

Show visitors  
you have  
a great business.

Become a



THE   
TABLELANDS  
*way*  
FIND YOUR



 An Australian Government Initiative  
**AusIndustry**

*It has welcome  
written all over it.*

[www.tablelandsway.com.au](http://www.tablelandsway.com.au)



## JOIN *The Tablelands Way* Experience, an Exciting NEW Promotion of Your Area

Welcome to the most exciting tourism opportunity ever for this area - **The Tablelands Way** experience.

Stretching from Canberra in the south to the Hunter Valley in the north. **The Tablelands Way** experience will be widely publicised, and will have its own exciting new website and dedicated magazine offering real benefits to your business.

### **A fantastic tourist destination**

**The Tablelands Way** experience will become as well recognized and sought after as other iconic tourism drives like the Great Ocean Road, supporting Tourism Australia's 'experience seeking' focus. And this official promotion is the best way to take advantage of the opportunities for your business and to be part of the ongoing development and promotion of your area. The project received Federal Government funding through AusIndustry and is driven and supported by five councils, Goulburn Mulwaree, Upper Lachlan, Oberon, Lithgow City and Mid-Western (Mudgee) together with Jenolan Caves Reserve Trust and National Parks and Wildlife Service.

**The Tablelands Way** experience will be widely communicated to potential visitors in various ways that will encourage them to consider this area for extended stays. It offers a unique combination of rich heritage and natural attractions our research tells us people are very attracted to as a change from their busy lives.

### **Become a Brand Partner**

Throughout **The Tablelands Way** experience is a wealth of friendly local tourism businesses including attractions, accommodation, retail, produce and art & crafts typical of this un-spoilt and largely undiscovered part of Australia. The best of these businesses can become recognised as **The Tablelands Way** Brand Partners because of their location and their excellent business practices, services and products.

### **A fantastic opportunity to showcase your business**

FREE LISTING - as a **The Tablelands Way** Brand Partner you will be listed free of charge on the new website [www.tablelandsway.com](http://www.tablelandsway.com). The website is being developed by Stralia Web, and will be part of their family of websites [www.discoverNSWaustralia.com](http://www.discoverNSWaustralia.com) attracting significant additional web traffic to your business.

MAKE YOUR BUSINESS STAND OUT - Brand Partners can differentiate the excellence of their businesses by USING THE BRAND PARTNER LOGO to distinguish you as a provider of excellent services or products.

BETTER MARKETING FOR YOUR BUSINESS - with access to copy and stories developed for **The Tablelands Way** for Brand Partners to use in your own marketing material and website.

ADDITIONAL FUNDING FOR FUTURE PROMOTIONS - the website component of advertising will attract a unique 25% commission to go towards continued promotion beyond the initial launch.

### **JOIN NOW and become a Brand Partner**

Simply complete the enclosed Application and post or fax it with the required forms to your local Visitor Information Centre shown on the reverse of the form.



## The Official *The Tablelands Way* Promotion

### Much more than a tourist drive

The whole focus of this project has been to find out what brings people back to each area throughout **The Tablelands Way** experience, to develop a compelling and sophisticated brand to which each council area supports with their own unique attraction and to then communicate this in ways that will be remembered.

### Increasing overnight stays

What makes **The Tablelands Way** experience so different is our combination of rich heritage and natural attractions. The whole focus is on attracting more people and then encouraging them to stay longer and to encourage them to tell their family and friends. The goal is to increase business for everyone.

### Unforgettable Experience Trails

From research a specific positioning has been developed for nine experience trails. The unique nature of **The Tablelands Way** experience is that each theme is carried through to all other areas giving all the opportunity to not only promote their own special attraction but to share in the attractions of other areas:

Gulgong the Gold Rush Town	Fossicking <b>The Tablelands Way</b> experience
Mudgee Food and Wine	Food and Wine of <b>The Tablelands Way</b> experience
Lithgow/Capertee Valley Bird Watching	Nature Encounters of <b>The Tablelands Way</b> experience
Adventures in Oberon	Adventures of <b>The Tablelands Way</b> experience
Jenolan Caves	Geological Wonders of <b>The Tablelands Way</b> experience
The Riparian Environment of Abercrombie River	Rivers of <b>The Tablelands Way</b> experience
Bushrangers of Upper Lachlan	Bushrangers of <b>The Tablelands Way</b> experience
Upper Lachlan, the First Settlers Village	First Settlers of <b>The Tablelands Way</b> experience
Goulburn the First Inland City	Life in the 1800's along <b>The Tablelands Way</b> experience

### Real results – increased visitors

The first phase of the promotion has already increased visitor numbers substantially, with some areas reporting remarkable growth against the general trend. Oberon and Lithgow both recorded significant increased traffic at their visitor centres in the last 12 months. Now with the start of the second phase, we are focusing on promoting the high quality businesses, products and services of your area!

