

DISCOVER FRANKSTON TOURISM PARTICIPATION PROGRAM 2021-2022

PARTICIPATE AND TAKE YOUR BUSINESS FURTHER

In 2019, Frankston City attracted over one million visitors which injected over \$155 million into the local economy and generated approximately 1,155 jobs. Tourism is an important economic driver for Frankston City.

The Participation Program has been created to support the growth and promotion of local businesses and the destination by attracting more visitors across all months of the year and ensuring that all businesses in Frankston City have access to the information and services they need to leverage this visitation.

OUR VISION FOR TOURISM IN FRANKSTON

Working alongside local businesses we are working to make Frankston City a vibrant year-round destination full of memorable experiences for residents and visitors which are supported by a thriving and sustainable local business community and economy.

IS YOUR BUSINESS IN TOURISM?



Accommodation



Restaurant,
Cafe, Club,
Pub and Bar



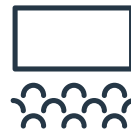
Retail trade
(clothing and
products)



Winery, Brewery,
Distillery and
Cidery



Experience and
Attraction



Gallery and
Cinemas



Event, Tours and
Transport



Wellness,
Beauty and
dayspa

BUT MY CUSTOMERS ARE ALL LOCALS?

Did you know that 55% of visitors are friends and relatives being hosted by local residents?

Locals are the key to attracting visitors.



MEET YOUR TOURISM TEAM

Frankston City Council's Tourism and Campaign Marketing team is here to help your business grow. From marketing support to industry development and communications, we want to make sure you know and can access services that will support your business; we invite all of our Participation Program subscribers to connect with the team and leverage our expertise to grow your business.

WHAT WE DO

The Tourism and Campaign Marketing team at Frankston City Council work in collaboration with industry and the community to elevate the city's products to deliver unique and memorable experiences across the year.



Amy Parsons
Coordinator Tourism and Campaign Marketing
Phone: 0448 028 452
Email:
Amy.parsons@frankston.vic.gov.au

Talk to me about the City's tourism strategy, engaging with Council, connecting with industry and government grants programs as well as product development and event attraction.



Melanie Boulton
Tourism and Campaign Marketing Officer
Phone: 0438 572 952
Email:
melanie.boulton@frankston.vic.gov.au

Talk to me about marketing your business and sharing your story. I'd love to hear what experiences you offer, what's unique about your business. This helps me create campaigns and social media activity to inspire people to Discover Frankston.



Renee Street
Tourism and Campaign Marketing Officer
Phone: 0438 572 952
Email:
renee.street@frankston.vic.gov.au

Talk to me about marketing your business and sharing your story. I'd love to hear what experiences you offer, what's unique about your business. This helps me create campaigns and social media activity to inspire people to Discover Frankston.



Bec Gregory
Tourism and Campaign Officer
Phone: 0437 801 750
Email: bec.gregory@frankston.vic.gov.au

Talk to me about the Participation Program, identifying grant programs, leveraging local, state and independent industry programs, linking in with and leveraging events in the city, product development and packaging and how to leverage and connect with Discover Frankston social media.



LEVERAGE OUR LOCALS AND VISITORS

Whether you are new to tourism, an established business or just want to stay up to date with Frankston City tourism industry, being a participant is a great way to stay connected, up to date and leverage the tourism industry in Frankston City.

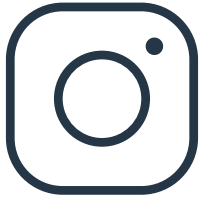
As a Discover Frankston participant, you receive exclusive benefits and campaign opportunities, a listing on the Discover Frankston Website (140,000 hits annually), the opportunity to share content on our social media platforms and a brochure display presence at Frankston Visitor Information Centre (30,000 enquiries annually) to entice visitation to and engagement with your business.



140k hits annually
discoverfrankston.com



13k+ followers
on Facebook
Discover Frankston



7.5k+ followers on
Instagram
Discover Frankston



30k+ enquiries to
the Frankston
Visitor Information
Centre each year



4k+ subscribers
to the Frankston
Enjoy Every
Moment
e-newsletter

SOCIAL MEDIA #DISCOVERFRANKSTON


Facebook Followers

 **13,211**
↑ 8.4%
@discoverfrankston

Instagram Followers

 **7,521**
↑ 10.27%
@discoverfrankston
#discoverfrankston

Discover Frankston
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POST ENGAGEMENT: 27,161
LIKES: 641 | COMMENTS: 1,900 | SHARES: 79

Have you been to **General Public Melbourne** yet?
The brand new General Public Frankston opened earlier this month and brings you 9 tenpin bowling lanes, 2 bars full of fun, a slide from the top to the bottom (I'm so excited), all your favourite retro arcade and pinball games and pool tables. Did we mention that they have their own gelati & donut shops by **Rebel Donuts** and **Lavezzi Gelati**.



RATES

FREE FOR TOURISM BUSINESSES WITHIN FRANKSTON CITY

By participating with Discover Frankston, you have access to the following:

General Benefits

- Display 1 x DL brochure at the Frankston Visitor Information Centre *
- Opportunity to sell your products via the Visitor Centre retail outlet
- Opportunity to host familiarisation/product awareness programs
- Receive access to Discover Frankston image library
- Receive monthly e-newsletter with local business updates and industry news

Marketing, Digital and Social Media Benefits

- Promote your business via our website; discoverfrankston.com
- Feature your business on our app; Discover Frankston
- Submit your latest news, stories or events for potential inclusion across Discover Frankston social media, blogs, campaigns and other marketing initiatives

Events benefits

- Include your event on discoverfrankston.com monthly what's on calendar
- Co-host your special events with Discover Frankston Facebook page
- To sell tickets to your event via discoverfrankston.com, fees apply

Venue benefits

- Inclusion of your venue and/or meeting space on discoverfrankston.com venue and conference directory

PARTICIPATION PACKAGE \$0**

VALID UNTIL 30 JUNE 2022

* A member of the team will contact you regarding your brochure

**FREE as part of Council's For the Love of Frankston - COVID Relief and Recovery Package

WHO CAN PARTICIPATE?

