



SOUTHERN FLINDERS
Tourism 'n' Tastes

Membership 2019

MEMBERSHIP 2019

You can help to GROW the Southern Flinders Ranges Tourism Industry.

At Southern Flinders Tourism n' Tastes Inc. (SFTnT), we understand networking and collaboration are important when it comes to tourism and we want to continue providing you with resources to help your business grow.

Purpose and Importance of SFTnT

The purpose of the SFTnT membership is to develop an active and broad-based network of people, businesses and organisations involved in the tourism, food and wine industries which will support each other for the benefit of the Southern Flinders Ranges region and its communities.

An executive committee has been formed with a membership base to ensure that the objectives and purpose of the association are achieved. The committee is always on the lookout for business development and growth opportunities which will result in discernible commercial and economic benefits for members. Current Executives: Chair: Jackie O'Reilly (O'Reilly's Orchard); Vice Chair: Sue Scarman (Beetaloo Grove); Secretary: Christopher Dean; Treasurer: Shirley Dearlove (Steamtown).

We want to create an internal and external awareness of, appreciation for and pride in the Southern Flinders Ranges region and all that it has to offer both visitors and locals. We email to members helpful tourism and development news when they come to hand... so you don't miss out on opportunities. All membership funds are spent wisely on projects/infrastructure (determined by the group) which we believe will enhance tourism development and support planning recommendations. We hold monthly meetings at selected members' businesses/properties so we can understand what is going on in our own backyard.

Membership (38 subscriptions in 2018)

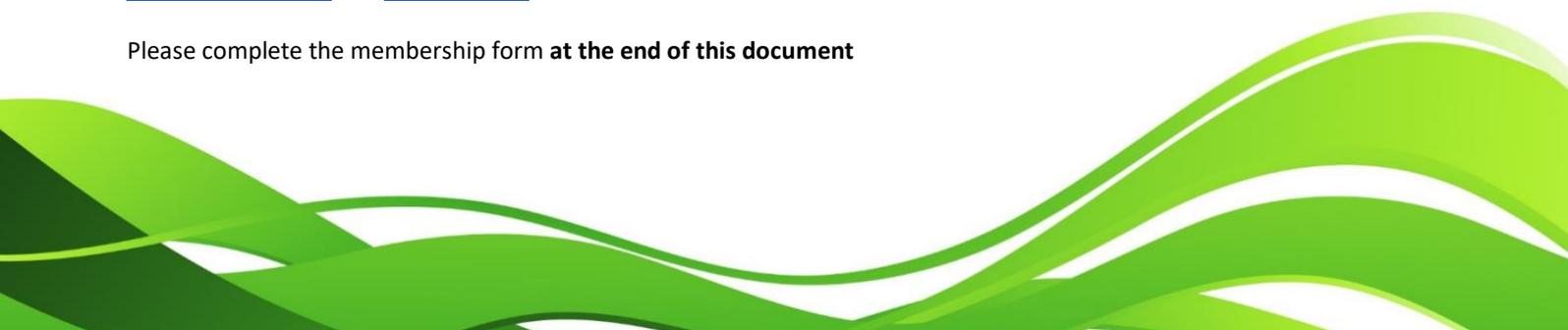
Benefits of membership

Guest Speaker at each meeting	2 Discounted workshops annually	Networking
Discounted advertising	Contribute to direction of SFTnT	Promote visibility of your business
Awareness of upcoming regional tourism ventures		

Becoming a member

To become a member of SFTnT for **12 months** the cost is **\$90.00**. By joining it will give you a right to vote at meetings and to shape our future. Members also get to be part of collaborative advertising and marketing activities (Consumer Shows, Expos) which will help to showcase your business to a bigger market. You will also have access to monthly guest speakers and industry insights. This fee also assists with website hosting for the sites www.southernflindersranges.com.au and www.flindersandoutback.com.au. (Both sites would simply not exist without core tourism industry groups like SFTnT). If your business does not appear on these sites— we can assist you in having a presence for FREE! The Australian Tourism Data Warehouse (ATDW) is Australia's lead platform for digital tourism information. Creating and maintaining your accommodation, tour, attraction, food, hire or event listing is essential if you want to gain maximum exposure and increase booking leads. An ATDW listing will provide valuable exposure featuring on over 20 websites including southaustralia.com and australia.com. The best thing about ATDW is that it is FREE in South Australia.

Please complete the membership form **at the end of this document**



TOURISM FLINDERS RANGES & OUTBACK SA.



Stakeholders



Membership Testimonials...

We have been members of SFTnT for many years.

Our main reason for joining was to assist in gaining recognition for the Southern Flinders to be a tourism destination in its own right, and distinct from the regions to our north and south.

