Mornington Peninsula Tourism (MPT) is the peak tourism body and lead voice for tourism in the region, delivering robust and identifiably beneficial partnerships. MPT aims to balance environmental sustainability and destination growth, and is led by a high performing, appropriately resourced and motivated regional tourism team.

Mornington Peninsula Tourism works together with more than 350 tourism business members, each providing product and services for visitors such as: accommodation, tours, wineries, cafes, restaurants, fresh and value added produce, galleries, golf, retail shops, lifestyle and adventure activities.

Mornington Peninsula Tourism is the operational arm of the official Tourism Victoria regional campaign committee - the Mornington Peninsula Regional Tourism Board (MPRTB). MPT creates effective strategic cooperative marketing campaigns for the Mornington Peninsula by providing the ‘big picture’ vision as well as ‘on the ground’ marketing. **MPT’s extensive partnerships with State, National and International tourism organisations give your business access to much larger audiences.** MPT maintains alliances with South East Touring Triangle, Sydney Melbourne Touring Route, Destination Melbourne. Membership is also held with Business Events Victoria, Australian Tourism Export Council (ATEC), Victorian Tourism Industry Council (VTIC), and MPT works directly with Tourism Victoria. MPT gives members representation on high level industry boards, committees and advisory groups at federal, state and local government levels.

Mornington Peninsula Tourism delivers outstanding destination marketing and development activities together with high quality visitor services through two Level One Accredited Visitor Information Centres at Dromana and Frankston. Mornington Peninsula Tourism operates the regional Booking Service, enabling integration of marketing campaigns with packages, special offers as well as tour and event ticketing. In addition, MPT assists members with networking opportunities, training and industry skill development.

**OUR VISION**

*To be recognised as Victoria’s premier escape destination, renowned for its nature, lifestyle and gourmet food and wine experiences.*

**OUR MISSION**

*Mornington Peninsula Tourism works with local tourism businesses to build a sustainable industry through innovation and advocacy.*
Mornington Peninsula Tourism is recognised for:

- Promoting to (and dispersing across the Peninsula) 5.3million\(^a\) visitors p.a., including a high percentage of Interstate and International visitors.
- The official regional tourism website www.visitmorningtonpeninsula.org is an extremely reputable site which is consistently ranked first in Google searches for Mornington Peninsula.
- Being the first tourism association to be inducted into the Victorian Tourism Awards ‘Hall of Fame’ after winning the Specialised Tourism Services category for three years running (2009, 2010, 2011).
- Winning the Specialised Tourism Services category at the Qantas Australian Tourism Awards in 2009 (Gold), 2010 (Gold), and 2011 (Bronze).

### Domestic Overnight Visitation\(^b\)
- Melbourne
- Regional Victoria
- Interstate

### Interstate Overnight Visitation\(^b\)
- NSW
- QLD
- SA
- WA
- TAS
- Other

### International Overnight Visitation\(^b\)
- United Kingdom
- New Zealand
- Asia
- Europe
- Nth America
- Other

\(^a\) Tourism Victoria International and Domestic Visitor Estimates y/e 2012
\(^b\) Tourism Victoria; Mornington Peninsula Market profile y/e 2011 (published Aug 2012)
Listed below are benefits available to our members, dependent on the membership category that you select.

DIGITAL PLATFORMS: WEBSITE & SOCIAL MEDIA

MPT manages the Official Regional Tourism website www.visitmorningtonpeninsula.org.

The website is a dynamic, one-stop tourism shop for visitors and is regularly ranked number one on major search engines (Google, AOL, etc). The website received more than 440,000 visits in 2012/2013 with more than 1,800,000 page views. With visitation growing by more than 6% annually it provides high level global exposure for our members.

This provides a valuable online presence to assist with marketing and promotion of your business including commissionable bookings for accommodation and tour operators. It provides information worldwide 24/7 to encourage visitation and real time bookings by showcasing extensive regional information and individual product listings accessible via sub-regions and themes.

