



Where the Mornington Peninsula experience begins!

Frankston Tourism Inc.

Membership Kit

www.visitfrankston.com



Executive Committee Structure

President	Sharon Redmond, Sandstorm Events Phone: (03) 5971 3505 Email: sharon@sandstormevents.com.au
Vice President	Dr Glen Groy, Monash University Tourism Unit - Berwick Campus Phone: (03) 9904 7032 Email: glen.croy@monash.edu.au
Secretary / Public Officer	Nicole Scheetz, Visitor Information Centre Co-ordinator Frankston City Council Phone: (03) 1300 322 842 Email: nicole.scheetz@frankston.vic.gov.au
Treasurer	Donna Waixel, Tourism and Marketing Development Officer Frankston City Council Phone: (03) 9784 1789 Email: donna.waixel@frankston.vic.gov.au
Membership Officers	Donna Waixel, Tourism and Marketing Development Officer Frankston City Council Phone: (03) 9784 1789 Email: donna.waixel@frankston.vic.gov.au Nicole Scheetz, Visitor Information Centre Co-ordinator Frankston City Council Phone: (03) 1300 322 842 Email: nicole.scheetz@frankston.vic.gov.au

General Committee

- Karen Watson, Quest Apartments
- Renee Bilic, Bayside Shopping Centre
- Karin Hann, Frankston Business Chamber
- Allison Bailey, Centro Karingal Shopping Centre and Star Zone Karingal
- Alva Hemming, Mornington Peninsula Tourism
- Cr David Asker, Frankston City Council Councillor Representative



Frankston Tourism Inc

What is Frankston Tourism Inc?

Frankston Tourism Inc is your local Tourism Association that is member based and currently comprises of over 242 members who are primarily located in Frankston and surrounding districts. Membership is open to any business that has a connection to both the local community and the visitor. The tourism industry works predominantly by referrals and regularly conducts networking functions and famil tours so that members can learn first hand about other member's goods and services.

Our Vision is:

Frankston is the vibrant, urban waterfront destination in Victoria where arts, nature and cultural experiences connect.

Current members of Frankston Tourism Inc include:

Attractions

Restaurants

Cafés

Ice-Creamery & Juice Bars

Accommodation

Hotels

Retailers

Wineries

Shopping Centres

Golf courses

Health and Wellbeing

Art Galleries

Tour companies

Theatres

Botanic Gardens

Historic Homesteads

Real Estate Agents

Cinemas and many more...

By becoming a member of Frankston Tourism Inc, your business will have a close relationship with the Frankston Visitor Information Centre located at the Frankston Waterfront (next door to Sofia Restaurant). The Frankston Visitor Information Centre works closely with Frankston Tourism members in order to promote members' goods and services to a vast number of visitors to the area as well as to the local community.

Open from 9.00am – 5.00pm, 7 days a week, the Frankston Visitor Information Centre provides local businesses with valuable promotion through word of mouth, website, brochure displays and in-house promotional marketing flyers.

With over 80,000 visitors and locals visiting the Frankston Visitor Information Centre annually and over 90,000 hits to the www.visitfrankston.com website annually, the Frankston Visitor Information Centre is a valuable tourism resource to the region as well as to your business.

Businesses must be a member of Frankston Tourism Inc to have their brochures displayed in the Frankston Visitor Information Centre.

Membership Fees

The annual membership fee for Frankston Tourism Inc is **\$150.00 per annum** (inc GST). In many cases membership fees are tax-deductible. This is just \$12.50 per month.

Benefits of joining Frankston Tourism Inc

By becoming a financially active member of Frankston Tourism Inc for the low cost of \$150.00 per year, your business will receive the following benefits (all inclusive):

- Opportunity to display your business brochure in the fully accredited and staffed Frankston Visitor Information Centre at the Frankston Waterfront.
- Free business listing on the Frankston Tourism website www.visitfrankston.com and password access to upload photos or make changes throughout the year to your entry.
- Invitations throughout the year to attend at least six free Industry Networking Functions held at various tourism properties and attractions.
- Opportunity to host your own Industry Networking Night and showcase your business to other members.
- Opportunity to promote your business or events in the Frankston Tourism Inc Members bi-monthly Newsletter which is emailed to all members to keep them informed on what is happening in Frankston and within the tourism industry.
- Opportunity to promote your events on our What's On page on our website www.visitfrankston.com
- Frankston Visitor Information Centre in conjunction with the Marketing Department at Frankston City Council promote "School Holiday Activities" throughout the year to both locals and tourists visiting the area in school holidays. All members have an opportunity to promote in this marketing material if you have a special event happening during the school holiday period.
- All Frankston Tourism members are offered the opportunity to host a familiarisation visit of their business. Throughout the year staff and volunteers from the Frankston Visitor Information Centre along with interested Frankston Tourism members travel by bus and visit a number of members businesses to ensure that they have first hand knowledge of the business which assists with promotion and referral at the Visitor Information Centre.
- Frankston Official Touring Map supplied free of charge for display and distribution at your business.
- Opportunity to join the Executive Committee of Frankston Tourism Inc and get involved with the future of tourism in Frankston and its surrounds.
- Promote your business on our Frankston Visitor Information Centre Facebook page.
- Opportunity to promote your upcoming events and specials/hot deals on Facebook.

