

# TRAVELLERS CHOICE

## INFORMATION

FOR INDEPENDENT TRAVEL AGENTS



**OUR DIFFERENCE • MEMBER SERVICES & BENEFITS • AWARDS & RECOGNITION**

**SENIOR MANAGEMENT GROUP • STATE BUSINESS DEVELOPMENT MANAGERS**

**TESTIMONIALS • HOW TO BECOME A MEMBER**

# AN INVITATION FROM MANAGING DIRECTOR, **CHRISTIAN HUNTER**

Travellers Choice is an Australian retail travel network with a unique difference – its independent member travel agents own it. Together with our members, we act cooperatively to achieve mutual business success. Members enjoy the benefits of remaining independent business operators, while profiting from access to our group purchasing power, specialised marketing programs and range of business services.

With over four decades of profitable operations, Travellers Choice has developed an enviable reputation in the travel industry for its professionalism and reliability. Our longevity in the market is indicative of member satisfaction and our credibility with consumers. We are a genuine member-based organisation which is intently focused on our members as set out in our company values.

Travellers Choice is controlled by its member shareholders through a Board of Directors where member-elected Directors hold the majority. This ensures complete business transparency and accountability to members.

I invite you to consider the value proposition that Travellers Choice can provide to your travel agency.



**Christian Hunter | Managing Director**



## **OUR VALUES**

**We focus on the customer**

**We work as a team**

**We are driven by results**

# OUR DIFFERENCE

Travellers Choice is an award-winning retail network of independent Australian travel agents.

Since 1977, we have developed a privileged reputation for supporting different independent agency models from home-based to high street, boutique to multi-location, retail/wholesale hybrids and online operators.

Our national membership footprint encompasses member agents in regional and urban locations who are successful small business owner-operators providing personalised service, unbiased advice and excellent value to Australian travellers with whom they enjoy high levels of repeat and referral business.

As a public unlisted company operating on cooperative principles, our member agents are the only shareholders and sole financial beneficiaries of the company. Members retain control through majority member representation on the Board of Directors, equal voting rights and the opportunity to participate in decisions affecting the company, and are the recipients of profit-sharing from end of year trading rebates, dividends and re-investment in member services.

At Travellers Choice, our member agents are our most important customers. We are committed to understanding their pain points and meeting their needs by providing services and products in return for very low annual membership fees. Our highly personalised approach to members' needs and our innovation in pioneering the convergence of offline and online distribution channels are what differentiate Travellers Choice and make us unique amongst retail networks.

Travellers Choice is a member of the Australian Federation of Travel Agents (AFTA) and the Worldwide Independent Travel Network (WIN, a global network of independent travel groups representing over 6000 travel agents), and has twice been recognised as Australia's Best Travel Agency Group at the National Travel Industry Awards (NTIA).

## OUR PURPOSE

To provide an exceptional customer experience to our members by supporting them with innovative services, attractive rewards and outstanding people.

# MEMBER SERVICES & BENEFITS

Travellers Choice members enjoy the benefits of remaining independent business operators while receiving professional support and access to our wide range of specialist services.

SERVICES	BENEFITS
Extensive preferred supplier portfolio and competitive commission arrangements	Additional income to member agents
Distribution of supplier overrides through annual trading rebates	Additional income to member agents
Distribution of operating profit	Additional income dividends
Fully funded group membership of AFTA	Access to all AFTA services and benefits
Fully funded group membership of ATAS	Consumer credibility and trade partner access
Best practice business planning and documentation	Visual road maps to achieve business goals
Human resources support and documentation	Meet OH&S obligations and comply with Federal and State legislation
Access to company Senior Management Group in conjunction with your State Business Development Manager	Assistance with sales support and marketing development
Access to corporate office resources	Professional support and advice
Qantas Club corporate scheme	Additional income to member agents and reduced rates for clients
Discounted private health insurance with Bupa	Quality, affordable private health cover with exciting features and benefits for members, their families and staff
Comprehensive national, state-based and local area marketing services (refer to separate Marketing guide)	Incremental sales and income potential, enhanced agency profile

# TC ONE

TC One is an online booking platform exclusively available to Travellers Choice members. It utilises unique, leading-edge technology and showcases our innovative approach to combining offline and online distribution channels.

TC One provides a single site for agency bookings as well as a booking link for member websites enabling clients to make online reservations.

