



2011 2012

prospectus
amrta membership prospectus

Margaret River
.com



LEADING THE WAY IN TOURISM EXCELLENCE

The Augusta Margaret River Tourism Association is recognised for:

- Greatest visitation of any Visitor Centre in regional Australia – 260,000 + people annually (including a high percentage of interstate and international visitors)
- Recognised as one of the largest accommodation and tour booking services of any regional tourism association in Australia – over \$5 million per annum
- First tourism association to be inducted into the WA Tourism Awards Hall of Fame
- First regional tourism association in Australia to develop a website and online bookings engine - now used by leading Visitor Centres across Australia
- First tourism association to set up a satellite booking office/retail outlet (Be Tempted Margaret River) outside the region
- www.margaretriver.com recognised as a reputable website, ranked First in Google searches for Margaret River



OUR VISION To create a world renowned tourism destination

OUR MISSION To promote the Margaret River region and provide visitors with unique experiences whilst investing in our people, community and environment



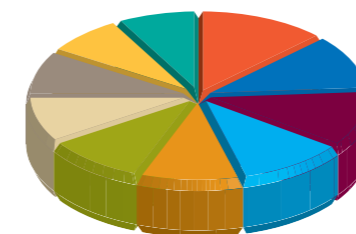
ABOUT THE AMRTA

The Augusta Margaret River Tourism Association (AMRTA) is a not-for-profit, fully self-funded member-based organisation with an elected, nine-person Committee of Management. It has close to 500 members providing a broad range of products and services such as accommodation providers, tour operators, wineries, restaurants and cafes, galleries, attractions, retail shops, community groups, lifestyle and fitness centres.

The AMRTA has provided high quality visitor services for more than 50 years, managing two visitor centres in Augusta and Margaret River and a satellite office/retail outlet in Perth. It also operates four iconic attractions within the region - Mammoth, Jewel and Lake Caves and the stunning Cape Leeuwin Lighthouse. These attractions are key income streams for the Association; however commission from bookings, cooperative marketing campaigns and retail sales also helps sustain the Association's activities.

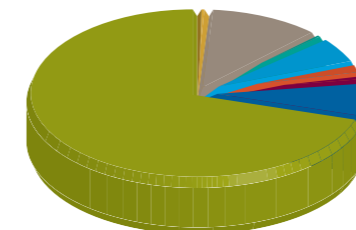
AMRTA is passionate about its future direction and proud to share it with you.

INTRASTATE VISITATION 2010



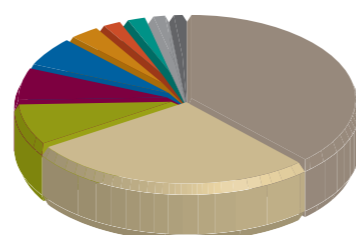
- Mandurah
- Joondalup
- Doubleview
- Scarborough
- Cockburn
- Bibra Lake
- Como
- Perth Central
- Wanneroo
- Subiaco

INTERSTATE VISITATION 2010



- ACT
- NSW
- NT
- QLD
- SA
- TAS
- VIC
- WA

INTERNATIONAL VISITATION 2010



- England/UK
- Singapore
- New Zealand
- United States
- Malaysia
- Canada
- Germany
- Switzerland
- Hong Kong
- France



WHAT WE AIM TO OFFER VISITORS

The Margaret River region has great diversity; from the amazing beaches to the stunning forests and wildflowers, wine and food indulgences to authentic cultural experiences. Coupled with world-class tourist attractions and events, the region aims to offer visitors a friendly, unique and utterly memorable experience.

WHAT WE AIM TO OFFER MEMBERS

After thorough analysis, research and consultation with our Members, Staff and Committee of Management, we have refined and simplified our membership structure.

This means that a new and exciting phase in the AMRTA's direction focuses on your needs and service requirements. From July 1st 2011, we will be implementing a streamlined membership structure that makes it easier to be a member, provides an efficient administration process that gives you great value for money and allows you to get on with managing your business.

The AMRTA undertakes a dynamic range of marketing activities to promote the Margaret River region and its members' tourism products and experiences.

Listed below are the benefits available to our members, which is dependent on the membership category that applies to you.