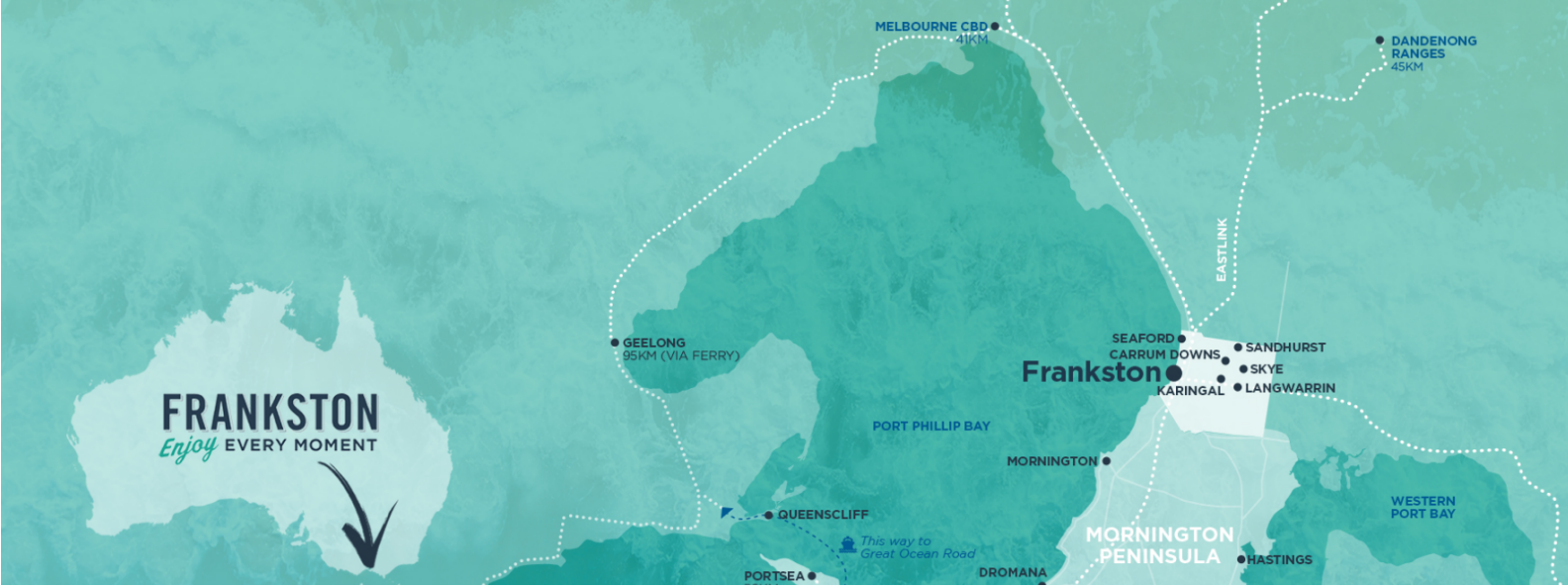
Frankston City tourism-related businesses that would like to connect with Frankston City Council tourism and support services and promote their business to locals and visitors.

*If your business is located outside the Frankston City Municipality and you would like to participate with us, please contact us here: tourism@frankston.vic.gov.au



FRANKSTON
Enjoy EVERY MOMENT

DISCOVERFRANKSTON.COM



PUT YOUR BUSINESS ON THE MAP

APPLY ONLINE TODAY

discoverfrankston.com/dfparticipation

HOW TO CONNECT AND LEVERAGE DISCOVER FRANKSTON

Tell us what's news - Do you have an exciting new product or experience to share with us? A unique event? Or perhaps you have a new whiz team member who you would like to celebrate? Keep us informed, tell us what's news via the [online form](#) or email tourism@frankston.vic.gov.au

Connect with us on social - Subscribe, like and comment on our social channels; Discover Frankston [Facebook](#) and Discover Frankston [Instagram](#). Use our official hashtag #discoverfrankston and @discoverfrankston on all your social activity so we can see what you are up to and share with our followers.

e-newsletter - Ensure you are [signed up](#) to receive the Frankston, Enjoy Every Moment monthly eNewsletter. This is our public facing e-newsletter and will let you know what is happening in and around Frankston City so you can help your customers stay a little longer and enjoy more locally. You can also feature in this e-newsletter if you send us your news!

Existing Members - Check your business listing on www.discoverfrankston.com - make sure all images, content and contact details are correct and up-to-date. If you require amendments, please email tourism@frankston.vic.gov.au

Promote your event - Do you host live music or other special events? Then list your upcoming event on the Discover Frankston ["What's on"](#) calendar using the [submitting your event](#) option. You can also add @discoverfrankston as a co-host to your Facebook events so we can help you promote and increase your exposure.

Image gallery - Help your customers get a better sense of the destination. Log into the [online portal](#) to access free images of Frankston City and surrounds which you can use in your digital and print campaigns.

Frankston City Council | Tourism and Campaign Marketing

Email: tourism@frankston.vic.gov.au | Phone: 1300 322 322



FRANKSTON
Enjoy EVERY MOMENT

DISCOVERFRANKSTON.COM