



Information Kit and Application Form



*Discover
Ipswich*



City of
Ipswich

ITON: Information Kit and Application Form

INTRODUCTION

The Ipswich Tourism Operators Network is a project and outcome driven group of eligible tourism operators that actively engages in, and provides an advisory role to, Ipswich City Council's tourism operations including developing the tourism industry in the City and enhancing tourism's economic and community benefits.

The key objectives of the Ipswich Tourism Operators Network (ITON) is to encourage a cohesive tourism industry network that will partner with Ipswich City Council to deliver the following objectives:

- **Promote Ipswich** as a great place to visit and hold business events.
- Provide resources and opportunities for **professional development** of tourism businesses.
- Encourage and support **new tourism investment**.
- Foster community and **industry support and awareness** for tourism.
- Work closely with other key **tourism and industry bodies**.
- Encourage and champion the development of more **soft and hard infrastructure** benefiting tourism in Ipswich.
- Provide comprehensive and accurate **visitor information and services**.

Business participating in ITON will receive:

- ITON certificate;
- ITON decal sticker to be displayed in the business premises;
- Inclusion on the distribution database for marketing/professional development opportunities;
- Receipt of the two-monthly ITON Industry Update newsletter;
- Promotional listing on Council's Discover Ipswich consumer tourism website;
- Brochure display and distribution at the Ipswich Visitor Information Centre;
- Invitation to ITON meetings and industry events; and
- Invitation to participate in joint venture marketing and industry development initiatives with Ipswich City Council and other partner organisations.

PARTICIPATION AND ELIGIBILITY

Any tourism business that operates within the Ipswich local government area would be eligible to be involved in ITON through meeting participation and project work. Tourism businesses from bordering local government areas will also be eligible to participate in the ITON in order to encourage regional industry collaboration. Participating operators are required to pay an annual marketing fee to Ipswich City Council. **The fee for 2011/12 is \$55 (including GST).**

Provided below is a list of the tourism business categories and types that are eligible to be involved in ITON:

BUSINESS CATEGORY	CATEGORY SUB-TYPES
Accommodation	Hotel; Motel; Serviced Apartments; Cabins; Camping; Caravan Parks; Bed & Breakfast; Cottages; Resorts; Retreats.

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BUSINESS CATEGORY	CATEGORY SUB-TYPES
Attractions	Amusement and or Leisure Park; Classes, Lessons and or Workshops; Dining and Eating Out; Entertainment; Farming; Food and Produce; Galleries; Museum and or Collections; Heritage Location; Historical Site; Landmarks and Buildings; Markets; Mining and or Industry; Natural Attraction; National Park and or Reserve; Observatory and or Planetarium; Parks and or Garden; Scenic Drives; Scenic Walk; Shopping Precinct; Spa and Retreat; Sports and or Recreation Facilities; Winery, Vineyard and or Brewery; Zoo, Sanctuary, Aquarium and or Wildlife Park.
Event	Classes Lessons and or Workshop; Exhibition and or Show; Festival and or Celebration; Market; Performance; Sporting Event; Conference/meeting/event venues.
Hire	Bicycle; Boat; Campervan and or Motorhome; Car; Equipment; Four Wheel Drive Vehicle (4WD); Houseboat; Minibus and or Coach; Motorcycle; Yacht.
Meetings, Incentives, Conferencing, Exhibitions (MICE)	Conference/Meeting Venues; Professional Conference Organisers.
Restaurant	Café; Restaurant (Licensed); Restaurant (BYO); Bar.
Spa & Wellness	Day Spa; Wellness Centre.
Tours	Abseiling; Animal Viewing; Art & Craft; Astronomy; Ballooning; Barbecue; Birdwatching; Bush Tucker; Camel Riding; Camping; Canoeing; Caving; City Sightseeing; Cooking; Crabbing; Cruising; Cycling; Dolphin Watching; Farm/Station; Fishing - Beach; Fishing - Deep Sea; Fishing - Estuary; Fishing - Game; Fishing - Trout/Fly; Flying Fox; Fossicking; Fruit Picking; Gliding; Go Karting; Golfing; Guided Walks; Hang Gliding; Hiking/Trekking; Horseriding; Ice Skating/Roller Skating; Jet Boating; Jet Skiing; Kayaking; Kite Boarding; Kite Surfing; Learning/lessons/tuition; Meditating; Motorcycling; Mountain Biking; Off Road Driving; Paragliding; Prospecting; Quad Bike Riding; Rock Climbing; Sailing; Sandboarding; Scenic Flight; Scuba Diving; Sea kayaking; Shopping; Skiing – Grass; Skiing – Water; Skydiving; Snorkelling; Surfing; Swimming; Swim with fish; Swim with sharks; Swim with whales; Train Ride; Whale Watching; White Water Rafting; Wine Tasting.
Tourism & Hospitality Training Providers	Universities; Specialist training providers; TAFE.
Transport	Aeroplane; Amphibian; Bicycle; Cable Way; Camel; Canoe; Car; Catamaran; Coach; Coaster; Cruise Ship; Ferry; Floatplane; Four Wheel Drive; Glass Bottom Boat; Gondola; Hang Glider; Helicopter; Horse; Horse Drawn; Hot Air Balloon; Hovercraft; Jet Boat; Kayak; Limousine; Motor Vessel; Motorcycle; Paddle Boat; Paddle Steamer; Quad Bike; Raft; Sailing Vessel; Train; Tram; Vintage/Classic; Walk.

CONTACT US

For more information on the Ipswich Tourism Operators Network, simply contact Ipswich City Council's Tourism Branch:

IPSWICH VISITOR INFORMATION CENTRE

Queens Park 14 Queen Victoria Parade, Ipswich QLD 4305

Post: PO Box 243, Ipswich QLD 4305

Ph: (07) 3281 0555

Fax: (07) 3281 0199

Email: info@discoveripswich.com.au

Web: www.discoveripswich.com.au

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ITON PARTICIPATION APPLICATION FORM

Participating Organisation Details:

Company Name: _____

Postal Address: _____ P/Code: _____

Street Address: _____ P/Code: _____

Telephone: _____ Mobile: _____

Facsimile: _____ ABN: _____

Email: _____

Website: _____

Contact Person: _____

Authorised Signature: _____ Date: _____

Organisation Eligibility: Please nominate the eligible business category and sub-type (as listed in the information kit) that applies to your business. Only one category and type is required:

Business Category _____ Sub-Type _____

Nominated Representatives:

Please nominate representatives from your organisation to receive ITON email newsletters, marketing and professional development opportunities (the contact person listed above will receive communications):

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

Please nominate the representatives from your organisation to be the contact for ordering brochures for display through Ipswich Visitor Information Centre:

Name: _____ Phone: _____

Email: _____

Payment Details:

Tax Invoice		
<i>Ipswich City Council</i>		
PO Box 243, Ipswich QLD 4305	Fax: (07) 3281 0199	ABN: 61 461 981 077
Amount to be paid: <u>\$55.00 (incl. GST)</u>		
<input type="checkbox"/> Cheque or money order enclosed (Please make cheques payable to Ipswich City Council); or		
<input type="checkbox"/> Debit my credit card (credit card payments will be processed by the Ipswich Visitor Information Centre):		
Card Type: <input type="checkbox"/> MasterCard	<input type="checkbox"/> Visa	
Card Holder Name: _____		
Card Number: _____		
Expiry Date: ____/____/____	Signature: _____	