### Heavy promotion of *The Tablelands Way* experience

Funded as part of this project will be a large BILLBOARD on the Hume Highway, MAPS, FLYERS, BANNERS and experience SIGNAGE. In addition there will be a NEW WEBSITE and **The Tablelands Way Welcome** magazine to support it. The magazine will be distributed at Visitor Information Centres and through XPtraveller (readership of over 200,000) encouraging them to visit your area and the website.

### APPLY NOW to become a Brand Partner – application is FREE

If you would like to become a **The Tablelands Way** Brand Partner JOIN NOW. As a Brand Partner you will enjoy special privileges in that your business will be listed free of charge in the new website. In addition you will be able to display a special new logo and use the stories and other material developed as part of the project in your own marketing.



## Requirements for all Brand Partner Tourism Operators

To ensure that special element of personal attention and experience that characterises **The Tablelands Way** experience, all Brand Partner tourism operators must:

- Be located within the Local Government Areas of; Goulburn Mulwaree, Upper Lachlan, Oberon, Lithgow City and Mid-Western Councils; and
- Operate under the guidelines provided by the local government authority in the area in which they operate; and
- Ensure that relevant fire protection systems meet local government regulations and the Building Code of Australia; and
- Have adequate insurance cover (public and product liability) against loss or injury by the operator or customers. *A "certificate of currency" from the insurer is required;* and
- Have a Business Name that is registered with the New South Wales Department of Fair Trading. *A current certificate from the Department is required;* and
- Where appropriate display **The Tablelands Way** Brand Partner logo on advertising material in accordance with **The Tablelands Way** Brand Guidelines; and
- Gain approval for the specific application of the Logo prior to use.

## Additional Requirements for Accommodation Operators

- Provide a personal on-site welcome to guests or be contactable by phone either as the owners of the business or as managers acting on the owner's behalf and be available throughout the stay by telephone as appropriate; and
- Have adequate toilet and bathroom facilities that are not shared with the host; and
- Have complied with the standards set out in **The Tablelands Way** Quality Checklist.

## Requirements for Produce, Art and Craft

To become a produce, art and craft Brand Partner products must:

- Be local in nature; and
- Be readily available for sale; and
- Where appropriate display the Brand Partner Logo in accordance with Brand Guidelines; and
- Gain approval for the specific application of the Logo prior to use.

Local - means produced and or contains product grown or developed within the Local Government Areas of: Goulburn Mulwaree; Upper Lachlan; Oberon; Lithgow City or Mid-Western Region.

Readily available for sale - means available (if required) by the local Visitor Information Centre and other markets of **The Tablelands Way** experience plus other retail outlets as appropriate, or in the case of art, available at the artist's premises or other public galleries.



## *The Tablelands Way* Quality Checklist Accommodation Brand Partners

**The Tablelands Way** is a brand experience that has been developed to give people a clear understanding of what they can expect in an area largely unknown to the majority of travellers. It is vital the travellers' experience is not undermined by poor standards.

A basic expectation is that all accredited Brand Partners will act with integrity, honesty and sobriety and ensure their customers receive courteous, genuine hospitality as part of an enjoyable tourism experience. There are a number of other essential prerequisites to acceptance as well as indicators of Quality and Customer Care for customers.

The following is a checklist of the minimum accommodation standard that applies to all Brand Partners.

### **Housekeeping**

- The property is well maintained internally and externally;
- All areas used by the customers are clean;
- Kitchen, refrigerator and all food storage areas where appropriate are spotlessly clean;
- All interior rooms are non-smoking and any external "smoking" areas are identified;
- A fire extinguisher and fire blanket where appropriate are located in the kitchen; and
- Fire alarms are fitted to meet relevant Building Code/s.

### **Hospitality**

- The host (owner or designated manager) is present to welcome and farewell guests or be available by phone unless special and equivalent arrangements are in place in respect of self-contained accommodation; and
- Local tourism and transport information on **The Tablelands Way** experience is available for customers.

### **Bathrooms/toilets**

- Sufficient in size for the number of guests or customers; and
- Not shared with owners or staff.

### **General**

- Roadside identification (signage) is adequate for the location; and
- A First Aid Kit of suitable standard is available.



## How to Become a Brand Partner

1. Review **The Tablelands Way** Code of Practice and ensure you qualify;
2. Complete **The Tablelands Way** Brand Partner Application Form;
3. Lodge the Application (post or fax) together with the necessary certificates with the Visitor Information Centre at either Goulburn, Crookwell, Oberon, Lithgow or Mudgee where your business is located; and
4. Obtain a written acceptance from the designated Visitor Information Centre staff member.

## Requirements of a Brand Partner

To use **The Tablelands Way** Logo in relation to goods or services and to retain Brand Partner status all approved users must meet the following:

1. All approved users are authorised and encouraged to use the Brand Partner logo;
2. **The Tablelands Way** Brand Partner Logo may be displayed on marketing material, including brochures and websites by accredited Brand Partners provided the Brand Guidelines are followed;
3. Specified intended use of the Brand Partner Logo must be approved by the Committee prior to printing or web application; and
4. Business must continue to be conducted in accordance with **The Tablelands Way** Code of Practice.

