stimulating demand for visitors to travel to Young which is designed to increase visitor expenditure. For every \$1000, Inland NSW can extend this by \$600. 	\$0
Research	 This unique program will deliver significant consumer insights and preference data at a Capital Country regional level and then down to a local government area. The research will inform decisions related to marketing and product development, and importantly focus on consumer perception. Roll out of cross regional research training webinars (Dec 2012, Feb 2013) 	\$500
Public Relations	 Development of Bronze member research. Inland NSW Tourism contracts a communications specialist who can assist with the distribution of media releases related to marketing, product development, event and local stories to raise awareness of Young, including: What's new in summer Fairfax and News Ltd cross regional media opportunity, Oct 2012 Destination Management cross regional release, Feb 2013 	\$500 \$1000
Meetings and consultation	 Inland NSW Tourism contracts marketing, communications and membership specialists who can provide consultation and support in your marketing and business planning, product development, public relations and general tourism support. Meetings with Inland NSW representatives regarding BBQ Challenge, June - August 2012. Assistance with Regional Flagship Events Funding application advice 	\$1000 \$1000
Destination Planning	 Young is a part of the 'Goulburn Yass and Young' Destination. Webinar Wednesday 26th March 2013 Workshop 1 (Discovery) Tuesday 21st May (Yass) Workshop 2 (Profiling) Tuesday 18th June (Crookwell) Workshop 3(Action Planning) Wednesday 17th July (Goulburn) 	\$15,000



	Workshop 4 (Reporting) Week Commencing Monday 26thAugust (Yass)	
Membership Benefit	 Inland Membership fee is based on 50 cents per head of population, although Capital Country pay the lower amount of \$5000 or .50 per head of population Young's Population is 12,236 based on the 2010 Census. Young should pay \$6,118, but instead pay \$5000 + GST, creating a benefit of \$1,118 	\$1,118
Professional Development	1 x Re-Invigorate your product & Online and Social Media – How to survive online	\$3000.00
Workshops	1 x E-marketing Master Class	\$2200.00
	TOTAL BENEFIT 2012-13:	\$75,318
	CUMULATIVE BENEFIT:	\$137,60

BOOROWA



Annual Membership paid (to June 2012)	Cooperative Marketing Contribution	Other Contributions	TOTAL INVESTMENT IN INLAND NSW TOURISM:
\$ 1,100	\$0	\$0	\$1,100
Annual Membership paid (to June 2013)	Cooperative Marketing Contribution	Other Contributions	TOTAL INVESTMENT IN INLAND NSW TOURISM:
\$1,319.45	\$0	\$0	\$0

Membership Benefit Area	Specific Benefit	Value
Product	Inclusion within the Inland NSW Regional BBQ Challenge program	\$7,500
Development	(Capital Country)	<i>\$1,500</i>
Funding Program	Inclusion within the Inland NSW Food and Wine Agri-tourism	\$11,250
	Business Development Program, Regional Food System and Paddock	
	to Plate program (Capital Country)	
	Ability to integrate local tourism product content on the newly	\$1,500
	developing Inland NSW Tourism Mobile App	440.000
	Boorowa is one of the key regions within The Gold Trail project	\$10,000
	including interpretive signage and event support.	
	Inclusion within the Inland NSW Tours and Trails – Business and Product Development Program, workshop in Coulburn 16 October On the Program of Prog	
	Product Development Program – workshop in Goulburn 16 October 2012	\$3,856
Cooperative	There exists a great opportunity for Boorowa to participate in the	\$0
Marketing Program	Inland NSW Tourism Cooperative Marketing Program which is	70
	designed to contribute marketing \$ to campaigns stimulating	
	demand for visitors to travel to Boorowa which is designed to	
	increase visitor expenditure. For every \$1000, Inland NSW can	
	extend this by \$600.	
Research	This unique program will deliver significant consumer insights and	\$15,000
	preference data at a Capital Country regional level and then down	
	to a local government area. The research will inform decisions	
	related to marketing and product development, and importantly	
	focus on consumer perception. This program is due to commence in February 2012.	
Public Relations	Inland NSW Tourism contracts a communications specialist who can	\$500
T done nerations	assist with the distribution of media releases related to marketing,	φοσο
	product development, event and local stories to raise awareness of	
	Boorowa.	
Meetings and	Inland NSW Tourism contracts marketing, communications and	\$5,000
consultation	membership specialists who can provide consultation and support	
	in your marketing and business planning, product development,	
	public relations and general tourism support.	
	Meeting with Inland NSW representatives at Capital Country Tayling Managers Machine Dec 2011 in Reverse	\$1,000
Destination	Tourism Managers Meeting Dec 2011 in Bowral.	\$1,000
Planning	 A comprehensive Destination Management Plan for Inland NSW Tourism has been commissioned in partnership with Destination 	϶ 1,000
, raining	NSW. 'Destination Workshop's will be held in Capital Country in	
	early 2013	
Membership Fees	 Inland Membership fee is based on 50 cents per head of population. 	\$47
,	2,293 population based on 2006 Census. Inland agreed for LGA's in	
	Capital Country to pay 25 cents per head of population. CCT	
	subsidised the balance between previous CCT fees and 25 cents	
	TOTAL BENEFIT:	\$56,643