AMRTA E-BULLETINS

Members receive fortnightly AMRTA e-newsletters featuring updates on activities, upcoming opportunities and the latest industry news and events. The newsletters include information on new members, members' tourism product innovations and events. Free news and event listings can be promoted via Monthly Events on www.margaretriver.com and AMRTA Visitor Centre's notice boards.

ANNUAL VISITOR GUIDE

Each year the AMRTA produces and distributes (nationally and internationally) 120,000 copies of its widely acclaimed regional Visitor Guide. This guide is an essential planning tool for visitors to the region and members have the opportunity to purchase advertising units in this stylish publication.

AWARD WINNING PROVIDER OF VISITOR INFORMATION AND SERVICES

Acknowledged in the 2009 Western Australian Tourism Awards Hall Of Fame in the Visitor Information Services category, the AMRTA leads the way in visitor servicing. They are dedicated ambassadors with extensive knowledge of the region and its tourism products.

Margaret River Visitor Centre and its award winning Wine Tourism Showroom, Augusta Visitor Centre and the newly established Be Tempted Margaret River office in London Court Perth, offers booking services to visitors including free maps of the region, an annual regional visitor guide, advice and knowledge of the Margaret River region – and your business.

CONTRIBUTION TOWARDS TOURISM IN OUR REGION

Your membership entitles you to cast your vote at our Annual General Meeting and the opportunity to be nominated to the Committee of Management, which acts on behalf of members to govern the Association and to achieve AMRTA's mission, strategic goals and objectives.

DEDICATED MEMBER SUPPORT

AMRTA has a dedicated Membership Manager - members are our priority. A member's hotline provides a direct link for all your membership enquiries and needs: 08 9780 5966.

EVENTS

The AMRTA has developed an innovative and creative solution to tackle issues of seasonality and create new reasons to visit the region. The events department has the primary objective of establishing new iconic events.

In 2010, the WA Tourism Awards presented a Gold Medal in its Events and Festivals category to CowParade, a world-wide public art event. Margaret River was recognised as the first region outside of a capital city to host this event.

Along with the regional Shires, the AMRTA has developed partnerships to support iconic events such as the Drug Aware Pro surfing event, Anaconda International Adventure Race and the Cape to Cape MTB (Mountain Trail Bikes).

The development of Flourish Margaret River will showcase the region's wildflower season and biodiversity hotspot and ensure the region cements its reputation both locally and nationally.

EXCLUSIVE BROCHURE RACKING

Members are able to display a DL size brochure of their business at the Margaret River and Augusta Visitor Centres. Opportunities also exist for members to rack more than one brochure or be included in the Be Tempted Margaret River office in London Court.

FAMOUS FREE BLACK AND WHITE MAP

Approximately 250,000 AMRTA Black and White maps are distributed to visitors annually. Members receive a free listing on the map which provides exceptional exposure for their business. Members can also obtain these maps, for business use, free of charge (private home listings can be included on request).

INNOVATIVE CAMPAIGNS

The AMRTA runs a series of strategic campaigns throughout the year to increase visitation and business for its members. These campaigns are a cost effective promotional opportunity for members with a direct call to action for visitors. Campaigns include seasonal "Winter Getaways" and these campaigns are heavily promoted through both online and traditional mediums.

OUTSTANDING TOURISM ATTRACTIONS

Visiting Cape Leeuwin Lighthouse and Lake, Mammoth and Jewel Caves are unique and unforgettable visitor experiences. The AMRTA is delighted to provide one free entry to all 4 AMRTA attractions for the nominated business representative and guest.

POWERFUL ADVERTISING

The AMRTA invests in targeted and strategic advertising activities to ensure the region and its diverse range of premium tourism products and experiences remain "top of mind" for visitors. New members receive

complimentary E-promotions to our extensive media, client and membership database and have access to the margaretriver.com logo and image gallery for promotional and marketing purposes.

PROMOTIONAL DISPLAYS

Members have an exclusive opportunity to purchase promotional display and poster space in the Margaret River and Augusta Visitor Centres. Plasma screen advertising and wine bottle display opportunities also exist at the Be Tempted Margaret River retail outlet.

