

FERGUSON VALLEY

Membership Prospectus
2024 - 2025

Supporting your business growth
by attracting more visitors to the Ferguson Valley
& Bunbury Geographe region.

What is Ferguson Valley Marketing Inc?

Ferguson Valley Marketing Inc (FVM) is a not-for-profit association, dedicated to promoting the Ferguson Valley and the wider Shire of Dardanup to visitors and tourists.

The Association is managed by a Board comprised of ten members, elected by the Members, plus a Dardanup Shire Council representative.

The Board employs a part-time Executive Administrator /Marketing Officer as well as a Visitor Services Officer while a team of dedicated volunteers staff the Ferguson Valley Visitor Centre.

The FVM Board is governed by Rules of Association and has an Executive body;

Chairperson
Deputy Chairperson
Treasurer
Executive Secretary

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

FVM operates with 4 extra portfolios ie:-

Visitor Centre Co-Ordinator
Visitor Centre Rep
General Board Members x 3
Shire Representative

FVM income is derived from membership fees, cooperative marketing programs, funding from the Shire of Dardanup plus Visitor Centre sales. From time-to-time income may be derived from successful applications to Government or industry grants as well as the casual, part time Pop Up Visitor Centre. All revenue is used to manage and operate the business, tourism and promotional activity of the FVM to the benefit our members and stakeholders.

Ferguson Valley Marketing also develops and coordinates marketing, promotional programs and key events as appropriate.

Our Vision

Through widespread support of our member businesses and regional stakeholders, Ferguson Valley Marketing will encourage and support tourism growth and assist establishment of the regions reputation as a must visit destination.

Our Mission

In collaboration with our members, market and promote the brand “Ferguson Valley” which embraces the entire Dardanup Shire.

To enhance and promote the Ferguson Valley experience as an exciting and dynamic destination to tourists.

To collaborate with our Members and local and regional stakeholders, including the Bunbury Geographe region, and other regional visitor centres, to foster economic success and well-being for our Membership, businesses and residents within the Shire of Dardanup.

Visitors & 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

Retail, Hospitality & Service Members

By promoting and attracting more visitors we will work toward increasing the growth and profitability of member businesses and the local community at large

Promoting the Valley

Through destination marketing and branding, increase prospective visitor awareness. Through a targeted promotional program, market the Valley to both overnight stay & daytrip visitors via the FV Touring & Attractions map, FV Drive Trails brochure & the annual Lost & Found Festival. Also undertake the ongoing development of FVM's website and social media platforms.

Business Networking

Through FVM's business networking opportunities, business directory listings, plus cross referrals between member businesses, these activities will collectively benefit our members & encourage them to develop new business opportunities. Networking of members through events, building relationships. resulting in business to business collaboration or alliances- is one of the primary benefits of FVM Membership

Residents & local visitors

Promotion of local lifestyle attributes of the Dardanup Shires Urban and Rural communities results in employment opportunities via increased demands within the Retail, Hospitality & Services sectors.

Ferguson Valley Marketing Objectives for 2024 - 2025

- Promote the Ferguson Valley and the wider Shire of Dardanup 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 of, includes the development and promotion of tourism and the Bunbury Geographe region.
- Liaise with the Shire of Dardanup, Australias South West, Bun Geo and Tourism Western Australia tourism organisations to ensure their continued support.
- Ensure continued support from the Shire of Dardanup, Australias South West, Bun Geo and Tourism WA through constructive liason and engagement.
- In collaboration with our retail and tourism industry members, develop increasingly effective programs that further enhance FVM/ s services.
- Raise the profile of the FVM brand and member businesses by enhancing the FVM website, social media posts and website blogs.
- Increase the number of day trips and overnight visitors to the Valley by encouraging and implementing more events. Liaise with Australias South West to market tourism.
- Enhance our Membership benefits through the introduction of value added programs and services such as social media training & free workshops

FVM Membership Benefits

Business Networking Opportunities

Invitations to our Business Networking nights hosted by a Member of FVM. Held every second month throughout the year, hosting Members have a unique opportunity to showcase their business to distinguished guests and Members.

FVM branding & Logo

Exclusive use of the FVM primary logo and branding on your stationery & packaging as well as in your marketing collateral (printed and electronic) or in joint promotions with other FVM Members.

Own page on FVM Website & Socials

Includes your detailed information, contact details, a link to your website including photographs on the FVM website www.fergusonvalley.net.au. Our Social media platforms consist of Facebook, Instagram & monthly online newsletters.