Product Product Projects listed above continue into 2012-13. So	Membership	Specific Benefit	Value
Projects listed above continue into 2012-13. \$0	•	Specific Belletit	
Development Funding Program Cooperative Marketing Program • There exists a great opportunity for Boorowa to participate in the Inland NSW Tourism Cooperative Marketing Program which is designed to contribute marketing \$ to campaigns stimulating demand for visitors to travel to Boorowa which is designed to increase visitor expenditure. For every \$1000, Inland NSW can extend this by \$600. Research • This unique program will deliver significant consumer insights and preference data at a Capital Country regional level and then down to a local government area. The research will inform decisions related to marketing and product development, and importantly focus on consumer perception. • Roll out of cross regional research training webinars (Dec 2012, Feb 2013) • Development of Bronze Member Research • Inland NSW Tourism contracts a communications specialist who can assist with the distribution of media releases related to marketing, product development, event and local stories to raise awareness of Boorowa, including: • What's new in summer Fairfax and News Ltd cross regional media opportunity, Oct 2012 • Destination Management cross regional release, Feb 2013 Meetings and consultation • Inland NSW Tourism contracts marketing, communications and membership specialists who can provide consultation and support in your marketing and business planning, product development, public relations and general tourism support. • Meetings with Inland NSW representatives regarding BBQ Challenge, June - August 2012. Destination Planning Boorowa is a part of the 'Goulburn Yass and Young' Destination. • Webinar Wednesday 26th March 2013 • Workshop 1 (Discovery) Tuesday 11th May (Yass) • Workshop 2 (Profiling) Tuesday 11th May (Yass) • Workshop 2 (Profiling) Tuesday 18th June (Crookwell) • Workshop 4 (Reporting) Week Commencing Monday 26thAugust (Yass) 1 x Re-Invigorate your product & Online and Social Media – How to survive online Development Workshops 1 x E-marketing Master Class		Dustants listed above soutiness into 2012 42	
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 Workshop 2 (Profiling) Tuesday 18th June (Crookwell) Workshop 3 (Action Planning) Wednesday 17th July (Goulburn) Workshop 4 (Reporting) Week Commencing Monday 26thAugust (Yass) Professional Development Online Workshops 1 x E-marketing Master Class TOTAL BENEFIT: \$23,200 		Workshop 1 (Discovery) Tuesday 21 st May (Yass)	
 Workshop 3(Action Planning) Wednesday 17th July (Goulburn) Workshop 4 (Reporting) Week Commencing Monday 26thAugust (Yass) Professional Development online Workshops 1 x E-marketing Master Class TOTAL BENEFIT: \$23,200 			
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(Yass) Professional Development Workshops 1 x Re-Invigorate your product & Online and Social Media – How to survive online 1 x E-marketing Master Class TOTAL BENEFIT: \$23,200		, , , , , , , , , , , , , , , , , , , ,	
Professional Development Workshops1 x Re-Invigorate your product & Online and Social Media – How to survive online 1 x E-marketing Master Class\$3000.00TOTAL BENEFIT:\$23,200		, , , , , , , , , , , , , , , , , , , ,	
Development Workshopsonline 1 x E-marketing Master Class\$2200.00TOTAL BENEFIT:\$23,200	Professional	· · ·	\$3000.00
Workshops 1 x E-marketing Master Class \$2200.00 TOTAL BENEFIT: \$23,200		, ,	
<u> </u>	Workshops	1 x E-marketing Master Class	\$2200.00
CUMULATIVE BENEFIT: \$75.997		TOTAL BENEFIT:	\$23,200
		CUMULATIVE BENEFIT:	\$75,997





