




CHRISTMAS ISLAND
A NATURAL WONDER

CHRISTMAS ISLAND TOURISM ASSOCIATION
MEMBERSHIP PROSPECTUS
2023 - 2024



WHY YOU SHOULD BECOME A MEMBER

Become a member to promote your business, have your say and shape our future.



WEBSITE

63,000+ annual website visitors to www.christmas.net.au. Use our website and contacts to optimise your exposure and bookings. Talk to us about how we can link to your website, email and/or feature your products. We can also assist with supporting your online bookability.

SOCIAL MEDIA REACH AND ENGAGEMENT

Reach many people across the globe through visually strong images and engaging stories. Social media is the modern 'word of mouth'. Join the conversation, share your photos, help grow your business and tourism on Christmas Island.

Facebook
@ChristmasIslandTourism the number of followers (48,000) and engagement continue to increase through high quality and interesting images and stories.

Instagram
@ChristmasIslandTourism #ChristmasIsland has over 22.8k followers. Our Instagram account reaches over 500k accounts globally. Our platform is curated with user generated content to enhance our engagement and reach. Compelling stories have been shared by the largest and most successful global tourism social media accounts including Australia.com reaching over 2 million people.

You Tube
Christmas Island Tourism has its own channel with a range of videos showcasing the best of our beautiful destination. It's a focus for 23/24 to enhance the video collateral produced.

NATIONAL AND INTERNATIONAL MARKETING CAMPAIGNS, TRADE SHOWS AND TRAVEL AGENT COLLABORATION

Partner with Christmas Island Tourism be included in dedicated campaigns that reach domestic and international markets. Marketing features include traditional media, social media, trade and consumer shows, Destination Guide, Australian Tourism Data Warehouse (ATDW), TV advertising, photography and film production, familiarisation visits for agents and media and more.

VISITOR CENTRE

The knowledgeable and professional tourism team, based at the centrally located shop front, helps visitors to have the best possible experience. Our friendly team support visitors with island information, as well as bookings for tours, accommodation and car hire. If you have a product, service or event we can list this through our publications and visitor servicing information, please let us know. A Taste Guide and What's On Guide is also produced through the Visitor Centre providing the most up to date information for visitors.

REPRESENTATION AND FACILITATION FOR THE TOURISM INDUSTRY

We have a foundational focus of collaboration for the tourism industry on Christmas Island. The values of our members, the island community and key stakeholders shape our strategy in industry engagement and growth. We aim to support and grow a viable tourism economy on Christmas Island and ensure every action takes a future facing, data driven and collaborative approach to achieve this goal.

GET INVOLVED

Joining Christmas Island Tourism and getting involved will assist the industry to grow and help our Island home. Tourism is everyone's business and needs your input.



MEMBERSHIP

CITA offers three levels of membership. Each have a range of benefits to suit businesses and individual membership types.

PROMOTE CHRISTMAS ISLAND

Fill your social media pages with compelling photos, videos and stories. Tag #christmasisland and @ChristmasIslandTourism to help us share your pages and inform visitors about Christmas Island, your products, tours, accommodation and services. Follow and comment on Christmas Island's social media pages, as well as other island businesses and support each other to create a collaborative industry for the island and our destination.

VOLUNTEER

Roles are available to suit your skills and interests. Help guide the organisation to reach goals. Join the committee and influence the future. Become a Tourism Ambassador and assist with events, meet and greets at the airport, volunteer guide, or assist with projects.

DESTINATION MARKETING CAMPAIGNS

Partner with Christmas Island Tourism to promote your business in Australia and internationally through advertising, supporting media and famil visits, trade and consumer shows and more. A collaborative, supportive and future focused tourism industry that initiates data driven marketing campaigns, creates a thriving destination. Our destination marketing is based on evidence based initiatives, industry trends and audience insights. We ensure every campaign is leveraged to achieve the most effective outcomes for our industry.