SUPERIOR DESTINATION BRAND AND WEBSITE

The registered trademark margaretriver.com is synonymous with one of the world's great holiday experiences. The website is a dynamic, one-stop tourism shop for visitors and is continuously ranked on the first page of Google. The website receives 60-80,000 visits per month and provides high level global exposure for our members. Operators listed with bookable and non bookable product membership categories receive their own personalised webpage on this site. This provides a

valuable online presence to assist with marketing and promotion of your business and obtain commissionable bookings for Accommodation and Tour Operators. Full training is provided for all members.

TRADE AND CONSUMER SHOW REPRESENTATION

The AMRTA recognises trade and consumer shows are important marketing activities. AMRTA provides members with the opportunity to participate in cost effective national and international trade and consumer show opportunities such as MATTA (Malaysian Association of Tour & Travel Agents) and NATAS (National Association of Travel Agents Singapore) that present and promote your tourism product.

WORKSHOPS, SEMINAR, FAMILS AND NETWORKING OPPORTUNITIES

The AMRTA conducts regular workshops and seminars for members providing networking, information and training opportunities. The promotion of members' products and inter-industry networking is facilitated through consultant and industry familiarisations.

E-commerce	Business	Non Bookable	Bookable	Membership Benefits
✓	✓	✓	✓	Association voting rights
✓	✓	✓	✓	Subscription to our members' E news
	✓	✓	✓	Black and white map entry
	✓	✓	✓	Brochure racking at Augusta and Margaret River Visitor Centres
	✓	✓	✓	Visitor Centre referrals
	✓	✓	✓	One free entry to all 4 AMRTA attractions for the nominated business representative & guest
	✓	✓	✓	Benefit from regional marketing
	✓	✓	✓	Membership consultation and support
	✓	✓	✓	Workshop and seminar training
	✓	✓	✓	Members networking opportunities
	✓	✓	✓	Opportunity to advertise in the Annual Visitor Guide
	✓	✓	✓	Opportunity to participate in trade shows
	✓	✓	✓	Opportunity to be involved in cooperative marketing
	✓	✓	✓	Opportunity to sponsor featured events
	✓	✓	✓	List your events on 'What's On' section of the margaretriver.com website
	✓	✓	✓	Inclusion and access to membership database (conditions apply)
		✓	✓	Margaret River Visitor Centre advertising opportunities
		✓	✓	Be Tempted Margaret River - Perth advertising opportunities
		✓	✓	Product web page – includes 2 hrs website training for new members
			✓	Commission rate of 12.5% on all bookings
			✓	Staff product famils

code of conduct

for service standards

AMRTA MEMBERS ARE EXPECTED:

- To act professionally and conduct your business activity with a high level of care and consideration towards the AMRTA, its members, customers, staff, management and the community
- To deliver with integrity and honesty, all advertised products and services and meet all legal responsibilities including trading only under a registered business name (if not incorporated) or as an incorporated company.
- Meet the reasonable expectations of all customers to the best of its ability and in doing so reserve the right to change its goods and services to meet expectations of its customers
- To comply with the laws of Australia and ensure all contracts and terms of business are clear, concise and honored in full and all dealings are ethical and fair
- To ensure rates for goods and services and cancellation fees are reasonable and fair. Published rates must be honoured
- To not use terminology on members webpages, that discourage bookings made on margaretriver.com (this is strictly prohibited)
- To advise customers at the time of the initial booking of any cancellation policies or additional service charges that may be imposed
- To speak and act respectfully and not denigrate or slander anyone or discriminate on the basis of race, gender, religious belief, sexual orientation or political persuasion
- To ensure claims in advertising and marketing a product or service are true (including imagery), are never misleading or exaggerated and are not negative about another AMRTA member's product or service
- To consider the interests of local communities and endeavour to ensure the impacts on businesses, community life and environment are positive and beneficial
- To manage their business effectively and efficiently, enhancing the reputation of tourism in the Margaret River region. Respond and resolve customer complaints in a timely and courteous manner and to change business processes and policies when necessary
- To operate a humane, safe and healthy working environment for staff, customers and the public
- To manage their staff and contractors fairly and equitably
- To operate their business guided by environmental and best practice guidelines in relation to conserving water, energy and the natural environment. Business operators must endeavour to balance the rights of future generations with current economic needs, preserving and improving the Margaret River region's quality of life
- To be ambassadors for tourism in the Margaret River region and help promote community understanding of the importance of tourism as a vibrant contributor to the Margaret River region's economy and quality of life
- To have complaints about the AMRTA or its management and staff dealt with in an

appropriate manner in the first instance through dealing directly with either AMRTA management or AMRTA Committee of Management (whereupon any complaint will be dealt with promptly).

