



2 March 2010

# my Southern Highlands



## THE SOUTHERN HIGHLANDS LOCAL COMMUNITY AMBASSADOR REWARDS PROGRAM – 2010/2011

**Dear TSH Member,**

Would you like to promote your business to your local community in 2010? Would you like local residents to bring their visiting friends and relatives to your business? Then you need to be a participant in the 2010 Southern Highlands Ambassador Rewards Program – **“mysouthernhighlands”!**

### HOW?

As one of the benefits of Tourism Southern Highlands (TSH) Membership all TSH Members are invited to participate in our **“mysouthernhighlands”** Ambassador Rewards Program for 2010 – 2011 by providing an exclusive offer to Wingecarribee Shire residents so that they become ambassadors of tourism in the Southern Highlands.

### WHAT DOES IT COST?

The inclusion of your offers will be FREE!

### WHY AN AMBASSADOR REWARDS PROGRAM?

Each year over 40% (approx. 500,000) of visitors to the Southern Highlands stay with friends and relatives, which means the local residents of the Wingecarribee Shire are an important link in the success of the Southern Highlands Tourism and business industries.

In an effort to encourage local residents to refer their family and friends to local Southern Highlands' businesses, TSH has further developed its 2009/10 Ambassador Program for 2010/11 with a number of new initiatives. Local residents will be rewarded for becoming “ambassadors” for our industry when they introduce their visiting friends and relatives by way of incentive offers and discounts.

### WHAT'S DIFFERENT TO LAST YEARS AMBASSADOR PROGRAM?

TSH will be again produce a **“mysouthernhighlands” Rewards Loyalty Card** which upon presentation at participating businesses will provide a range of discounts and incentives exclusive to Wingecarribee Shire residents. TSH will reserve the right to exclude offers that we feel are not attractive to ensure the program is of value to local residents. The plastic style card will be used to introduce local residents to your business and for redemption purposes(see sample card). **The card** will have greater penetration as it will be a constant reminder of the program as Wingecarribee Shire residents carry the card in their wallets. This **rewards card** will be complimented by the **Ambassador Passport booklet** of offers, which will be distributed together with the Rewards Card. All reward offers will also be showcased on the micro website [www.mysouthernhighlands.net.au](http://www.mysouthernhighlands.net.au). Wingecarribee residents will be able to download additional Reward Loyalty Cards from the website. TSH will forward every Wingecarribee Shire resident a dedicated mailer containing their **personal card** and **Passport booklet**. This will go to 24,000 households, businesses and PO Boxes. A number of new promotional mediums will also be used to keep the program top of mind with residents throughout the year, this will include a window decal to highlight your business as a participant. NB: This year participating businesses will be required to show greater commitment to the program with staff training on your offers and displaying promotional collateral.

## **PROMOTION MECHANICS**

### **VALIDITY OF PROGRAM:**

1 May 2010 to 30 April 2011

### **WHO IS ELIGIBLE?:**

Exclusive to Wingecarribee Shire residents 18 years of age and over.

### **WHAT OFFERS?:**

These are to be sourced by TSH from TSH Members. Offers are to be effective 1 May 2010 and expire 30 April 2011 or otherwise stated in the offer. Offers will be exclusive to TSH Members as a benefit of membership.

### **HOW DO RESIDENTS REDEEM OFFER?:**

By presenting their "mysouthernhighlands" card at participating businesses.

### **HOW DO RESIDENTS & THEIR FAMILY/FRIENDS FIND OUT ABOUT THE PROGRAM AND OFFERS?:**

- All Wingecarribee shire residents will receive a dedicated mailer in late April containing program information, "mysouthernhighlands" cards and **Passport booklet**.
- The "mysouthernhighlands" website: [www.mysouthernhighlands.net.au](http://www.mysouthernhighlands.net.au) showcasing rewards program and offers
- TSH website: [www.southern-highlands.com.au](http://www.southern-highlands.com.au)
- WSC website: [www.wsc.nsw.gov.au](http://www.wsc.nsw.gov.au)
- Mittagong Visitor Information Centre
- WSC Libraries
- When visiting participating partners – via promotional posters & "Ask Me" button badges worn by staff
- Local newspaper & radio station for regular updates
- Regular promotion via specially produced promotional material such as redemption posters, banner blinds in high volume shopping areas
- Southern Highlands seasonal Visitor Guide produced by Rural Press
- **2010 Southern Highlands Holiday Planner**



*A copy of the current 2009-2010 Ambassador Rewards Card.*

## **WHEN WILL THE NEW PROGRAM BE LAUNCHED?**

The "mysouthernhighlands" Ambassador Rewards Program will be launched on 4 May 2010. The "mysouthernhighlands" Card and **Passport Booklet** will be distributed to ALL Wingecarribee households, post office boxes, and post office counters in our villages, by first week of May 2010.

## **ARE YOU INTERESTED?**

If so then complete the attached Participation Form and return to Trish Bow email [trish.bow@wsc.nsw.gov.au](mailto:trish.bow@wsc.nsw.gov.au) or fax 4871 3515 by Monday **29 March 2010**. Should you wish to discuss your participation please call 4871 2888.

Regards

**Steve Rosa - Executive Manager Tourism**