WHAT WE CAN DO FOR YOU

VISITOR CENTRE



AS A VISITOR CENTRE

- Product promotion by staff (walk-in, email and phone enquiries) 6 days a week
- Brochure rack display Accommodation and tour booking service (11% commission rate)
- Sell merchandise (15% commission rate)
- Inclusion within the Monthly 'What's On' guide
- Nominate for CITA Management Committee
- Voting rights at CITA AGM
- Participate in industry functions, programs and workshops

Seri Iku
Visitor Centre Manager
office@christmas.net.au

MARKETING BODY



AS A MARKETING BODY

- Promotion at Trade and Consumer events via Destination Brochure
- Product feature on Social Media
- Promotion via media and trade familiarisation visits where aligned with content
- Co-operative marketing opportunities
- Discounted advertising rates
- Destination brochure distribution
- Destination advertising and niche campaigns
- Provide marketing and social media assistance

Destination Marketing Manager
marketing@christmas.net.au

WEBSITE



ON OUR WEBSITE

- New website in production for 2024 63k annual visitors, SEO targeted, mobile friendly and industry leading
- 24/7 Online booking service
- Those integrated with BookEasy & Rezdy have online bookability integrated into the site
- Expert local knowledge on destination
- Included in itineraries and destination guides
- Dedicated website page to your business

www.christmas.net.au

MEMBERSHIP BENEFITS

BENEFIT	GOLDEN BOSUN	SILVER BOSUN	FRIENDS OF CI TOURISM
Membership Certificate	✓	✓	✓
Discount at the Visitor Centre (currently 10%)	✓	✓	✓
Member Discount for Business Services	✓	✓	✓
Association Voting Rights	✓	✓	✓
Ability to Nominate for CI Tourism Committee	✓	✓	✓
Representation on issues affecting tourism	✓	✓	✓
Member newsletter	✓	✓	✓
Referrals from the Visitor Centre	✓	✓	✓
Opportunity to engage with social media	✓	✓	✓
Access to personalised social media/marketing training	✓	✓	✓
Opportunity to promote event on monthly "What's On"	✓	✓	✓
Invitation to Member Networking Events	✓	✓	✓
Access to CI Tourism Logo for promotional use	✓	✓	✓
All Christmas Island businesses/product are listed on Christmas Island Tourism website to better support the visitor experience	✓	✓	✓
Free listing with the Australian Tourism Data Warehouse	✓	✓	
Member rate and priority for advertising in promotional material	✓	✓	
Brochures at the Visitor Centre	✓	✓	
Opportunity to sell Merchandise at the Christmas Island Visitor Centre	✓	✓	
Bookings through the Visitor Centre via Bookeasy or Rezdy	✓		
Free training session for Bookeasy for new operators/upgrade	✓		
Opportunity to participate in Tourism Australia's Aussie Specialist Program	✓		
Priority opportunity to be involved in cooperative marketing and media and trade familiarisations	✓		
Access to Christmas Island Tourism image library	✓		

ORGANISATION

CITA serves as Christmas Island's tourism hub, actively engaging in initiatives to showcase the island's natural beauty, diverse wildlife, and rich cultural heritage to visitors from around the world. Through strategic marketing campaigns, events, and partnerships, the association aims to create memorable and sustainable tourism experiences and

grow the visitor economy on the island. Committed to responsible tourism practices, the Christmas Island Tourism Association works closely with the local community, businesses and stakeholders to preserve the island's environment while providing enriching experiences for travelers. CITA support and facilitate the future facing direction for tourism on Christmas Island.



VISION

Christmas Island Tourism will be known as:

- **A vibrant, world-class industry-leading Association that shows leadership, transparency, collaboration and innovation in promoting, marketing and assisting the tourism industry and all its stakeholders.**
- **A significant economic driver on Christmas Island, through proactively forging partnerships, advocating for evidence based enhancements and implementing actions that sustain, support and strongly position the tourism economy for the island.**



PURPOSE

The purpose of Christmas Island Tourism is to:

1. **Promote and market Christmas Island and Australia's Indian Ocean Islands as world-class natural and cultural tourism destinations.**
2. **Provide high quality information and services for visitors.**
3. **Represent and facilitate the tourism industry on Christmas Island.**
4. **Provide information relevant for all people likely to benefit from tourism outcomes.**





KNOWLEDGEABLE



EVIDENCE BASED



FORWARD THINKING



PROFESSIONAL AND APPROACHABLE



COMMUNITY MINDED



VALUES

At the Christmas Island Tourism Association, our passion and commitment for the natural, cultural, social, and economic facets of Christmas Island drive our actions, with our core values serving as our guiding principles:

- **Forward Thinking:** We are proactive, constantly seeking innovative and beneficial ways to enhance the future of Christmas Island with a big picture, industry leading focus.
- **Community Minded:** Embracing diversity in cultures, beliefs, gender, race, age, and abilities, we foster a welcoming environment for all. Through strategic partnerships, we strive for collaboration at every opportunity to ensure a tourism future that reflects the values of our community and local industry.
- **Professional and Approachable:** We facilitate our role with professionalism and integrity, ensuring our actions consistently reflect the values, ethics, and transparency synonymous with Christmas Island Tourism.
- **Experts in Tourism:** With a strong expertise in all facets of tourism, we stand among the most knowledgeable tourism professionals on the island. We are connected, innovative and resourceful and can confidently lead the tourism industry to achieve its outcomes.
- **Evidence Based:** We are dedicated to interpreting pertinent information about tourism. Our actions are grounded in sound data and comprehensive analysis, ensuring that our initiatives are well-informed and impactful.