## One site to make and manage all bookings

- One login to remember
- One simple-to-use, easily adopted system for staff to learn
- One dashboard to view reports for quotes, current bookings and future sales
- Online and offline booking site for clients

## Increase revenue

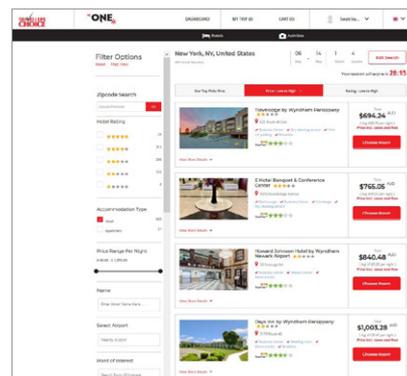
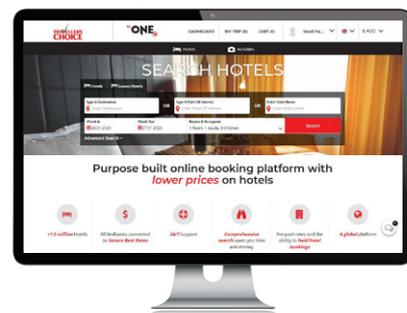
- Leading suppliers providing breadth of product and competitive pricing
- Aggregate feeds from over 40 bed banks covering more than 1.5 million properties including hotels, apartments and a dedicated luxury portfolio
- Minimum 10% commission
- Compete with major online travel agents (OTAs)
- Attract more customers

## Flexible and convenient

- Payment via line of credit or credit card (merchant fees apply)
- Reserve rooms – pay later or auto-cancel
- Compare discounted rates on many online aggregators
- View TripAdvisor ratings
- Responsive site – works across all devices

## Fully supported at no cost

- Individually branded for your agency
- Call centre for full 24/7 agent support and assistance
- No running or maintenance costs



# TC PAY

Through a partnership with Zenith Payments, Travellers Choice provides members with TC Pay, a range of payment solutions designed to make it easier to transact whilst safeguarding your business from risk.

## **CardPay**

Credit card acceptance via CardPay offers competitive merchant rates with no application or monthly fees. For additional convenience, merchant rates are common-rated irrespective of whether the credit card is gold, platinum, corporate or frequent flyer-aligned.

## **LayBy**

LayBy provides members with an exclusive layby solution which includes non-refundable components and means that members can cover the entire cost of a customer's trip.

## **BizPay**

BizPay assists members with the payment of everyday business overheads using a company credit card. Payments made through BizPay attract credit card reward points and earn Qantas Business Reward points.



# TRAINING

Travellers Choice Training brings together a wide range of learning and development tools for members and their staff.

## TC Pro

Designed specifically for Travellers Choice members, TC Pro is a professional training and development service offered through face-to-face training or live webinars. Delivered by Cornerstone People Solutions, Australia's largest private training centre for people working in the travel and tourism industry, content is highly practical and suitable for all experience levels.



**COST**  
CONTACT US FOR DETAILS

## TC Webinars

The Travellers Choice webinar series is produced exclusively for members with content tailored to meet specific needs and assist with business growth, efficiency and staff development. Webinars are recorded and members have access to a library of past webinars.

## Member Mentoring

Our Member Mentoring Program harnesses the power of knowledge sharing and a supportive member network. Members are matched with fellow members to share their knowledge and experiences in order to develop and grow their businesses.

**COST**  
INCLUDED IN YOUR MEMBERSHIP

Date	Details	Webinar Resources
Tuesday 21 January 2020	Topic: Preferred Supplier Update Stream: Preferred Suppliers Presenter: Nicola Strudwick	<a href="#">Webinar recording</a> <a href="#">Presentation slides</a>
Wednesday 4 December 2019	Topic: Making the most of what you learnt at the Travellers Choice Conference Stream: Member Services Presenter: Lutz Poelchow	<a href="#">Webinar recording</a> <a href="#">Presentation slides</a>
Wednesday 6 November 2019	Topic: Facebook Ads Stream: Social Media Presenter: Swati Vaghjani	<a href="#">Webinar recording</a> <a href="#">Presentation slides</a>
Wednesday 9 October 2019	Topic: Understanding your Member Benefit Statements (MBS) Stream: Member Services Presenter: Leith Poat	<a href="#">Webinar recording and presentation slides available upon request</a>

# EVENTS

Travellers Choice coordinates an extensive series of events providing members with access to company performance updates, professional development and business networking opportunities throughout the year.