## Termination of a Brand Partner

A business will be ineligible to continue as a Brand Partner and will, on notification, be required to discontinue use of **The Tablelands Way** Logo and listing or describing themselves as Brand Partners as notified by the Committee in the following circumstances:

1. At the request of a Brand Partner; or
2. If a Brand Partner fails to meet the requirements of **The Tablelands Way** Code of Practice; or
3. If a Brand Partner fails to use the Logo in accordance with the Guidelines.

## Complaints Handling Procedure

### **Who can make a complaint?**

A Brand Partner or Brand Partner applicant is eligible to lodge a complaint.

A customer or relevant authority may lodge a complaint of a Brand Partner if the complaint concerns a matter covered by **The Tablelands Way** Code of Practice.

A copy of the detail of the Complaints Handling Procedure is available at any Visitor Information Centre of **The Tablelands Way** experience or on the website [www.tablelandsway.com](http://www.tablelandsway.com).

## Other Matters

**The Tablelands Way**, **find your way** and **TW** are trademarks owned by Oberon Council and may only be used with the permission of Oberon Council, NSW, Australia. Oberon Council may delegate matters concerning the operation of **The Tablelands Way** Brand Partner Program to **The Tablelands Way** Committee who will operate on behalf of Oberon Council.

Acceptance or rejection of a person or business as a Brand Partner of **The Tablelands Way** will be at the discretion of **The Tablelands Way** Committee. Decisions by the Committee are final and are taken on behalf of Oberon Council. Any request for review of a decision of the Committee must be handled under the Complaints Handling Procedure.

## The Tablelands Way Brand Partner Application Form

Please complete and post or fax the Form (with certificates if applicable) to your local Visitor Information Centre overleaf.

Business Name: \_\_\_\_\_

ABN Number: \_\_\_\_\_

Name[s]: \_\_\_\_\_

Street Address: \_\_\_\_\_

Post Code: \_\_\_\_\_

Postal Address: (If different from above)

Post Code: \_\_\_\_\_

Phone Number: ( \_\_ ) \_\_\_\_\_ Fax: ( \_\_ ) \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Web Address: \_\_\_\_\_

### BRAND PARTNER DECLARATION

**NOTE: Copies of Business Name Registration and Public Liability Insurance Certificate of Currency should accompany this application or be forwarded separately. Please confirm by a tick**

I have read **The Tablelands Way Code of Practice** and agree to abide by it

A copy of my current Certificate of Registration of a Business Name is attached

A copy of my Certificate of Currency for Public Liability Insurance is attached

*I/we wish to apply to become a **The Tablelands Way** Brand Partner. I/we have read **The Tablelands Way** Code of Practice and agree to abide by it. I/we confirm that the information set out in this application is accurate and correct. In the event of acceptance of this application I/we agree to display **The Tablelands Way** Brand Partner Logo and use **The Tablelands Way, find your way** and **TW** only in accordance with the Brand Guidelines and only after first gaining approval to do so. I/we acknowledge **The Tablelands Way, find your way** and **TW** are trademarks of Oberon Council and cannot be used without permission of Oberon Council, NSW, Australia. I/we will not permit others to use the Logo without first seeking the written permission of **The Tablelands Way** Committee. I/we understand decisions by the Committee are final. I/we understand my/our details may be provided to **The Tablelands Way** suppliers and marketing partners for the purpose of supporting the promotion of **The Tablelands Way** experience and Brand Partner Program.*

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

### Visitor Information Centre Use

Received by: \_\_\_\_\_ Date: \_\_\_\_\_

Other Documents Received/Sighted:

(Business name registered to: \_\_\_\_\_ date - Certificate of Currency to: \_\_\_\_\_ Date

Logo and Brand Guidelines Issued on: \_\_\_\_\_ By: \_\_\_\_\_

## Contact Details for Submission of Forms and Other Enquiries



*... will take you there!*

### Goulburn Visitor Information Centre

Jenny, Belinda and Sarah

201 Sloane Street (Locked Bag 22), Goulburn NSW 2580

P: (02) 4823 4492

F: (02) 4822 2692

### Crookwell Visitor Information Centre

Scott and Sharon

Goulburn Street, Crookwell NSW

P: (02) 8432 1988

F: (02) 4832 0119

### Oberon Visitor Information Centre

Jennifer, Lynne and Joanne Barton

Cnr Ross Street and Edith Road (PO Box 84), Oberon NSW 2787

P: (02) 6329 5210

F: (02) 6329 8213

### Lithgow Visitor Information Centre

Jodie, Kelly and Kristy

Great Western Highway (PO Box 19), Lithgow NSW 2790

P: 1300 760276

F: (02) 6350 3239

### Mudgee Visitor Information Centre

Lucy

84 Market Street, Mudgee NSW 2850

P: (02) 6372 1020

F: (02) 6372 2853