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Dear

The mining boom is the buzz word on everyone lips at the moment and we want to make sure the Fraser Coast takes every advantage of the opportunities that it presents the region, particularly in tourism.

This is why we have initiated "**My Fraser Pass**" – an incentive based marketing scheme which will initially target the Resource Sector and entice its workers to holiday on the fabulous Fraser Coast.

The scheme is designed to firstly motivate workers in the Resource sector to visit the Fraser Coast and secondly to shop, dine and experience our many attractions while visiting.

This is a free opportunity to become a co-operative partner in the scheme, which is funded by the Fraser Coast Regional Council to help stimulate regional tourism.

To be part of this partnership you will need to create strong, competitive offers which will appeal to the mining industry demographic. Your offer and as a result your business will be promoted to thousands within the resource sector through a multi-level marketing campaign.

Council has negotiated agreements with a number of mining companies to begin distributing an exclusive "My Fraser Pass" card to staff through their payroll system.

This first distribution is timed to coincide with the upcoming summer holiday period.

My Fraser Pass will be an on-going campaign, which will also be offered at targeted times to major sporting, social and conference groups visiting the Fraser Coast.

I would encourage you to be part of this exciting opportunity.

Yours sincerely,

A handwritten signature in black ink that reads "Desmond".

Lisa Desmond
Chief Executive Officer

Contact: Vanida Petts
Phone: (07) 4197 4731
DOCS: 2125802

**Offers:**

To qualify for inclusion, your offer must be competitive and appeal to the demographic. It must be enticing enough to encourage the target group to initiate a stay on the Fraser Coast and/ or experience an attraction, retail or dining offering.

Presently there is no mandatory value for offers, however when deciding on your offer or incentive, please ensure you nominate the most effective discount to obtain the maximum benefit from this campaign.

Offer Examples:

- “20% off room rate”
- Two for one deal

Please note that Card holders will be instructed to book directly with operators to secure the offered discount or incentive.

Target Market:

Profiling provided by the mining companies shows the primary demographic is male, aged between 25-45 years with a primary interest in adventure based activities. Family based activities are also highly sought. The average mining worker earns \$114,000 per annum, which is two-thirds more than the average wage.

Offer examples:

- Fishing charters / tours
- Adventure and aquatic based activities
- Dining

Campaign Mechanics:

As part of the campaign, a new brand has been created including a My Fraser Pass” membership card and a dedicated website address – www.myfraserpass.com.au

My Fraser Pass will operate in a similar way to the local “Staycations scheme” by allowing Card holders an online solution to search offers, print vouchers and / or make direct booking enquiries to operators.

Operators will be able to create and manage their own individual offers and discounts on-line using the current “Staycations” web-based management system.

You can tailor your offers to suit your requirements, and select which campaigns you wish to be part of. It is also possible to create the same “Staycations” and “My Fraser Pass” offers if desired.



Be part of this exciting opportunity...

To take advantage of the free benefits of My Fraser Pass, you will need to become a cooperative regional marketing partner with Council.

Existing “Staycations” Partners will automatically be registered into the My Fraser Pass scheme. If you are not currently a “Staycations” partner you will need to sign up to promote your business. ([Click here](#) to join).

The on-line solution allows cooperative partners to create, edit, manage your “My Fraser Pass” offers in the same way as “Staycations” offers.

Steps:

1. [Click here](#) to Join / Log into Our Fraser Coast cooperative marketing partnership
2. Create an on-line offer
3. Select from the drop down box to make the offer a “My Fraser Pass” offer for select visitors
4. It is possible to have the same offer appear as a “Staycations” offer and a “My Fraser Pass” offer by selecting both in the drop down menu
5. Choose ‘direct booking enquiry’ to your email or website or automatically create a ‘Staycations voucher’ for consumers
6. Apply validity dates according to yield, or add individual terms and conditions to your offers where relevant. *For example: subject to availability at the time of booking; valid weekends or midweek stays only; block out dates*
7. Council reserves the right to reject offers not deemed to have a suitable mandatory value or considered to be unsuitable for the “My Fraser Pass scheme

For More Information:

Should you have any queries regarding the “My Fraser Pass” scheme or require assistance with creating offers, please contact:

Vanida Petts at Hervey Bay Airport Visitor Information Centre
on 4197 4731 or

Kelli Sauer at the Maryborough Visitor Information Centre
on 4190 5742.

