

Frankston Tourism Inc Membership Prospectus 2016-2017



INTRODUCING FRANKSTON TOURISM INCORPORATED

Frankston Tourism Inc. (FTI) is a membership based local industry association for tourism operators. Established in 2003, FTI established a strong tourism association very quickly and lobbied successfully for the beachfront accredited Visitor Information Centre and ongoing tourism development initiatives in the Greater Frankston region. Over the years, FTI has maintained a loyal membership base which it continues to nurture with a full schedule of industry networking and member showcase events.

OUR MEMBERS

FTI's membership base is comprised of local and regional businesses seeking to engage with visitors and collaboratively with other businesses to provide exceptional visitor experiences and great local lifestyle and amenity. Members include: activities and attractions, cafes restaurants and wineries, real estate agents, accommodation, galleries and artists and transport companies.

OUR ROLE

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

These 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 this insight and potential opportunities with FTI members.

OUR VALUES

- 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

OUR MISSION

Frankston Tourism Inc. is the respected, local tourism association for Frankston, delivering a united and strong voice to the wider community 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.

OUR DIRECTION

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 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 JULY 2016 - 31 DECEMBER 2017	Provided by FTI
Invitations to member “Business to Business” networking events – opportunity for members to host and/or attend	✓
Representation within industry lobbying and advocacy	✓
Regular e-newsletters and e-alerts	✓
Invitations to attend professional development seminars and workshops tailored for tourism businesses*	✓
Opportunity to join the Committee of Frankston Tourism Inc. and become involved with the future of tourism in Frankston	✓
Representation to Mornington Peninsula Regional Tourism	✓
Subsidised attendance at generalised business seminars (<i>run by Frankston City Council</i>)*	✓
Option to add the Frankston Visitor Information Centre upgrade \$120 from 01 July 2016- 31 December 2017 to your FTI Membership**	✓

* Additional costs may apply

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

FTI provides:

- ✓ A base for the Frankston tourism industry.
- ✓ A source of knowledge and information unique to tourism in Frankston and beyond.
- ✓ Collaboration to unify the tourism businesses to promote Frankston with a single vision.
- ✓ Industry networking and training events for interaction to upskill and showcase local businesses.
- ✓ Familiarisation tours to increase awareness of the diversity of tourism activities in Frankston.
- ✓ A conduit linking the tourism industry to marketing and other industry initiatives open to tourism operators regionally.
- ✓ A strong VOICE for the industry. FTI advocates on behalf of tourism members to ensure sustainable tourism and other development in Greater Frankston.
- ✓ Local ‘insider’ awareness about other businesses and opportunities.
- ✓ Education to locals and visitors on the diversity of tourism activities in Frankston.

FRANKSTON VISITOR INFORMATION CENTRE (FVIC) UPGRADE OPPORTUNITIES

To be represented in the FVIC please request the Frankston Visitor Information Centre upgrade for \$120 when renewing your FTI membership for the remainder of 2016 - 31 December 2017

Frankston Visitor Information Centre Upgrade +\$120 MEMBER OPPORTUNITIES NOW – 31 DECEMBER 2017	Provided by Frankston Visitor Information Centre
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.	✓
Invitations to attend professional development seminars and workshops tailored for tourism businesses*	✓
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

OUR NEW STRATEGIC FRAMEWORK

To capitalise on changing regional tourism structures, FTI recently developed a Strategic Framework to guide its activities with member businesses from 2016 – 2019.

FTI's new Strategic Plan 2016-2019 outlines six key goals:

- Goal 1 - Destination Development
- Goal 2 – Membership
- Goal 3 – Industry Development & Training
- Goal 4 – Industry Networking & Partnerships
- Goal 5 – Industry Advocacy
- Goal 6 – Local Promotion and Capacity Development

OUR PROJECTS FOR 2016 – 2019

DESTINATION DEVELOPMENT

- In partnership with FCC provide access to, and training, for members on how to use the new brand for Frankston 'Enjoy Every Moment'
- Identify and promote 25 leading 'moments' as part of a new Frankston campaign focusing on member businesses
- Develop pride, shared vision and key messaging to assist members to promote Frankston in a consistent way on their platforms

MEMBERSHIP

- To provide clarity around member benefits, engage proactively to increase partnerships between members
- Conduct annual member familiarisation tours to showcase other member businesses
- Create referral networks
- Develop a presentation illustrating the benefits of FTI membership, including industry testimonials
- Develop a membership prospectus and proactively seek to build membership base from current members
- Develop and distribute a membership survey annually to check on member needs and perceptions and also on their views on new developments or issues relating to Frankston. Assessing what constitutes value for them as an FTI member

INDUSTRY DEVELOPMENT & TRAINING

- Create local awareness of the role of tourism in driving jobs and the visitor economy
- Liaise with Council to develop an infographic presentation to illustrate the impact of tourism on Frankston

- Liaise with Industry, MPRT and FCC to strengthen industry participation in tourism activities
- Stage an industry 'how to' workshop to assist businesses to gain accreditation
- Create a menu of workshops already on offer for tourism operators to build skills in social media, customer service, awards submissions
- Distribute materials created by FCC to facilitate learning and business development

INDUSTRY NETWORKING & PARTNERSHIPS

- Develop a LinkedIn closed group to facilitate member professional networking
- Create a closed Facebook group for FTI members as an instant communication tool and to keep everyone involved and connected
- Design industry networking functions to incorporate an industry development module: members' success stories; guest speaker; cluster of members present their businesses
- Support and subsidise industry to participate in packaging and cooperative marketing partnerships

INDUSTRY ADVOCACY

- Create government, investor and policy maker awareness that FTI has a strong, loud voice to represent industry interests and needs to be consulted when new projects for Frankston are on the agenda
- Represent the interests of FTI at a regional level by attending the MPRT Industry Leaders Forum and reporting back to members about MPRT activities, industry consultation and projects that FTI members can support and/or buy into
- Work collaboratively to influence challenges and opportunities that matter for FTI and our member businesses in Frankston (e.g. transport, transit interchange, infrastructure)
- Create a flyer for wide distribution which outlines role and activities of FTI.

