

☐ VISA    ☐ MASTERCARD

[illegible]

Cardholder Name: \_\_\_\_\_

CVV: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

☐ Direct Deposit

Direct Deposit  
Account Name: St Kilda Tourism & Events  
Commonwealth Bank  
BSB 063169  
Account 10334262

I agree to abide by St Kilda Tourism & Events Rules of Conduct. I agree to receiving communications from St Kilda Tourism & Events. I understand that member's details are kept as part of St Kilda Tourism & Events members register, which can be accessed by other members of St Kilda Tourism & Events on request.

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Following receipt of your application for membership, St Kilda Tourism & Events will assess your details and send a tax invoice.

All applications are reviewed by the St Kilda Tourism & Events Committee for approval.

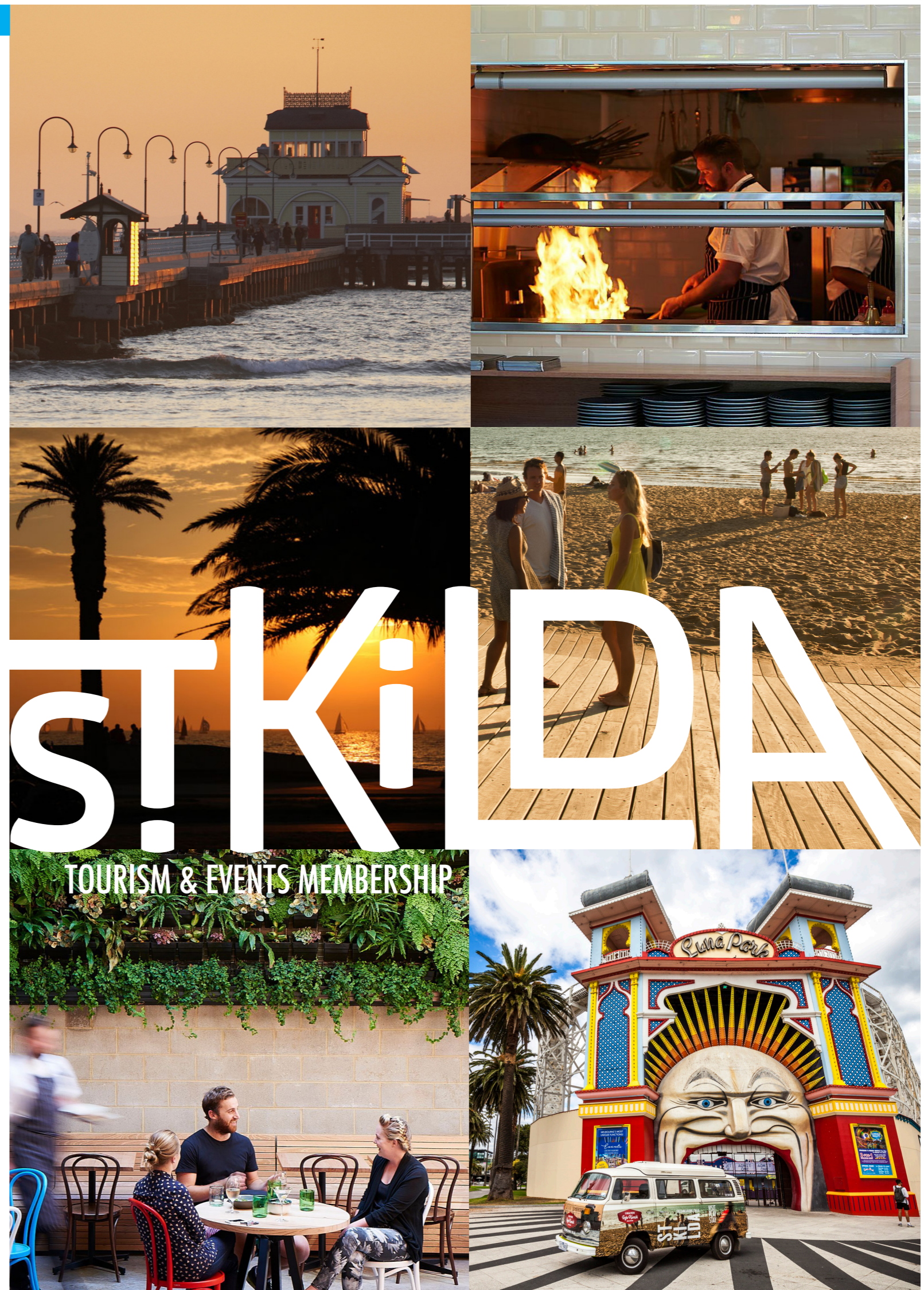
**RETURN THIS COMPLETED FORM TO:**

St Kilda Tourism & Events Membership  
info@stkildamelbourne.com.au  
PO Box 1434 St Kilda South Victoria 3182  
info@stkildamelbourne.com.au @VisitStkilda

**STKILDA** VISIT  
PLAY  
STAY

**Terms and Conditions:**  
Membership is per annum. Membership will be rolled over to the next year unless you advise SKTE.

