



Enjoy a fresh look at country life

2018-19

Growing our businesses together by encouraging more visitors to come to the Ferguson Valley and the surrounding Bunbury Geographe Region by promoting tourism, including the natural and man-made attractions and events within the Shire of Dardanup and its surrounds.

Ferguson Valley Marketing Inc

Membership Prospectus

(Covering the membership period from 01 July 2018 to 30 June 2019)



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Who we are

Ferguson Valley Marketing Inc (FVM) is a not-for-profit incorporated association, dedicated to promoting the Ferguson Valley and the Shire of Dardanup to visitors and tourists, including its natural and man made attractions, our tourism related businesses and key events held within the Shire of Dardanup, Western Australia.

The association is managed by a Committee (Board) comprising nine members, elected from & by the membership, plus one Dardanup Shire councillor representative. It employs a part-time Administrative Officer while volunteers currently staff the Ferguson Valley Visitor Centre located in Dardanup which is operated by the FVM.

The FVM Board is formally governed by a Constitution and has an Executive body consisting of the following positions:

- Chairperson
- Deputy Chairperson
- Treasurer, and,
- Secretary

Each of the positions above are elected by the Members for terms of office as described in the Constitution.

However, the FVM operates on a day to day basis under 6 main portfolios, or pillars, namely:

- Represent
- Promote
- Coordinate
- Create
- Visitor Servicing, and
- Finance & Governance

Individual Board members are assigned by the Chairperson to these operational positions to provide their skills and management capabilities under a visitor-centric approach to promoting economic and tourism growth of the Ferguson Valley and its surrounds.

Ferguson Valley Marketing Inc also develops and coordinates the marketing and promotional programs for the Ferguson Valley, within the surrounding Bunbury Geographe region, that are likely to deliver direct and/or indirect benefits to our visitors plus increased business to our Members and to the local community at large, including:

Visitors and Tourists	By effectively marketing, promoting and offering the unique benefits, events and attractions of the Ferguson Valley, we seek to enhance the visitors' overall experience and thus to attract them back for future visits.
Retail, Hospitality and Service Business Members	By promoting and attracting more visitors over time, this will increase the growth and profitability of member tourism related businesses and the community at large, and in turn will enhance our regional competitiveness thereby stimulating opportunities for new businesses through economic development and job growth.
Tourism & Destination Marketing Activities	Through destination marketing, branding and increasing our prospective visitors' awareness through a targeted promotional program we are marketing the Valley to both overnight stay and daytrip visitors.
Business Networking Opportunities	Through FVM's quarterly business networking opportunities, our touring map and business directory listings, plus cross-referrals between member businesses, these activities will collectively benefit our members, and encourage them to develop new business opportunities. Networking of members, whether through the quarterly networking events or informally by referring business to each other is one of the primary benefits in being a member of the FVM.
Residents and local visitors	Promotion of local lifestyle attributes of the Dardanup Shire's urban and rural communities, may result in increased employment opportunities by creating by additional demands in the retail, hospitality and services sectors of the local tourism market.

Our income is primarily derived from membership fees, cooperative marketing programs, and funding from the Shire of Dardanup plus Visitor Centre sales including the sale of Gnomesville books. Some income is also derived from grants. All funds collected are spent to manage and operate the affairs of the FVM and to benefit our members & stakeholders, under the rules and guidelines of our Constitution, namely in operating as a not for profit association

Our Vision

“Through widespread support from our member businesses and regional stakeholders, the Ferguson Valley will establish a State and National reputation as a place to Promote, Represent, Coordinate & Create opportunities for visitors and tourists to come to visit the Valley and to stay in our region”.

Our Mission

To market and promote the brand “Ferguson Valley” which covers the entire Dardanup Shire area through a marketing and promotional organization managed by its Members:

- To enhance and promote the Ferguson Valley experience as an exciting and dynamic destination to intrastate visitors and to interstate/international tourists.
- To enhance the competitiveness of tourism related businesses in the Shire of Dardanup through cooperative marketing and via other collaborative activities.
- To collaborate with our Members and with our local and regional stakeholders, including the newly formed Bunbury Geographe region, to foster economic success and wellbeing for our businesses and for residents within the Shire of Dardanup.

Objectives for 2018/19

- Promote the Ferguson Valley and the entire Shire of Dardanup area to visitors by increasing the use of the FVM brand, especially through the FVM website and via increased usage of social media sites.
- Work closely with the Shire of Dardanup and the State Government to ensure their continued support.
- Expand the membership base to allow more businesses to participate in our representation, coordination, creation and promotional activities.
- Develop more effective ways of supporting FVM's services, through collaboration between our retail and tourism industry members, who form the majority of our membership.
- Encourage and support the implementation of new directional signage to make it easier for visitors to find the Ferguson Valley, along with the Shire of Dardanup and State government support.
- Enhance and upgrade the website, www.fergusonvalley.net.au and develop both Facebook and Instagram homepages to raise the public awareness of the Ferguson Valley brand and our members' businesses.
- Encourage the Ferguson Valley Visitor Centre to operate seven days a week, and work towards it becoming an accredited visitor centre, recognised State-wide, and to implement a pop-up visitor centre that can be set-up at Gnomesville and other locations
- Focus on implementing more events, either to be sponsored or supported by the FVM, with the objective of increasing the number of day trip and overnight visitors to the Valley.
- Increase and enhance our membership benefits through the introduction of more value-added programs and services, eg. social media training sessions, member discount programs, membership surveys & workshops, etc.

