

# Cooperative Marketing Opportunities East Coast Tasmania Tourism

Valid to 30 June 2023

## Why join with us?

We are in exciting times for the East Coast of Tasmania with a thriving visitor economy and a high level of business confidence.

We can help you reach potential visitors:

- We have over 90,000 followers on social media
- We have a database of consumers who've asked us to keep them informed about what's on offer on the East Coast
- More than 180,000 unique visitors to our website each year (that's over 15,000 visitors per month)

## The Opportunities

### Advertise on the East Coast Tasmania Tourism website

Visitation to our website [www.eastcoasttasmania.com](http://www.eastcoasttasmania.com) have grown rapidly over the past few years. Over the twelve months:

- **233,00 site visits (19k per month, 4.5k per week)**
- **180,000 unique visitors**
- **358,000 page views**
- **89.30% of visitors are from Australia**
- **Average time on page 1:43 minutes**
- **55% of people are accessing our site from a mobile, 4% from a tablet, 41% desktop**

Our website is a great place to profile your business. While there are places to profile your business for free, we also have paid spots to ensure more people see what you have to offer.

## But first, here are a few important tips to note about advertising.

### You will get best results if your website is mobile responsive

59% of our visitors over the past 12 months have viewed our website from either a mobile phone or a tablet. That means if they link from our site to yours, then they are also going to view your website on a mobile device.

Therefore, in order to get a positive result when they land on your website it should be mobile responsive. This simply means that your website is designed to scale appropriately when viewed on smaller screens.

Research has shown that most people when visiting a website on a mobile device that has not been designed for a mobile will not spend any time there. Research also suggests they will not look that website up when they eventually get to a desktop computer. If your website is not mobile responsive you are at significant risk of not engaging visitors using a mobile device to view your website.

### Professionally designed ads

Ads that are professionally designed always perform better and receive higher click through rates. We will design your ads but it is important that you invest in providing an engaging image, a clear compelling message, logo and URL (see below)

### Choose your call to action and link strategically

Your ad must be really clear where you want to direct your potential customers and what you want them to do when they get there. Very rarely is your homepage the best place to link to from your ad. Choose a specific sales page that clearly shows the visitor what you want them to do. If you are offering a special, it is best to take them directly to that sales page.

## Opportunity 1

### Feature tile on East Coast Tasmania Tourism home page

The feature tiles are prominent on our homepage. They are upfront and highly visible. With the current website traffic there is the potential for your feature tile to be seen by more than 15,000 people per month. If your tile is engaging, interesting and professionally designed by us, you can maximise your click throughs to wherever you would like to lead them.

Size: 570px wide by 180px high

Limit: 6 spots available

Cost: \$265 + GST per month on a 2 month contract.

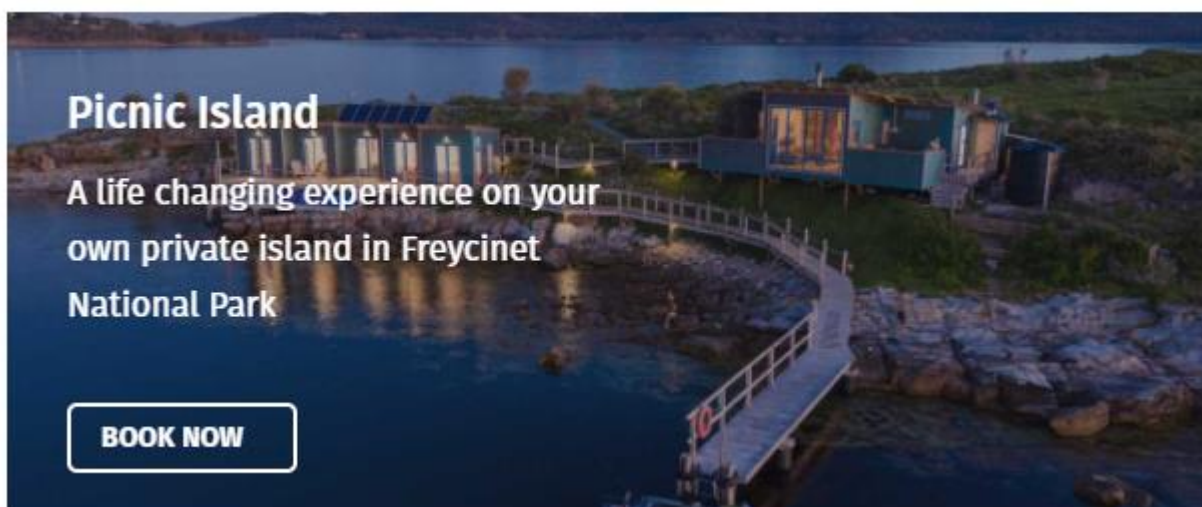
CTA: You can link to your website, sales page, a page on our site, or the Visitor Centre booking system (also hosted on our site).

