

FERGUSON VALLEY

**Ferguson Valley
Marketing Inc.**

Membership Prospectus 2022-2023

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.

What is Ferguson Valley Marketing Inc?

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, sponsorships and key events within the Shire of Dardanup, Western Australia.

The association is managed by a Board comprising ten members, elected from and by the membership, plus one Dardanup Shire Council representative. It employs a part-time Visitor Services Officer while volunteers currently support with the staffing of the Ferguson Valley Visitor Centre located on Ferguson Road in Dardanup which is operated by FVM.

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

Chairperson
Deputy Chairperson
Treasurer, and,
Executive Secretary

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

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

External Liaison
Marketing
Member Services
Events
Visitor Servicing, and
Finance



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.

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 and stakeholders, under the rules and guidelines of our Rules of Association namely in operating as a not for profit association.

Ferguson Valley Marketing Inc. also develops and coordinates the marketing and promotional programs and key events for the Ferguson Valley, within the surrounding Bunbury Geographie 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.



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 local community at large, and in turn will enhance our regional competitiveness thereby stimulating opportunities for new businesses through economic development and job growth.

Tourism and 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 via the FV Touring and Attractions Map,, FV Drive Trails brochure. And the annual Lost & Found Festival. Plus the ongoing development of FVM's website and social media platforms.

Business Networking Opportunities

Through FVM's business networking opportunities, 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 networking events or informally by referring business to business, this 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 additional demands in the retail, hospitality and services sectors of the local tourism market.



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 and 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 organisation 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 and its surrounds 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, and other regional visitor centres, to foster economic success and well being for our businesses and for residents within the Shire of Dardanup.



Why should I become a Member?

Ferguson Valley Marketing Inc is the only organisation specifically promoting tourism and visitation within the Shire of Dardanup, and in the Ferguson Valley and Wellington Forest regions.

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, with the objective of maintaining 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 utilising 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, in our social media and on our Ferguson Valley Touring and Attractions Map and the Ferguson Valley Drive Trails Brochure in addition to being supported by our strong strategic marketing and promotional programs covering the local region.

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

Ongoing support from the Shire of Dardanup. Their future financial support is conditional on FVM having a strong and growing membership base.

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 FVM's objectives.

FVM Membership Benefits

Business Networking Opportunities

Invitations to our Business Networking Nights hosted by a member of FVM Inc. As a paid member, you can host a Networking Night to promote your own business to other members and distinguished guests. Business networking opportunities are available periodically throughout the year.

FVM Branding and Logo

Exclusive use of the FVM, Inc. primary logo and our required 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 the FVM Website and Social Media

Includes your detailed descriptive information, contact details, a link to your website, including photographs (in accordance with membership level allowance) on the FVM website www.fergusonvalley.net.au. The social media platforms are Facebook and Instagram.

**Profile new
Business
Products, Services
and Events**

Opportunities to submit your business products and services updates and your own events news to be included in the “What’s Gnoming On” weekly newsletter and on the FVM website. (Conditions apply) .

**Other Benefits in-
cluding Cooperative
Marketing
Activities**

Participation in 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 cooperative marketing activities) .

**Brochure
Displays
(Racking) at the
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
Chairpersons
Newsletter**

Receive a copy of the FVM Chairperson's Newsletter, providing topical news from the Board meetings and other relevant information and events.

**Touring Map
and Brochure**

Your Business location and details posted on the Ferguson Valley Touring and Attractions Map. Free Ferguson Valley Touring and Attractions Maps, the Ferguson Valley Drive Trails Brochures and other FVM promotional brochures for use by your business, etc.

**Member
Voting Rights**

Full Member voting rights at FVM’s Annual General Meeting and Extraordinary General Meetings.

**Membership
Survey**

All members are afforded the opportunity to participate in online membership survey (s), after which the results and any comments or suggestions are reviewed with the FVM Board, thereby helping to make the FVM into a more focused, responsive and dynamic organisation.



