



Dear Prospective Member,

We extend an invitation to you to become a member of the Sedgefield Information Centre.

When you join the Sedgefield Info Centre, you help mobilize our efforts to increase visitor numbers to our beautiful region, thereby benefitting our local economy, environment, and communities.

As a member you are entitled to the following benefits:

- **Free brochure display** at the Sedgefield Info Office, Sandpiper Centre main road, Sedgefield.
- **Free listing on Sedgefield Info's official information website**, your listing can include your logo, web link, business information, and photos, and can even be used to promote seasonal specials and events.
- Accommodation Members would benefit from our **centralized reservations service**, operated from the Visitor Centre.
- This service is provided on a **10% commission** fee structure.
- Business members can also benefit from having a free listing on The Garden Route Film Commission for film Locations and activities.
- **Members are invited to our quarterly social get-together** called the Members' Mingle. You can meet and network with fellow tourism members and featured guests, and enjoy informative talks, lively entertainment, good food, and great company.
- **Dedicated support and guidance** are provided on all tourism matters, from road signage to municipal regulations to tourism marketing.

Marketing services provided by Sedgefield Info include:

- Information management
- Accommodation bookings
- Brochure display and distribution
- Website management and promotion
- Promotions of events and festivals
- Marketing
- Public relations and communications
- Social media
- Advertising campaigns where possible
- Production of brochures and maps
- Media liaison
- Hosting of trade and media education where possible
- After Hours WhatsApp line
- Light Box Marketing

Our Vision.

- To promote and advance tourism in the Sedgefield and surrounding area by providing tourist information, marketing specific events, and establishing a market branding of the Greater Sedgefield area as a tourist destination.
- To promote tourism awareness and a culture of hospitality and service amongst the residents.
- To liaise with Knysna Municipality regarding matters pertaining to tourism development and the industry's interests.

Our Hopes.

- To integrate previously disadvantaged communities into the tourism industry.

Our Objectives:

- To provide world-class information and reservation services.
- To promote and leverage existing events to draw more visitors to Sedgefield and the surrounding areas. Including bringing back a town festival as well as a beach festival in December to entertain our tourists.
- To develop the Sedgefield area as an all-year-round premier holiday destination.

We hope you share our vision and join the team.

"When tourism is thriving, there is a positive spinoff and benefit to everyone."

"Tourism is one of the key economic drivers of the Sedgefield and surrounding areas economy. So many businesses and residents of this town are dependent on it, from the garage owner to the guest houses and B&Bs, hotels, restaurants, and golf courses, to retail businesses, architects, décor shops, medical, legal practitioners, and including activity suppliers.

This is a privately run and privately funded Office that requires members to enable Sedgefield Info Centre, to promote Sedgefield as the best choice holiday destination.

We extend an invitation to you to become a member of the Sedgefield Information Bureau. We once again appeal to you to take part in the rapidly growing tourism industry in our area by becoming a member. We look forward to welcoming you soon!
Yours in tourism

Belinda Hobson
SEDFIELD INFO MANAGER

Bronwyn Lloyd
SEDFIELD INFO MANAGER

Become a member

We extend an invitation to you to become a member of the Sedgefield Info Office. If you would like to become a member of Sedgefield Info, please complete the form below.

Alternatively, you can DOWNLOAD the Membership Application Form. You can then email the form to the Sedgefield Info Centre at admin@sedgefieldinfo.com

MEMBERSHIP APPLICATION

Please note that all financial, shareholder, and employee information supplied on this application form is required for statistical and research purposes and will be treated as confidential. It will not be made available to third parties without the consent of the member concerned.

All mandatory fields have been marked with an asterisk (*).

Member Details	
Trading Name of Business *	
Name of Applicant *	
Designation of Applicant *	
Telephone Number *	
Email Address*	
Mobile Number	
Website Address	

Establishment Details	
Suburb *	
Town *	
Municipality Property No *	
Postal Address *	
Postal Town *	

Postal Code *	
Business Telephone Number * (if different to applicant)	
Business Mobile Number (if different to applicant)	
Business E-mail Address (if different to applicant)	

Financials

Legally registered business name (if different to legal name) *			
Organization Type*	Sole Proprietor		Partnership
	Company		Close Corporation
	Association not for gain		Estate/Trust
	Private Company		Public Company
	Individual		
Business Registration Number (If applicable)			
Financial Contact Person (If different from other contacts)			
Financial Contact Person Tel. Number (If different from other contacts)			
Financial Contact Person E-mail Address (If different from other contacts)			

NEW MEMBERS' DECLARATION

I, the undersigned wish to be considered for membership in Sedgefield Information. I have read and understood the new rules of membership, quality standards, and requirements of membership.
On payment of the subscription applicable to my membership category, I hereby agree to abide by these requirements.

Signature of Applicant	
Date	

Easy registration * Get on the map * Promote your business* Great benefits

Membership Fees

	Type of Business	Total for	3 month	12 month
A	Corporate		R1000	R3500
B	Accommodation (single establishments only)			
B1	1-3 rooms		R 300	R 1100
B2	4-7 rooms		R 550	R 2000
B3	8-15 rooms		R 800	R 2900
B4	> 16 rooms		R 1000	R 3500
B5	Caravan Parks, Camping Sites, Backpackers & Letting Agents		R 550	R 2000
C	Retailers, Restaurants, Manufacturers, Professional Services, Estate Agents			
C1	01-10 employees		R 300	R 1100
C2	11-19 employees		R 550	R 2000
C3	20 or more employees		R 800	R 2900
D	Tour Operators, Travel Agents, Media		R600	R 2200
E	Tourist Attractions: Activities / Private Golf Courses / Retail Centres			
E1	< 50 000 visitors p.a.		R 800	R 2900
E2	51 000 to 100 000 visitors p.a.		R 1000	R3 500
E3	> 100 000 visitors p.a.		R 2000	R 7000
F	Individuals, societies / clubs / associations, educational services		R 200	R 700
G	Country Members (outside greater Knysna Municipal area)		R400	R 1400
H	NGOs, charities, and civic organizations (Charity registration number is compulsory to be eligible for this category)		R 0	0

- If your company or organization falls into multiple categories, please indicate by a tick, and we will get back to you with a reduced rate.
- You are welcome to speak to us to arrange alternative ways to pay for membership.
- Membership runs from 15 November 22 – 15 February 23 the following year.
- Membership fees will adjust after the first three months of operations.