



# How to make the most of your NMBA Membership

Northern Midlands Business Association member  
benefits reference guide

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## Benefits, promotion and support to make **EVERY** Northern Midlands business thrive!

- **NMBA free membership** delivers value to your business of over \$500 per year
- **NMBA paid membership options** deliver value to your business ranging from \$1000 to over \$35,000 per year

Please follow these instructions to get the maximum benefits from your membership.

### Northern Midlands Business Association

*NMBA – Working for Northern Midlands to have the most connected, resilient, and innovative business community in Tasmania*

## Make the most of your NMBA membership.

**NMBA** is your local not-for-profit association representing **every** business across the Northern Midlands municipalities, from home businesses, farmers, retailers, trades, tourism, right up to our largest employers.

Every local business is entitled to **free NMBA membership** with benefits and support detailed in the relevant sections of this document.

**NMBA** also provides the **option** of various levels of **paid membership**. Paid memberships provide **advertising and promotional opportunities** to help local businesses grow, at a **small fraction of commercial rates**.

### Boost your business & reach new customers

**If you take up the option for paid membership, NMBA** includes with your annual fee at no additional cost, advertising, and promotion of your business to enhance its profile, provide news and information, and access to new customers.

Depending on your level of paid membership, this can include:

- **Launceston Airport digital billboard –** local businesses can now get the kind of high-profile exposure that was typically only available for big marketing budgets. Every level of **paid NMBA** membership adds your business to the advertising schedule on the large 3 x 3 metre digital billboard. This billboard is ideally placed on the main road exit from Launceston airport and is viewed by more than **14,000 vehicles every single day**. It is a great way to promote your services, special events, and contact information, to a much wider audience of visitors, other businesses, and new customers.



- **Advertising** in the regular **NMBA email business news bulletins** that are sent to 3,000 other local businesses, stakeholders, and key contacts. **NMBA** email bulletins achieve a greater than 98% delivery rate and around 70% regular “read rate” across this large audience.
- **Feature Articles** in the regular **NMBA email business news bulletins**, can tell the story of your business, its role in the local community and what makes it special for your customers.
- **Inclusion of your business in the Northern Midlands online business directory** for customers and other businesses to search and contact you to buy locally. Every local business is entitled to a listing in the directory, with paid members enjoying **top-of-list** in searches and more **detailed information** and photography.
- **NMBA website - Leading Business members are featured.** The **NMBA** website at [www.nmba.asn.au](http://www.nmba.asn.au) is the one-stop-shop for people to find out business news, upcoming events, and referral information to a huge range of other business services. Your business can include a feature article on the website.
- **Your business featured on the NMBA Facebook feed.** The **NMBA** team is constantly updating its Facebook page to keep it as a highly popular source on social media. Professional and Leading Business members can be included with ads, special offers, events or referrals on this popular social media destination.
- **Your NMBA membership certificate.** All levels of membership receive a printable NMBA membership certificate. NMBA encourages you to display your certificate prominently to show your commitment to the prosperity of the Northern Midlands municipalities.
- **Speaking engagements and involvement in local events.** The **NMBA** team takes pride in the quality and variety of the regular events it conducts, that range from consulting with the local business community on its issues and needs, education, special guest speakers, and networking get-togethers for local business owners. These events are a great opportunity for local businesspeople to tell fellow businesspeople about their vision, achievements, and latest news, share information, build relationships and develop new skills and knowledge

## Choose the NMBA membership level that best suits your business.

- **FREE MEMBERS.** NO COST. VALUE delivered by NMBA to your business: \$510 per year. Please follow the instructions in the following pages to get the most from your NMBA Free membership
- **ASSOCIATE MEMBERS.** COST \$60 per year. VALUE delivered by NMBA to your business: over \$1,000 per year. Please follow the instructions in the following pages to get the most from your NMBA paid Associate membership
- **PROFESSIONAL MEMBERS.** COST \$290 per year. VALUE delivered by NMBA to your business: over \$19,000 per year. Please follow the instructions in the following pages to get the most from your NMBA paid Professional membership.
- **LEADING BUSINESS MEMBERS.** COST: \$690 per year. VALUE delivered by NMBA to your business: over \$35,500 per year. Please follow the instructions in the following pages to get the most from your NMBA paid Leading Business membership.