Ferguson Valley Marketing Objectives for 2022-2023

- ★ 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 our social media sites. For any business, organisation, local authority or person whose aim and interest includes the development and promotion of tourism and the Bunbury Geopraphe region.
- ★ Work closely with the Shire of Dardanup, Australia's South West, BunGeo and Tourism Western Australia tourism organisations. In addition, FVM will co-ordinate with the State Government to ensure their continued support.
- ★ Expand FVM's membership base to allow more businesses to participate in our representation, coordination, creation, marketing and promotional activities.
- ★ Develop more effective ways of supporting FVM's services, through joint 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, with the Shire of Dardanup and State government financial support.
- ★ Enhance the FVM website and raise the profile of the FVM brand and member businesses via social media posts and website blogs.
- ★ Focus on implementing more events to be sponsored by FVM and/or liaise with Australia's South West (ASW) to market more events, with the objective of increasing the number of day trips 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, membership surveys and free workshops, etc.

Membership Levels

FVM offers our members three different levels of membership which are related to the level of benefits provided.

Basic - Basic membership provides excellent value for our members, it is entry level membership for many entitlements.

Secondary—Secondary membership enables a member who has multiple businesses to list each additional business at the Basic membership level. Full membership (either Basic, Enhanced or Premium) must be purchased prior to being able to access Secondary membership membership.

Enhanced- Enhanced membership includes all the same benefits of a basic member, plus enhanced listings on our website and the Ferguson Valley Touring and Attractions Map, and a vast number of social media benefits.

Premium- Premium membership includes all the same benefits as an enhanced member, plus monthly featured posts, unlimited event shares and monthly blogs about your business on FVM's social media platforms. Additionally, Premium membership enables your business to be afforded additional exposure www.fergusonvalley.net.au, quarterly, in addition to other social media entitlements.

Friends of the Ferguson Valley—For people who do not wish to take up membership, but are passionate about the Ferguson Valley and would like to stay in touch with what is happening.

Non Member Racking Fee—Annual Fee (DL Brochure Display at Visitor Centre Only) \$66

| FERGUSON VALLEY | BASIC | SECONDARY (Note 1) | ENHANCED | PREMIUM | FRIENDS OF THE FERGUSON VALLEY |
|--|--------------|-------------------------------|-----------------|----------------|---|
| 2022/2023 - FVM Membership Benefits | \$165 | \$82.50 | \$295 | \$395 | \$82.50 |

| FVM Membership Benefits | | | | | |
|--|---|---|---|---|---|
| Business Networking Opportunities | ✓ | ✓ | ✓ | ✓ | ✓ |
| Regular Business Networking Nights | ✓ | ✓ | ✓ | ✓ | ✓ |
| Use of FVM Branding and Logo (conditions apply) | ✓ | ✓ | ✓ | ✓ | x |
| Cooperative Marketing Opportunities | ✓ | ✓ | ✓ | ✓ | x |
| Profile New Business Products, Services and Events | ✓ | ✓ | ✓ | ✓ | x |
| Participation in Member Discount Programs, if applicable | ✓ | ✓ | ✓ | ✓ | x |
| Brochure Displays (Racking) at the FV Visitor Centre | ✓ | ✓ | ✓ | ✓ | x |
| Marketing Images in FVM's Marketing & Media Promotions | ✓ | ✓ | ✓ | ✓ | x |
| Public Relations Opportunities in FVM's Promotions | ✓ | ✓ | ✓ | ✓ | x |
| Provide Input to Weekly "What's Gnoming On" Newsletter/ Opening Times/Featured Member Businesses | ✓ | ✓ | ✓ | ✓ | x |
| Receive Weekly "What's Gnoming On" Newsletter/ Opening Times/Featured Member Businesses | ✓ | ✓ | ✓ | ✓ | ✓ |
| Receive FVM Chairperson's Newsletter | ✓ | ✓ | ✓ | ✓ | x |
| Member Voting Rights, at AGM & EGM's | ✓ | ✓ | ✓ | ✓ | x |
| Participation in FVM's Membership Survey(s) | ✓ | ✓ | ✓ | ✓ | x |
| Access to FVM's products at wholesale prices including the Gnomesville Book | ✓ | ✓ | ✓ | ✓ | x |
| Distribute Business Information to Other Members (B2B) | x | x | ✓ | ✓ | x |
| Eaton Fair Digital Mall Screens - for FVM Branded Events (conditions apply) | x | x | x | ✓ | x |

| FV Touring Map & Brochures: | | | | | |
|---|---|---|---|---|---|
| FV Touring Map and Attractions listing and location | ✓ | ✓ | ✓ | ✓ | x |
| Member Contact Details on FV Touring and Attractions Map | x | x | ✓ | ✓ | x |
| Access to Advertising Space on FV Touring and Attractions Map | x | x | ✓ | ✓ | x |
| FV Drive Trails Brochure | ✓ | ✓ | ✓ | ✓ | x |

