

Bridgetown-Greenbushes Visitor Centre

Shire of
Bridgetown-Greenbushes



ADVERTISING PROSPECTUS

The heart and soul of the South West

JULY 2024 – JUNE 2025



Courtesy Bridgetown Historical Society BHS 95-335



Blues at Bridgetown



With its picturesque landscapes, thriving agriculture industry, and friendly community, the Shire of Bridgetown-Greenbushes provides the perfect backdrop for businesses to connect with a diverse and engaged audience. Whether you are a small boutique, a family-owned restaurant, or a local service provider, this prospectus offers a platform for you to promote your offerings and attract customers.

Welcome to the advertising prospectus for the Bridgetown-Greenbushes Visitor Centre. This prospectus offers an exciting opportunity for businesses to showcase their products and services to the vibrant regional community and visitors to our charming region.

By participating in the advertising opportunities outlined in this prospectus, businesses can reach a wide range of potential customers and build brand awareness in the community and across the state. With customisable advertising options to fit any budget, advertising your business at the Bridgetown Visitor Centre is a fantastic opportunity for businesses to thrive and grow in the Shire of Bridgetown-Greenbushes and across the South West region.

Join us in showcasing the best of what your business has to offer to this vibrant and supportive regional community and visitors to this idyllic part of Western Australia. Don't miss out on this chance to elevate your brand and connect with customers in the Shire of Bridgetown-Greenbushes!

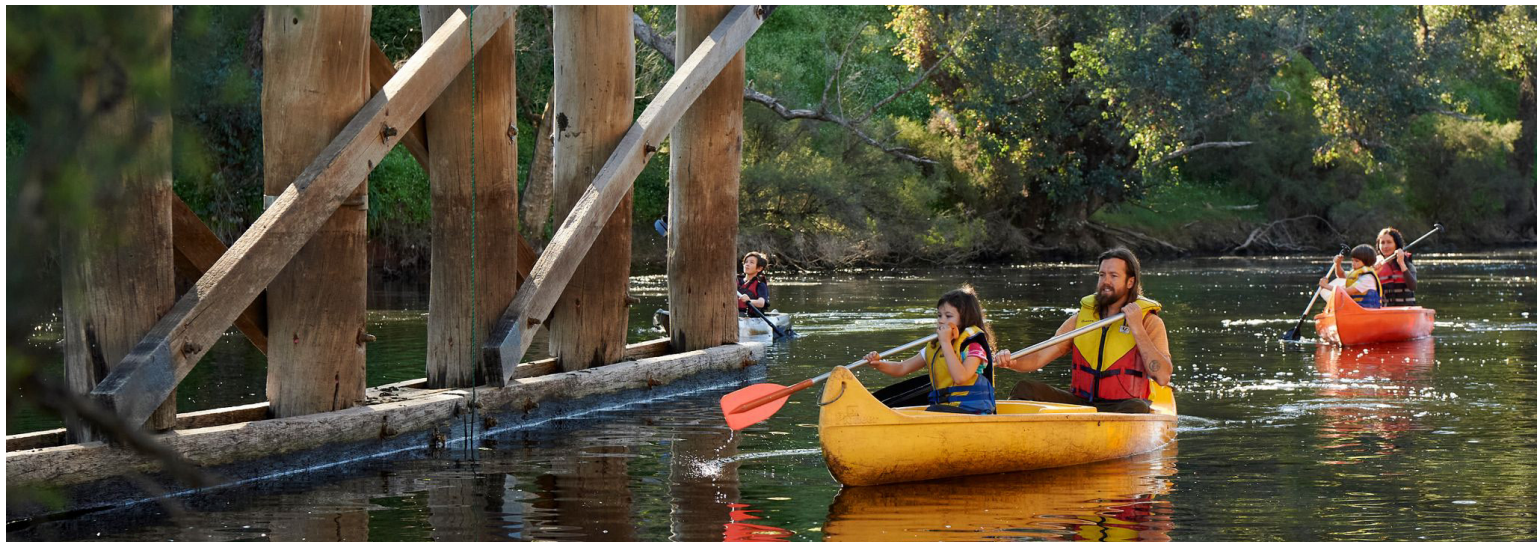
With a new destination brand - The Heart and Soul of the South West – the Shire of Bridgetown-Greenbushes will continue to reap the benefits of a growing tourism based economy.

