

Who is Cultural Tourism Victoria?

Cultural Tourism Victoria is a not-for-profit incorporated association born out of the need and desire for cultural organisations to connect with a visitor audience and understand visitor behaviour. Formed in 1993, we are now entering our third decade. We are continuously evolving ensuring we remain adaptive, nimble and dynamic to meet the needs of visitors and the growing creative and cultural experience sector.

Our fundamental purpose is to inspire visitors to connect with Victoria's rich and diverse cultural experiences.

Cultural Tourism Victoria is dedicated to connecting visitors to the depth and breadth of cultural experiences in Victoria because **we believe experiencing culture opens and enriches lives.**

We are uniquely positioned as the only independent body bringing together creatives, culture and heritage experiences and presenting them to a visitor audience.

Our goal is to enable visitors to and within the state to readily and effortlessly connect with cultural experiences and enable economic advantage for artists, communities and cultural institutions.

We do this by:

- Providing collaborative marketing opportunities focussed on the visitor experience
- Providing cultural sector development opportunities to enhance the visitor experience
- Advocation on behalf of the sector to influence the importance of arts, culture and heritage to the State's visitor economy, and
- Operating within the principals of good governance.

Our member base is made up of organisations and individuals representing Victorian cultural and creative experiences including artists, councils, regional tourism bodies and not-for-profits.

The breadth of experiences represented include:

- Museums
- Galleries
- Heritage buildings
- Gardens
- Cultural destinations
- Interpretive walks
- Performing arts companies, theatres and venues
- Arthouse cinema
- Artist Studios, and
- Festivals and events
- Touring routes.

Membership Categories/Fees

Our membership is broken into three membership types:

- **TIER 1** - For Individuals or small organisations with less than 5 full time equivalent (FTE) staff members **\$100 plus GST**
- **TIER 2** - For organisations with 6 or more full time equivalent (FTE) staff members **\$225 plus GST**
- **TIER 3** - For State and Local Government agencies, Regional Tourism Organisations and Marketing Partner Organisations **\$350 plus GST.**

Cooperative memberships may be available.

Contact the Executive Officer via email for more details.

CULTURAL TOURISM *Victoria* MEMBERSHIP PROSPECTUS

Membership Benefits

- Registration for Cultural Tourism Victoria training and professional development workshops at subsidised Member rates;
- Access to online marketing opportunities;
- The exclusive opportunity to participate in Experience Culture Victoria - Cultural Guide, Victoria's most comprehensive guide to creative and cultural experiences across the state. 50,000 copies distributed annually via the Visitor Information Centre network, hotels, car hire companies, airports and cultural attractions/experiences;
- Access to information on research and domestic and international cultural tourism issues and trends;
- Networking opportunities and events;
- Advocacy in working with government and other bodies in the recognition and development of cultural tourism;
- Opportunity to be elected to sit on the CTV Board;
- *Representation on CTVs exciting new digital publishing platform.*



Membership Application Form

Member Details

Organisation Name: _____

Nominated Representative: _____

Title: _____

Business Address: _____

Postal Address: _____

ABN: _____ Postcode: _____

Tel: _____ Fax: _____ Mobile: _____

Email: _____

Website _____

Applicant's Signature _____ Date _____

Business Description: (25 words or less) _____

Business Type: (Please tick the business type (1 only) which most reflects your business.)

- | | |
|--|---|
| <input type="checkbox"/> Museums | <input type="checkbox"/> Interpretive walks and touring routes |
| <input type="checkbox"/> Galleries | <input type="checkbox"/> Performing arts companies, theatres and venues |
| <input type="checkbox"/> Heritage buildings | <input type="checkbox"/> Arthouse cinema |
| <input type="checkbox"/> Gardens | <input type="checkbox"/> Artist Studios, or |
| <input type="checkbox"/> Cultural destinations | <input type="checkbox"/> Festivals and events |

Other - Please provide details _____

Membership Fees

TIER 1 - per annum (includes GST) **\$100 plus GST** **TIER 2** - per annum (includes GST) **\$225 plus GST**

TIER 3 - per annum (includes GST) **\$350 plus GST**

An invoice payable to CTV within 7 days will be issued upon acceptance of application for membership.

Membership Enquiries

Carrie Donaldson,
Executive Officer,
Cultural Tourism Victoria,
PO Box 242,
Bendigo VIC 3552.

Tel: 0415 581 135

Email: info@culturaltourismvictoria.com.au

Web: www.culturaltourismvictoria.com.au



Please complete and return to CTV via email: info@culturaltourismvictoria.com.au

or mail to: Cultural Tourism Victoria, PO Box 242, Bendigo VIC 3552. * This document will be a tax invoice for GST purposes when fully completed and payment is received. Memberships are non refundable.