Membership of the AMRTA is subject to review and acceptance by the AMRTA Committee of Management. Breaches of the AMRTA Rules and Constitution, Code of Conduct or Terms and Conditions may result in suspension of membership and associated benefits. Members have the right to address the Committee of Management should a breach be alleged against them.

AMRTA TERMS AND CONDITIONS

The AMRTA is proud to promote the quality products and services of its members to visitors. To ensure the highest level of visitor satisfaction, AMRTA has put in place a set of Terms and Conditions to help members make sure industry standards are met. Following these Terms and Condition helps protect both members and the AMRTA alike.

AMRTA REGULATIONS

All appropriate licences and insurances are current and other legal obligations, including adherence to Local, State and Federal statutory regulations, have been met.

- **AMRTA CUSTOMER FEEDBACK** - From time to time AMRTA receives feedback from customers following their stay in Margaret River. It is the responsibility of the Member to ensure all feedback is followed up with an appropriate outcome achieved for all parties concerned. If the Association receives more than two negative customer feedback responses, then an inspection of your business will be conducted to ensure issues are addressed and any improvements implemented.
- **BROCHURES** - Must be DL sized (210mm x 99mm) and will be displayed in the relevant category in AMRTA Visitor Centre/s. Brochures must be true, accurate and up to date. It is the member's responsibility to ensure prices on brochures are honoured. Members are responsible for ensuring sufficient brochure stock.
- **CURRENT LICENSES AND INSURANCE** - All AMRTA members must hold all required licences, permits, approvals and authorities to operate their business, all of which must be current and up to date. All members must hold public liability insurance for at least \$10 million cover. All AMRTA members must comply with all legal obligations, including adherence to Local, State and Federal statutory obligations.
- **COMMISSION RATES** - All members with a bookable product pay a service commission of 12.5% to the AMRTA. Commissions received by the AMRTA are then re-invested into promoting the region, servicing visitors and ultimately promoting your business.

AMRTA has the right to collect commission on cancelled bookings where the balance has been paid to the member in full.

- **EMERGENCY INFORMATION** - Fire extinguishers and smoke alarms. All smoke

alarms must be connected to a mains electrical supply. Fire extinguishers must be easily accessible, clearly marked and certified as serviced (with date) and must be in current working order. Emergency exit signs must be clearly marked and displayed at all exits. Emergency numbers must be clearly visible to the client e.g. Police/Ambulance/Hospital/Fire/SES.

- **EQUIPMENT INSTRUCTIONS** - Must include and clearly display manuals/instructions for all equipment i.e. changing gas bottles, lighting stove, hot water system, dishwasher, washing machine, dryer, television etc.
- **FIRST AID KIT** - Must be clearly marked and easily accessible and visible to the client.
- **INFORMATION DISSEMINATION** - Information disseminated through AMRTA members e-newsletters is for viewing by AMRTA members only and is not to be published in any print, radio, TV or online format unless written approval has been obtained from the AMRTA.
- **PRICING AND INVENTORY** - All members with bookable product must provide inventory for commissionable bookings to the AMRTA. Published rates must be honoured and must be kept up to date on a daily basis. The booking price and offers displayed to users of www.margaretriver.com must be at least as competitive as offered on other online [or offline] channels (including the members own website) for the same period.
- **PUBLIC VEHICLES, BOATS, AIRCRAFT ETC** - Must be maintained regularly to meet Australian safety standards and licensing requirements.
- **RESPONSIBLE SERVICE OF ALCOHOL** - Operators who serve alcohol to the public must ensure all applicable licensing is current and all responsible service of alcohol requirements complied with.
- **WEBSITE CONTACT DETAILS** - Any member with bookable product must not display any contact details (including URLs) or other calls to action directing users to any alternative booking method or site. This includes any reference to web-based search engines and links. AMRTA reserves the right to remove any such details from margaretriver.com and charges will apply. Failure to comply may result in suspension of membership
- **WEBSITE DETAILS** - Information published on www.margaretriver.com must be true, accurate and up to date. It is the member's responsibility to ensure details and prices listed are honoured.
- **WEBSITE DETAILS CHANGES** - It is the responsibility of the member to make the appropriate changes on their Bookeasy console. AMRTA staff are NOT authorised to make changes to a member's business page content in Bookeasy unless an official request for change has been received in writing. Such changes to business page content actioned by AMRTA staff incur a \$25.00 fee per change (incl GST). The AMRTA accepts no responsibility for errors made by staff changing information in this circumstance.