Annual Membership paid (to June 2012)	Cooperative Marketing Contribution	Other Contributions	TOTAL INVESTMENT IN INLAND NSW TOURISM:
\$ 1,100	\$0	\$0	\$1,100
Annual Membership paid (to June 2013)	Cooperative Marketing Contribution	Other Contributions	TOTAL INVESTMENT IN INLAND NSW TOURISM:
\$1,971.20	\$0	\$0	\$0

Membership	Specific Benefit	Value
Benefit Area		
Product Development	 Inclusion within the Inland NSW Regional BBQ Challenge program (Capital Country) 	\$7,500
Funding Program	 Inclusion within the Inland NSW Food and Wine Agri-tourism Business Development Program, Regional Food System and Paddock to Plate program (Capital Country) 	\$11,250
	 Ability to integrate local tourism product content on the newly developing Inland NSW Tourism Mobile App 	\$1,500
	 Harden is one of the key regions within The Gold Trail project. Funds allocated to enhance and extend the Harden Gold Trail Festival. 	\$12,000
	Further funds allocated to the broader Gold Trail project which will impact on Harden.	\$8,000
	 Inclusion within the Inland NSW Tours and Trails – Business and Product Development Program – workshop in Goulburn 16 October 2012 	\$3,846
Cooperative Marketing Program	 There exists a great opportunity to participate in the Inland NSW Tourism Cooperative Marketing Program which is designed to contribute marketing \$ to campaigns stimulating demand for visitors to travel to Harden which is designed to increase visitor expenditure. For every \$1000, Inland NSW can extend this by \$600. 	\$0
Research	 This unique program will deliver significant consumer insights and preference data at a Capital Country regional level and then down to a local government area. The research will inform decisions related to marketing and product development, and importantly focus on consumer perception. 	
	 Roll out of cross regional research training webinars (Dec 2012, Feb 2013) 	\$500
	Development of Bronze member research.	\$500
Public Relations	Inland NSW Tourism contracts a communications specialist who can assist with the distribution of media releases related to marketing, product development, event and local stories to raise awareness of Young. Articles generated as a result of the Product Development Program include Harden Murrumburrah Express – The Gold Trail	\$500
Meetings and consultation	 article 26 Jan and radio coverage for the Gold Trail. Inland NSW Tourism contracts marketing, communications and membership specialists who can provide consultation and support in your marketing and business planning, product development, public relations and general tourism support. 	\$5,000
	 Meeting with Inland NSW representatives at Capital Country Tourism Managers Meeting Dec 2011 in Bowral. Meeting in Young with Inland NSW Marketing Executive on 16 January 2012 related to Hilltop Harvest Inc. 	\$2,000
Destination Planning	 A comprehensive Destination Management Plan for Inland NSW Tourism has been commissioned in partnership with Destination NSW. 	\$1,000



	Harden was invited to participate in Capital Country workshops.	
	'Destination Workshop's will be held in Capital Country in early 2013.	
Membership	• Inland Membership fee is based on 50 cents per head of population.	\$692
Fees	3,584 population based on 2006 Census	
	 Inland agreed for LGA's in Capital Country to pay 25 cents per head of 	
	population. CCT subsidised the balance between previous CCT fees	
	and 25 cents.	
	TOTAL BENEFIT:	\$54,288
Membership	Specific Benefit	Value
Benefit Area		2012-13
Product	 Projects listed above continue into 2012-13. 	\$0
Development		
Funding		
Program		
Cooperative	There exists a great opportunity to participate in the Inland NSW	\$0
Marketing	Tourism Cooperative Marketing Program which is designed to	
Program	contribute marketing \$ to campaigns stimulating demand for visitors	
	to travel to Harden which is designed to increase visitor expenditure.	
	For every \$1000, Inland NSW can extend this by \$600.	
Research	This unique program will deliver significant consumer insights and	
	preference data at a Capital Country regional level and then down to a	
	local government area. The research will inform decisions related to	
	marketing and product development, and importantly focus on	
	consumer perception.	
	Roll out of cross regional research training webinars (Dec 2012, Feb	\$500
	2013)	,
	Development of Bronze member research.	\$500
Public Relations	Inland NSW Tourism contracts a communications specialist who can	
r done nerderons	assist with the distribution of media releases related to marketing,	
	product development, event and local stories to raise awareness of	
	Harden, including:	\$1,000
	What's new in summer Fairfax and News Ltd cross regional media	φ = , σ σ σ
	opportunity, Oct 2012	
	Destination Management cross regional release, Feb 2013	
Meetings and	Inland NSW Tourism contracts marketing, communications and	
consultation	membership specialists who can provide consultation and support in	
consultation	your marketing and business planning, product development, public	
	relations and general tourism support.	
	Meetings with Inland NSW representatives regarding BBQ Challenge,	\$1000
	June - August 2012.	71000
Destination	Harden is a part of the 'Goulburn Yass and Young' Destination.	\$15,000
Planning Planning	Webinar Wednesday 26 th March 2013	713,000
riummy		
	Workshop 1 (Discovery) Tuesday 21 st May (Yass) Workshop 2 (Parfiling) Tuesday 10 th June (Constant)	
	Workshop 2 (Profiling) Tuesday 18 th June (Crookwell)	
	Workshop 3(Action Planning) Wednesday 17 th July (Goulburn)	
	Workshop 4 (Reporting) Week Commencing Monday 26thAugust	
Des Contract	(Yass)	62000.00
Professional	1 x Re-Invigorate your product & Online and Social Media – How to survive	\$3000.00
Development	online	40000
Workshops	1 x E-marketing Master Class	\$2200.00
	TOTAL BENEFIT:	\$23,200
	CUMULATIVE BENEFIT:	\$77,488





