

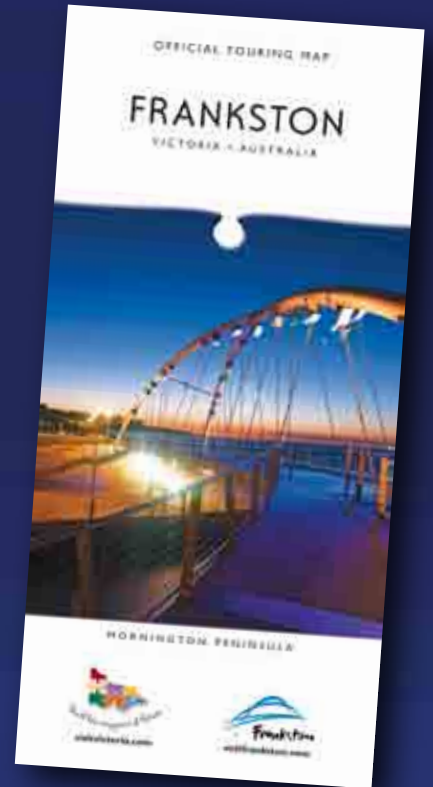


Where the Mornington Peninsula experience begins!

Frankston Tourism Inc. 2009 - 2010

Membership Kit

www.visitfrankston.com



Frankston Tourism Inc

Frankston Tourism Inc is your local Tourism Association. Local Tourism Associations (LTA's) represent local tourism businesses and focus their efforts on servicing visitors and ensuring "delivery on the promise." By joining Frankston Tourism Inc you can promote your business within Melbourne and Victoria primarily and participate in the Frankston Visitor Information Centre. Any tourism related business within Frankston and the surrounding region is eligible to become a member of Frankston Tourism Inc.

Benefits of joining Frankston Tourism Inc

By becoming a financially active member of Frankston Tourism you are provided with the opportunity to be a part of the following:

- Opportunity to display your brochures in the fully accredited and staffed Frankston Visitor Information Centre located at the Frankston Waterfront.
- Free listing on the Frankston Tourism web site www.visitfrankston.com
- Invitation to participate in at least six free Industry Networking Functions throughout the year held at various tourism properties or attractions.
- Opportunity to host a networking event.
- Frankston Official Touring Map supplied free of charge for distribution by financial members.
- Opportunity to include your business in next year's Frankston Touring Map and Swap Card Campaign.
- Opportunity to promote your business through the Frankston Tourism Inc Members Newsletter and the Frankston Visitor Information Centre E-Newsletter which is sent to the online public database.
- Access to the quarterly Frankston Tourism member Newsletters providing the latest information on tourism related matters and opportunities and the latest events and activities occurring locally.
- Opportunity to host a familiarisation tour of your business for staff and volunteers at the Visitor Information Centre to ensure they have first hand knowledge of your business.
- Opportunity to participate in familiarisation bus tours visiting tourism properties and attractions with Frankston Visitor Information Centre staff and volunteers.
- Opportunity to advertise on the outdoor display at the Frankston Visitor Information Centre.
- Opportunity to hire display space in the Visitor information Centre or hire the use of a plasma screen for promotional DVD's.
- Opportunity to hire the meeting room/function space at the Visitor Information Centre at reduced rates.
- Window decal and Membership Certificate identifying your business as a financial member of Frankston Tourism.
- Opportunity to join the Executive Committee and get involved with the future of tourism in Frankston and its surrounds.

Membership Fees

The annual membership fee for Frankston Tourism Inc for the 2009-2010 year is \$110.00 per annum (inc GST). In many cases membership fees are tax-deductible. This is as little as \$9.10 per month.

Web Site – www.visitfrankston.com

Managed by the staff at Frankston Visitor Information Centre this site, is averaging 3000 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 the web site and the ability to update your information whenever you like.

Frankston Visitor Information Centre

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.

The Visitor Information Centre is highly visible through the use of the internationally recognisable “i” signage throughout Frankston and surrounds.

Visitation enquiries vary from accommodation to activities, events, merchandise, maps and numerous other enquiries.

A team of 5 paid staff and 30 volunteers contribute on average 400 hours a month running the Centre and assisting visitors.

The merchandise range includes locally produced and Frankston branded souvenirs, including the extensive “I Love Frankston” range.

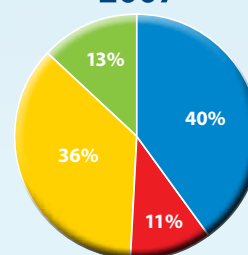
The Visitor Information Centre provides opportunities for members to hire the plasma screens for promotional purposes, and to hold mini demonstrations or information sessions directed to the local community and visitors in the Centre.

Contact the staff at the Visitor Centre for more details and to discuss how we can work together.

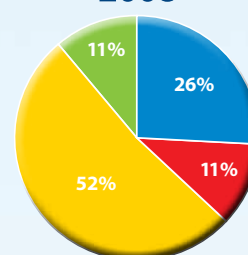
Annual Visitor Profile:

- **Locals**
- **Interstate**
- **Intrastate**
- **International**

2007



2008

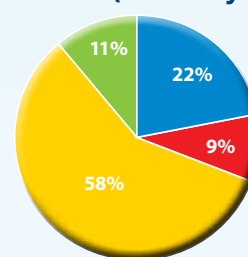


Visitation to the Centre has been:

07-08 = 51,427

08-09 = 61,230

2009 (until May 09)



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 quarterly Frankston Tourism Inc Members' Newsletter and also have the opportunity to provide information to be included in the newsletter. You also have the opportunity to provide information and offers for the Frankston Visitor Information Centre E-Newsletter, which is available online to the general public and distributed to our ever increasing public database.

