

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 Lachlan 2012-13	\$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 2011-12	\$5,500	\$0	\$54,139
Goulburn Mulwarree 2012-13	\$5,500	\$0	\$30,940.50
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 Benefits 2011-12	Specific Benefit	Value 2011-12
<i>Product Development Funding Program</i>	<ul style="list-style-type: none"> Inclusion within the Inland NSW Regional BBQ Challenge program (Capital Country) 	\$7,500
	<ul style="list-style-type: none"> 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
	<i>NB: Young has been earmarked as a potential site for one of the Inland NSW BBQ Challenges in Sept/Oct 2012</i>	
	<ul style="list-style-type: none"> Ability to integrate local tourism product content on the newly developing Inland NSW Tourism Mobile App 	\$1,500
	<ul style="list-style-type: none"> Young is one of the key regions within The Gold Trail project. Funds allocated to enhance and extend the Lambing Flat Festival. 	\$10,000
	<ul style="list-style-type: none"> Further funds allocated to the broader Gold Trail project, which will impact on Young including interpretive signage. 	\$5,000
<i>Cooperative Marketing Program</i>	<ul style="list-style-type: none"> Inclusion within the Inland NSW Tours and Trails – Business and Product Development Program – workshop in Goulburn 16 October 2012 	\$3,846
	<ul style="list-style-type: none"> 'Get it all Done in Young' Campaign approved December 2011 was 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 funding once Young Council has advised 12/13 budgets. 	\$0
<i>Research</i>	<ul style="list-style-type: none"> 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
<i>Public Relations</i>	<ul style="list-style-type: none"> 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. 	
	<ul style="list-style-type: none"> Articles generated as a result of the Product Development Program include The Young Witness newspaper 20 Jan 	\$500
<i>Meetings and consultation</i>	<ul style="list-style-type: none"> 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
	<ul style="list-style-type: none"> Meeting with Inland NSW representatives at Capital Country Tourism Managers Meeting Dec 2011 in Bowral. 	\$2,000
	<ul style="list-style-type: none"> Meeting in Young with Inland NSW Marketing Executive on 16 January 2012. 	
<i>Destination</i>	<ul style="list-style-type: none"> A comprehensive Destination Management Plan for Inland NSW 	\$1,000

<i>Planning</i>	Tourism has been commissioned in partnership with Destination NSW. 'Destination Workshop's will be held in Capital Country in early 2013	
<i>Membership Fees</i>	<ul style="list-style-type: none"> 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
<i>Product Development Funding Program</i>	<ul style="list-style-type: none"> Inclusion within the Inland NSW Regional BBQ Challenge program (Capital Country, August – September 2012) <ul style="list-style-type: none"> Media coverage during Challenge Ongoing contacts with Sydney International Food Festival interest in producers Dedicated WIN TV episode <p><i>*\$900,000 of PR was generated from the WIN TV series across all 3 BBQ Challenge events and 6 additional featured locations.</i></p>	\$50,000
<i>Cooperative Marketing Program</i>	<ul style="list-style-type: none"> 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
<i>Research</i>	<ul style="list-style-type: none"> 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
<i>Public Relations</i>	<ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> What's new in summer Fairfax and News Ltd cross regional media opportunity, Oct 2012 Destination Management cross regional release, Feb 2013 	\$1000
<i>Meetings and consultation</i>	<ul style="list-style-type: none"> 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 	\$0 \$1000 \$1000
<i>Destination Planning</i>	Young is a part of the 'Goulburn Yass and Young' Destination. <ul style="list-style-type: none"> 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

	<ul style="list-style-type: none"> Workshop 4 (Reporting) Week Commencing Monday 26th August (Yass) 	
<i>Membership Benefit</i>	<ul style="list-style-type: none"> Inland Membership fee is based on 50 cents per head of population, although Capital Country pay the lower amount of \$5000 <u>or</u> .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
<i>Professional Development Workshops</i>	1 x Re-Invigorate your product & Online and Social Media – How to survive online 1 x E-marketing Master Class	\$3000.00 \$2200.00
	TOTAL BENEFIT 2012-13:	\$75,318
	CUMULATIVE BENEFIT:	\$137,60

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
