

The Port Arthur and Tasman Tourism Association (PATTA) was formed as the Tasman region's peak tourism association in 2006. PATTA is committed to promoting the Tasman region as a unique and inspiring tourism destination on behalf of the regional tourism industry and the Tasman community.

It operates with support and involvement of its members and has association with DST (Destination Southern Tasmania)

Service Information for Members

Heathr Henri,
Chair. PO Box 649
Port Arthur
TAS 7182

The Tasman Essence of Tasmania Port Arthur and Tasman Tourism Association

Dear Colleague,

PATTA is a non-profit tourism association that aims to promote the Tasman region on behalf of local tourism operators and the Tasman community.

The key directions and activities of PATTA are determined by the strategic framework provided in the Tasman Tourism Development Strategy 2011-16.

Primarily, the Management Committee works in partnership with its financial members, to encourage more people to visit, to stay longer and spend more.

PATTA is registered with Tasmania's Department of Justice, Fair Trading and Consumer Affairs, is governed by a constitution and seeks to operate in a transparent and effective manner.

If you are committed to tourism and want to assist in the promotion of the Tasman region to ensure that tourism and your business continues to be viable into the future, then I strongly encourage you to join PATTA by completing the application form provided.

Heather Henri
Chair

Welcome to PATTA

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Port Arthur and Tasman Tourism Association

As a financial member of PATTA you will enjoy the following benefits:

- Strategic promotion of the region that provides a platform for the promotion of your business
- Regional marketing and promotion opportunities at a discount rate
- Website listing
- Listing on the Tasman Council hubmap, distributed locally to visitors through PATTA members and businesses.
- Membership allows you to advertise in the Tasman brochure, which is distributed through Tasmania's gateways—airports, Spirit and Hobart TVIN
- Supply of hubmap to PATTA members
- Networking opportunities. Quarterly newsletters. Advice and assistance with matters of concern.

FEES:

Full membership: \$220.00 due June, on receipt on payment

Associate Member: \$75.00 due June, on receipt on payment

**'A COMMITMENT TO THE ACTION PLAN (TTDS) FROM STAKEHOLDERS
BASED ON A COORDINATED, COLLABORATIVE APPROACH'
(Tasman Tourism Development Strategy 2011-16)**

Benefits for PATTA members

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1. Membership form completed and submitted to the PATTA Treasurer.
2. Application included on Committee Meeting agenda, for approval by the committee. The decision regarding approval will be included in the minutes.
3. Chair will sign all approved application forms and letters of outcome regarding membership.
4. Correspondence to the applicant will include:
 - Letter regarding membership acceptance (or rejection)
 - An invoice for the appropriate membership fee (or a receipt if fees were submitted with the application form)
 - Website inclusion form to be completed by new member and returned to the PATTA Treasurer.
5. Website application approved by website officer in consultation with the Treasurer or relevant Office Bearers.
6. Once membership fees have been paid the listing will added to PATTA's website.

PLEASE NOTE THAT ALL PROMOTIONAL MATERIAL WILL BE PRESENTED IN LINE WITH PATTA'S BRANDING AND STYLE GUIDE.

PATTA membership process

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Membership Form

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NAME/s:

BUSINESS NAME:

BUSINESS ADDRESS:

Postcode:

MAILING ADDRESS:

Postcode:

'PHONE:

Fax:

Mobile:

EMAIL:

WEB ADDRESS:

BANK A/C NAME:

DECLARATION:

I/we _____ hereby request renewal for/new membership

of the Port Arthur and Tasman Tourism Association Incorporated and I hereby agree to:

- a. be bound by the Constitution of the Association;
- b. to pay the full membership of \$220.00 / Associate membership of \$75.00

I understand that access to additional services that may, from time to time, be provided

and shall be available only to financial members of the Association and by payment of the

prescribed fees for those services as determined by the Management Committee.