Through these principles, we are resolute in our mission to elevate Christmas Island's tourism experiences, fostering sustainable growth and enriching the sustainable tourism offering on Christmas Island.

MEMBERSHIP CRITERIA 2023

By becoming a member of Christmas Island Tourism Association you acknowledge and agree to be bound by the CITA Rules of Association (available from the Visitor Centre), Code of Conduct and CITA Terms and Conditions. The terms and conditions are set out below.

INDUSTRY BEST PRACTICE

- CITA members are required to meet Local and Federal statutory regulations and must hold all required licenses, permits, approvals and authorities to operate their business. If you are unsure of your obligations please seek legal advice.
- CITA members must comply with the laws of Australia and ensure all contracts and terms of business are clear, concise and honoured in full and all dealings are ethical and fair.
- New Business Membership applications must be accompanied by applicable copies of;
 1. Current Public Liability Insurance Certificate
 2. Business Name Registration
 3. Shire approvals
 4. Government licenses
 5. Certificate of Incorporation
- Any subsequent changes to these items must be notified to CITA. CITA reserves the right to ask for copies at any time with reasonable notice.
- CITA members are required to hold public liability insurance for at least \$10 million cover and provide a copy of Certificate of Currency with membership application and renewal.

BOOKEASY

- Members with a bookable product/service must undertake to list on Bookeasy (full training is provided by the CITA). Only those members with bookable products/services listed on Bookeasy will be booked by CITA.
- Availability for the supply of your product/service as shown on your Bookeasy page must be honoured. Members are directly responsible for updating information, rates and availability in Bookeasy on a daily basis and are notified that this is a condition of CITA Membership.
- Maintain cancellation policies and/or additional service charges.
- If a member is unable to provide the product/service to a customer after the booking with the customer has been confirmed in writing, the member must provide an alternative product/service of a similar or better standard at the member's expense. This requirement is pursuant to the Trade Practices Act 1974.
- Members must ensure that retail sell price for all accommodation and tour services listed on Bookeasy will not be above the members own retail sell rate via all on-line and off-line sales channels. If a member does offer a lower retail rate via any means the member agrees that CITA will be able to access such rates in order to price match and the usual commission rate applies. This is a condition of membership.

COMMISSIONS

- Members accept bookings from CITA and pay commissions for those bookings.
- Accommodation and tour commission rate is 10%
- Merchandise commission rate is 15%

CHRISTMAS ISLAND TOURISM ASSOCIATION MEMBERS CODE OF CONDUCT

As at 2023 This code of conduct is intended to give all Christmas Island Tourism Association (CITA) members a framework to assist us to continue projecting the professional, transparent and collaborative image of our organisation.

As part of the Visitor Centre Association of WA – Australian best practice recommendations, Christmas Island Tourism Association has adopted the following Code of Conduct for members.

This code of conduct is intended to give all Christmas Island Tourism Association (CITA) members a framework to assist us to continue projecting the professional image of our organisation.

MISSION STATEMENT

The Christmas Island Tourism Association serves as the leading authority for visitor services, destination marketing, and industry development on Christmas Island. Operating as a not-for-profit, membership-based organisation, our primary objectives include providing tourism information to both visitors and industry professionals. We are dedicated to marketing Christmas Island as a distinctive holiday destination, nurturing a robust membership community, and fostering continuous growth and development within the local tourism industry.