<i>Product Development Funding Program</i>	<ul style="list-style-type: none"> Inclusion within the Inland NSW Regional BBQ Challenge program (Capital Country) 	\$7,500
	<ul style="list-style-type: none"> 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
	<ul style="list-style-type: none"> Ability to integrate local tourism product content on the newly developing Inland NSW Tourism Mobile App 	\$1,500
	<ul style="list-style-type: none"> Boorowa is one of the key regions within The Gold Trail project including interpretive signage and event support. 	\$10,000
	<ul style="list-style-type: none"> Inclusion within the Inland NSW Tours and Trails – Business and Product Development Program – workshop in Goulburn 16 October 2012 	\$3,856
<i>Cooperative Marketing Program</i>	<ul style="list-style-type: none"> 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. 	\$0
<i>Research</i>	<ul style="list-style-type: none"> 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
<i>Public Relations</i>	<ul style="list-style-type: none"> 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. 	\$500
<i>Meetings and consultation</i>	<ul style="list-style-type: none"> 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
	<ul style="list-style-type: none"> Meeting with Inland NSW representatives at Capital Country Tourism Managers Meeting Dec 2011 in Bowral. 	\$1,000
<i>Destination Planning</i>	<ul style="list-style-type: none"> 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
<i>Membership Fees</i>	<ul style="list-style-type: none"> Inland Membership fee is based on 50 cents per head of population. 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 	\$47
TOTAL BENEFIT:		\$56,643

Membership Benefit Area	Specific Benefit	Value 2012/13
<i>Product Development Funding Program</i>	<ul style="list-style-type: none"> Projects listed above continue into 2012-13. 	\$0
<i>Cooperative Marketing Program</i>	<ul style="list-style-type: none"> 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. 	\$0
<i>Research</i>	<ul style="list-style-type: none"> 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
<i>Public Relations</i>	<ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> What's new in summer Fairfax and News Ltd cross regional media opportunity, Oct 2012 Destination Management cross regional release, Feb 2013 	\$1000
<i>Meetings and consultation</i>	<ul style="list-style-type: none"> 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. 	\$1000
<i>Destination Planning</i>	<p>Boorowa is a part of the 'Goulburn Yass and Young' Destination.</p> <ul style="list-style-type: none"> 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) Workshop 4 (Reporting) Week Commencing Monday 26th August (Yass) 	\$15,000
<i>Professional Development Workshops</i>	<p>1 x Re-Invigorate your product & Online and Social Media – How to survive online</p> <p>1 x E-marketing Master Class</p>	 \$3000.00 \$2200.00
	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 Benefit Area	Specific Benefit	Value
<i>Product Development Funding Program</i>	<ul style="list-style-type: none"> Inclusion within the Inland NSW Regional BBQ Challenge program (Capital Country) Inclusion within the Inland NSW Food and Wine Agri-tourism Business Development Program, Regional Food System and Paddock to Plate program (Capital Country) Ability to integrate local tourism product content on the newly developing Inland NSW Tourism Mobile App Harden is one of the key regions within The Gold Trail project. Funds allocated to enhance and extend the Harden Gold Trail Festival. Further funds allocated to the broader Gold Trail project which will impact on Harden. Inclusion within the Inland NSW Tours and Trails – Business and Product Development Program – workshop in Goulburn 16 October 2012 	\$7,500 \$11,250 \$1,500 \$12,000 \$8,000 \$3,846
<i>Cooperative Marketing Program</i>	<ul style="list-style-type: none"> 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
<i>Research</i>	<ul style="list-style-type: none"> 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
<i>Public Relations</i>	<ul style="list-style-type: none"> 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 article 26 Jan and radio coverage for the Gold Trail. 	\$500
<i>Meetings and consultation</i>	<ul style="list-style-type: none"> 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. Meeting in Young with Inland NSW Marketing Executive on 16 January 2012 related to Hilltop Harvest Inc. 	\$5,000 \$2,000
<i>Destination Planning</i>	<ul style="list-style-type: none"> 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.	