Why should I become a Member?

Ferguson Valley Marketing Inc is the only organisation specifically promoting tourism and visitation within the Shire of Dardanup.

Becoming a member of FVM Inc provides an opportunity to connect with and benefit from the collective strength of an association of like-minded business members who share common goals – attracting more visitors to the Ferguson Valley and doing our part in the Shire of Dardanup to support its businesses, and with the objective of maintaining economic growth.

While each member should undertake its own marketing to ensure its growth and success, a strong local organisation is required to promote the overall growth of tourism and the supporting infrastructure, including bringing new events and highlighting both our natural & man-made attractions, which in turn encourages overall economic growth of the shire and the region.

Joining FVM Inc. will benefit your business by being promoted on our website and in social media, in addition to being supported by our strategic marketing and promotional programs covering the local region.

Your business will also benefit from networking, cooperation and collaboration with like-minded businesses who also want to see strong economic growth and new jobs in our region.

FVM, Inc has recently secured significant financial support from the State Government and the Shire of Dardanup. Their future financial support is conditional on FVM having a strong and growing membership base. Simply put, we need new members!

Only by working as a collective business association, with common objectives and a focus on growing the number of visitors to the Ferguson Valley, can FVM and our members continue to receive the strong support of government and become a major force in contributing to sustainable economic and jobs growth in this region.

All revenue raised from our membership fees and cooperative marketing contributions goes towards delivering our objectives.

2018-19 MEMBERSHIP BENEFITS	
Business Networking Opportunities	Invitations to our Quarterly Business Networking Nights hosted by a member of FVM, Inc. As a paid member, you can also host a Networking Night to promote your own business to other members and distinguished guests. Other business networking opportunities are available periodically throughout the year
FVM Branding & Logo	Exclusive use of the FVM, Inc. primary logo and our branding on your stationery, or on packaging, and in your marketing collateral (printed and electronic) or in joint promotions with other FVM, Inc. Members.
Your own page on FVM's Website and Social Media Offerings	Includes detailed descriptive information, contact details, a link to your own website, including up to 3 photographs on the FVM website www.fergusonvalley.net.au . The social media platforms (Facebook and Instagram) are currently under development and will be completed in 2019
Profile New Business Products, Services and Events	Opportunities to submit your products and services updates and your own events news to be included in the "What's Gnoming On" newsletter and on the FVM website. (Conditions apply)
Member Benefits, including Cooperative Marketing Activities	Participation in and member discounts offered in the marketing & promotional programs in which FVM participates (eg. our joint membership program with Australia's Southwest and in FVM's own cooperative marketing activities.)

Brochure Displays (Racking) at FV Visitor Centre	Free displays (racking) of a member's DL size (110x220mm) brochures in the Ferguson Valley Visitor Centre.
Marketing Images	Opportunities to include your product/services photographs in FVM's marketing programs and media promotions.
Public Relations Opportunities	Opportunities to provide your business news, statistics, images etc for use in FVM's marketing and media promotions.
FVM Newsletter	Receive a copy of the FVM Newsletter, providing topical news from the Board meetings and other relevant information and events.
Touring Map & Brochures	Free distribution of Ferguson Valley Touring Maps and other FVM promotional brochures to your business, etc.
Member Voting Rights	Full Member voting rights at FVM's Annual General Meeting.
Annual Membership Survey	All members are afforded the opportunity to participate in an annual online membership survey, after which the results and any comments/suggestions are reviewed with the FVM Board, thereby helping to make the FVM into a more focused responsive and dynamic organisation.

Responsibilities as a Member

In addition to the **Conditions of Membership** (see Appendix 1) which are included with the 2018-19 Membership Application, as a member of Ferguson Valley Marketing Inc, you are expected to abide by the following responsibilities:

Approvals, Insurances, and Licences

- It is the responsibility of all members to have all necessary licenses, insurance policies and statutory approvals required to operate their business in agreeance with any applicable local, state and federal authorities and within the law. A copy of your Certificate of Currency for Public Liability Insurance must accompany your Membership Application Form.
- Promotion (online and printed) - As a member of FVM Inc it is a requirement that you provide accurate information and in a timely fashion to update your website and social media listings, fact sheets and any other promotional material that you have provided to FVM Inc.
- FVM Inc. reserves the right to remove inaccurate or inappropriate information/images for your business from our website and social media platforms, or to remove a member's listing entirely if deemed necessary.

Contacting You

- It's a condition of membership that members be readily available and accessible to answer inquiries from FVM's staff, including the Visitor Centre and from consumers.
- Members risk losing some business if they are not readily available. It's the responsibility of the member to ensure that all your contact details and website information are up to date and that alternative contact arrangements are in place. This includes your address, phone, email and website contact details.