Because **NMBA** represents and supports EVERY business across the Northern Midlands municipalities, regardless of industry, size, or location, there will **always be free membership available**, with a full range of no-cost support, assistance, and referral services.

**NMBA paid memberships** are for local businesses that want new ways to **promote themselves, boost their profile and find new customers.**

**NMBA** encourages every Northern Midlands business to take advantage of this value and services.

## Easy comparison guide to NMBA member levels and benefit

Benefits	Free	Associate	Professional	Leading Business
Listing in Northern Midlands Online Business Directory	Basic listing with your business details	1 image and 100 words listed above Free Members	2 images and 200 words listed above Associate Members	2 images and 300 words listed above Professional Members
Regular E-News Bulletins	✓	✓	✓	✓
Printable Membership certificate	✓	✓	✓	✓
Free Entry to most NMBA events	Paid	Free	Free	Free
Free expert one on one business counselling, consulting and advice sessions	2 hours	3 hours	5 hours	5 hours
Free access to the legal, employment & business hotlines of the Tasmanian Chamber of Commerce & Industry plus discounts to other TCCI services, Business Tasmania hotline and other NMBA partners (see website for details)	✓	✓	✓	✓
Voting rights at Annual General Meeting		✓	✓	✓
Standard advertisement in NMBA E-News Bulletins (valued at \$70 per ad)		1	1	2
Feature article In NMBA E-News Bulletins (valued at \$250 per article)				1
Feature on NMBA Website				✓
Feature on NMBA Facebook			✓	✓
Daily 1 minute advertisements on digital billboard adjacent to Launceston Airport		1	10	20
Membership value you receive	\$510	\$1060	\$19,070	\$36,500
<b>Actual Membership fee per year (AUD, inclusive of GST)</b>	<b>\$0</b>	<b>\$60</b>	<b>\$290</b>	<b>\$690</b>

To join, upgrade, or update your business information go to the [JOIN](#) button at

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## Details and instructions for obtaining your NMBA member benefits.

NMBA encourages all Northern Midlands municipality businesses to get the maximum benefit from each of the programs according to your level of membership.

Please read each section carefully and follow the instructions to gain these benefits:

### NMBA Benefit - Launceston Airport digital billboard advertising

**NMBA** Leading Business members – 20 x 1-minute ads per day

**NMBA** Professional members - 10 x 1-minute ads per day

**NMBA** Associate members - 1 x 1-minute ads per day

**NMBA** Free members – Not applicable

#### **Details and how to obtain your benefit:**

**NMBA** (in cooperation with Northern Midlands Business Association) operates a large digital billboard on Main Road just outside the exit from Launceston Airport for member and other advertising. Individual ads are 1 minute duration on a rotating roster from 6am to 12 midnight. The sign is viewed by an average of 14,000 cars each day. Currently ads are limited to text plus inclusion of your logo if you wish. We encourage fewer words in your ad to maximise visibility.

To be included please complete the online form at [www.nmba.asn.au/billboard](http://www.nmba.asn.au/billboard) where you will be asked to provide the following information to submit your billboard advertisement:

- Your name so we can contact you if needed.
- Your email so we can contact you if needed.
- Your business name so we can identify your level of membership.
- An attached image file or your logo (optional)
- The text for your ad (we recommend 15 words or less)
- Any preferred time of day or day or week which **NMBA** will take into consideration where possible.

Note: up to three different ads can be included in your daily schedule



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## NMBA Benefit – Online business directory search – buy local

**NMBA** Leading Business members – up to 2 images and 300 words listed at the top of the directory listing and all search results.

**NMBA** Professional members - up to 2 images and 200 words listed above Associate and Free members in the directory listing and search results.

**NMBA** Associate members - up to 1 image and 100 words listed above Free members in the directory listing and search results.

**NMBA** Free members – Basic listing with your contact details and categories of your business

### **Details and how to obtain your benefit:**

**NMBA** relies on Northern Midlands businesses to provide current information to help keep the online business directory up to date. It is each business's responsibility (and in their interest) to provide this information.