Specs: High res horizontal image [at least 1mb]

Business tag line [1 x sentence business description]

CTA tag line [1 x CTA statement]

CTA website link [use specific URL rather than homepage where applicable]



## Opportunity 2

### Business Listing on your Town page

The Business listings on our town pages are generated from the [ATDW website](#) - a national tourism database used by travel distributors to source product information for their websites.

If you have not already, you can register your free ATDW account and list your business. Here you can upload your images, contact details and more information about your business, services and facilities you offer. Once your listing is active on ATDW, it is automatically added onto your town page on our website

We have two levels of business listings – premium and standard.

Free standard listings that show your basic contact information and do not include an image or a click through onto a more detailed bio page.

Premium business listings include an image, your business name, a few lines of detail and your contact information. These ads then click through to an individual bio page where more information about your business is listed and also your website and email contact. Premium business listings are another great place to let prospective customers know about your business.

Size: Premium - Ad size 1080px wide x 550px high. Standard - Ad size 360px wide x 400px high

Cost: Premium Listings - \$150 + gst per annum up to 30 June 2022

Standard Listings - free

CTA: Link to your website and email contact

Specs: List your business on ATDW website

## Standard Business Listing

### LOCAL BUSINESSES

ALL

ACCOMODATION

ATTRACTION

BUSINESS

TOUR



ACCOMMODATION

#### Anchor Wheel Motel

59 Tully Street, St Helens, 7216  
6376 1358  
info@anchorwheelmotel.com.au  
[Visit Website](#)



ACCOMMODATION

#### Aperture

43 Hazards View Drive, Coles Bay, 7215  
6257 0119  
bookings@freycinetholidayhouses.com.au  
[Visit Website](#)



ACCOMMODATION

#### Aplite House

845 Coles Bay Road, Friendly Beaches, 7215  
6257 0564  
aplitehouse@gmail.com  
[Visit Website](#)

## Premium Business Listing

### LOCAL BUSINESSES

ALL

ACCOMODATION

ATTRACTION

BUSINESS

TOUR



ACCOMMODATION

#### Maria Island Penitentiary Accommodation

Maria Island National Park is unique, being part of a convict probation station which is one of 11 historic places, that together form the 'Australian Convicts Sites World Heritage Property'. The historic Penitentiary originally housed convicts from 1830. Today it provides basic bunkhouse – style accommodation in 9 rooms with 6 beds and 1 room with 14 beds

03 6257 1420  
MariaIslandEnquiries@parks.tas.gov.au  
[Visit Website](#)

[READ MORE](#)



#### Contact Details

Maria Island, 7190

03 6257 1420  
[MarialandEnquiries@parks.tas.gov.au](mailto:MarialandEnquiries@parks.tas.gov.au)  
[Visit Website](#)



## Maria Island Penitentiary Accommodation

Maria Island National Park is unique, being part of a convict probation station which is one of 11 historic places, that together form the 'Australian Convicts Sites World Heritage Property'. It is an escape from the real world into the past with no shops with only ranger vehicles. Discover the many layers of human history and get up close to the abundant wildlife. Due to COVID19, the Parks and Wildlife Service has made some small changes to the Penitentiary accommodation on Maria Island. These changes have been implemented to improve the safety of visitors. - Strict check-out time of 10am - Strict check-in time of 2pm - Maximum capacity signs are located at the entrances of each building. - The spare mattresses that were in each Penitentiary room have been removed - There are cleaning kits provided in the Mess Hall and in each room. There are hand sanitiser stations located at the entrance of the main buildings - Use the Laundry room to store your luggage in before and after checking in if required - Clean the Mess Hall facilities before and after you use them. This room is cleaned once each day by Parks and Wildlife staff.