## Conference

The Travellers Choice Conference is an opportunity for members and their staff from around the country to come together each year. The program contains a variety of elements including plenary presentations by industry and guest speakers, member-only sessions, a trade exhibition, networking opportunities, the National Awards Gala Dinner and Travellers Choice's Annual General Meeting for member shareholders. The conference is typically held in November, with the location changing each year.



## Frontliners

State-based Frontliners events are an opportunity for Travellers Choice members and their staff to deepen preferred product knowledge by engaging with suppliers, sharing ideas and advice with colleagues, and enhancing sales skills. The events are especially useful for regional agents who may have less face-to-face contact with sales representatives and take place between May and July.



## Member Meetings

Travellers Choice member shareholders are invited to attend state-based Member Meetings each July to receive a mid-year update on the organisation's performance and information on factors affecting the industry.



## Industry Events

Travellers Choice coordinates opportunities for members to represent the organisation at a range of industry events such as AFTA's National Travel Industry Awards (NTIA) Gala Dinner, Cruise Lines International Association (CLIA) Australasia's Cruise360 conference, Travel DAZE and more.



# AWARDS & RECOGNITION

Travellers Choice has an awards program which recognises the many ways in which members contribute to the group.

## Choice Awards

The Choice Awards recognise and reward members making the greatest contribution to Travellers Choice through preferred supplier sales. The top 30 agents are recognised as Gold, Silver or Bronze winners based on financial results achieved during the last complete financial year. Among the benefits provided to winners, Choice Award agency owners are invited to attend an exclusive Reward Trip.



## Leading Agency Award

The Travellers Choice Leading Agency Award distinguishes a member who has had outstanding success in their individual agency business, demonstrated notable achievements for the group's performance and is highly engaged with the broad spectrum of services that Travellers Choice offers to support independent travel agents and help them flourish.



## Cruise Agency Award

The Travellers Choice Cruise Agency Award is for an agency who is a member of the Cruise Club, has achieved exceptional growth in cruise sales and displays an unwavering commitment to industry accreditation and marketing to support their reputation as a genuine cruise specialist agency.



## Encouragement Awards

The Encouragement Awards commend smaller agency members who have significant support and demonstrated growth in preferred supplier selling. Five winners are announced, one per region ACT/NSW, QLD, SA, VIC/TAS and WA.

## Service Awards

Our Service Awards celebrate agency membership tenure of the group and Travellers Choice staff employment longevity. They are first presented after 10 years of service and every five years thereafter.

# SENIOR MANAGEMENT GROUP

The Travellers Choice Senior Management Group contains experienced and professional people who lead a team of dedicated corporate office personnel based in Perth, Western Australia.

## **Christian Hunter | Managing Director**

Christian has worked in the UK and Australian travel industries for more than 20 years. He has extensive experience in the travel agency sector, holds a Bachelor of Commerce and is also a Graduate member of the Australian Institute of Company Directors (GAICD). Christian joined Travellers Choice in a finance role in 2004 and held several positions, including General Manager, before being appointed as CEO in 2012. Additionally, he is a Vice Chairman of the Australian Federation of Travel Agents (AFTA).



## **Robyn Mitchell | General Manager - Marketing**

Robyn has post-graduate qualifications in marketing and public relations and provided marketing services to Perth-based companies before joining the Travellers Choice marketing department in 2006. In 2016, she was appointed as General Manager - Marketing and leads a team responsible for delivering a broad portfolio of marketing services.



## **Nicola Strudwick | General Manager - Sales**

Nicola has more than 20 years' travel industry experience including key roles with some of the industry's leading wholesale, airline consolidation and tour operator companies, as well as over a decade in retail with Thomas Cook. Appointed as General Manager - Sales in 2016, Nicola joined Travellers Choice from Helloworld, where she held the position of Regional Sales Manager (Western Australia/Northern Territory) for Qantas Holidays, Viva! Holidays, Rail Tickets, ReadyRooms and The Cruise Team.



## **Lutz Poelchow | General Manager - Finance & Administration**

Lutz is a Chartered Accountant with extensive finance and travel experience gained from working with some of the region's leading retail, corporate and aviation companies. He joined Travellers Choice in 2019 after seven years with the Flight Centre Travel Group working to identify and deliver operational efficiencies across its corporate travel brands.