To be included please search for your business in the Business Directory section of the **NMBA** website at [www.nmba.asn.au](http://www.nmba.asn.au)

If there is no entry for your business or the details need updating, please complete the online form at [www.nmba.asn.au/business-directory](http://www.nmba.asn.au/business-directory) which will ask you for the following information:

- Your name so we can contact you if needed.
- Your direct email address so we can contact you if needed.
- Your business name.
- One or more of the business categories listed
- Your main business phone number
- Your main business email address
- The main location address of your business if applicable
- Your website or Facebook page link if applicable
- Image files (for example logo, products, etc) according to your member level entitlements listed above.
- Heading and text about your business according to your member level entitlements listed above.

Note: **NMBA** suggests you check your online directory listing periodically and provide any new or updated information via the online form at [www.nmba.asn.au/business-directory](http://www.nmba.asn.au/business-directory)

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## NMBA Benefit – Feature article in email news bulletins

**NMBA** Leading Business members – one feature article per year

**NMBA** Professional members - Not applicable

**NMBA** Associate members - Not applicable

**NMBA** Free members – Not applicable

### **Details and how to obtain your benefit:**

**NMBA** sends a monthly informative email news bulletin that has a greater than 99% delivery rate, and at least 65% "read rate" to an audience of around 3,000 people consisting of:

- Every business across Northern Midlands municipalities
- Northern Midlands councillors and key staff
- All Tasmanian members of Parliament
- Tasmanian Federal Senators
- Industry, community, and business groups
- Media representatives
- Other business-oriented stakeholders and subscribers

Your business can have a feature article in **NMBA** email news bulletins with photographs and contact information. It is a great way to boost the profile of your business to 3,000 key people.

For qualifying **NMBA** members, you can add your feature article content when completing or updating your online directory listing information via the online form at [www.nmba.asn.au/business-directory](http://www.nmba.asn.au/business-directory)

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## NMBA Benefit – Standard Advertising in email news bulletins

**NMBA** Leading Business members – two ads per year

**NMBA** Professional members - one ad per year

**NMBA** Associate members - one ad per year

**NMBA** Free members – Not applicable

### **Details and how to obtain your benefit:**

**NMBA's** monthly enews bulletin

- Every business across Northern Midlands municipalities
- Northern Midlands councillors and key staff
- All Tasmanian members of Parliament
- Tasmanian Federal Senators
- Industry, community, and business groups
- Media representatives
- Other business-oriented stakeholders and subscribers

Your business ad can appear in **NMBA** email news bulletins, consisting of:

- Name of your business
- Sentence about your business
- Image or logo
- Link to your listing in the Northern Midlands online business directory.

For qualifying **NMBA** members, you can include your advertising content when completing or updating your online directory listing information via the online form at [www.nmba.asn.au/business-directory](http://www.nmba.asn.au/business-directory)

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## NMBA Benefit – Individual expert advice

**NMBA** Leading Business members – five hours per year

**NMBA** Professional members - five hours per year

**NMBA** Associate members - three hours per year

**NMBA** Free members – two hours per year

### **Details and how to obtain your benefit:**

**NMBA** has formed partnership arrangements with a variety of organisations that can provide specialist advice by phone or visiting you. **NMBA** partners are professional consultants that will work with you on any area of business, at no cost, including:

- Starting up and growing your business
- Social media, online marketing, and your Web profile
- Digital capability including protecting your business from cyber-attack.
- Risks facing your business and
- Developing business plans, marketing plans, strategic plans, and succession plans
- Employment and management skills, finding and retaining employees.
- Regulations and compliance, including workplace health and safety.
- Lobbying on key issues affecting local businesses (contact **NMBA** direct)
- Other business advice and skills to help your business grow.

To obtain your **NMBA** benefit, go to the Partners area at [www.nmba.asn.au/nmba-partner-program](http://www.nmba.asn.au/nmba-partner-program) where you can search for organisations according to your need, and how to contact them.

Note: when contacting partners, you should always identify yourself as being a **NMBA** member, so that the organisation can provide you with these free services.

## NMBA Benefit – TCCI Services

**NMBA** Leading Business members – included.

**NMBA** Professional members - included.

**NMBA** Associate members - included.

**NMBA** Free members – included.

### **Details and how to obtain your benefit:**

**NMBA** has formed a special arrangement with the Tasmanian Chamber of Commerce and Industry, that automatically provides **NMBA** members with TCCI member services that would otherwise cost hundreds of dollars each year, including access to specialist advisors at its workplace HR helpline.