Frankston Official Touring Map

Members can participate in the official Frankston Touring Map which is produced annually.

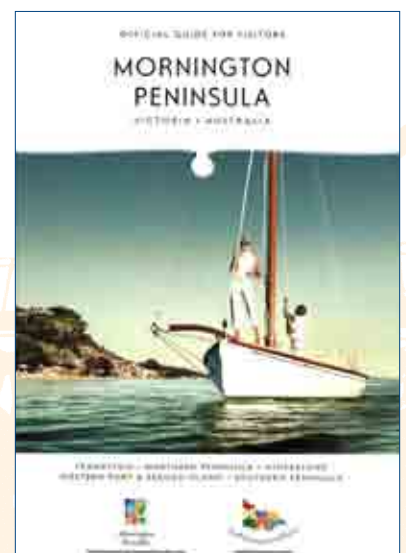
The official DL sized Frankston & Surrounds Touring Map will be distributed widely via visitor centres, the airport, Federation Square and concierge desks. In addition, the touring map will be a primary resource for the Frankston Visitor Information Centre to respond to phone and walk in requests for information about the region.

Frankston Tourism has developed an industry "swapcard" used predominantly for networking with fellow members as well as itinerary planners for your visitors. The swapcards big advantage is that once produced, you have a piece of artwork that can be used in a number of applications (such as maps, flyers, brochures and posters), thus saving you time and money. If you would like to see a copy of the current Frankston touring map go to www.visitfrankston.com and click on maps.



Mornington Peninsula Official Visitor Guide (OVG)

The Mornington Peninsula Official Visitor Guide is the official Tourism Victoria jigsaw guide, produced annually and distributed **nationally** and **internationally**. It is used in conjunction with all call to action campaigns conducted by our regional tourism body, Mornington Peninsula Tourism, of which Frankston Tourism is a member. Frankston Tourism does not produce its own visitor guide, so if you are looking for widespread exposure, this is the only guide to be in.



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 Dates for 2009 - 2010

Frankston Tourism conducts bi-monthly 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, swap business cards or industry swap cards and at the same time hear about what is happening in and around Frankston. Members are encouraged to try to attend as many of these events as possible.

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

Please put these dates in your diary:

- **Date:** **Wednesday, July 22, 2009**
Time: 6:00pm
Location: Village Cinemas Karingal, 197 Karingal Drive, Karingal
Joint Networking Event with Frankston Business Chamber Members & free movie screening
- **Date:** **Tuesday, August 25, 2009**
Time: 7:00am – 9:00am
Location: Stacks Pancake Bar, Starzone, 197 Karingal Drive, Karingal
AGM Breakfast & Networking Event
- **Date:** **Thursday, October 8, 2009**
Time: 6:30pm – 9:30pm
Location: Old Cinema Restaurant & Boulevard Events Centre, 444 Nepean Highway, Frankston
Networking Event
- **Date:** **Tuesday, December 1, 2009**
Time: To be advised
Location: Peninsula Hot Springs, Springs Lane, Rye
Joint Christmas Networking Function with Mornington Peninsula Tourism
- **Date:** **February 2010**
Time: To be advised
Location: To be advised
Networking Event
- **Date:** **Tuesday, April 13, 2010**
Time: 6:00pm – 7:30pm
Location: Best Western Brooklands of Mornington, 99 Tanti Avenue, Mornington
Networking Event
- **Date:** **Monday, June 21, 2010**
Time: 6:00pm – 7:30pm
Location: Bayside Rock - Indoor Climbing & Adventure Centre, 9 Network Drive, Carrum Downs
Networking Event

Executive Committee Structure

President	Sharon Redmond, Sandstorm Events Phone: (03) 5971 3505 Email: sharon@sandstormevents.com.au
Vice President	Phil Jones, Best Western – Frankston International Motel Phone: (03) 9781 3444 Email: bw97152@bestwestern.com.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, Marketing and Tourism Special Projects Officer Frankston City Council Phone: (03) 9784 1789 Email: donna.waixel@frankston.vic.gov.au
Membership Officers	Donna Waixel, Marketing and Tourism Special Projects 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

- Maxine Sando, Frankston City Council
- Gabe North, Bayside Shopping Centre
- Karen Watson, Quest Apartments
- Michelle Braggins, Village Cinemas
- Arthur Parsons, Visitor Publications
- Dr Glen Croy, Monash University Tourism Research Unit – Berwick Campus
- Karin Hann, Frankston Business Chamber
- Alva Hemming, Mornington Peninsula Tourism
- Cr David Asker, Frankston City Council Councillor Representative



FRANKSTON TOURISM INC MEMBERSHIP

Application Form 2009-2010



Business Name:

Contact Person:

Position/Title:

Street Address:

Postal Address:

Telephone: Mobile: Facsimile:

E-mail Address:

Web Site Address:

ABN:

Name of Public Liability Insurer:

Policy Number: Expiry Date:

Business Description:

Would you like information about our Online Booking Service? (Please tick) Yes No

Signed: Date:

Payment

Frankston Tourism membership fee (now – June 30, 2010) \$110.00 (GST inclusive)

I will be paying by: Credit Card Cheque Money Order 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) 9768 1433

Email: tourism@frankston.vic.gov.au