The historic Penitentiary originally housed convicts from 1830. Today it provides basic bunkhouse - style accommodation in 9 rooms with 6 beds and 1 room with 14 beds. For all Penitentiary bookings Ph: 03 6491 1179. Payment must be made in full at the time of booking. Ensure your ferry is available on your chosen dates prior to finalising your booking. Bookings can only be made 6 months prior to arrival. No bookings are required for camping. Please pay for camping at the Maria Island Gateway in Triabunna upon check in for the ferry. The cost is \$7 per individual, \$13.00 for 2 persons, \$16 per family.

## Opportunity 3a

### Email advertising – Consumer News

Email marketing continues to be an extremely popular form of marketing. It is highly targeted and has a much higher return on investment than social media. Each month we will email our growing consumer database highlighting featured products from the region. The database currently has over 6,500 subscribers who have signed up because they are highly interested in travelling to the region and have asked to be kept up to date on offers and developments.

Size: 600px by 800px

Limit: 1 spot available per month

Cost: \$300 + GST per placement

CTA: You can link to your website, sales page, a page on our site or the Visitor Centre booking system on our website.


Specs: High res horizontal image [at least 1mb]

Business name

Content [50-60 words]

Contact details and CTA website link

Sample ad:



**Swansea Bark Mill**

Swansea Bark Mill, the perfect destination stop along the East Coast providing a diverse range of dining options in one venue.

The bakery offers a deli style dine in menu and in house baked delights including a selection of pies from local ingredients. Open for all day dining from 6am till 7pm during summer.

96 Tasman Highway, Swansea | 03 6257 8094 | [www.barkmilltavern.com.au](http://www.barkmilltavern.com.au)



## Opportunity 3b

### Email advertising – Industry News

Email marketing continues to be an extremely popular form of marketing. There is the opportunity to be included in the weekly Industry News which has over 1,200 subscribers.

Size: 600px by 800px

Limit: 4 spots available per month

Cost: \$150 + GST per placement

CTA: You can link to your website, sales page, a page on our site or the Visitor Centre booking system on our website.


Specs: High res horizontal image [at least 1mb]

Business name

Content [50-60 words]

Contact details and CTA website link

Sample ad:



**Swansea Bark Mill**

Swansea Bark Mill, the perfect destination stop along the East Coast providing a diverse range of dining options in one venue.

The bakery offers a deli style dine in menu and in house baked delights including a selection of pies from local ingredients. Open for all day dining from 6am till 7pm during summer.

96 Tasman Highway, Swansea | 03 6257 8094 | [www.barkmilltavern.com.au](http://www.barkmilltavern.com.au)

## Opportunity 4

### Social Media Advertising

Social media marketing continues to be one of the most successful forms of digital marketing across all industries. Its reach is significant with over 90,000 followers across our platforms. A unique and exceptional image will sell your story. Send us your image/s and words to sell your business, and we will do the rest.

Size: 1200px x 630px – Facebook. 630px x 630px – Instagram.