Privacy notification:  
SKTE is committed to ensuring the privacy and security of all personal information collected from our members, customers and others who make contact with us. The information collected on this form is for the purposes of processing your application for membership. In completing the form you will also be providing personal information about yourself or other personnel in connection with your business. If that information is not provided SKTE will be unable to process your application and provide you with access to our membership services.



# ST KILDA TOURISM & EVENTS MEMBERSHIP



**ST KILDA TOURISM & EVENTS (SKTE)** is the key tourism and events conduit for St Kilda and surrounds with, and for, businesses, event organisers, local and state governments.

We are a membership organisation that provides leadership in promoting, marketing and developing the visitation offering and experience of destination St Kilda. As an organisation we work to drive visitation to, and expenditure from, visitors to St Kilda and surrounding areas, as a key economic driver for our broader community.

As the peak tourism and events body for St Kilda, SKTE works with businesses and the tourism industry to provide a united voice to drive and support all businesses in St Kilda.

**SKTE HAS FIVE PRIORITY AREAS OF FOCUS:**

- Leadership & Organisation
- Product Development
- Industry Development
- Destination Marketing
- Visitor Servicing

**MARKETING & VISITOR SERVICES**

SKTE undertakes marketing, promotion and PR campaigns and activities throughout the year to attract visitors and increase how much they spend in the area. SKTE also manages social media and online campaigns across a range of platforms for the destination of St Kilda.

SKTE website [www.stkildamelbourne.com](http://www.stkildamelbourne.com) and [www.stkildamelbourne.com.au](http://www.stkildamelbourne.com.au) is the number 1 organic Google search listing for St Kilda and one of the highest traffic referral channels to SKTE member websites.

SKTE operates the St Kilda Visitor Info Kombi Van, a mobile visitor information service that pops up at events and promotions in the area. It is run by volunteers and promotes everything St Kilda has to offer including local restaurants, bars, events, beaches, tours, attractions, accommodation and other businesses.

**PRODUCT & INDUSTRY DEVELOPMENT**

SKTE work to attract new events to the area and grow events, building the annual St Kilda events calendar around our key destination strengths. We focus on events that support traders and visitation.

**HOW TO JOIN:**

Complete a SKTE membership form and email it to [info@stkildamelbourne.com.au](mailto:info@stkildamelbourne.com.au)

Start experiencing SKTE member benefits.

**STKILDAMELBOURNE.COM.AU**



## MEMBERSHIP SUMMARY 2019/2020

\*Membership prices are exclusive of GST

**ST KILDA GOLD**  
**\$1,200**

**ST KILDA SILVER**  
**\$800**

**ST KILDA BRONZE**  
**\$450**

**MARKETING & PROMOTION**

Business listing on <a href="http://www.stkildamelbourne.com.au">www.stkildamelbourne.com.au</a>	•	•	•
Ability to list your events on <a href="http://www.stkildamelbourne.com.au">www.stkildamelbourne.com.au</a>	•	•	•
Discounted advertising rates in destination St Kilda promotional materials	•	•	•
Free use of SKTE image library	•	•	•
Access and promotion via Visit St Kilda social media platforms	FREE	•	•
Access to visiting journalists, bloggers and industry familiarisations	•	•	•
Opportunity to participate in cooperative destination marketing campaigns	•	•	•
Discounted website advertising opportunities	PRIORITY	•	
Priority access to public relations opportunities	•		
Masthead Banner on website (with click through)	•		

**VISITOR SERVICES**

Access to St Kilda volunteer program (training & product promotion)	•	•	
Opportunity to display marketing collateral in the St Kilda Visitor Kombi at events	•	•	
Opportunity to attend the St Kilda Visitor Kombi (subject to availability) to directly promote your business	•	•	

**TOURISM & EVENTS BOARD**

Voting rights at annual general meeting	•	•	•
Opportunity to be elected to St Kilda Tourism & Events Board	•	•	•

# MEMBERSHIP APPLICATION FORM



Please complete the following details and email to [info@stkildamelbourne.com.au](mailto:info@stkildamelbourne.com.au)

Contact name: \_\_\_\_\_

Trading name: \_\_\_\_\_

☐ Resident    ☐ Business owner    ☐ Business operator

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

Phone number: \_\_\_\_\_

Business address: \_\_\_\_\_

Website: \_\_\_\_\_

Social media username/hashtags: \_\_\_\_\_

**TYPE OF BUSINESS:**

☐ Restaurant    ☐ Café    ☐ Bar    ☐ Pub    ☐ Accommodation    ☐ Retailer

☐ Attraction    ☐ Activity/tour provider    ☐ Service provider

Other (please specify): \_\_\_\_\_

**MEMBERSHIP LEVEL**

	PRICE
<input type="checkbox"/> St Kilda GOLD	\$1,200
<input type="checkbox"/> St Kilda SILVER	\$800
<input type="checkbox"/> St Kilda BRONZE	\$450

GST is not applicable

ST KILDA TOURISM & EVENTS  
PO BOX 1434, ST KILDA SOUTH, 3182  
[info@stkildamelbourne.com.au](mailto:info@stkildamelbourne.com.au) @VisitStkilda