Promote new Businesses & Events

Opportunities to submit your business products and services up-dates and your own events news for inclusion on the FVM website. (Conditions apply) Events posted to the FVM web are then uploaded to the event pages of BunGeo and Shire of Dardanup for additional social media coverage.

Other Benefits

Participation in member discounts offered in the marketing and promotional programs in which FVM participate e.g our joint membership program with Australias Southwest and in FVM's cooperative marketing activities.

Brochure Displays

Free displays (racking) of a members DL size (100mm x 220mm) brochures in the Ferguson Valley Visitor Centre as well as racking throughout many Southwest locations.

Marketing Images

Opportunities to include your product/ services photographs in FVM's marketing programs and media promotions

FVM Board Meeting Minutes

Receive a copy of the FVM Board Minutes, providing topical news from the monthly meetings and other relevant information and events. All located in your listing Dashboard at www.fergusonvalley.net.au

Touring map
& Brochure

Your business location and details posted on the Ferguson Valley touring & attractions map plus free Ferguson Valley Touring & Attractions maps, the Ferguson Valley drive trails Brochure 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
Feedback

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

FERGUSON VALLEY	FRIENDS OF FERGUSON	BASIC	ADDITIONAL	ENHANCED	PERMIUM
2024/2025 - FVM Membership Benefits Early bird rate shown- expires 21st May Late fee of \$20 will apply	\$70	\$175	\$86.50 (Note 1)	\$310	\$399

FVM Membership Benefits					
Business Networking Opportunities	✓	✓	✓	✓	✓
Regular Business Networking Nights	✓	✓	✓	✓	✓
Use of FVM Branding and Logo (conditions apply)		✓	✓	✓	✓
Cooperative Marketing Opportunities		✓	✓	✓	✓
Profile New Business Products, Services and Events		✓	✓	✓	✓
Participation in Member Discount Programs, if applicable	✓	✓	✓	✓	✓
Brochure Displays (Racking) at the FV Visitor Centre & distributed by PR Direct throughout the South West and Bunbury Airport		✓	✓	✓	✓
Marketing Images in FVM's Marketing & Media Promotions		✓	✓	✓	✓
Public Relations Opportunities in FVM's Promotions		✓	✓	✓	✓
Receive FVM Chairperson's Newsletter		✓	✓	✓	✓
Member Voting Rights, at AGM'S	✓	✓	✓	✓	✓
Participation in FVM's Membership Survey(s)	✓	✓	✓	✓	✓
Access to FVM's products at wholesale price	✓	✓	✓	✓	✓
Distribute Business Information to Other Members (B2B)					✓
Eaton Fair Digital Mall Screens - for FVM Branded Events (conditions apply)					✓

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

Website:					
Member Page on FVM's website (www.fergusonvalley.net.au), with 150 Word Description and 3 Images		✓	✓	✓	✓
Member Page on FVM's Website (www.fergusonvalley.net.au), with 300 Word Description and 6 images (including 1 video)				✓	✓
Access to FVM's vast Image Library				✓	✓

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

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

Conditions of Membership

1. Membership Fees are non-refundable. The 2024-2025 Membership Fee is for the period 1 July 2024 to June 2025.
2. New members wishing to join mid-year are offered their chosen level of Membership on a pro rata basis. Effective from July 1 2024. Membership is due by 30th June 2024.
3. Submission of a Membership application form does not guarantee acceptance of a membership with FVM Inc. Acceptance of your application for Membership will be based upon the information supplied and your compliance with statutory requirements such as business licences and insurances. All applicants will be advised in writing of the outcome of their application. A copy of your Certificate of Currency for Public Liability Insurance must accompany your Membership application form and your registered Business name.
4. 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.
5. Members will receive notice in writing should the Shire of Dardanup or FVM Inc receive any verbal or written complaints regarding the Members Business.
6. All Membership benefits offered by FVM are non transferable and are not refundable as cash payments.
7. All Membership fees and other prices as contained in the FVM Membership Prospectus are inclusive of GST.
8. 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 publications.
9. Any Member whose account is overdue by more than 3 months will automatically lose their membership benefits until their account has been settled.
10. As a Member of FVM you are required to provide accurate and updated information and, in a timely fashion update your website and social media listings, fact sheets and any other promotional material you have provided to FVM.
11. Any business, organisation, 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 FVM.
12. The FVM Board reserves the right to accept or deny membership and to change any Membership benefits at its sole discretion.
13. The member warrants that the information supplied to FVM is true and correct and that any publication of the Members information on FVM's website or socials is permissible and that it will not contravene laws in effect in WA or in Australia.
14. Should any claim be made under the relevant Consumer or Competition laws in relation to FVM publishing the Members 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.