Annual Membership paid (to June 2012)	Cooperative Marketing Contribution	Other Contributions	TOTAL INVESTMENT IN INLAND NSW TOURISM:
\$ 3000	\$0	\$0	\$3,000
Annual Membership paid (to June 2013)	Cooperative Marketing Contribution	Other Contributions	TOTAL INVESTMENT IN INLAND NSW TOURISM:
\$5,500	\$8950	\$35800	\$0

Membership Benefit Area	Specific Benefit	Value
Product Development Funding Program	 Inclusion within the Inland NSW Regional BBQ Challenge program (Capital Country) 	\$7,500
	 Inclusion within the Inland NSW Food and Wine Agri-tourism Business Development Program, Regional Food System and Paddock to Plate program (Capital Country) 	\$11,250
	 Ability to integrate local tourism product content on the newly developing Inland NSW Tourism Mobile App NB: Yass is being earmarked for the venue for 6 workshops within the Food and Wine Business Development Program Inclusion within the Inland NSW Tours and Trails – Business and Product Development Program – workshop in Goulburn 	\$1,500
	16 October 2012	\$3,846
Cooperative Marketing Program	 There exists a great opportunity for Yass Valley to participate in the Inland NSW Tourism Cooperative Marketing Program which is designed to contribute marketing \$ to campaigns stimulating demand for visitors to travel to Yass Valley which is designed to increase visitor expenditure. For every \$1000, Inland NSW can extend this by \$600. 	\$0
Research	 This unique program will deliver significant consumer insights and preference data at a Capital Country regional level and then down to a local government area. The research will inform decisions related to marketing and product development, and importantly focus on consumer perception. This program is due to commence in Feb 2012. 	\$15,000
Public Relations	 Inland NSW Tourism contracts a communications specialist who can assist with the distribution of media releases related to marketing, product development, event and local stories to raise awareness of Yass Valley. 	\$0
Meetings and consultation	 Inland NSW Tourism contracts marketing, communications and membership specialists who can provide consultation and support in your marketing and business planning, product development, public relations and general tourism support. 	\$5,000
	 Meeting with Inland NSW representatives at Capital Country Tourism Managers Meeting Dec 2011 in Bowral. 	\$1,000
Destination Planning	 A comprehensive Destination Management Plan for Inland NSW Tourism has been commissioned in partnership with Destination NSW. 'Destination Workshop's will be held in Capital Country in early 2013 	\$1,000
Membership Fees	 Inland Membership fee is based on 50 cents per head of population. 13,132 population based on 2006 Census. Inland agreed for LGA's in Capital Country to pay 25 cents per head of population. CCT subsidised the balance between previous CCT fees and 25 cents. 	\$3,566