The Bridgetown-Greenbushes Visitor Centre is fully accredited with the Tourism Council of WA and is owned and managed by the Shire of Bridgetown-Greenbushes. The Visitor Centre is open 7 days a week and plays a crucial role in welcoming and assisting visitors, providing them with the resources and information they need to have a memorable and enjoyable experience discovering the towns of the Southern Forests and Valleys, and travelling the South West.

The Bridgetown-Greenbushes Visitor Centre is located in the newly renovated, heritage listed, Bridgetown Railway Station. The new Visitor Centre is advantageously positioned in a central location, next to the town square car park and RV dedicated parking bays.

Advertising at the Bridgetown-Greenbushes Visitor Centre is available to all Western Australian products from the following categories.

- Attractions
- Tours
- Beverages
- Food
- Retail
- Services
- Accommodation
- Events



ADVERTISING OPTIONS

Digital Television Screen Advert

Digital Screen Advertising	3 months	\$90
Digital Artwork Preparation Fee (if applicable)		\$80

Requirements

- Slideshow images
- Provide landscape image in PNG or JPG
 - Minimum 300 dpi
 - No sound or voiceover
 - Provide text and name of business or product on image

- Digital Artwork Preparation (if unable to add information to images)
- Provide the name of business or product
 - Provide 45 words to describe your product or business

Brochure Racking Advertising

Brochures are one of the most direct and cost-effective forms of advertising within a Visitor Centre, where trained staff also engage face-to-face with visitors on site with your marketing collateral.

Fees

Brochure Racking - DL size only

Local product within Shire of Bridgetown-Greenbushes	12 months	Free
Product located outside of Shire of Bridgetown-Greenbushes	12 months	\$60