ACCIDENT AND EMERGENCY REPORTING

You must ensure your business management and staff are aware of your risk management responsibilities and endeavour to continuously improve the standard of services that you offer. As part of your business Risk Management Quality Policy, in the event of an accident or incident, details must be documented and recorded to mitigate reoccurrence and be able to be provided if required.

ACCOMMODATION OPERATORS

These terms and conditions apply to hotels, motels, B&B's, caravan parks, private houses, hostels and also any individual or business with the authority to lease property ordinarily used for holiday accommodation for no more than three consecutive months at one time.

All appropriate licences and insurances must be current and other legal obligations, including adherence to Local, State and Federal statutory regulations, have been met. All operators must have an Australian Business Number and a Registered Business name or be incorporated company.

GENERAL MAINTENANCE

- **BALCONIES/STAIRS** - Must be well maintained and safe.
- **BATHROOM** - Must be clean. Please provide bath mats, towel rails and extraction fan.
- **BEDROOMS** - Bedding must be clean and of high quality. Bedrooms should feature bedside lamps, alarm clock, clothes hanging space, clothes hangers and luggage storage facilities. If you charge extra for infants, then you must provide a cot and mattress.
- **BOND** - Is not processed or managed by the AMRTA. Any damage caused to your property by clients is your responsibility.
- **CARETAKER/S** - Full contact details must be clearly displayed in the event of an emergency or other prescribed situation. The caretaker or owners of the property must be contactable by AMRTA and the client at all times (including 24 hour emergency contact details).

- **CAR PARKING** - Adequate provision should be made for off-street parking. Garage and carport areas must be maintained and easily accessible.
- **CLEANING AND MAINTENANCE** - It is the member's responsibility to ensure the entire property is kept clean, safe and well maintained at all times. This includes cobwebs. Arranging cleaners is the member's responsibility and members must conduct regular maintenance checks. The AMRTA reserves the right to conduct property inspections to ensure the above requirements are met. If any member fails to meet these requirements, the AMRTA reserves the right to suspend member benefits and withdraw accommodation for sale until such time as the situation is remedied.
- **EQUIPMENT INSTRUCTIONS** - Must be included. Clearly display manuals/instructions for all equipment i.e. changing gas bottles, lighting stove, hot water system, dishwasher, washing machine, dryer and television.
- **FLOOR COVERINGS** - Must be regularly cleaned and well maintained.
- **GAS** - If using gas, this must be in working order, with sufficient supply and supplier/s details clearly displayed.
- **GUTTERS** - Must be checked and cleaned regularly.
- **HEATING** - Sufficient wood and or gas must be provided for fires. Heaters must be checked and be in working order. If applicable, chimney flues must be regularly checked. If heating is not provided, please provide ample blankets for guests.
- **KEY ARRANGEMENTS** - Please ensure guests are aware of any key/security requirements to gain access to the property. Combination locks with press pad security codes are a safe alternative to keys being left in metre boxes or under mats etc. These details can be provided to the client in their itinerary.
- **KITCHEN** - Must provide sufficient crockery and cutlery to match the maximum number of people your property can accommodate. This should include a suitable range of clean and well

maintained kitchen appliances, cooking utensils and facilities including oven, stovetop, refrigerator, bench-top, stainless steel sink, exhaust fan, cupboards and sufficient cleaning products.

- **LAUNDRY** - If laundry facilities are provided they must include an iron and ironing board.
- **LIGHTING** - Must have adequate lighting throughout the property including outside entrances. Lighting fixtures need to be maintained and light bulbs must be replaced on a regular basis.
- **LOUNGE/LIVING/DINING AREAS** - Must be clean and facilities must accommodate the maximum number of people allowed in the members establishment.
- **OUTDOOR AREA/GARDENS** - Must be well maintained. If a BBQ is provided the member must- ensure it is clean and has sufficient gas, instructions for use and the supplier/s details must be clearly displayed.
- **SECURITY** - Must include the ability to securely lock the entire property. Please advise guests of at least one lockable cupboard, draw or safe for storage of personal belongings.
- **SPAS/SWIMMING POOLS** - Must be well maintained and meet legal requirements.
- **WATER** - Must be connected to the Water Corporation's water supply or serviced by a rainwater tank with at least 20,000 gallon capacity. There must be provision to top up water requirements in summer if required.
- **WINDOWS** - Must be clean, provide sufficient privacy and protection from light.