# STATE BUSINESS DEVELOPMENT MANAGERS

The Travellers Choice team of Business Development Managers is dedicated, enthusiastic and highly experienced.

**Paula Moylan | BDM New South Wales & Australian Capital Territory**  
Tel 0407 299 494 | Email [pmoylan@travellerschoice.com.au](mailto:pmoylan@travellerschoice.com.au)

Paula has worked in senior sales positions with a number of leading Australian and international travel brands for more than 20 years. She joined Travellers Choice in 2018 from Qantas Holidays where she was Regional Sales Manager for NSW, ACT and QLD.



**Kim Tomlinson | BDM Queensland & Northern New South Wales**  
Tel 0408 677 345 | Email [ktomlinson@travellerschoice.com.au](mailto:ktomlinson@travellerschoice.com.au)

Kim's industry experience spans four decades and encompasses 21 years of management roles with Qantas, Travelscene American Express and Emirates. He joined Travellers Choice in 2015.



**Andrea (AJ) Moore | BDM South Australia & Northern Territory**  
Tel 0408 812 599 | Email [ajmoore@travellerschoice.com.au](mailto:ajmoore@travellerschoice.com.au)

AJ's career in travel spans 25 years. After managing the Harrods travel department, she also held roles with Top Deck Travel and Jakarta's Pacific Travel before joining Travellers Choice in 2001.



**Graham Smith | BDM Victoria & Tasmania**  
Tel 0408 404 633 | Email [gsmith@travellerschoice.com.au](mailto:gsmith@travellerschoice.com.au)

Graham joined Travellers Choice in 2014 after working for Cover-More Travel Insurance for 10 years. He has a strong sales background including retail travel consulting experience.

**Tim Bolton | BDM Western Australia**  
Tel 0426 226 795 | Email [tbolton@travellerschoice.com.au](mailto:tbolton@travellerschoice.com.au)

Tim has over 20 years experience in retail, travel, tourism and leisure industries. He has previously managed 16 retail branches of STA Travel in the UK and more recently held the position of Sales Manager for RAC WA. He joined Travellers Choice in 2017.



# TESTIMONIALS

## **Denise Falsay**

### **Discover Travel & Cruise | Queensland**

I joined Travellers Choice in 2009 after 17 years with a franchise group. I wanted to be in control of my own destiny. I was seeking a group that offered flexibility, support and financial benefits and Travellers Choice offered this and more. The efficiency of the Travellers Choice head office team is second to none, the marketing initiatives that they have implemented has allowed my team to focus on selling travel, while Travellers Choice takes care of the rest.



## **Michelle Shea**

### **City Beach Travel & Cruise | Western Australia**

We truly value the guidance and assistance Travellers Choice gives us, whilst we maintain our independence as City Beach Travel & Cruise. We have received considerable support in the areas of local area marketing and database management, which has been essential to the ongoing success of our business. Travellers Choice is like a family to us and we have made many long-standing friendships over our 23 years of membership.



## **Brian Bennett**

### **Travel and Cruise Professionals | South Australia**

We joined Travellers Choice due to their transparency and wide range of preferred suppliers. Due to the skills, integrity and leadership Travellers Choice provides, we consistently receive excellent returns. Our local BDM provides wonderful support and assistance in developing our business. We feel like we are part of a big family with Travellers Choice, with members always willing to assist and help each other.



## **Carol Evans**

### **Bay Travel & Cruise | Victoria**

As one of the first ten agents in Victoria to join Travellers Choice, it was certainly the right choice for us. I love the culture of the group and its aptitude to share ideas as a collective, working together to grow and achieve results in order to benefit every member of Travellers Choice. We are particularly fortunate to have a great management team at head office and I cannot say enough about the wonderful support our agency receives from the marketing team.



# TESTIMONIALS

## **Maria Slater**

### **Maria Slater Travel | Australian Capital Territory**

I have been in the industry almost 40 years and started my own agency in 2004. I wanted to be part of a group that was small enough to care and large enough to benefit from all aspects of the travel industry. Travellers Choice was the right fit and over the years has proven to be successful and beneficial to my business, in particular as a result of the relationships formed with key people in head office.



