



N A T O C

## Application for NATOC Membership

NATOC is the peak Body organisation representing the NSW Aboriginal Tourism Industry sector. NATOC supports and promotes the development of authentic Aboriginal experiences and products at a Local, State, National and International level



## ABOUT NATOC

New South Wales Aboriginal Tourism Operators Council (NATOC) is the peak not for profit association representing Aboriginal Tourism in NSW. NATOC is an autonomous organisation that provides advice and information to Government agencies and tourism industry organisations and acts in an advisory role with Destination NSW and the Destination Networks supporting Regional tourism in NSW.

NATOC is a support service and network for Aboriginal tourism operators across NSW and offers support for existing and emerging Aboriginal Tourism Operators in terms of business advice, training opportunities, marketing, business support, cultural competencies and mentoring.

NATOC assist's NSW Aboriginal tourism operators market their experiences both in Australia and globally through partnerships with tourism, corporate and education partner memberships.

NATOC is the voice for Aboriginal tourism in NSW and a hub that international trade and travellers as well as stakeholders in Australia can communicate with to ensure the best authentic experiences and products and realistic marketing of opportunities.

## NATOC Membership Program

Utilising NATOC's unique consultation processes via our living cultural practices, etiquettes and engagement protocols – that is: We practice living culture the following product development membership proposal has been developed.

## NATOC MEMBER CATEGORIES

- All Stars
- Rising Stars
- Shooting Stars
- Partner Members

## Membership is free for all Aboriginal Owned Tourism Businesses

**Star Members** must be an Aboriginal person or an entity of which at least 51% of its members are Aboriginal persons that is conducting an endorsed tourism operator business within New South Wales, and offers an experience which is delivered by an Aboriginal person. A Star Member must be endorsed as an export ready entity.

### Star Member Benefits

- Discounted trade show costs
- Representation at international trade shows
- Access to export mentoring hotline
- Advice on marketing collateral development
- Free familiarisation program with star members
- Discounted tickets to NATOC Gala Event
- NATOC website listing and advertising
- Inclusion in NSW Aboriginal Tourism Toolkit
- Use of NATOC logo

**Rising Star Members** must be an Aboriginal person or an entity of which at least 51% of its members are Aboriginal persons that operate or desire to operate a tourism operator business within New South Wales and offer an experience which is delivered by an Aboriginal person. They are emerging businesses that can be supported by mentoring.

**Shooting Star Members** must be an Aboriginal person or an entity of which at least 51% of its members are Aboriginal persons and either operate an Aboriginal food, arts, crafts, performance and/or entertainment business in NSW that is not a tour operator or operate or desire to operate a tour operator business or supply tourism support services, but not meet the eligibility criteria for Star Members or Rising Star.

### **Rising and Shooting Star Benefits**

- NATOC site visits and product familiarisation
- NATOC six-month product development action plans
- Access to mentoring hotline and monthly follow up meetings
- Advice on marketing collateral development
- Free reciprocal familiarisation program with star members
- Discounted tickets to NATOC Gala Event
- NATOC website listing and advertising
- Inclusion in NSW Aboriginal Tourism Toolkit
- Use of NATOC logo

**Partnership Members** are Industry leaders committed to the ongoing development of Aboriginal tourism in NSW that commit funding to have their brand associated with supporting NSW Aboriginal tourism industry and the efforts of NATOC to achieve the best outcomes for NSW Aboriginal tourism potential.

## **Industry Partner Program**

Partnering with New South Wales peak Aboriginal tourism industry body will expose your business to the state's Aboriginal business community and complement the values of your corporate brand.

NSW Aboriginal Tourism Council (NATOC), the peak industry body for Aboriginal tourism in New South Wales is the "The Voice of Aboriginal Tourism". We represent the interests of the tourism and hospitality industry. We partner with tourism businesses, industry associations and government agencies to deliver the best outcomes for New South Wales Aboriginal tourism potential.

NATOC understands return on investment is critical which is why we offer a suite of flexible partnership opportunities to enable your business maximum impact in return for your financial or in-kind contribution.

The partnership options listed below will enable you to assess the suitability of these options against your business's strategic direction and organisational goals.

### Why partner with NATOC?

- Position your organisation as a leading tourism industry supporter
- Showcase your services and products
- Maintain and generate new client relationships
- Connection with industry influencers and decision makers
- Enhance awareness of your company brand
- Brand exposure through NATOC website, promotional material and communication
- Opportunity to network with NATOC members and non-members.