LOCAL PROMOTION & CAPACITY DEVELOPMENT

- Enhance reputation of Frankston, inspire local pride. Increase positive reputation of Frankston outside the region
- Liaise with FCC in their cooperative marketing and packaging program linked to events to ensure that FTI members who are also FVIC members can request to participate
- Create a campaign to assist local businesses to refer their customers to FTI member businesses, events in Frankston. Get them to show/ tell people what else they can do in Frankston whilst they are here
- Inspire FTI members to develop packages with theme "Enjoy Every Moment' to link with events
- Educate the locals on things to do and see with their visiting friends & relatives (VFR).
- Develop a FTI member sponsored 'Open Day' annually (off peak) where locals get in free or at a discount to experience the tourism products. Publish program widely
- Work collaboratively with FCC to facilitate FTI members buy in and support for proposed VFR local publication and campaign to build conversion, dispersal and yield

REGIONAL STATISTICS

Research outlines visitation to the Mornington Peninsula and how each sub-destination contributes to the region's tourism performance.

SUB-DESTINATION	OVERNIGHT VISITORS	DAYTRIP VISITORS	TOTAL VISITORS	DIRECT EXPENDITURE	TOURISM JOBS
FRANKSTON	5% (173,354)	17% (675,000)	11% (848,354)	9% (\$114M)	15% (1,548)
NORTHERN PENINSULA	15% (531,933)	20% (790,250)	17% (1.3M)	15% (\$192M)	14% (1,437)
WESTERNPORT	13% (459,500)	8% (339,500)	10% (799,403)	12% (\$147M)	11% (1,106)
HINTERLAND	1% (45,922)	18% (736,500)	10% (782,422)	5% (\$62M)	5% (462)
SOUTHERN PENINSULA	66% (2.4M)	37% (1.5M)	51% (3.9M)	59% (\$750M)	55% (5,631)

Source: 2012-2013 Urban Enterprise. Mornington Peninsula Destination Management Plan

- The region is largely perceived as a day tripper destination, visitor nights are estimated at 20% interstate and 12% international. 66% of overnight visitation is in the south of the region and 78% of this visitation is attributed to holiday home owners (of which there are 24,000).
- Frankston and Mornington have significant visitation which is being attributed to the service roles these destinations play (i.e. business, education, health, services and retail) as well as their strengths in attracting VFR.
- The region is a predominantly self-drive destination. 60% of visitors access the region via Peninsula Link and 23% via Nepean Highway.
- The predominant overnight markets are couples, family groups and friend and family and the preference for accommodation is staying with friends and family.

FRANKSTON VISITOR PROFILE

- Frankston is a reasonably strong destination, attracting 17% of the region's day trippers, 5% of the region's overnight visitors and contributing 11% of the region's overall visitation. This is despite Frankston not having the stereotypical regional 'hero' product of food, wine, farm gate or spa and wellness.
- Frankston holds a 19% share of international visitor numbers to the region¹ and 31% of international visitor nights (average 24 nights).
- Despite the lower percentage of overnight visitors, Frankston still contributes 9% to the region's direct tourism expenditure and the second largest percentage of tourism related jobs (15%).
- Within Frankston, Tourism employs 1,548 people (4.2% of the City's employment) and contributes \$71.4M in wages and salaries.

¹ Tourism Research Australia – Mornington Peninsula Regional Profile 2012-13

- Overnight visitors to Frankston are predominantly couples and friends and relatives (Frankston reported the lowest visitation of overnight family groups). Frankston City Council research shows that the predominant daytrip markets are couples aged 55 years and over, parents aged 35-54 with children and young friend groups aged 18-34 years.
- When visiting Frankston, overnight visitors are most likely to be visiting friends and relatives, attending events and festivals or attending organised sports.

FRANKSTON TOURISM INC. MEMBERSHIP APPLICATION

Membership applies for the period NOW to 31 December 2017



SECTION ONE: Member Details

Business Name (for invoicing):

Trading Name (if different):

Primary contact:

ABN:

Postal Address:

Suburb:

Postcode:

Physical address (if different):

Suburb:

Postcode:

Telephone:

Mobile:

Email:

Website:

SECTION TWO: Additional Information

I would like to donate a prize for the networking events / marketing campaigns

Yes No

I would like to host a FTI Networking Event

Yes No

SECTION THREE: Membership Payment

Please select your membership level for invoicing:

Frankston Tourism Inc. membership fee to 31 December 2017 is \$225 (GST inclusive)

Yes

Frankston Visitor Information Centre membership fee to 31 December 2017 additional \$120 (GST inclusive) Yes

I hereby apply for membership of Frankston Tourism Incorporated and agree to pay the nominated membership fee.

Signed: _____ Dated: _____

All membership applications must include all completed sections and be returned to FTI:

POST: PO BOX 3479, Mornington 3931

SCANNED EMAIL: fti@frankstontourism.com.au

INVOICING – VERY IMPORTANT PLEASE READ & ACKNOWLEDGE

If you have selected the FVIC upgrade in addition to your FTI membership you will receive 2 invoices:

1. Invoice for FTI Membership from Frankston Tourism Inc. = \$225
2. Invoice for FVIC Membership from Frankston Visitor Information Centre = \$120