

ANNEXURE B

SWARTLAND TOURISM NPC

MEMBERSHIP BENEFITS

DEFINITION: MEMBERS

Ordinary members shall be small, medium or large businesses that reside in the Swartland district, including the towns of Yzerfontein, Darling, Malmesbury, Moorreesburg, Koringberg and Riebeek Valley.

Affiliate members shall be small, medium or large businesses from outside the borders of the Swartland district. Please note affiliate members shall receive a 10% discount in membership fees.

Friends of Swartland Tourism NPC shall be any natural person who does not derive income from the industry or qualify for any other category of membership. Please note friends only pay R200 membership fee and do not have voting rights.

MEMBERSHIP CATEGORY AND FEES

The membership fee of the relevant category will be applicable and will be due and payable on 1 July every year or on the date of applying for membership [in case of new applications]. Membership will renew automatically on the 1st of July each year and the relevant membership fees for the ensuing year will be payable. Membership may be cancelled by giving written notice to Swartland Tourism NPC by the 1st of June or within 30 days of receipt of the annual membership fee invoice.

New member applications accepted between 1 July and 31 December will be liable for the full amount of the annual membership fee. Where membership becomes active after 31 December, membership fees will be calculated pro rata.

Should a member be in arrears by more than 60 days with any monies due to Swartland Tourism NPC, membership benefits will be suspended until such time as all monies due have been received. Should monies remain outstanding for more than 90 days, membership will be cancelled.

Please complete Annexure B: Membership Application Form.

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SWARTLAND TOURISM NPC: MEMBER BENEFITS

INCLUDED IN MEMBERSHIP FEES:

Visitor's Centre (Local Tourism Authority – LTA)

- Representation at the visitor's centre
- Direct booking through our consultants / Tourism Officers
- Display and distribution of brochures and maps where applicable

Representation & Participation

- Swartland Tourism represents its members in local and international forums, as well as trade and consumer shows
- Participate in local community development projects
- The NPC works in partnership with Weskus Tourism, WESGRO, DEDAT and other LTO's and LTA's
- Members will have access to extended marketing and business networking platforms

Marketing and Online Exposure

- Member managed listings pages on Swartland Tourism, town websites and Weskus Tourism website
- Member managed feature on LTA website in accordance to relevant town
- Listing of current events on above mentioned websites: Events Calendar
- Social media exposure via Facebook and Instagram
- Participation in Educational and Speed Marketing sessions
- Use of Swartland Tourism logo
- Membership certificate

Note:

Swartland Tourism offers members the opportunity to advertise on both our website and Facebook pages at a nominal cost. Contact your local office for more information.

Partnerships and Stakeholder relationships

- Opportunity to partner with Swartland Tourism to host media educationals
- Opportunity to collaborate with Swartland Tourism to host events
- Clustering of products and services to create and promote packages and experiences
- Discounted offerings on various marketing platforms in association or affiliation with Swartland Tourism

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MEMBERS OF THE BOARD OF DIRECTORS OF SWARTLAND TOURISM NPC

Directors

Tewie Roos, Chairperson
Jolene Janse van Rensburg, Deputy-Chairperson
Derek van der Riet
Michael Daiber
Sean Cleary-le Grange

Tourism Manager

Lizelle Carstens

Swartland Municipality (Ex Officio)

CrI Marlene van Zyl
CrI Nicolene Smit
Ilse Loock

LOCAL TOURISM AUTHORITIES: TOURISM OFFICERS

Yvette Collins: Yzerfontein

Address: 46 Main Rd, Yzerfontein, 7351
Contact nr: 022 451 2985
Email address: yzerfontein@polka.co.za

Dianne le Roux: Darling

Address: Cnr Pastorie, Hill Street Darling
Contact nr: 022 492 3361
Email address: info@darlingtourism.co.za

Sonja Philander: Malmesbury | Moorreesburg & Koringberg

Address: 1 Church Street, Malmesbury ,7300
Contact nr: 022 487 1133
Email address: info@malmesburytourism.co.za

Ann Heyns: Riebeek Valley

Address: 7 Plein Street, Riebeek Kasteel
Contact nr: 022 001 0096
Email address: tourism@riebeekvalley.info