2018-19 Membership Fees

- Membership fees are non-refundable. The 2018-19 Membership Fee is for the period 01 July 2018 to 30 June 2019.
- New Members wishing to join throughout the membership year will be required to pay the full membership fee until 31 December 2018. A discount of 30 per cent applies for members joining between 01 January 2019 to 30 June 2019.
- Evidence must be submitted with the Membership Application Form to secure the FVM's status as a not-for-profit organisation.

- Memberships are a cooperative arrangement between FVM Inc and the member, focussing on the growth of visitors to the Valley plus the corresponding improvements to the economic and lifestyle benefits in the Shire of Dardanup.
- Receipt of a membership application form does not guarantee acceptance of a membership with FVM Inc. Acceptance or other-wise of an Application for Membership will depend on the information supplied and your relevant compliance with statutory requirements. Refused applications will be advised in writing and you will have the right of appeal.
- FVM Inc. retains the right to cease promotion of any member who acts in a manner considered as unprofessional, or that would potentially bring the operations of the Ferguson Valley Marketing Inc into question or disrepute. This includes the improper use of the FVM Logo, our website or social media platforms.
- Members will receive notice in writing should the Shire of Dardanup or FVM Inc receive any verbal or written complaints regarding the member's business.

For Accommodation Members - AAA Star Rating Certificates

- If your accommodation offering has been assessed by AAA Tourism and has a current AAA Star rating certificate, FVM requires a copy of this certification.

FVM Inc. Board and Administration

Phil Smith, Chairperson St Aidan Wines Phone: 9728 3007 Email: phil@saintaidan.com	Brian Rettinger, Deputy Chairperson South West Tourist Services Phone: 0402 091 117 Email: brianrettinger@gmail.com	Gemma Denton, Acting Treasurer RWK Accountancy Phone: 9728 0155 Email: gemma@rwkaccountancy.com.au
Wendy Perdon, Executive Secretary Wellington Forest Food, Wine & Cottages Phone: 9728 3043 Email: info@wfccc.com.au	Cr James Lee, Shire Representative Phone: 0414 900 364 Email: james.lee@dardanup.wa.gov.au	Aaron Devitt, Board Member Hackersley Estate Phone: 9728 3033 Email: hackersley@westnet.com.au
Kim Wesley, Board Member Peppermint Lane Lodge Phone: 9728 3138 Email: info@peppermintlanelodge.com.au	Peter Giumelli, Board Member Ferguson Falls Café & Winery Phone: 9728 1616 Email: café@fergusonfalls.com.au	Tessa Eckersley, Board Member Tessa Eckersley (Creative Director) Phone: 0446 188 418 Email: tessaeckersley@gmail.com
Karen Pantlin, Visitor Centre Co-ordinator Phone: 0429 880 933 Email: karenpantlin@yahoo.com.au	Michelle Brace, Board Member Henty Lodge Bed & Breakfast Phone: 9726 3960 Email: info@hentylodge.com.au	Brigitte Milligan, Executive Administrative Officer Phone: 0428 281 551 Email: marketing@fergusonvalley.net.au

Appendices:

- 1 - FVM Conditions of Membership 2018-19
2. FVM Membership Application Form 2018-19 – July 2018 – June 2019

**APPENDIX 1 TO
FVM INC
2018-19 MEMBERSHIP PROSPECTUS**

FVM Conditions of Membership 2018-19

1. Any business, organization, local authority or person whose aim and interest includes the development and promotion of tourism in the Bunbury Geographe Region may become a Member of Ferguson Valley Marketing, Inc. (FVM)
2. All membership fees and other prices as contained in the FVM Membership Prospectus and its attachments are quoted as of 1st July 2018 and they are inclusive of GST.
3. The FVM Board (Committee) reserves the right to accept or deny membership and to change any membership benefits at its sole discretion.
4. The Member warrants that the information supplied to FVM is true and correct and that any publication of the Member's information on FVM's website or on social media is permissible and that it will not contravene any laws in effect in WA or in Australia.
5. It is the Member's responsibility to ensure that all information provided, including its rates and other details on FVM's website (www.fergusonvalley.net.au) are kept up to date.
6. It is also the Member's responsibility to keep up to date their address, contact details, banking information, Business Name registration and current Insurance certificate as provided to FVM during the membership year.
7. Should any claim be made under the relevant Consumer or Competition laws in relation to FVM publishing the Member's information, the Member shall fully indemnify FVM from any liability that may occur due to publishing incorrect or inaccurate information in its publications or on its website.
8. FVM may disclose information about a Member's business in the course of its marketing and promotional activities. If the member does not want this to occur then they shall advise FVM in writing in a timely manner.
9. Through the payment of their membership fee each Member must comply with FVM's Constitution and all Commonwealth, State and municipal laws and the Member shall indemnify FVM against all actions, claims, liabilities and costs in respect to any breach of these laws.
10. All membership benefits offered by FVM are non-transferable and are not refundable as cash payments.
11. Any Member whose account is overdue by more than 3 months will automatically lose their membership benefits until their debt has been settled.
12. Only paid-up FVM Members are entitled to promote their businesses and events and to advertise on FVM's website, in its social media and publications.