



**PROSPECTUS:
THE 2009 - 2011 EDITION OF THE EAST GIPPSLAND RAIL TRAIL (EGRT)
INFORMATION AND MAP BROCHURE**

The East Gippsland Rail Trail - offers you a business advertising opportunity.



Building the railway line from Bairnsdale to Orbost back in 1915 - 1916 was a huge pick and shovel undertaking. It was closed in 1987 but is now very much in a booming new role and serving another valuable purpose - recreational tourism!

The East Gippsland Rail Trail is a significant tourism resource for this region.

From Bairnsdale to Orbost and linking the towns and settlements of Nicholson, Bruthen, Nowa Nowa and Newmerella, as a walking and riding trail it is a challenge to many visitors from across Australia and overseas but importantly both a recreational facility for local people AND opening up new local business opportunities. This Rail Trail is creating wealth in local economies. It is the backbone for new business enterprises.



Visitors coming to walk or ride this Trail can be encouraged to stay longer to discover and enjoy more of the many attractions of our Region. The Trail is promoting Side Trips, other destinations of interest within easy reach from the Trail. Are these visitors riding into your business?

**Why not include your business in the action,
to make use of this economic advantage?**

The fourth edition of the information and map brochure is now being prepared. All East Gippsland Visitor Information Centres will be prime distributors, and at other key locations for visitor enquiries, including Melbourne, all of the Gippsland region, and for the first time, into western Victoria and to the 'sea change' coastal towns of southern NSW.

For a modest investment your business can be included as a four line ad on the A3 map page. All advertisers will also be included on our web site. Shelf life for this product is up to two years.

This Prospectus includes further details for selecting an appropriate category for your business, and an **application form**.

I encourage you to be involved in this exciting promotional tool for one of East Gippsland's premier tourism facilities.

Please contact me at your convenience if you wish to discuss this offer in more detail.

Signed: *Michael Oxe*

Chairman
EGRT Committee of Management Inc.
PO Box 1283 Bairnsdale 3875

Phone 0419 583 482 for further enquiries.

ABN 47 033 268 069

The information brochure and map offers yet another way of building a bridge between East Gippsland businesses and a potential visitor base which reaches far beyond the boundaries of the Region, nationally and with links via our Rail Trail web site even internationally. Become part of that network!

The following pages include:

Notes about the details of the advertisement option.

An Application form.

Please read the terms and conditions statement at the foot of the Application form.

Details of how to lodge an application for a 4 line print only advertisement in the East Gippsland Rail Trail 2009 - 11 information and map brochure.

This brochure will be a full colour A3 double sided fan fold presentation which includes descriptive details about the Rail Trail, a detailed map of the Trail and other relevant information to assist both potential and actual visitors learn about this exciting new tourism facility, and our Region.

It will be complemented by our web site which has become a significant source of information for the growing number of people including local, national and from overseas.

Rail trail visitors coming to our region are typically high level users of the Internet and web resources. They need to spend on a range of services.

Each four line ad will be no less than a space of 12 mm deep by 50 mm long.

SPACE IS VERY LIMITED. An early reply is essential.

Allocation of advertising space is on a "first come, first served" basis.

Please read the terms and conditions statement at the foot of the Application form.

Trail visitors typically need information about businesses in the following categories :

- Accommodation
- Places to eat and drink, including wineries
- Trail services
- Other activities.

A guide for preparing an advertisement:

Please refer to the examples provided below for the Business promotion theme line.

- Line 1. **Business name** (will be in bold type)
- Line 2. Place of trading address
- Line 3. Phone + email **OR** web address
- Line 4. Short description of services(s) offered

Some examples of Accommodation descriptions:

- Perfect central location for trail visitors.
- Historic homestead set on 50 acre property.
- Three Star Bed & Breakfast.
- Cosy atmosphere for groups up to 36 persons. etc

Some examples of Places to eat and drink, including wineries descriptions:

- Breakfast, great cakes & sandwiches, all day.
- Fresh berries, ice creams, drinks & wines .
- Tasting and sales 10 - 5 daily.
- Lunch and dinner the Italian way.
- Great beer garden. Meals. Clean rooms. Cold beer. etc

Some examples of Trail services descriptions:

- Bicycle hire, sales and service.
- Local bus 'fetch & carry' service. etc

Some examples of Other activities descriptions:

- Hand weaving & textile crafts.
- Half & full day wilderness fishing adventures.
- Scenic flights over the Lakes & High country. etc

All details supplied and in particular phone, email and web addresses will be checked before publication.

A list of current Rail Trail Business Friends can be found on our web site

www.eastgippslandrailtrail.com

**The following page is an Application form.
APPLICATION FOR AN ADVERTISEMENT IN THE 2009 - 2011 EDITION OF THE
EAST GIPPSLAND RAIL TRAIL (EGRT) INFORMATION AND MAP BROCHURE**

On behalf of the following Registered Business (name):

.....**ABN**.....

please clearly print name

I hereby apply to have the following text included in the 2009 - 2011 edition of the East Gippsland Rail Trail information and map brochure:

Line 1. Business name:

.....
Line 2. Business site address:

.....
Line 3. Business phone + email **OR** web address:

.....
Line 4. Promotion theme:

.....
Contact name (**print**)

I declare I have authority to lodge this Application and acknowledge that I have read the Agreement statement below and agree to the stated terms and conditions stated below:

Signed: Date:...../...../.....

Contact Phone (BH) / mobile:.....

AGREEMENT (terms and conditions)

The East Gippsland Rail Trail Committee of Management reserves the right to decline any application without comment but if an application is accepted, the said Committee agrees to include the details provided above in the 2009 - 2011 edition of the East Gippsland Rail Trail information and map brochure and list the same details on the EGRT web site (www.eastgippslandrailtrail.com) for up to 24 months from the date of printing. Reprints will not provide for changes to text of the brochure advertisement. If this application also selects the option to include a business logo for the we site entry (with payment of additional fee as below) the applicant confers a right to the East Gippsland Rail Trail Committee of Management to use the logo on the EGRT web site for the duration of this agreement. In event the above business ceases to trade during the period of this Agreement the Committee reserves the right to remove any web entry relating to the said business.

PAYMENT DETAILS

| | | | |
|----|-----------------------------|----------|-------|
| 1. | Four (4) line advertisement | \$145.00 | |
| | GST | \$ 14.50 | |
| 2. | Web logo (if required) | \$ 50.00 | |
| | GST | \$ 5.00 | |

TOTAL \$.....

Cheque herewith attached payable East Gippsland Rail Trail Committee Inc. (ABN 47 033 268 069)
OR Direct Debit to: Bank: Bendigo Bank BSB: 633-000 Account No. 106924335
(**Note.** if payment by DD or web site please include receipt or all details of transfer with this Application.)
Please mail to East Gippsland Rail Trail Committee Inc. PO Box 1283 Bairnsdale Vic 3875