### Some of the innovative ways to sponsor and/or partner:

- Support and be involved in Aboriginal tourism events
- Immerse your leadership team and/or staff in Aboriginal culture through a tourism experience
- Nurture and mentor an Aboriginal Tourism business
- RAP fulfilment activities with Aboriginal tour operators
- Tailor Aboriginal tourism itineraries for your interstate and international clients
- Develop new markets for Aboriginal tourism products such as art and artefacts
- Become a NATOC Corporate supporter and benefit from year-round discounts

### NATOC Industry Partnership

Industry partners are invited to have their brand associated with supporting NSW Aboriginal tourism industry and the efforts of NATOC to achieve the best outcomes for our state's Aboriginal tourism potential. Your organisation would be seen as an industry leader committed to the ongoing development of Aboriginal tourism in NSW. Existing and new members can invest in Industry partnership at 1 of 4 Stream levels.

## Industry Partner



Industry Partner Stream 1: \$5,000.00

### Benefits

- Certificate of membership and listing on NATOC website including your logo, a business description, your contact details and a link to your website, blog and social media platforms
  - Members only access to industry specific information, intelligence and research
  - Industry networking events and conferences, including member discount rate
  - Link to local and state government agencies such as Tourism and DNSW, Department of Tourism, Events and Small Business
  - Member discount
  - Member to member business connections
  - Possibility to advertise jobs on our WEB page
  - Opportunity to contribute items to NATOC communication (e.g. eNewsletter)
  - Opportunity to contribute to the calendar of events;
  - Opportunity to take part in trade, public events and conventions at a member discount rate;
  - Opportunity to participate in NATOC committees and working groups
  - Use of NATOC logo
  - Opportunity to sponsor NATOC events
  - Letters of support
  - Access to staff and member expertise
- NSW Aboriginal Tourism Operators Council



## Stream 2

### Industry Partner Stream 2: \$4,000.00

#### Benefits

- Certificate of membership and listing on NATOC website including your logo, a business description, your contact details and a link to your website, blog and social media platforms
- Members only access to industry specific information, intelligence and research
- Industry networking events and conferences, including member discount rate
- Link to local and state government agencies such as Tourism and DNSW; Department of Tourism, Events and Small Business
- Member discount
- Member to member business connections
- Possibility to advertise jobs on our WEB page
- Opportunity to contribute items to NATOC communication (e.g. eNewsletter)
- Opportunity to contribute to the calendar of events
- Opportunity to take part in trade, public events and conventions at a member discount rate
- Use of NATOC logo
- Opportunity to sponsor NATOC events
- Letters of support
- Access to staff and member expertise



## Stream 3

### Industry Partner Stream 3: \$3,000.00

#### Benefits

- Use of NATOC logo
- Member to member business connections
- Opportunity to contribute items to NATOC communication (e.g. eNewsletter)
- Opportunity to contribute to the calendar of events;
- Opportunity to take part in trade, public events and conventions at a member discount rate
- Opportunity to sponsor NATOC events
- Letters of support
- Access to staff and member expertise



## Stream 4

### Industry Partner Stream 4: \$2,000.00

#### Benefits

- Use of NATOC logo
- Member to member business connections
- Opportunity to contribute items to NATOC communication (e.g. eNewsletter)
- Opportunity to contribute to the calendar of events
- Opportunity to take part in trade, public events and conventions at a member discount rate
- Opportunity to sponsor NATOC events
- Letters of support
- Access to staff and member expertise



## Stream 5

Industry Partner Stream 5: \$1,000.00

### Benefits

- Use of NATOC logo
- Member to member business connections
- Opportunity to contribute items to NATOC communication (e.g. eNewsletter)
- Opportunity to contribute to the calendar of events
- Opportunity to take part in trade, public events and conventions at a member discount rate
- Opportunity to sponsor NATOC events
- Letters of support
- Access to staff and member expertise

# Application for NATOC Membership

Please tick the appropriate Box  
 Refer to Membership Categories for detail.

- ALL STAR
- RISING STAR
- SHOOTING STAR
- PARTNER
- Stream 1      \$5,000.00
- Stream 2      \$4,000.00
- Stream 3      \$3,000.00
- Stream 4      \$2,000.00
- Stream 5      \$1,000.00

<b>Business Name</b>			
<b>ABN</b>		<b>ACN</b>	
<b>Contact Person</b>		<b>Position</b>	
<b>Street Address</b>			
<b>Postal Address</b>			
<b>Telephone</b>		<b>Mobile</b>	
<b>Fax</b>		<b>Email</b>	
<b>Website Address</b>			

I/We .....

Owner(s) / Directors of.....

Are of Aboriginal and / or Torres Strait Islander descent. *(Applicable to Aboriginal Tourism Operators only)*

I understand that by signing this document I am agreeing to the terms and conditions outlined in this application form.

Signature:..... Date.....

**Please return signed application form to [admin@natoc.org.au](mailto:admin@natoc.org.au).**