	TOTAL BENEFIT:	\$49,662
Membership Benefit Area	Specific Benefit	Value 2012 - 13
Product Development Funding Program	 Inclusion within the Inland NSW Regional BBQ Challenge - Dedicated WIN TV episode (Poachers' Way contribution) *\$900,000 of PR was generated from the WIN TV series across all 3 BBQ Challenge events and 6 additional featured locations. 	\$50,000
Cooperative Marketing Program	 'Take a Short Break in Yass Valley' campaign was approved in March 2013 which is a nett contribution of \$35,800 and cooperative fee of \$8950. 	\$0
Research	This unique program will deliver significant consumer insights and preference data at a Capital Country regional level and then down to a local government area. The research will inform decisions related to marketing and product development, and importantly focus on consumer perception.	\$500
	 Roll out of cross regional research training webinars (Dec 2012, Feb 2013) Development of Bronze member Research 	\$500
Public Relations	 Inland NSW Tourism contracts a communications specialist who can assist with the distribution of media releases related to marketing, product development, event and local stories to raise awareness of Yass Valley, including: What's new in summer Fairfax and News Ltd cross regional media opportunity, Oct 2012 	\$1,000
Meetings and consultation	 Destination Management cross regional release, Feb 2013 Inland NSW Tourism contracts marketing, communications and membership specialists who can provide consultation and support in your marketing and business planning, product development, public relations and general tourism support. 	\$0
Destination Planning	Yass Valley is a part of the 'Goulburn Yass and Young' Destination. • Webinar Wednesday 26 th March 2013 • Workshop 1 (Discovery) Tuesday 21 st May (Yass) • Workshop 2 (Profiling) Tuesday 18 th June (Crookwell) • Workshop 3(Action Planning) Wednesday 17 th July (Goulburn) • Workshop 4 (Reporting) Week Commencing Monday 26 th August (Yass)	\$15,00
Membership Benefit	 Inland Membership fee is based on 50 cents per head of population, although Capital Country pay the lower amount of \$5000 or .50 per head of population Yass Valleys Population is 15,020 based on the 2010 Census. Yass Valley should pay \$7,510, but instead pay \$5000 + GST, creating a benefit of \$2,150 	\$2,150
Professional Development Workshops	1 x Re-Invigorate your product & Online and Social Media – How to survive online	\$3000.00
	1 x E-marketing Master Class	\$2200.00
	TOTAL BENEFIT:	\$74,350
	CUMULATIVE BENEFIT:	\$124,012





Annual Membership paid (to June 2012)	Cooperative Marketing Contribution	Other Contributions	TOTAL INVESTMENT IN INLAND NSW TOURISM:
\$ 1500	\$0	\$0	\$1,500
Annual Membership paid (to June 2013)	Cooperative Marketing Contribution	Other Contributions	TOTAL INVESTMENT IN INLAND NSW TOURISM:
\$3956.15	\$0	\$0	\$0

Membership	Specific Benefit	Value
Benefit Area		4= =00
Product	Inclusion within the Inland NSW Regional BBQ Challenge program	\$7,500
Development	(Capital Country)	¢11.250
Funding Program	Inclusion within the Inland NSW Food and Wine Agri-tourism Paris and Secretary a	\$11,250
	Business Development Program, Regional Food System and	
	Paddock to Plate program (Capital Country)	\$1,500
	 Ability to integrate local tourism product content on the newly developing Inland NSW Tourism Mobile App. 	71,300
	Inclusion within the Inland NSW Tours and Trails – Business and	
	Product Development Program – workshop in Goulburn 16	
	October 2012	\$3,846
Cooperative	There exists a great opportunity to participate in the Inland NSW	\$0
Marketing Program	Tourism Cooperative Marketing Program which is designed to	70
aeug e g. u	contribute marketing \$ to campaigns stimulating demand for	
	visitors to travel to Upper Lachlan which is designed to increase	
	visitor expenditure. For every \$1000, Inland NSW can extend this	
	by \$600.	
Research	This unique program will deliver significant consumer insights and	
	preference data at a Capital Country regional level and then down	
	to a local government area. The research will inform decisions	
	related to marketing and product development, and importantly	
	focus on consumer perception.	
	 Roll out of cross regional research training webinars (Dec 2012, 	\$500
	Feb 2013)	4500
	Development of Bronze member research.	\$500
Public Relations	Inland NSW Tourism contracts a communications specialist who	\$0
	can assist with the distribution of media releases related to	
	marketing, product development, event and local stories to raise	
Mootings	awareness of Upper Lachlan.	¢E 000
Meetings and consultation	Inland NSW Tourism contracts marketing, communications and	\$5,000
Consultation	membership specialists who can provide consultation and support in your marketing and business planning, product development,	
	public relations and general tourism support.	
	Meeting with Inland NSW representatives at Capital Country	\$1,000
	Tourism Managers Meeting Dec 2011 in Bowral.	71,000
Destination	A comprehensive Destination Management Plan for Inland NSW	\$1,000
Planning	Tourism has been commissioned in partnership with Destination	V1,000
· · · · · · · · · · · · · · · · · · ·	NSW. Upper Lachlan was invited to participate in Capital Country	
	workshops. 'Destination Workshop's will be held in Capital	
	Country in early 2013	
Membership Fees	Inland Membership fee is based on 50 cents per head of	\$2,026
,	population. 7,052 population based on 2006 Census.	
	 Inland agreed for LGA's in Capital Country to pay 25 cents per 	
	head of population. CCT subsidised the balance between previous	