<i>Membership Fees</i>	<ul style="list-style-type: none"> Inland Membership fee is based on 50 cents per head of population. 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. 	\$692
	TOTAL BENEFIT:	\$54,288
Membership Benefit Area	Specific Benefit	Value 2012-13
<i>Product Development Funding Program</i>	<ul style="list-style-type: none"> Projects listed above continue into 2012-13. 	\$0
<i>Cooperative Marketing Program</i>	<ul style="list-style-type: none"> 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
<i>Research</i>	<ul style="list-style-type: none"> 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
<i>Public Relations</i>	<ul style="list-style-type: none"> 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 Harden, including: <ul style="list-style-type: none"> What's new in summer Fairfax and News Ltd cross regional media opportunity, Oct 2012 Destination Management cross regional release, Feb 2013 	\$1,000
<i>Meetings and consultation</i>	<ul style="list-style-type: none"> 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. 	\$1000
<i>Destination Planning</i>	<p>Harden is a part of the 'Goulburn Yass and Young' Destination.</p> <ul style="list-style-type: none"> 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) Workshop 4 (Reporting) Week Commencing Monday 26thAugust (Yass) 	\$15,000
<i>Professional Development Workshops</i>	<p>1 x Re-Invigorate your product & Online and Social Media – How to survive online</p> <p>1 x E-marketing Master Class</p>	 \$3000.00 \$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
<i>Product Development Funding Program</i>	<ul style="list-style-type: none"> Inclusion within the Inland NSW Regional BBQ Challenge program (Capital Country) 	\$7,500
	<ul style="list-style-type: none"> 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
	<ul style="list-style-type: none"> Ability to integrate local tourism product content on the newly developing Inland NSW Tourism Mobile App 	\$1,500
	<p><i>NB: Yass is being earmarked for the venue for 6 workshops within the Food and Wine Business Development Program</i></p> <ul style="list-style-type: none"> Inclusion within the Inland NSW Tours and Trails – Business and Product Development Program – workshop in Goulburn 16 October 2012 	\$3,846
<i>Cooperative Marketing Program</i>	<ul style="list-style-type: none"> 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
<i>Research</i>	<ul style="list-style-type: none"> 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
<i>Public Relations</i>	<ul style="list-style-type: none"> 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
<i>Meetings and consultation</i>	<ul style="list-style-type: none"> 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
	<ul style="list-style-type: none"> Meeting with Inland NSW representatives at Capital Country Tourism Managers Meeting Dec 2011 in Bowral. 	\$1,000
<i>Destination Planning</i>	<ul style="list-style-type: none"> 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
<i>Membership Fees</i>	<ul style="list-style-type: none"> 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
<i>Product Development Funding Program</i>	<ul style="list-style-type: none"> 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
<i>Cooperative Marketing Program</i>	<ul style="list-style-type: none"> '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
<i>Research</i>	<ul style="list-style-type: none"> 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
<i>Public Relations</i>	<ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> What's new in summer Fairfax and News Ltd cross regional media opportunity, Oct 2012 Destination Management cross regional release, Feb 2013 	\$1,000
<i>Meetings and consultation</i>	<ul style="list-style-type: none"> 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
<i>Destination Planning</i>	<p>Yass Valley is a part of the 'Goulburn Yass and Young' Destination.</p> <ul style="list-style-type: none"> 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) Workshop 4 (Reporting) Week Commencing Monday 26th August (Yass) 	\$15,00
<i>Membership Benefit</i>	<ul style="list-style-type: none"> 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
<i>Professional Development Workshops</i>	<p>1 x Re-Invigorate your product & Online and Social Media – How to survive online</p> <p>1 x E-marketing Master Class</p>	 \$3000.00 \$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 Benefit Area	Specific Benefit	Value
<i>Product Development Funding Program</i>	<ul style="list-style-type: none"> Inclusion within the Inland NSW Regional BBQ Challenge program (Capital Country) 	\$7,500
	<ul style="list-style-type: none"> 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
	<ul style="list-style-type: none"> Ability to integrate local tourism product content on the newly developing Inland NSW Tourism Mobile App. 	\$1,500
	<ul style="list-style-type: none"> Inclusion within the Inland NSW Tours and Trails – Business and Product Development Program – workshop in Goulburn 16 October 2012 	\$3,846
<i>Cooperative Marketing Program</i>	<ul style="list-style-type: none"> 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
<i>Research</i>	<ul style="list-style-type: none"> 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. 	