Once you have read, acknowledged and agree to be bound by the AMRTA Rules and Constitution, the AMRTA Code of Conduct, the AMRTA Terms and Conditions and this application form please sign the renewal/application form and return to the AMRTA.

Thank you.

The AMRTA Code of Conduct outlines professional guidelines that set the standards of service in the Margaret River region.

AMRTA members are encouraged to adhere to the guidelines, to enhance the region's tourism industry and contribute positively to the community, environment and quality of life.



membership

application/renewal form 2011-2012

Due 1st July 2011

COMPANY/SOLE PROPRIETOR NAME: _____

"TRADING AS" NAME (IF NOT TRADING UNDER EXACTLY THE SAME NAME AS ABOVE): _____

NOMINATED BUSINESS REPRESENTATIVE (VOTING RIGHTS): _____

TOURISM COUNCIL OF WESTERN AUSTRALIA ACCREDITATION NUMBER: _____

MAILING ADDRESS: _____

TOWN/CITY: _____ POST CODE: _____

BUSINESS ADDRESS: _____

TOWN/CITY: _____ POST CODE: _____

PHONE: _____ FAX: _____

MOBILE: _____ EMAIL: _____

ABN: _____ WEB: _____

MEMBERSHIP CATEGORIES		
<input type="checkbox"/>	E Commerce membership	\$150.00
<input type="checkbox"/>	Business membership*	\$350.00
<input type="checkbox"/>	Bookable product membership	\$450.00
<input type="checkbox"/>	Non bookable product membership	\$550.00

EXTRA BENEFITS (not available for E-Commerce membership)		
<input type="checkbox"/>	Extra Bookeasy training – per 3-hour block	\$200.00
<input type="checkbox"/>	Extra brochure racking at Augusta and Margaret River Visitor Centres	\$200.00
<input type="checkbox"/>	Extra non bookable webpage	\$200.00

* Business Membership is for retail and services, located within town sites only (e.g. Augusta, Busselton, Cowaramup, Dunsborough, Margaret River and Yallingup)

- Membership fees are non refundable
- 10% off for Tourism Council of Western Australia accredited businesses
- 50% off for second membership (least expensive membership applies)

Please note any renewals received without a signed membership form WILL NOT be processed and membership may lapse as a result.

New members must supply copies of current public liability insurance certificate, Government licenses, Shire approvals, Business Name Registration, Certificate of Incorporation etc, on initial application only. Any subsequent changes to these items must also be notified to AMRTA. AMRTA reserves the right to ask for copies at any time with reasonable notice.

If you have any queries regarding your renewal/application, please contact the Membership Manager on (08) 9780 5902 or email membership@margaretriver.com.

PAYMENT METHOD (please circle):

DIRECT DEPOSIT CHEQUE CASH MASTER CARD VISA BANK CARD

Card Number

Security Code

Expiry Date: _____ Amount: _____ Signed: _____ Date: _____

Electronic Transfer Details:

BSB: 306 021 Account Number: 4433988 Please ensure your business name is in the description field for accounting purposes

*Credit Card details that are supplied on this form will be erased after payment for membership has been received by the AMRTA.

membership

application/renewal form 2011-2012

Due 1st July 2011

MEMBERSHIP APPLICATION CONTINUED

As a member of the AMRTA you acknowledge and agree to be bound by the AMRTA Rules and Constitution, the AMRTA Code of Conduct and the AMRTA Terms and Conditions. The Code of Conduct and Terms and Conditions are set out below. The Rules and Constitution are available at www.margaretriver.com. You agree that the AMRTA Rules and Constitution oblige AMRTA to provide your organisation name, nominated representative's name, postal address and residential address to all other members of the AMRTA on request. AMRTA requires that all Commonwealth and State privacy legislation must be strictly complied with. If you are unsure of your obligations seek legal advice.