	CCT fees and 25 cents.	
	TOTAL BENEFIT:	\$34,122
Membership Benefit Area	Specific Benefit	Value
Product Development Funding Program	Projects listed above continued into 2012/13	\$0
Cooperative Marketing Program	 There exists a great opportunity to participate in the Inland NSW Tourism Cooperative Marketing Program which is designed to contribute marketing \$ to campaigns stimulating demand for visitors to travel to Upper Lachlan which is designed to increase visitor expenditure. For every \$1000, Inland NSW can extend this by \$600. 	\$0
Research	 This unique program will deliver significant consumer insights and preference data at a Capital Country regional level and then down to a local government area. The research will inform decisions related to marketing and product development, and importantly focus on consumer perception. Roll out of cross regional research training webinars (Dec 2012, Feb 2013) Development of Bronze member research. 	\$500 \$500
Public Relations	 Inland NSW Tourism contracts a communications specialist who can assist with the distribution of media releases related to marketing, product development, event and local stories to raise awareness of Upper Lachlan, including: What's new in summer Fairfax and News Ltd cross regional media opportunity, Oct 2012 Destination Management cross regional release, Feb 2013 	\$1,000
Meetings and consultation	 Inland NSW Tourism contracts marketing, communications and membership specialists who can provide consultation and support in your marketing and business planning, product development, public relations and general tourism support. Meeting with Inland NSW representatives at Capital Country Tourism Managers Meeting Dec 2011 in Bowral. 	\$
Destination Planning	Upper Lachlan is a part of the 'Goulburn Yass and Young' Destination. Webinar Wednesday 26 th March 2013 Workshop 1 (Discovery) Tuesday 21 st May (Yass) Workshop 2 (Profiling) Tuesday 18 th June (Crookwell) Workshop 3(Action Planning) Wednesday 17 th July (Goulburn) Workshop 4 (Reporting) Week Commencing Monday 26 th August (Yass)	\$15,000
Professional Development	1 x Re-Invigorate your product & Online and Social Media – How to survive online	\$3000.00
Workshops	1 x E-marketing Master Class	\$2200.00
	TOTAL BENEFIT:	\$22,200
	CUMULATIVE BENEFIT:	\$56,322

WINGECARRIBEE



Annual Membership paid (to June 2012)	Cooperative Marketing Contribution	Other Contributions	TOTAL INVESTMENT IN INLAND NSW TOURISM:
\$5000	\$24,000	\$0	\$29,000
Annual Membership paid (to June 2013)	Cooperative Marketing Contribution	Other Contributions	TOTAL INVESTMENT IN INLAND NSW TOURISM:
\$5,500	\$0	\$0	\$0

Membership	Specific Benefit	Value
Benefit Area		
Product Development	 Inclusion within the Inland NSW Regional BBQ Challenge program (Capital Country) 	\$7,500
Funding Program	 Inclusion within the Inland NSW Food and Wine Agri-tourism Business Development Program, Regional Food System and Paddock to Plate program (Capital Country) 	\$11,250
	 Ability to integrate local tourism product content on the newly developing Inland NSW Tourism Mobile App Inclusion within the Inland NSW Tours and Trails – Business and 	\$1,500
	Product Development Program – workshop in Goulburn 16 October 2012	\$3,846
Cooperative Marketing Program	My Southern Highlands campaign approved in November 2011.	\$96,000
Research	This unique program will deliver significant consumer insights and preference data at a Capital Country regional level and then down to a local government area. The research will inform decisions related to marketing and product development, and importantly focus on consumer perception. Deliver of the program will deliver significant consumer (Dec 2012) Feb.	\$500
	 Roll out of cross regional research training webinars (Dec 2012, Feb 2013) Development of Bronze member research. 	\$500
Public Relations	 Inland NSW Tourism contracts a communications specialist who can assist with the distribution of media releases related to marketing, product development, event and local stories to raise awareness of Wingecarribee. 	\$0
Meetings and consultation	 Inland NSW Tourism contracts marketing, communications and membership specialists who can provide consultation and support in your marketing and business planning, product development, public relations and general tourism support. 	\$5,000
	 Graham Perry and Andrea Plawutsky from Inland NSW Tourism attended meeting on 23 Nov with Meredith Wray. Meeting with Inland NSW representatives at Capital Country Tourism Managers Meeting Dec 2011 in Bowral. 	\$2,000
Destination Planning	 A comprehensive Destination Management Plan for Inland NSW Tourism has been commissioned in partnership with Destination NSW. 'Destination Workshop's will be held in Capital Country in early 2013 	\$1,000
Membership Fees	 Inland Membership fee is based on 50 cents per head of population. 42,273 population based on 2006 Census Inland agreed for LGA's in Capital Country to pay 25 cents per head of population. CCT subsidised the balance between previous CCT fees and 25 cents 	\$16,137
	TOTAL BENEFIT:	\$145,233