Additional Advertising Opportunities available throughout the year for Frankston Tourism Members only (Note: additional costs involved)

- Opportunity to include your business in this year's Frankston Visitor Guide
- Opportunity to participate in co-operative advertising campaigns throughout the year.
- Opportunity to advertise on the outdoor display board at the Frankston Visitor Information Centre.
- Opportunity to hire front window display space at the Visitor Information Centre or hire the use of a plasma screen for promotional DVD's.



Frankston Visitor Information Centre



By being a member of Frankston Tourism Inc, you automatically get access to our "shop front", the award winning Frankston Visitor Information Centre where your business, product or service is showcased to over 80,000 people annually.

Our fully accredited Visitor Information Centre located at the Frankston Waterfront (Melway Ref: 100A, A9) is open every day from 9.00am to 5.00pm (except Christmas Day and Good Friday). **Telephone 1300 322 842**, Fax 03 9768 1433, Email: tourism@frankston.vic.gov.au.

As a member of Frankston Tourism Inc, you are able to display your brochures at the Centre, conduct mini demonstrations, advertise on the plasma TV's, promote your product in the window displays and have your own business entry and photo's on www.visitfrankston.com or if you are a local producer, the opportunity to sell your product through the Visitor Centre (conditions apply).

Contact the friendly staff at the Frankston Visitor Information Centre for more details and to discuss how they can work with you to promote your business.



Web Site – www.visitfrankston.com

Managed by the staff at Frankston Visitor Information Centre this site is averaging over 8000 visits per month and is promoted in all advertising produced by the Centre and Frankston Tourism Inc. Members are entitled to a free listing on this web site and the ability to update your information whenever you like.

On Line Booking Service

The On Line Booking Service at the Frankston Visitor Information Centre is available to members. The only fee is 10% commission for any booking made through the service. The Booking Service is constantly growing and available for accommodation, events and tours. For more details please contact the staff at the Visitor Information Centre.

Newsletters

You will receive a bi-monthly Frankston Tourism Inc Members' Newsletter and also have the opportunity to provide information to be included in the newsletter.

Facebook

We also have a new Facebook page. Become a friend now: www.facebook.com/frankston.vic. If you have any offers or news that you'd like us to add send it through to melanie.grinter@frankston.vic.gov.au. We will be using this to send updates, news items, special offers, or discount information to our entire fan base.

Frankston Tourism Strategic Plan

Frankston Tourism Inc has recently developed a new three year Tourism Strategic Plan for Frankston which focuses on four key objectives –

1. Industry marketing - successfully position Frankston as the vibrant, urban waterfront destination in Victoria
2. Industry advocate - be the influential voice for Frankston's tourism industry
3. Industry development - connect and strengthen industry to continuously enhance our visitor experiences
4. Industry association - be an effective membership organisation

Frankston Visitor Guide

This year, members will be invited to participate (at an additional cost) in the Frankston Visitor Guide. Places fill very fast for this production so keep a look out for the invite and book your space early to avoid disappointment.

The Frankston Visitor Guide will be distributed widely via Visitor Information Centres, the Airport, Federation Square and concierge desks. In addition, the guide and map will be a primary resource for the Frankston Visitor Information Centre to respond to phone and walk in requests for information about the region.

Annual General Meeting

The Annual General Meeting of Frankston Tourism is held in August each year. If you are interested in joining the Committee please contact the Secretary of Frankston Tourism for more details.

Networking Functions

Frankston Tourism conducts Industry Networking Functions throughout the year at member premises. These nights are designed to be informal, but extremely friendly and will give you the opportunity to network and share your business knowledge. Members are encouraged to try to attend as many of these events as possible.

Benefits of attending networking functions include:

- getting a sense of the local business environment
- keeping up with current events and news
- seeing what the current business trends are
- getting a feel of your competition
- meeting the board members of Frankston Tourism and staff from the Visitor Information Centre who have their finger on the pulse and can provide you with valuable industry tips

A personal invitation will be sent out to all members via email approximately 2 weeks' prior to each event.



FRANKSTON TOURISM INC MEMBERSHIP

Application Form



Business Name:

Contact Person:

Position/Title:

Street Address:

Postal Address:

Telephone: Mobile: Facsimile:

Owner/Manger E-mail Address:

E-mail Address to display on Web Page:

How often do you check your e-mails: Daily Weekly Fortnightly Rarely Other.....

Web Site Address:

ABN:

How did you find out about Frankston Tourism?.....

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Business Description:

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Would you like information about our Online Booking Service? Yes No

Does your business have public liability insurance Yes No

Would you be willing to donate a prize for networking events? Yes No Details:

Signed: Date:

Payment

Frankston Tourism Membership Fee: (Now – June 30, 2012) - \$150.00 (GST inclusive)

I will be paying by: Credit Card Cheque Cash

Cheques to be made payable to **"Frankston City Council"**

Card Type: (Please tick)	<input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard	<input type="checkbox"/> Amex
Card Number:	_ _ _ _ / _ _ _ _ / _ _ _ _ / _ _ _ _		
Expiry Date:	_ _ / _ _ _ _		
Total Amount:	\$		
Cardholder's Name:			
Signature:			

Phone: Donna Waixel on 9784 1789 or Nicole Scheetz on 1300 322 842

Mail: Frankston Tourism Inc, PO Box 490, Frankston 3199

Fax Back: (03) 9784 1866

Email: tourism@frankston.vic.gov.au