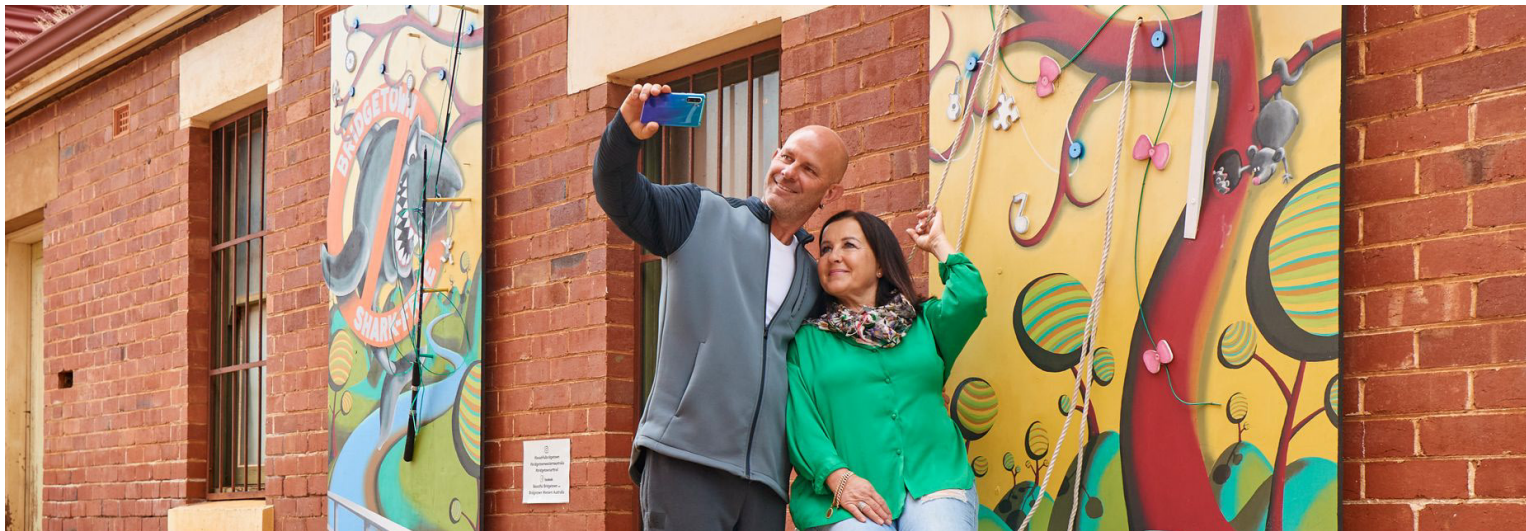
Pro Rata fees apply

Visitor Centre Responsibilities

- Staff shall be responsible for displaying and storage of brochures within the centre.
- Brochure reminders will be emailed to members when required.

Brochure owners' responsibilities

- All costs and activities related to printing, collating and delivering brochures.
- All brochures to be advertised must be of an appropriate quality, 80 gsm paper or higher, and are not to contain images/words likely to be considered offensive by the general public.



Trade Show/Festival Program/Brochure Display (not DL)

- Have your program or brochure on a main display for 1 month in the lead up to your event, at the Bridgetown-Greenbushes Visitor Centre.

Events or short-term brochure racking, located outside of Bridgetown-Greenbushes	1 month	\$20
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Free for local not for profit and charity organisations and associations

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Terms and Conditions for all Advertising

- All businesses must hold the required licences, permits and/or approvals to operate their business, all of which must be current and up to date.
- All advertisers hold the appropriate cover of insurance including public liability and workers compensation, if applicable.
- All advertisers must have an Australian Business Number.
- The Bridgetown-Greenbushes Visitor Centre requires all advertisers to complete and sign a registration form (attached), stating that they agree to the advertising terms and conditions.
- Advertisers consent to receiving news and marketing updates from time to time from the Bridgetown-Greenbushes Visitor Centre

Please contact the Community & Economic Development Manager for further information or queries.

Karen Hill
Email: khill@bridgetown.wa.gov.au
Phone: 08 9761 1740
Mobile: 0409 115 122

ADVERTISING REGISTRATION - BRIDGETOWN-GREENBUSHES VISITOR CENTRE

I/we wish to apply to register to advertise with the Bridgetown-Greenbushes Visitor Centre
Please choose advertising option:

Brochure Racking Local (DL size only)	Free	<input type="checkbox"/>
Brochure Racking 12 months (outside of Shire BG)	\$60	<input type="checkbox"/>
Trade Show/Festival Program/Brochure Display (not DL) 1 month	\$20	<input type="checkbox"/>
Digital Television Screen Advert 3 months	\$90	<input type="checkbox"/>
Digital Artwork Preparation Fee	\$80	<input type="checkbox"/>

Business Name: _____

Trading Name: _____ ABN: _____

Category (from below) _____

- Attractions
- Tours
- Beverages
- Food
- Retail
- Services
- Accommodation
- Events

Contact Details

Name: _____

Address: _____

Phone Number: _____ Email: _____

Payment Method

Cash - Payment in cash at Bridgetown-Greenbushes Visitor Centre or Shire Administration

EFTPOS - EFTPOS facilities at Bridgetown-Greenbushes Visitor Centre or Shire Administration

Invoice - I/we require an invoice emailed to: _____

All Advertisers are required to complete this section:

I/we agree to the Bridgetown-Greenbushes Visitor Advertising Terms and Conditions for the period:

From _____ to _____

I/we declare that the operation/business advertised has valid Public Liability Insurance

Signed _____

Name/s in full _____ Position _____