

Tasting Trail

CRADLE TO COAST

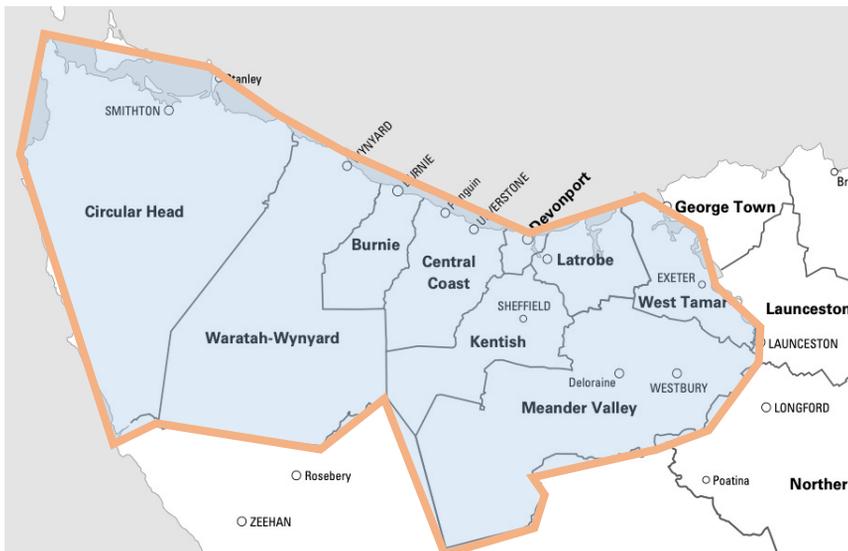
Membership Prospectus 21/22

To our visitors, the *Cradle to Coast Tasting Trail (C2CTT)* is a self-guided touring experience in Tasmania's north and north-west that showcases the diversity of premium produce and the personalities behind it. It is **the** hero itinerary on the *Northern Forage Drive Journey*. **To our industry**, C2CTT is a marketing group aiming to collaborate with producers and tourism operators to market a cohesive trail offering that encourages visitors to stay longer and engage deeply with our region. We invite you to read our [Strategic Plan 21/22](#).

C2CTT is **membership-based** and seeks members with a common interest in sharing our place, produce and stories with visitors. We believe we are more than the sum of our parts: a genuinely regional offering of diversity, depth and authenticity. Members include **producers** of wine, craft beer and spirits, gourmet foods (such as cheese, olives, condiments, and confectionary), fruit, vegetables, nuts, meat and seafood; and are open to public visitation for all or part of the year. Membership also extends to **hospitality** operators including accommodation, cafes, bars and restaurants; and to **experience** providers including tours and cooking schools that support these producer members and the region's tourism industry more broadly.

Collectively, our members already attract over 500,000 visitors per year across the North and North West. C2CTT membership offers immediate access to referrals between members, facilitated wayfinding through guided signage, interactive and printed maps as well as powerful business-to-business word of mouth recommendations.

C2CTT are offering **half-price membership for the 21/22 financial year**. This is to support our members through Covid conditions, but also as a special offer as we re-brand and relaunch the Trail on the year of its 10th anniversary.



The C2CTT spans Tasmania's north and north west, with the Tamar River serving as an Eastern boundary. For clarity, the C2CTT uses municipal boundaries for nine local council areas, as follows:

1. Circular Head
2. Waratah-Wynyard
3. Burnie
4. Central Coast
5. Devonport
6. Kentish
7. Latrobe
8. Meander Valley
9. West Tamar

	PRODUCER MEMBER	HOSPITALITY MEMBER	EXPERIENCE MEMBER
BUSINESS CRITERIA	\$695 p.a. 21/22 50% off: \$345 p.a.	-\$475 p.a. 21/22 50% off: \$235 p.a.	\$475 p.a. 21/22 50% off: \$235 p.a.
Grows or produces food and/or beverages.	✓		
A fixed outlet/location, open to visitors on a <i>walk-in basis</i> for tastings, product purchase, etc.	✓	✓	
Listed on Aust. Tourism Data Warehouse (ATDW).	✓	✓	✓
Up-to-date website or social media platform.	✓	✓	✓
Sells and promotes produce from min. one producer in C2CTT region. (producers being promoted can be non-members).		✓	✓
Offers tours, events or experiences that incorporate C2CTT and/or its members.			✓
BUSINESS BENEFITS			
Website cradletocoasttastingtrail.com.au Note the website requires update to reflect the new membership categories, etc.	1pg business listing under Producers (top of page).	1pg business listing under Hospitality (middle of page).	1pg business listing under Tours/Events (bottom of page).
Printed Maps	Premium listing inc. business summary + location marker. Regular supply of printed maps for distribution.	Business details listed as hospitality, no location marker. Regular supply of printed maps for distribution.	Business details listed as tour, no location marker. Regular supply of printed maps for distribution.
Signage A project to update signs and review the future management of public and private signage is underway. More detail to follow.	Up to \$150 towards on-property signage for C2CTT. Road signage denoting C2CTT throughout the region.	Up to \$50 towards on-property signage for C2CTT. Road signage denoting C2CTT throughout the region.	Up to \$50 towards business signage for C2CTT. Road signage denoting C2CTT throughout the region.
Social Media C2CTT operates across both Instagram and Facebook, with strong following on both.	4 x feature posts per year on both Instagram and Facebook. Opportunity for member cross-promotion of events, promotions, experiences, etc.	2 x feature posts per year on both Instagram and Facebook. Opportunity for member cross-promotion of events, promotions, experiences, etc.	2 x feature posts per year on both Instagram and Facebook. Opportunity for member cross-promotion of events, promotions, experiences, etc.
Events	Opportunity to participate in C2CTT consumer-facing events.	Opportunity to participate in C2CTT consumer-facing events.	Opportunity to participate in C2CTT consumer-facing events.
Networking	Opportunity to attend networking, staff development and/or promotional events.	Opportunity to attend networking, staff development and/or promotional events.	Opportunity to attend networking, staff development and/or promotional events.
Committee See current committee in Strategic Plan.	Voting on committee members. Opportunity for nomination to committee.	Voting on committee members.	Voting on committee members.

If you would like to register your business as a member of C2CTT,
please contact us at info@cradletocoasttastingtrail.com.au