	<ul style="list-style-type: none"> Roll out of cross regional research training webinars (Dec 2012, Feb 2013) 	\$500
	<ul style="list-style-type: none"> Development of Bronze member research. 	\$500
<i>Public Relations</i>	<ul style="list-style-type: none"> 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. 	\$0
<i>Meetings and consultation</i>	<ul style="list-style-type: none"> 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
	<ul style="list-style-type: none"> Meeting with Inland NSW representatives at Capital Country Tourism Managers Meeting Dec 2011 in Bowral. 	\$1,000
<i>Destination Planning</i>	<ul style="list-style-type: none"> A comprehensive Destination Management Plan for Inland NSW Tourism has been commissioned in partnership with Destination NSW. Upper Lachlan was invited to participate in Capital Country workshops. 'Destination Workshop's will be held in Capital Country in early 2013 	\$1,000
<i>Membership Fees</i>	<ul style="list-style-type: none"> Inland Membership fee is based on 50 cents per head of 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 	\$2,026

	CCT fees and 25 cents.	
	TOTAL BENEFIT:	\$34,122
Membership Benefit Area	Specific Benefit	Value
<i>Product Development Funding Program</i>	<ul style="list-style-type: none"> Projects listed above continued into 2012/13 	\$0
<i>Cooperative Marketing Program</i>	<ul style="list-style-type: none"> 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
<i>Research</i>	<ul style="list-style-type: none"> 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
<i>Public Relations</i>	<ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> What's new in summer Fairfax and News Ltd cross regional media opportunity, Oct 2012 Destination Management cross regional release, Feb 2013 	\$1,000
<i>Meetings and consultation</i>	<ul style="list-style-type: none"> 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. 	 \$ \$
<i>Destination Planning</i>	<p>Upper Lachlan is a part of the 'Goulburn Yass and Young' Destination.</p> <ul style="list-style-type: none"> 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) Workshop 4 (Reporting) Week Commencing Monday 26thAugust (Yass) 	\$15,000
<i>Professional Development Workshops</i>	<p>1 x Re-Invigorate your product & Online and Social Media – How to survive online</p> <p>1 x E-marketing Master Class</p>	 \$3000.00 \$2200.00
	TOTAL BENEFIT:	\$22,200
	CUMULATIVE BENEFIT:	\$56,322

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 Benefit Area	Specific Benefit	Value
<i>Product Development Funding Program</i>	<ul style="list-style-type: none"> Inclusion within the Inland NSW Regional BBQ Challenge program (Capital Country) 	\$7,500
	<ul style="list-style-type: none"> 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
	<ul style="list-style-type: none"> Ability to integrate local tourism product content on the newly developing Inland NSW Tourism Mobile App 	\$1,500
	<ul style="list-style-type: none"> Inclusion within the Inland NSW Tours and Trails – Business and Product Development Program – workshop in Goulburn 16 October 2012 	\$3,846
<i>Cooperative Marketing Program</i>	<ul style="list-style-type: none"> My Southern Highlands campaign approved in November 2011. 	\$96,000
<i>Research</i>	<ul style="list-style-type: none"> 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. 	
	<ul style="list-style-type: none"> Roll out of cross regional research training webinars (Dec 2012, Feb 2013) 	\$500
	<ul style="list-style-type: none"> Development of Bronze member research. 	\$500
<i>Public Relations</i>	<ul style="list-style-type: none"> 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
<i>Meetings and consultation</i>	<ul style="list-style-type: none"> 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
	<ul style="list-style-type: none"> Graham Perry and Andrea Plawutsky from Inland NSW Tourism attended meeting on 23 Nov with Meredith Wray. 	\$2,000
	<ul style="list-style-type: none"> Meeting with Inland NSW representatives at Capital Country Tourism Managers Meeting Dec 2011 in Bowral. 	