AIMS OF THE CODE

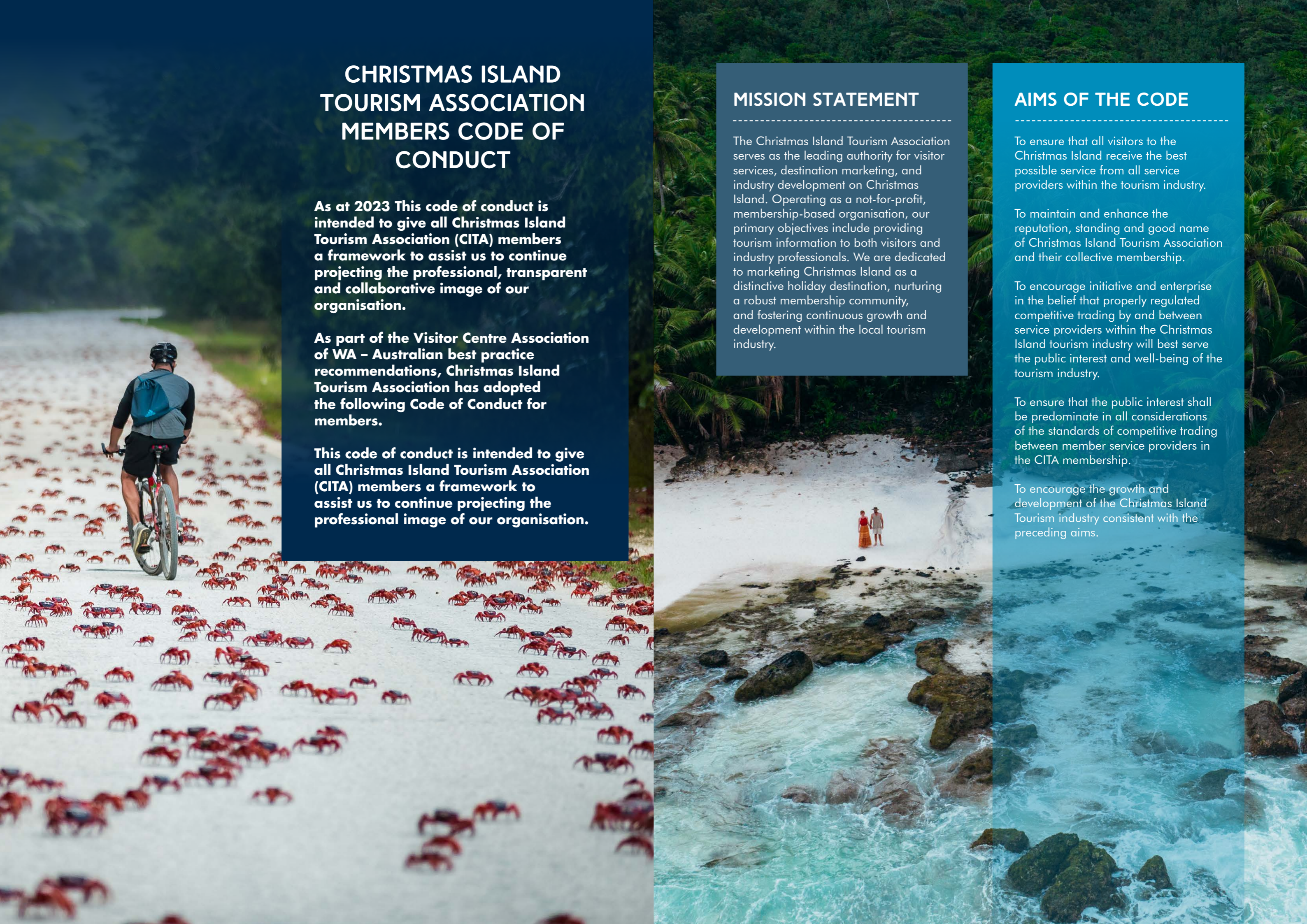
To ensure that all visitors to the Christmas Island receive the best possible service from all service providers within the tourism industry.

To maintain and enhance the reputation, standing and good name of Christmas Island Tourism Association and their collective membership.

To encourage initiative and enterprise in the belief that properly regulated competitive trading by and between service providers within the Christmas Island tourism industry will best serve the public interest and well-being of the tourism industry.

To ensure that the public interest shall be predominate in all considerations of the standards of competitive trading between member service providers in the CITA membership.

To encourage the growth and development of the Christmas Island Tourism industry consistent with the preceding aims.



CODE OF CONDUCT

1. Service provider Relations with Trade and Consumers

1.1 Service providers will, where possible, inform their customers of all appropriate facts concerning tours, transportation, accommodation or other tourist services which they provide.

1.2 Service providers will keep the Christmas Island Tourism Association informed in an accurate and timely manner of any alterations to their service.

1.3 Service providers will endeavour to eliminate any practice (e.g. undercutting, poaching), which could be damaging to the trade or to customers or to the dignity and integrity of Christmas Island Tourism Association.

1.4 Service providers will avoid misleading or doubtful superlatives in their advertising.

1.5 Service providers must advise their intending customers, prior to the time initial payment is made for any booking, about cancellation policies and any service changes that may be imposed.