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Membership Benefit Area	Specific Benefit	Value
Product	a Judyaian within the Juland NCW Parianal DDO Challange program	\$50,000
Development	Inclusion within the Inland NSW Regional BBQ Challenge program (Capital Country, August Southernbor 2012)	\$50,000
Funding Program	(Capital Country, August – September 2012)	
runung Program	o Media coverage during Challenge	
	*\$900,000 of PR was generated from the WIN TV series across all 3 BBQ	
Cooperative	Challenge events and 6 additional featured locations.	\$0
Cooperative	There exists a great opportunity to participate in the Inland NSW Tavilore Comparative Marketing Program which is designed to	\$0
Marketing	Tourism Cooperative Marketing Program which is designed to	
Program	contribute marketing \$ to campaigns stimulating demand for visitors	
	to travel to Wingecarribbee which is designed to increase visitor	
Danamak	expenditure. For every \$1000, Inland NSW can extend this by \$600.	
Research	This unique program will deliver significant consumer insights and	
	preference data at a Capital Country regional level and then down to	
	a local government area. The research will inform decisions related	
	to marketing and product development, and importantly focus on	
	consumer perception.	\$500
	Roll out of cross regional research training webinars (Dec 2012, Feb 2012)	\$500
	2013)	\$500
	Development of Bronze member research.	-
Public Relations	Inland NSW Tourism contracts a communications specialist who	\$1,000
	can assist with the distribution of media releases related to	
	marketing, product development, event and local stories to raise	
	awareness of Wingecarribee (Southern Highlands), including:	
	What's new in summer Fairfax and News Ltd cross regional	
	media opportunity, Oct 2012	
	Destination Management cross regional release, Feb 2013	40
Meetings and	Inland NSW Tourism contracts marketing, communications and	\$0
consultation	membership specialists who can provide consultation and support in	
	your marketing and business planning, product development, public	
Destination	relations and general tourism support.	Ć15 000
Destination	Wingecarabee is a part of the 'Southern Highlands' Destination.	\$15,000
Planning	Webinar Wednesday 8 Th April 2013	
	Workshop 1 (Discovery) Monday 20 th May (Southern	
	Highlands)	
	Workshop 2 (Profiling) Monday 17 th June (Southern	
	Highlands)	
	Workshop 3(Action Planning) Tuesday 16 th July (Southern	
	Highlands)	
	Workshop 4 (Reporting) Week Commencing Monday On the Commencing Monday On the Commencing Monday On the Commencing Monday On the Commencing Monday	
	26 th August (Southern Highlands)	44= 40= =0
Membership	Inland Membership fee is based on 50 cents per head of	\$17,197.50
Benefit	population, although Capital Country pay the lower amount of	
	\$5000 <u>or</u> .50 per head of population	
	Wingecarabee's Population is 44,395 based on the 2010 Census.	
	Wingercarabee should pay \$22,197.50, but instead pay \$5000 +	
	GST, creating a benefit of \$17,197.50	4
Professional	1 x Re-Invigorate your product & Online and Social Media – How to	\$3000.00
Development	survive online	40000
Workshops	1 x E-marketing Master Class in Yass	\$2200.00
	TOTAL BENEFIT:	\$89,397.50
	CUMULATIVE BENEFIT:	\$234,630.50





Annual Membership paid (to June 2012)	Cooperative Marketing Contribution	Other Contributions	TOTAL INVESTMENT IN INLAND NSW TOURISM:
\$5000	\$0	\$0	\$5000
Annual Membership paid (to June 2013)	Cooperative Marketing Contribution	Other Contributions	TOTAL INVESTMENT IN INLAND NSW TOURISM:
\$5,500	\$0	\$0	\$0