<i>Destination Planning</i>	<ul style="list-style-type: none"> 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
<i>Membership Fees</i>	<ul style="list-style-type: none"> 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

Membership Benefit Area	Specific Benefit	Value
<i>Product Development Funding Program</i>	<ul style="list-style-type: none"> Inclusion within the Inland NSW Regional BBQ Challenge program (Capital Country, August – September 2012) <ul style="list-style-type: none"> Media coverage during Challenge <p><i>*\$900,000 of PR was generated from the WIN TV series across all 3 BBQ Challenge events and 6 additional featured locations.</i></p>	\$50,000
<i>Cooperative Marketing Program</i>	<ul style="list-style-type: none"> 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 Wingecarribee which is designed to increase visitor expenditure. For every \$1000, Inland NSW can extend this by \$600. 	\$0
<i>Research</i>	<ul style="list-style-type: none"> 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
<i>Public Relations</i>	<ul style="list-style-type: none"> 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 (Southern Highlands), including: <ul style="list-style-type: none"> What's new in summer Fairfax and News Ltd cross regional media opportunity, Oct 2012 Destination Management cross regional release, Feb 2013 	\$1,000
<i>Meetings and consultation</i>	<ul style="list-style-type: none"> 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
<i>Destination Planning</i>	<p>Wingecarabee is a part of the 'Southern Highlands' Destination.</p> <ul style="list-style-type: none"> Webinar Wednesday 8th April 2013 Workshop 1 (Discovery) Monday 20th May (Southern Highlands) Workshop 2 (Profiling) Monday 17th June (Southern Highlands) Workshop 3 (Action Planning) Tuesday 16th July (Southern Highlands) Workshop 4 (Reporting) Week Commencing Monday 26th August (Southern Highlands) 	\$15,000
<i>Membership Benefit</i>	<ul style="list-style-type: none"> Inland Membership fee is based on 50 cents per head of 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. Wingecarabee should pay \$22,197.50, but instead pay \$5000 + GST, creating a benefit of \$17,197.50 	\$17,197.50
<i>Professional Development Workshops</i>	<p>1 x Re-Invigorate your product & Online and Social Media – How to survive online</p> <p>1 x E-marketing Master Class in Yass</p>	\$3000.00 \$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 Benefit Area	Specific Benefit	Value
<i>Product Development Funding Program</i>	<ul style="list-style-type: none"> Inclusion within the Inland NSW Regional BBQ Challenge program (Capital Country) 	\$7,500
	<ul style="list-style-type: none"> 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
	<p><i>NB: Goulburn is being earmarked for the venue for the Business and Product Development Workshop</i></p> <ul style="list-style-type: none"> Ability to integrate local tourism product content on the newly developing Inland NSW Tourism Mobile App. 	\$1,500
	<ul style="list-style-type: none"> Inclusion within the Inland NSW Tours and Trails – Business and Product Development Program – workshop in Goulburn 16 October 2012 	\$3,846
<i>Cooperative Marketing Program</i>	<ul style="list-style-type: none"> 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
<i>Research</i>	<ul style="list-style-type: none"> 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
<i>Public Relations</i>	<ul style="list-style-type: none"> 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
<i>Meetings and consultation</i>	<ul style="list-style-type: none"> 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
	<ul style="list-style-type: none"> Meeting with Inland NSW representatives at Capital Country Tourism Managers Meeting Dec 2011 in Bowral. 	\$1,000
<i>Destination Planning</i>	<ul style="list-style-type: none"> 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
<i>Membership Fees</i>	<ul style="list-style-type: none"> 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
<i>Product Development Funding Program</i>	<ul style="list-style-type: none"> Projects listed above continued into 2012/13 	\$0
<i>Cooperative Marketing Program</i>	<ul style="list-style-type: none"> 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
<i>Research</i>	<ul style="list-style-type: none"> 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. 	\$0 \$500 \$500
<i>Public Relations</i>	<ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> What's new in summer Fairfax and News Ltd cross regional media opportunity, Oct 2012 Destination Management cross regional release, Feb 2013 	\$1,000
<i>Meetings and consultation</i>	<ul style="list-style-type: none"> 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
<i>Destination Planning</i>	Goulburn is a part of the 'Goulburn Yass and Young' Destination. <ul style="list-style-type: none"> 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) Workshop 4 (Reporting) Week Commencing Monday 26th August (Young) 	\$15,000
<i>Membership Benefit</i>	<ul style="list-style-type: none"> Inland Membership fee is based on 50 cents per head of population, although Capital Country pay the lower amount of \$5000 <u>or</u> .50 per head of population Goulburn's Population is 27,481 based on the 2010 Census. Goulburn should pay \$13,740.50, but instead pay \$5000 + GST, creating a benefit of \$8,740.50 	\$8,740.50
<i>Professional Development Workshops</i>	1 x Re-Invigorate your product & Online and Social Media – How to survive online Yass & Moss Vale 1 x E-marketing Master Class in Yass	\$3000.00 \$2200.00
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	TOTAL BENEFIT:	\$30,940.50
	CUMULATIVE BENEFIT:	\$85,079.50