Limit: 10 spots available per month

Cost: \$250 + GST per post

CTA: Scheduled post across our channels, increase followers to your own page/s

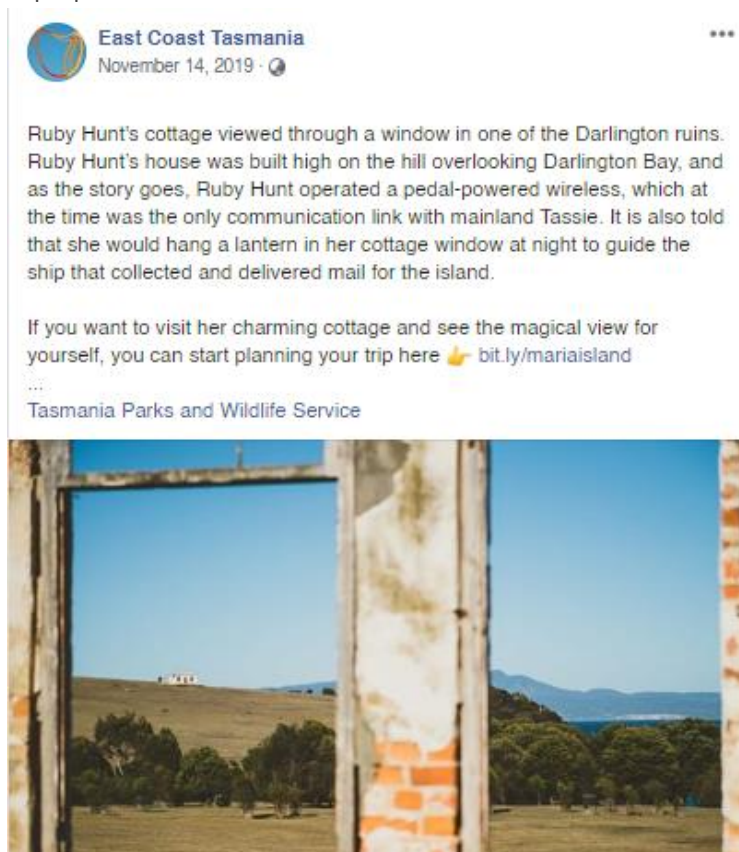
Specs: High res horizontal images [at least 1mb – up to 4 images]

Business name heading

Content [15 words]

Contact details and CTA website link [use specific URL rather than homepage where applicable]

Sample post:



## What to do next

1. Decide what opportunity best fits with your business
2. Contact us if you have any questions
3. Read the terms and conditions below
4. Select appealing image and provide content and logo
5. If you are placing an ad on our website, set up the location you will link to on your own website
6. Send it to us for design and publishing

## Contact

Tony McLeod  
Industry Development Coordinator

P 0412 631 821

E [industry@eastcoasttasmania.com.au](mailto:industry@eastcoasttasmania.com.au)

## Application Form

### CONTACT INFORMATION

BUSINESS NAME	
CONTACT NAME	
EMAIL	
PHONE	

### DAP Group/Chamber/LTA MEMBERSHIP (please tick)

Orford / Triabunna Chamber of Commerce / Spring Bay DAP	
Swansea Chamber of Commerce / DAP Group	
Freycinet Association / DAP Group	
Bicheno Community Development Association /DAP Group	
Break O'Day Chamber of Commerce/DAP Group	
Great Eastern Wine DAP Group	
Tourism business operating State wide	

### PREFERRED ADVERTISING OPTION (please tick)

Opportunity 1 - Premium Placement on website homepage	\$265 + gst / month, 2 month contract, 6 available	
Opportunity 2 – Premium Business Listing on your Town page	\$150 + gst / annum, up to 30 June 2022	
Opportunity 3a - Email advertising: Consumer News	\$300 + gst / placement, 1 spot available per month	
Opportunity 3b - Email advertising: Industry News	\$150 + gst / placement, 4 spots available per month	
Opportunity 4 - Social Media advertising	\$250 + gst / post, 10 spots available per month	

Note: Prices are exclusive of gst

### AGREEMENT TO TERMS AND CONDITIONS

I agree to the terms and conditions outlined in this document (please sign below)

Signature .....

Print Name ..... Date .....

## PAYMENT

Invoices will be sent on acceptance of this Application and must be paid in full before any advertising will be placed. Print, sign, scan and email this page to [ceo@eastcoasttasmania.com.au](mailto:ceo@eastcoasttasmania.com.au), East Coast Tasmania Tourism, PO Box 115, Bicheno 7215

## Terms & Conditions

The terms and conditions hereof form part of this Contract and the Client agrees to be bound by the terms and conditions whether or not the Client has signed this contract. The Client requests East Coast Tourism to insert, and agrees to pay for as herein provided, these items of advertising in the Online Cooperative Marketing prospectus. The Client warrants that the Client personally has the authority to request and agree to pay for such advertising and enter into this contract.

