

Frankston Tourism Inc

Membership Prospectus 2017



INTRODUCING FRANKSTON TOURISM INCORPORATED

Frankston Tourism Inc. (FTI) is a membership based local industry association for tourism operators. Established in 2003, a strong tourism association was quickly established with FTI lobbying successfully for the beachfront accredited Visitor Information Centre and ongoing tourism development initiatives that have benefitted the Greater Frankston region.

Over the years, FTI has maintained a diverse membership base, which it continues to nurture, with highly engaged members enjoying a range of special events, including the FTI Information Exchanges, networking events and member exclusive benefits.

FTI PROVIDES:

- ✓ Invitations to Information Exchange Networking Events with members having the opportunity to both attend and host
- ✓ Representation through industry advocacy services
- ✓ Invitation to information sharing events, seminars and portals
- ✓ Regular e-newsletter communications and access to members only social media assets
- ✓ Subsidised attendance at Council run business seminars
- ✓ Option to join the Frankston Visitors Information Centre (FVIC) at a discounted rate
- ✓ An opportunity to be a part of the evolution of Frankston, helping reposition the region as a tourism hub

OUR MEMBERS

FTI's membership base is comprised of local and regional businesses seeking to engage collaboratively to ensure the provision of exceptional visitor experiences and highlight the great local lifestyle and amenity.

Members include: Activities and attractions, cafes, restaurants, hotels and wineries, real estate agents, accommodation, galleries, artists, transport companies and local organisations.

OURROLE

FTI works closely with its members, Frankston City Council (FCC), Mornington Peninsula Regional Tourism (MPRT), Frankston Business Network (FBN) and all relevant agencies and government departments.

Collaborative partnerships ensure that FTI members can engage with region-wide projects as well as with programs operating at a local level. FTI's representation on the MPRT Industry Leaders Forum enables it to keep abreast of industry issues at a regional, state and national level and to share insights and potential opportunities with FTI members.

OURVALUES

- Commitment to the Frankston Tourism Industry
- Inclusiveness, unity, collaboration and cooperation
- Integrity and honesty
- Innovation, authenticity and creativity
- Education, tourism excellence, quality service
- Optimism, passion and enthusiasm

OURMISSION

Frankston Tourism Inc. is the respected, local tourism association for Frankston, delivering a united and strong voice on behalf of tourism businesses to ensure sustainable tourism development and enhanced local life style in Frankston. Its purpose is to network, partner with, and upskill industry to provide quality visitor experiences, dispersal and overnight stays within the Frankston area.

OURDIRECTION

FTI will be recognised as the peak private sector tourism association, which has successfully created a unified, highly skilled, innovative and collaborative tourism industry working together under a single vision to deliver new tourism product, packaging and partnerships to enhance Frankston's livability, reputation and appeal as a tourism destination of choice. Tourism will be a major focus for Frankston generating community pride and a genuine enthusiasm amongst employees in all types of businesses across the city to proactively promote the area and its attractions to visitors and the local community. Both state and local government agencies will actively seek to consult and engage with FTI regarding tourism and other developments proposed for Frankston to ensure the local tourism industry views are considered.

OUR INFORMATION EXCHANGES

FTI launched a new event series “The FTI Information Exchange” which aims to provide opportunities for Members to learn from each other and industry experts with a view to increasing the collective capabilities of all tourism service operators within the region. Of course the events will also be an excellent opportunity to meet members and increase your industry networks.

OUR VISION FOR DESTINATION FRANKSTON

Frankston will redefine itself as a major year round tourism hub for the Peninsula region. It will be a respected vibrant waterfront tourism destination of choice, steadily increasing its visitor economy by providing an urban transport hub linked to the wider region. It will deliver an outstanding diversity of ‘must see’ attractions, interesting new dining and accommodation styles and on-water adventure activities in a safe and friendly family environment. Visitor experiences will be created by a collaborative tourism industry keen to work together to provide quality service, innovative packaging, and linked touring to build overnight stays and visitor expenditure.

FRANKSTON TOURISM INC. MEMBER OPPORTUNITIES

MEMBER OPPORTUNITIES 01 JANUARY 2017 - 31 DECEMBER 2017	Provided by FTI
Invitations to member networking events, including the FTI Information Exchange events <ul style="list-style-type: none"> ○ opportunity for members to host and/or attend ○ opportunity to donate prizes 	✓
Opportunity for “Business to Business” mentoring on building relationships and working collaboratively other FTI member businesses	✓
Representation within industry lobbying and advocacy	✓
Regular e-newsletters with the opportunity to promote your business through member profiles and e-alerts	✓
Access to FTI Members Only Facebook Page for information sharing and further social media networking	✓
Representation to Mornington Peninsula Regional Tourism Leaders Forum	✓
Opportunity to join the Committee of Frankston Tourism Inc. and help drive the future of tourism in Frankston	✓
Invitations to attend professional development seminars and workshops tailored for tourism businesses*	✓
Subsidised attendance at generalised business seminars (<i>run by Frankston City Council</i>)*	✓
Option to add the \$80 Frankston Visitor Information Centre upgrade to your 2017 FTI Membership**	✓

* Additional costs may apply

** Refer to Frankston Visitor Information Centre upgrade benefits over page for more details

FRANKSTON VISITOR INFORMATION CENTRE (FVIC) UPGRADE OPPORTUNITIES

If your business chooses to be represented in the FVIC please request the Frankston Visitor Information Centre upgrade for \$80 when renewing your 2017 FTI membership.

Frankston Visitor Information Centre Upgrade +\$80 MEMBER OPPORTUNITIES 2017	Provided by FVIC
The opportunity to display your brochure in the fully accredited Frankston Visitor Information Centre at the Frankston Waterfront, accessed by 80,000 walk-in visitors each year.	✓
Free business listing with images on the Visit Frankston website (visitfrankston.com), which attracts over 210,000 hits annually.	✓
The opportunity to contribute to the quarterly industry e-newsletter, to share your business achievements or propose opportunities for business partnerships. The e-newsletter also highlights industry developments and training opportunities, news and updates.	✓
Priority and discounted opportunity to advertise in the annual Frankston Visitor Guide with a print run of 50,000 and state-wide distribution.	✓
Promotion of your business on the Visit Frankston's social media pages (Facebook and Instagram).	✓
Inclusion of family friendly events in the quarterly School Holiday Guide.	✓
Opportunity for cafes and restaurants to feature in the dedicated Café and Restaurant Guide produced by FVIC.	✓
Promotion of your events on the What's On section on the visitfrankston.com website and within the Centre.	✓
Opportunity to participate in marketing opportunities facilitated by Frankston City Council including Business Photography Program, Event Partnership Program, Event Experience Packages and cooperative marketing programs*, detailed in the FVIC Prospectus to maximise exposure for your business.	✓

* Additional costs may apply