



Cradle to Coast Tasting Trail Membership Criteria 2016/17

Membership

Membership to the Cradle to Coast Tasting Trail ('Trail') is invited from local tourism providers under the following categories:

Producers: This membership category is aimed at businesses that grow, produce or manufacture food or beverages; or value-add using substantially Tasmanian grown or milled products.

Associates: This membership category is aimed at businesses operating in the tourism sector that support Producer members through the use, sale, supply or promotion of regional produce in their business; or through the supply of services that promote and support tourism in the region.

NOTE: All applications for membership require the approval of the Committee and payment of the annual fee prior to being accepted. The Committee reserves the right to accept or decline any application or amend the membership category where appropriate.



All Members:

To be eligible for membership, all businesses must satisfy the following criteria:

- The business must be located within the geographical area covered by the Cradle Coast Authority and/or Meander Valley Council;
- The business must hold accreditation or certification relevant to their specific industry sector or operational requirements.

Producers:

To be eligible for Producer membership, businesses must meet the following additional criteria:

- The business grows, produces, or manufactures food or beverages, and/or the business substantially value-adds to food or beverages using Tasmanian grown or milled products;
- The business has a retail outlet that is open to the public with products available for purchase and tastings on-site;
- The business must hold accreditation from the Tourism Industry Council of Tasmania or equivalent, or be willing to attain accreditation within the membership year.
- The business has a website or relevant social media platform that is regularly updated and maintained.

Associates:

To be eligible for Associate membership, businesses must meet the following additional criteria:



- a) The business supports Producer members through the use, sale, supply or promotion of regional produce in their tourism businesses;
 - b) The business supplies services that promote and support tourism in the region (for example tour operators, accommodation, dining, or retail food and beverage establishments);
- or**
- c) The business grows, produces or manufactures food or beverages and regularly attends and sells these products through local farmers and/or producers' markets or other retail outlets.

Member Benefits:

Member businesses already attract over 500,000 visitors to the collective businesses across the North West region. Trail membership offers immediate access to referrals between members through guided signage, interactive and printed maps as well as powerful business-to-business word of mouth recommendations.

Trail members benefit from working collaboratively with many of the North-West's most iconic businesses, to market and promote the region as a first-class food tourism destination.

The benefits for each Member Category are outlined below.

Producer Members:

- Priority promotion on the Cradle to Coast Tasting Trail page on the Tasmania's North West Website and associated websites;
- Priority promotion on the Trail's printed map;
- Priority access to the Trail's on-site and directional signage offers;



- Regular supply of printed Cradle to Coast Tasting Trail maps for use in your business;
- Use of the Trail's logo and marketing material to promote your business;
- Opportunities to participate in member networking, staff development and promotional events to showcase your products;
- Opportunities to participate in the development of future strategies for the ongoing operation of the Trail.

Associate Members:

- Promotion on the Trail's webpage, including links to your individual business website;
- Promotion on the Cradle to Coast Tasting Trail's printed map;
- Access to on-site and directional signage offers;
- A limited supply of the Cradle to Coast Tasting Trail's printed maps for use in your business;
- Use of the Trail's logo and marketing material to promote your business;
- Opportunities to participate in member networking, staff development and promotional events.

Membership Fees (2016-2017)

Membership Level	Fee per Annum
Producers	\$795.00 (GST exc.)
Associates	\$375.00 (GST exc.)