2. Service Provider Relation and other Service Providers

2.1 Members shall be respectful to one another and endeavour to conduct their respective businesses in a spirit of cooperation and understanding

2.2 Service providers shall follow the best traditions of salesmanship and fair dealing by according fair, objective and impartial representation of other service providers they may from time to time represent on behalf of the Christmas Island Tourism Association.

2.3 Service providers should conduct their business so to try and avoid controversies with fellow providers.

In the event of a controversy between service providers, such controversy shall be referred to mediation or arbitration, where appropriate, initially to the Executive Committee of the Christmas Island Tourism Association.

2.4 If an opinion is sought about a competitor, service providers shall render such opinion with professional integrity and courtesy.

2.5 Service providers are to encourage and promote membership of the Christmas Island Tourism Association so that the entire tourism industry and the public benefit from the training, experience and high standards of all member service providers.

3. Conduct of Service Providers

3.1 Service providers will minimise operational and client environmental impacts by sustainable practices, offering information, leading by example and taking corrective action when and where necessary.

3.2 Service providers will endeavour to prevent both accidental and purposeful actions that cause damage to the environment such as crowding, harassment of the wildlife, trampling, off road track/ trail/road driving, walking and riding (except as authorised) and the improper disposal of waste.

3.3 Failure of a service provider to abide by this "Code of Conduct" shall render an operator liable for disciplinary action by the Christmas Island Tourism Association.

4. Dealing with Complaints

4.1 If a complaint is lodged in writing against a service provider by trade, consumer and/or another service provider, the service provider concerned will take immediate steps to deal with the complaint and will comply with agreements reached through any mediation.

4.2 Written complaints will be dealt with in consultation with Christmas Island Tourism Association and referred to the Executive Committee of the Christmas Island Tourism Association if there is a need for further action.

5. Enforcement of Code of Conduct

5.1 If the service provider fails in one or more nominated ethical standards, they may be censured or suspended from membership of Christmas Island Tourism Association. The fact of member suspension will be advised to all tourism bodies associated with the Christmas Island Tourism Association.

6. Member / Staff Relations

6.1 Members shall notify the VC of any cancellation and booking policy relating to their business and any changes to those policies.

6.2 VC staff shall at all times be fair, impartial and accurate in providing information to visitors and shall not promote or favour the interests of one member over those of another member.

6.3 At all times VC and CITA staff and committee members shall be treated in a respectful way and we have a zero abuse and bullying policy operates (both physical and verbal) towards any member of our team.

BEST PRACTICE MEMBERSHIP CRITERIA FOR ACCOMMODATION & TOUR OPERATORS

Accommodation & Tour Operator members are required to meet the following criteria.

Accommodation & Tour operators

- Businesses must comply with all Commonwealth, State and Local Government Authority laws, policies, protocols and licenses to conduct their business operation.
- A suitable level of public liability insurance is secured for the business operation (minimum of \$5m, preferably \$10m).
- Businesses shall accept bookings from CITA and pay 10% commission on all bookings made.
- Members will upload and make necessary changes to their product in Bookeasy themselves.
- A bank account with the same name as the business name must be operational for processing booking deposits and payments.
- Direct telephone or email communication between VC staff and owners / Managers must be available during working hours and on weekends. The response time to VC staff bookings and/ or enquiries must be within the deemed acceptable time frame of 24 hours.
- Members must ensure that adequate signage is installed to assist the visitor on finding their business.

Accommodation Only

- Check-In: Manager / Caretaker to meet and greet guests on arrival. If this is not possible, keys must be made available at the property prior to the arrival of guests.
- Accommodation: A 24-hour contact number must be provided on site for guests for the duration of their stay.
- All accommodation to clearly sign who the visitor can contact, and how, in the case of an emergency or problem i.e., accommodation manager, police, fire and medical.
- By law, all tourist accommodation must now have hard wired smoke alarms (as from 1 October 2009 - www.fesa.wa.gov.au) as well as RCD switches installed (www.commerce.wa.gov.au).
- The rear of all front doors to provide information on the phone numbers to ring for medical, fire and police emergencies. This information sheet to also advise guests how they can contact the manager in case of problems.
- All units / houses where guests are able to cook meals to have a fire extinguisher, in plain view.
- Photos and information of accommodation should be accurate and reflect the true state of accommodation.



This Code of Conduct forms part of your Conditions of Membership with the Christmas Island Tourism Association.



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PO Box 63, Christmas Island, WA 6798, Indian Ocean
Phone: +61 (0)8 9164 8382
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