Our region has many assets and attractions, from the coast to the ranges and to the plains, and SFTnT brings the diverse tourism and food businesses from these areas together as a group where we can assist each other, promote the region and enjoy the friendships.

The marketing capacity of SFTnT in promoting this region by various means, print, online and by attending various events is valuable, and provides a greater exposure than each of us could achieve on our own.

Guest Speakers at the monthly meetings provide interest and worthwhile information, and the meetings provide an opportunity to visit various places in our region, and to meet with fellow foodies and tourism operators, where we can share information and experiences.

I recommend membership of SFTnT to whoever is involved or has an interest in tourism in its many forms in our region. Be a part of the Southern Flinders!



Paul and Denise Kretschmer
Taralee Orchards Eco Friendly Accommodation and Biodynamic Stone Fruits
Wirrabara Forest

Harry and Sandy Osborn have been involved in tourism businesses for 26 years.

We moved from Victoria to Alice Springs in 1992, we managed a guest house for 13 years while also operating an acclaimed, safe and adventurous horse-riding business. In 2002 our horses were retired, and we concentrated on our fledgling 4WD tours. Ossies Outback 4WD Tours fulfilled our motto of "The remote Outback.... Tracks less Traversed" specialising in taking small groups to very remote Central Australian destinations including regular trips across the Simpson Desert.

In 2016 like many Territorians we moved south to be closer to family and started a new Farmstay business at Gulnare. As long-time members of Central Australian Tourism Industry Association in Alice Springs we joined Southern Flinders Tourism 'n' Tastes to align and learn about our new tourism address.

From previous experience we knew the importance of being among likeminded businesses, the past 2 ½ as members and regular attendees of SFTnT have confirmed this decision.

Since commencing the B&B concept of Ossies Farmstay, we have started a Goose Farm which will supply the niche gourmet aspect of the local food growing industry.



Harry and Sandy Osborn
Ossies Homestead Farmstay
Gulnare, via Spalding

The Gladstone Caravan Park and Southern Flinders Discovery Centre have been members of the SFTnT for many years. We believe it is vital that we promote the Southern Flinders Ranges region as a destination for travellers and it will only succeed if we join as one.

As Gladstone is the first port of call for travellers on the Horrocks Highway, it is essential that we can inform people and promote accommodation, food products and experiences available in the Southern Flinders. By attending the monthly SFTnT meetings we find out, first hand, what our fellow operators are doing and can relay the information back to our volunteers. We also gain insights from the guest speakers arranged for the meetings. We strongly urge Southern Flinders tourism operators to join and be a part of the SFTnT.



*Thea and Sam Smith
Gladstone Caravan Park and
Southern Flinders Discovery Centre*

I have been a member of SFTnT for several years, firstly as a representative of the Southern Flinders Olive Growers Association (SFOGA) and then as a member in my own right.

Having attended meetings for the SFOGA group I began to see the value of this group. The group is very focused on tourism in the area whether it is through food and wine or through tourism business (tours, accommodation, events). There are always agenda items to assist the region and raise its profile in South Australia.

I have found the networking with fellow foodies and tourist business operators invaluable. Since joining the group I have become an operator of a Bed & Breakfast and learnt so much from those who have travelled a similar path.

I believe taking the Southern Flinders Ranges to the rest of the state is necessary as we are a unique part of the state which needs promoting. Showcasing the Southern Flinders locally is also important, so locals know what is in their back yard.

SFTnT members have the ability to "on-sell and recommend" each other as we all learn about each other's business eg. as a B&B owner I am able to suggest somewhere for my guests to go for dinner or activities because I have seen / learnt about it whilst at meetings.



*Sue Scarman
Beetaloo Grove B&B and Olive Oil
Councillor, Northern Areas Council*

INVOICE



Membership/Renewal Application 2019

I/We the undersigned hereby apply for Membership of the Association Registered name of Business/es in full:

1. _____

2. _____

Name of Delegate: _____

Address:

1 _____

2 _____

Phone: _____ Mobile: _____

Email: _____

Website: _____

Nature of Business: _____

ABN: _____ New Member : Y/N Renewal: Y/N

Membership Costs: **\$90.00** EFT/CASH/CHEQUE

Payments can be sent via EFT to: Southern Flinders Tourism & Tastes Inc. BSB: 105 003 ACCT: 113 166 040

(Note: Please put your business name as a reference when paying)

MEMBERSHIP FEE	\$90.00
TOTAL PAYMENT (Note: Do not include GST)	\$ _____

Please email or post this completed form to the SFTnT Treasurer:
shirley.dearlove@bigpond.com PO Box 105 Peterborough SA 5422