- An important and strategic benefit of your membership with the AMRTA is the opportunity to use our database to exchange business marketing and promotional emails to and from members of the Association. Please tick this box if you DO want to be included in this business opportunity.
- The AMRTA sends out notices for the Annual General Meeting via email to members. Please tick this box if you prefer to have the notice sent to you in the post.

WAIVER IN FAVOUR OF AMRTA

I/We acknowledge the AMRTA (and its officers, employees and contractors) will not be responsible for any loss or damage to my/our products or brochures due to circumstances beyond AMRTA's control. I/We hereby warrant the 12 month period of membership 1/07/2011-30/06/2012. A pro rata membership fee will not be available for current members of the AMRTA and memberships that have lapsed. New applications for membership with the AMRTA will be eligible for a pro rata rate. This is only applicable during the first year of membership between 1/07/2011 – 30/06/2012

AGREEMENT AND WARRANTY

I/we agree and warrant that I/we have and/or will obtain and maintain the currency of the following during our membership of AMRTA:

1. A Certificate of Registration of Business Name (if not trading under the company's name or the exact name of a sole trader)
2. A Certificate of Currency (Public Liability Insurance for coverage of at least of \$10 million minimum)
3. A Certificate of Incorporation of Proprietary Company (if trading via a company)
4. All necessary permits, authorities and approvals required to conduct your business e.g. Commonwealth licenses, State licenses, Shire Approvals, Health Department Permits, appropriate vehicle licenses, CASA licenses and registrations, other Government approvals.

I/We undertake to notify the AMRTA immediately if any of the above applicable certificates, permits, licenses etc are cancelled, expire or otherwise become inoperative during our membership of AMRTA.

We undertake to notify the AMRTA immediately if the ownership of our business changes during our membership of AMRTA.

I/We recognise that this is a formal application and that I/we will be bound by the above warranty.

INDEMNITY AND RELEASE

- 1) I/We agree to fully indemnify the Augusta Margaret River Tourism Association (AMRTA) (and its officers, employees, agents and contractors) against any and all liability, loss, damage or costs (including legal costs on a full indemnity basis) incurred arising from or in connection with any of the following:
 - Any breach by me/us of the warranties contained in this document, the AMRTA Rules and Constitution, the AMRTA Code of Conduct and/or the AMRTA Terms and Conditions
 - Any information or details provided by me/us to the AMRTA or the public about any accommodation, tours, products or services
 - Any confirmed bookings made through the AMRTA that are subsequently not fulfilled by me/us due to sale of business, overbooking, or unforeseen circumstances such as damage or natural disasters
 - Any persons who stay at our accommodation, participate in our tours or use any of our products or services.
- 2) I/We agree to release the AMRTA from any claim for, and agree that the AMRTA is not liable for, any damage, loss or injury whatsoever to me/us arising from, and costs incurred in connection with:
 - the use of the www.margaretriver.com website, AMRTA's booking services or other membership benefits; or
 - the www.margaretriver.com website being interrupted, unavailable or not working properly.
- 3) I/We agree that to the maximum extent permitted by law the AMRTA is and will not be liable in any circumstances for any interruption to my/our business and/or any loss of profits, loss of data or any consequential or indirect losses suffered or incurred by me/us.

A reference to "I", "we", "me", "us" etc in this document includes a reference to your/the company's officers, employees, agents and contractors.

By signing this form, I/we confirm that I/we have read and will abide by the AMRTA Rules and Constitution, the AMRTA Code of Conduct and the AMRTA Terms and Conditions.

* If signed on behalf of a company: I warrant that I am an authorised signatory with authority to enter into legal obligations on behalf of the company.

Name: _____

Title: _____

Signature: _____

Date: _____

contact



Membership Manager

Linda Raich

Phone. 9780 5902

Email. lindaraich@margaretriver.com

Visitor Centre Supervisor

Max Schlecht

Phone. 9780 5933

Email. max@margaretriver.com

Margaret River Visitor Centre

Phone. 9780 5911

Email. welcome@margaretriver.com

Augusta Visitor Centre

Phone. 9758 0166

Email. augusta@margaretriver.com

Be Tempted Margaret River Perth

Phone. 9325 6699

Email. betempted@margaretriver.com

Membership Hotline

Phone. 9780 5966