## **Mark Brady**

### **Cruise & Travel | New South Wales**

With Travellers Choice, I have access to the industry's best preferred supplier agreements, creative marketing team, a professional BDM, dynamic Senior Management Group, and as a member shareholder I also benefit financially from any Travellers Choice yearly surplus. I joined the group after 15 years operating under a franchise, although I was not unhappy, I felt it was time to have more control of my own business' future. If you see yourself in this position, the hardest move is that first step, then you won't look back.



***We are committed to providing our customers with choice and value by offering a wide range of products and services to enable them to grow and succeed in business.***

***We will do this by:***

- *Listening to our customers and understanding their needs;*
- *Being genuine in what we do;*
- *Being available to help our customers achieve their goals through personal contact; and*
- *Providing expert support.*

***Together, our unique partnership will deliver rewarding experiences for our customers.***

# HOW TO BECOME A MEMBER

Membership of Travellers Choice requires approval by the Board of Directors.

Application forms, supporting documents and fee payments described below are required before any consideration can be made.

For additional information regarding the purchase of shares, please view the investor offer information statement on [www.travellerschoice.com.au](http://www.travellerschoice.com.au).

## **1. Completed application forms for:**

- Membership
- Share purchase

## **2. Payment of membership fees:**

- Joining fee of \$1,100 inclusive of GST
- Annual fee of \$\_\_\_\_\_ inclusive of GST (prorated depending on date of application)

## **3. Copies of the following documents:**

- Business name registration (shares will be issued in business name as per ASIC / ATAS certificate)
- ATAS Accreditation Certificate
- Current Professional Indemnity insurance policy
- Resignation letter from previous agency group (if applicable)
- Signed membership agreement

# THE LEADING NETWORK OF INDEPENDENT TRAVEL AGENTS

**1977**

Six WA travel agents create Community Co-operative Travel. The agents hail from different cultural backgrounds and enjoy strong ties to different national carriers, allowing them to sub-consolidate to each other.

**1995**

With 35 members in WA, the retail travel network – now known as Community Travel Group (CTG) – is the largest group of independent travel agents in the state.

**1996**

CTG joins Travel Agent Cooperative VIC and NSW to form a national buying group, Australian Travel Agent Cooperative (ATAC). Within a year CTG withdraws from ATAC, sets its sights on becoming a national network and begins expanding into ACT, NSW, SA and VIC.

**2001**

CTG is renamed Travellers Choice and introduces marketing activities to support its new national brand. The network expands into QLD as total membership exceeds 100.

**2006**

Travellers Choice becomes a public unlisted company with members the only permitted shareholders. It also unveils one of the retail sector's first dedicated cruise clubs.

**2007**

The Choice Awards are introduced, establishing a platform on which members who make the greatest contribution to the Company through preferred supplier sales are recognised and rewarded.

**2011**

A unique website solution, Site Builder, sets an industry benchmark by enabling members to offer their own customised websites supported by centrally-loaded products.

**2012**

Travellers Choice funds membership of the Australian Federation of Travel Agents (AFTA) for all members.

**2014**

The group becomes the first national retail travel network to fund the full cost of participation for members in the newly-launched AFTA Travel Accreditation Scheme (ATAS).

**2015**

Travellers Choice is crowned Australia's Best Travel Agency Group at the National Travel Industry Awards. A ground-breaking initiative, Digital Managed Services, is also unveiled offering members support in key online business activities such as SEO, SEM and social media.

**2016**

The Company releases TC Hub, a next generation intranet solution featuring a novel tool allowing members to directly compare preferred suppliers' offerings.

**2017**

The offline and online travel worlds converged when Travellers Choice became the first traditional retail network to join forces with an online travel agency. The innovative arrangement enables customers to book a TripADeal package through any Travellers Choice store.

**2019**

Travellers Choice is once again recognised as Australia's 'Best Agency Group' at the National Travel Industry Awards. The Company maintained its perfect record of returning a profit every year of its 42-year history, with almost 90% of funds returned directly to members, who remain the sole shareholders.

**2020**

Travellers Choice rolls out the 'holy grail' for independent travel agents – TC One, a booking platform that provides members a single interface from which to book preferred products and an online booking tool for their agency websites.

# TRAVELLERS CHOICE

Ground Floor  
130 Royal Street  
East Perth Western Australia 6004

1800 246 331  
travelagentschoice.com.au

ABN: 59 138 565 067  
ATAS Accreditation Number: A10430



**BEST TRAVEL  
AGENCY GROUP**  
WINNER 2015 & 2019



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