Signed:

Dated:

PATTA Management Committee

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CHAIR

Heather Henri

Provide Leadership

Formal role/Public Face

Overseeing committee operations

Meetings and correspondence

Represent PATTA on TEDC

Encourage committee to focus on TTDS and agreed goals

DEPUTY CHAIR

Support Chair and represent PATTA (as above) in Chair's absence.

May be designated by agreement within committee as required; more than one person could fulfil this role on short term appointments

It is understood that this role must be able to fulfil the above criteria as Required

TREASURER

Key role in managing all financial activities

Transactions

Records and reporting

Advisory role to committee re financial decisions

Acts and advises re marketing/advertising/membership/Brochure

SECRETARY

Peter Derkley

Key role in ensuring communications

External – incoming / outgoing correspondence

Internal – committee & members

Minutes, agendas, meetings as directed

Newsletter and articles in gazette – collaborative effort with committee and chair

PUBLIC OFFICER

Legal requirement role.

Needs input regarding key activities – to be researched, recorded and provided to person holding the position.

CONTACTS

Heather Henri 0418 576 489, Peter Derkley 0488 441 534

PATTA Promotion information

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PATTA PROMOTIONAL OPPORTUNITIES

BROCHURE This publication is reviewed and revised by the Management Committee and the Brochure Officer and produced annually.

This collateral is used to inform visitors to Tasmania about the key experiences and product offerings within the Tasman region.

Distribution of this material is primarily to the 'gateways' - airports, Hobart TVIN and on the 'Spirits'.

The brochure is also used at Australian Tourism Exchange expositions and is distributed elsewhere on a merit basis—what the outlet can provide re potential level of exposure to visitors.

Members are sent information about the advertising opportunities and are invited to participate in the promotion.

PATTA strives to include all members via free of charge line listings and interested members can also purchase advertising space at the rates approved by the Board annually.

ALL PURCHASED ADVERTISING MUST BE PAID FOR IN FULL PRIOR TO MATERIAL BEING PRINTED.

All members are listed in the brochure but also can take up feature adds in additional advertising, detail as follows:

A	<u>Premium inside cover</u>	\$3,150.00
B	Standard full page	\$2,100.00
C	<u>Half page</u> (Includes 2 Photographs, 150 words, Business name, address, website, telephone & email.)	\$1,050.00
D	<u>Quarter page</u> (Includes 1 Photographs, 75 words, Business name, address, website, telephone & email.)	\$525.00
E	<u>Eight page</u> (Includes 1 Photographs, 50 words, Business name, address, website, telephone & email.)	\$262.50

HUBMAP

This is an A4 double sided information sheet that includes a map of the region, highlighting the experiences and services available to visitors. This collateral is produced in collaboration with Tasman Council and is primarily aimed at catering for visitors once they are within the region.

WEBSITE

PATTA strives to make this the primary focus of promotion for the region, aiming to ensure potential visitors have access to relevant and current information, including an option to download the current brochure or use the QR Code for immediate bookings.

All Full Members are listed on the website, under the appropriate business type heading, free of charge.

Associate Members receive a line listing, under facilities, but can also purchase an advertisement for \$165.00.

Membership Form



NAME/s:	_____		
BUSINESS NAME:	_____		
BUSINESS ADDRESS:	_____		

		Postcode:	_____
MAILING ADDRESS:	_____		
		Postcode:	_____
PHONE:	Fax:	Mobile:	_____
EMAIL:	_____		
WEB ADDRESS:	_____		
BANK A/C NAME:	_____		

DECLARATION:

I/we _____ hereby request renewal for membership of the Port Arthur and Tasman Tourism Association Incorporated and I hereby agree to:

- a. be bound by the Constitution of the Association;
- b. to pay the full membership of \$220.00 / Associate membership of \$75

I understand that access to additional services that may, from time to time, be provided and shall be available only to financial members of the Association and by payment of the prescribed fees for those services as determined by the Management Committee.

Signed: _____

Dated: _____