| Website: | | | | | |
|--|---|---|---|---|---|
| Member Page on FVM's website (www.fergusonvalley.net.au), with 150 Word Description and 3 Images | ✓ | ✓ | ✓ | ✓ | x |
| Member Page on FVM's Website (www.fergusonvalley.net.au), with 300 Word Description and 6 images (including 1 video) | x | x | ✓ | ✓ | x |
| Access to FVM's vast Image Library | x | x | ✓ | ✓ | x |
| Name/business name listed on "Friends of the Ferguson Valley" page on the website (www.fergusonvalley.net.au) | x | x | x | x | ✓ |

| Social Media: | | | | | |
|---|---|---|---|---|---|
| Repost Social Media Posts (on Facebook & Instagram) | x | x | ✓ | ✓ | x |
| Quarterly Featured Posts and 'Event Shares', provided they are included in 'Whats Gnoming On' | x | x | ✓ | ✓ | x |
| Member quarterly blog posts in relation to products or service on www.fergusonvalley.net.au (conditions apply) | x | x | ✓ | ✓ | x |
| Monthly Featured Posts and Unlimited 'Event Shares', provided they are included in 'Whats Gnoming On' | x | x | x | ✓ | x |
| Member monthly blog posts in relation to products or service on www.fergusonvalley.net.au (conditions apply) | x | x | x | ✓ | x |
| Promotion of member's business via a quarterly pop up on www.fergusonvalley.net.au, special promotion of your business (conditions apply) | x | x | x | ✓ | x |

Note 1 - Full membership (either Basic, Enhanced or Premium) must be purchased prior to being able to access Secondary membership membership

Membership Fees—Appendix 1

1. Membership fees are non-refundable. The 2022-23 Membership Fee is for the period 01 July 2022 to 30 June 2023
2. New Members wishing to join throughout the membership year will be required to pay the full membership fee until 31 December 2022. A discount of 30 percent applies for members joining between 1 January 2022 to 30 June 2023.
3. Evidence must be submitted with the Membership Application Form to secure the FVM's status as a not-for-profit organisation.
4. 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.
5. Submission of a membership application form does not guarantee acceptance of a membership with FVM Inc. Acceptance or other-wise of your 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.
6. FVM Inc. retains the right to cease promotion of any member who acts in a manner considered to be 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.
7. 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.
8. All membership benefits offered by FVM are non-transferable and are not refundable as cash payments.
9. Any Member whose account is overdue by more than 3 months will automatically lose their membership benefits until their debt has been settled.
10. Only paid-up FVM Members are entitled to receive membership benefits, including promotion of their businesses and events and to advertise on FVM's website, in its social media and publications.



Member Responsibility and Conditions of Membership—Appendix 2

As a member of Ferguson Valley Marketing Inc (FVM), you are expected to abide by the following responsibilities and conditions of membership:

1. It is the responsibility of all members to have all required licenses, insurance policies and statutory approvals required to operate their business in accordance 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, which is completed via www.fergusonvalley.net.au.
2. 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.
3. FVM reserves the sole 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.
4. It is a condition of membership that members be readily available and accessible to answer enquiries from FVM's staff, including the Visitor Centre and from consumers.
5. Members risk losing some business if they are not readily available. It is 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.
6. Any business, organisation, local authority or person whose aim and interest includes the development and promotion of tourism in the Bunbury Geopraphe Region may become a Member of Ferguson Valley Marketing, Inc. (FVM)
7. All membership fees and other prices as contained in the FVM Membership Prospectus are inclusive of GST.
8. The FVM Board (Committee) reserves the sole right to accept or deny membership and to change any membership benefits at its sole discretion.
9. 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.
10. 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.
11. 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.
12. Should any claim be made under the relevant Consumer or Competition laws in relation to FVM publishing the Member's information, the Member agrees to fully indemnify FVM from any liability that may occur due to publishing incorrect or inaccurate information in its publications or on its website.
13. FVM may need to 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.
14. Through the payment of their membership fee each Member must comply with FVM's Rules of Association 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.

For Accommodation Members - AAA Star Rating Certificates

1. 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.

Ferguson Valley Marketing Inc.

Board and Administration

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