To obtain your **NMBA** benefit, go to the Partners area at at [www.nmba.asn.au/nmba-partner-program](http://www.nmba.asn.au/nmba-partner-program) and select the area on **TCCI** for more detail and contact information. When contacting TCCI be sure to say you are a **NMBA** member and part of the “**TCCI Chamber Alliance**”

## NMBA Benefit – Events

**NMBA** Leading Business members – free entry

**NMBA** Professional members - free entry

**NMBA** Associate members - free entry

**NMBA** Free members – free or nominal entry fee

### **Details and how to obtain your benefit:**

**NMBA** holds a number of business-oriented events throughout the year that range from guest speakers, education, and networking with other local business owners.

To obtain your benefit, you will automatically receive invitations from when you join **NMBA** as a free or paid member. You can also always see upcoming events and register to attend at the Events section of the **NMBA** website at [www.nmba.asn.au](http://www.nmba.asn.au)

## NMBA Benefit – member certificate

**NMBA** Leading Business members – custom certificate.

**NMBA** Professional members - custom certificate.

**NMBA** Associate members - custom certificate.

**NMBA** Free members – download and print certificate.

### **Details and how to obtain your benefit:**

**NMBA** encourages all free and paid members to display your membership certificate which identifies your business as a member and working towards the prosperity of the Northern Midlands municipalities.

To obtain your benefit, paid **NMBA** members will receive a custom certificate as part of their information welcome pack, and can also request additional copies. Free **NMBA** members include every business that has a presence across the Northern Midlands municipalities and can download and print their certificate at [www.nmba.asn.au/certificate](http://www.nmba.asn.au/certificate)



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## NMBA Benefit – feature on NMBA website

**NMBA** Leading Business members – included.

**NMBA** Professional members – not applicable

**NMBA** Associate members - not applicable

**NMBA** Free members – not applicable

### **Details and how to obtain your benefit:**

**NMBA** has a special section on its website for the limited number of **Leading Business Members**. As well as providing cross-promotion for your business, this benefit identifies local businesses that are major contributors to the economy and prosperity of the Northern Midlands regions.

For businesses that have joined or upgraded at the **NMBA** Leading Business level, you can include your website feature content when completing or updating your online directory listing information via the online form at [www.nmba.asn.au/business-directory](http://www.nmba.asn.au/business-directory)



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## NMBA Benefit – discount program

**NMBA** Leading Business members – included.

**NMBA** Professional members – included.

**NMBA** Associate members - included.

**NMBA** Free members – included.

### **Details and how to obtain your benefit:**

**NMBA** free or paid members can obtain special discounts from a variety of organisations as part of their membership. These include providers of:

- Insurance service
- Hotels
- Airfares
- Training
- Superannuation

**NMBA** can also include special discount offers provided by free or paid members that will be heavily promoted to all other members. **NMBA** encourages you to consider offering a discount to promote and establish yourself to local customers. Email [contactus@nmba.asn.au](mailto:contactus@nmba.asn.au) to find out more.

To access **NMBA** discounts, go to [www.nmba.asn.au/member-discounts](http://www.nmba.asn.au/member-discounts) for details, and be sure to say you are a **NMBA** member when contacting discount providers.



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## NMBA we're here to help

**NMBA** Leading Business members – included.

**NMBA** Professional members – included.

**NMBA** Associate members - included.

**NMBA** Free members – included.

The **NMBA** team represents every business across the Northern Midlands municipality, regardless of their size or type, or if they are a free or paid member.

You can contact **NMBA** any time by the phone number listed at [www.nmba.asn.au](http://www.nmba.asn.au) or emailing [contactus@nmba.asn.au](mailto:contactus@nmba.asn.au)

For **NMBA** to support your business, it is in your interest to be sure **NMBA** is aware of your business. **NMBA** encourages you to check your online directory listing periodically and provide any new or updated information via the online form at [www.nmba.asn.au/business-directory](http://www.nmba.asn.au/business-directory) and if your listing does not come up in search, to register your free or paid membership at [www.nmba.asn.au/memberships-benefits](http://www.nmba.asn.au/memberships-benefits)

To join, upgrade, or update your business information go to the **JOIN** button at

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