### 1. CONDITIONS OF ADVERTISING

- i) All advertising material is accepted subject to approval and may be rejected at the discretion of East Coast Tasmania Tourism Inc (hereinafter referred to as ECTT), at any time and without giving any reason.
- ii) While every endeavor will be made to ensure the participation in all campaigns will be in accordance with instructions no liability will be accepted for any loss occasioned by error, omission, misplacement or otherwise and whether as a result of negligence or any other cause.
- iii) The placement of all advertising content is at the sole discretion of ECTT. ECTT may alter advertisements, including text, to fit any particular style concept relating to design or editorial.
- iv) ECTT may place advertisements as it considers appropriate and in any position, considered appropriate. ECTT may place the word "advertisement" in any copy which in its opinion closely resembles editorial matter.
- v) ECTT shall not be liable to correct any error, omission, misplacement or other failure to comply with instructions or be required to notify any such matter to any person.
- vi) ECTT may alter any advertising material supplied in order to conform to publishing requirements without being responsible for any loss or damage.
- vii) ECTT may delete or alter (wholly or in part) any advertisement without notice or compensation to comply with any requirement or standard relating to publication Advertising material whether imposed by ECTT or any other person.
- viii) No advertisement will be placed until payment in full has been received.

### 2. WARRANTY

- i) The Client and the Agent, if any, each warrant that the advertising and its contents are true and correct in all respects, that they are in no way misleading or deceptive or otherwise contrary to any provision of the Trade Practices Act, that they comply with all relevant laws and that publication of the material will not infringe on the rights of any person nor give rise to any rights against or liabilities in ECTT or any servant or agent of ECTT.
- ii) The Client and the Agents, if any, each warrant that it is the owner of or has the right to use any business name, trade mark, photograph, illustration or the like included in the advertisement. Each warrant that it is authorised to advertise all businesses, products and services referred to in the advertisement.

### 3. INDEMNITY

- i) The Client and Agent, if any, each indemnify ECTT and its editors, proprietors, servants and agents against all liability, claims or proceedings whatsoever arising from the publication of copy.

### 4. LIMITATIONS OF LIABILITY

- i) Provision of the Trade Practices Act may apply to this contract and imply warranties, in particular a warranty that services to be provided by ECTT under this contract will be provided with due care and skill (Section 74). This contract must be read subject to any such provision.
- ii) Where Section 74 of the Trade Practices Act of any like provision applies the liability of ECTT is to be limited to the supplying of the services again or the payment of the cost of having the services supplied again.
- iii) Subject to clause 4. i) all conditions and warranties, expressed or implied, whether arising by statute or otherwise, as to the matter of provision or failure to provide the services under this contract by ECTT are excluded. Without limitation, ECTT shall not be liable for any loss or damage arising from the publication of the advertisement or any

failure of the advertisement to appear in committed campaigns whether caused directly or indirectly by delay, error, omission, negligence or otherwise.

**5. PAYMENT**

- i) The Client shall pay the price of the advertisement appearing on the face of this document by the time stipulated.

**6. WITHDRAWAL OF ADVERTISEMENT**

- i) If any artwork, photography, copy, editorial or the like required for the advertisement is not provided to ECTT by the material deadline date ECTT may cancel the order and the client will forfeit their payment.
- ii) The Client may withdraw an order prior to the order deadline date by notice in writing. In such case the Client will be liable only for an amount equal to 7.5% of the price of the advertisement together with the cost of any design, type-setting, scanning, artwork, bromides and the like incurred to the date of the receipt of notice.

**7. AUTHORITY OF AGENT**

- i) The Agent warrants that it has the authority of the Client to enter this contract.
- ii) The Agent is personally liable for payment.

**8. INTELLECTUAL PROPERTY**

- i) The Client and the Agent each assign to ECTT copyright in the advertisement and in all artwork and the like supplied to ECTT.

**9. MISCELLANEOUS**

- i) This contract constitutes the entire agreement between the parties and may be amended only in writing.
- ii) This contract is to be governed by the Tasmanian Laws and the parties consent to the non-exclusive jurisdiction of the Courts of the State in respect of any dispute.
- ii) No objection shall be taken by the parties to the issue of any claim out of the Magistrates' Court registry where such claim refers to this contract
- iii) ECTT may assign its interest in this contract without the consent of the Client.