Membership	Specific Benefit	Value
Benefit Area		
Product Development	 Inclusion within the Inland NSW Regional BBQ Challenge program (Capital Country) 	\$7,500
Funding Program	 Inclusion within the Inland NSW Food and Wine Agri-tourism Business Development Program, Regional Food System and Paddock to Plate program (Capital Country) NB: Goulburn is being earmarked for the venue for the Business and Product Development Workshop 	\$11,250
	 Ability to integrate local tourism product content on the newly developing Inland NSW Tourism Mobile App. Inclusion within the Inland NSW Tours and Trails – Business and Product Development Program – workshop in Goulburn 16 	\$1,500
	October 2012	\$3,846
Cooperative Marketing Program	 There exists a great opportunity to participate in the Inland NSW Tourism Cooperative Marketing Program which is designed to contribute marketing \$ to campaigns stimulating demand for visitors to travel to Goulburn which is designed to increase visitor expenditure. For every \$1000, Inland NSW can extend this by \$600. 	\$0
Research	 This unique program will deliver significant consumer insights and preference data at a Capital Country regional level and then down to a local government area. The research will inform decisions related to marketing and product development, and importantly focus on consumer perception. This program is due to commence in February 2012. 	\$15,000
Public Relations	 Inland NSW Tourism contracts a communications specialist who can assist with the distribution of media releases related to marketing, product development, event and local stories to raise awareness of Goulburn. 	\$0
Meetings and consultation	 Inland NSW Tourism contracts marketing, communications and membership specialists who can provide consultation and support in your marketing and business planning, product development, public relations and general tourism support. Meeting with Inland NSW representatives at Capital Country 	\$5,000
	Tourism Managers Meeting Dec 2011 in Bowral.	\$1,000
Destination Planning	 A comprehensive Destination Management Plan for Inland NSW Tourism has been commissioned in partnership with Destination NSW. Goulburn was invited to attend workshops held in Capital Country. 'Destination Workshop's will begin in early 2013. 	\$1,000
Membership Fees	 Inland Membership fee is based on 50 cents per head of population. 26,085 population based on 2006 Census Inland agreed for LGA's in Capital Country to pay 25 cents per head of population. CCT subsidised the balance between previous CCT fees and 25 cents 	\$8,043



	TOTAL BENEFIT:	\$54,139
Membership Benefit Area	Specific Benefit	Value
Product Development Funding Program	Projects listed above continued into 2012/13	\$0
Cooperative Marketing Program	 There exists a great opportunity to participate in the Inland NSW Tourism Cooperative Marketing Program which is designed to contribute marketing \$ to campaigns stimulating demand for visitors to travel to Goulburn which is designed to increase visitor expenditure. For every \$1000, Inland NSW can extend this by \$600. 	\$0
Research	 This unique program will deliver significant consumer insights and preference data at a Capital Country regional level and then down to a local government area. The research will inform decisions related to marketing and product development, and importantly focus on consumer perception. Roll out of cross regional research training webinars (Dec 2012, 	\$0 \$500
	Feb 2013) • Development of Bronze member research.	\$500
Public Relations	Inland NSW Tourism contracts a communications specialist who can assist with the distribution of media releases related to marketing, product development, event and local stories to raise awareness of Young, including: What's new in summer Fairfax and News Ltd cross regional media opportunity, Oct 2012	\$1,000
Meetings and	 Destination Management cross regional release, Feb 2013 Inland NSW Tourism contracts marketing, communications and 	\$0
consultation	membership specialists who can provide consultation and support in your marketing and business planning, product development, public relations and general tourism support.	,
Destination Planning	Goulburn is a part of the 'Goulburn Yass and Young' Destination. Webinar Wednesday 26 th March 2013 Workshop 1 (Discovery) Tuesday 21 st May (Yass) Workshop 2 (Profiling) Tuesday 18 th June (Crookwell) Workshop 3 (Action Planning) Wednesday 17 th July (Goulburn) Workshop 4 (Reporting) Week Commencing Monday 26 th August (Young)	\$15,000
Membership Benefit	 Inland Membership fee is based on 50 cents per head of population, although Capital Country pay the lower amount of \$5000 or .50 per head of population Goulburn's Population is 27,481 based on the 2010 Census. Gouburn should pay \$13,740.50, but instead pay \$5000 + GST, creating a benefit of \$8,740.50 	\$8,740.50
Professional Dayslanment	1 x Re-Invigorate your product & Online and Social Media – How to	\$3000.00
Development Workshops	survive online Yass & Moss Vale 1 x E-marketing Master Class in Yass	\$2200.00
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	TOTAL BENEFIT:	\$30,940.50
	CUMULATIVE BENEFIT:	\$85,079.50