The MPT website is fully responsive, reformatting seamlessly to be user friendly on PC, smart phone, tablet or other devices.

Well laid out content, downloadable maps and guides, booking service and trip planner capabilities make this website extremely user friendly for visitors is planning a trip, or travelling within the region.

As a member your business receives a personalised web page listing with images under your nominated theme on www.visitmorningtonpeninsula.org giving you high exposure to thousands of information seekers every month.

The MPT website provides a direct link to your own site and integrates seamlessly with the regional Booking Service. Further website listings on www.visitmorningtonpeninsula.org are also available under additional themes.

The site is highlighted in all marketing activities: campaigns, advertising and public relations carried out by Mornington Peninsula Tourism. It features in the Mornington Peninsula Official Guide for Visitors, the Mornington Peninsula Official Touring Map and links with www.visitvictoria.com and other key partner websites.

Members also have the option of being listed on www.visitfrankston.com which receives 140,000+ visits per year.
EVENTS & NEWS
PROMOTION

MPT actively promotes local events and festivals throughout the year. All members have access to list their events on www.visitmorningtonpeninsula.org.

*Event listings are free and can be submitted online anytime. Members can also submit small fliers and DL brochures to be displayed in the ‘What’s On’ sections of the Visitor Information Centres at Dromana and Frankston.*

All members also have access to the www.visitmorningtonpeninsula.org news section. Listings are free but have to fulfil certain criteria to be eligible. News and Event items will also be considered for inclusion in the eNewsletter that MPT distributes to its public subscriber list.

AWARD WINNING PROVIDER OF VISITOR INFORMATION AND SERVICES

Inducted into the Victorian Tourism Awards Hall of Fame in 2011 in the Specialised Tourism Services category, MPT leads the way in delivering Tourism Services to members.

MPT members can choose a level of membership that gives them the option of working closely with one or both of the regional Level One accredited Visitor Information Centres (VIC’s) at Dromana and Frankston.

Member businesses receive high profile exposure to more than 160,000 annual walk in, telephone and email enquiries received by these VICs. The Visitor Information Centre teams are dedicated ambassadors with extensive knowledge of the region. Staff and volunteers from both Visitor Information Centres attend regular “familiarisation” visits to MPT member businesses, and regular training workshops to keep their product knowledge up to date. In 2013 and 2014, the Frankston Visitor Information Centre won the Qantas Australian Tourism Award for Visitor Information and Services.

Each Visitor Information Centre is open 7 days a week, 363 days a year offering visitors travel advice, local knowledge, and a complimentary booking service for accommodation, tours and events. Each features an extensive brochure display of local tourism businesses, regional brochures, maps and displays, along with quality gifts and souvenirs (from member businesses where possible).
24/7 REGIONAL BOOKING SERVICE

MPT operates an integrated, online Regional Booking Service 7 days a week, 24 hours a day, offering options for accommodation, packages, events, attractions and tours.

Members can showcase their bookable product on www.visitmorningtonpeninsula.org with availability and rates displayed in real time. This encourages visitors to book “on the spot” in our secure online environment. This service is offered for a low 10% commission. Training and tools are provided to assist members in managing their content, rates and availability online.

The Regional Booking Service utilises Bookeasy (an online reservation system) as its booking system. This gives the public access to member information via www.visitmorningtonpeninsula.org 24 hours a day, 7 days a week. **Bookeasy is suitable for members to use as their own reservation facility and also has the capacity to link with other online booking agencies such as Wotif, Expedia, Jetstar and 30+ others.**

The MPT regional Booking Service also provides member businesses with multiple cross promotional opportunities to target special interest groups (eg. Linking accommodation with events such as festivals, exhibitions or shows) via www.visitmorningtonpeninsula.org under one online shopping basket.

Accommodation properties participating in the regional Booking Service are eligible for a complimentary one year listing on www.visitvictoria.com. This has a reciprocal arrangement with the Australian Tourism Data Warehouse (ATDW) which syndicates to a number of high profile websites such as www.australia.com, Sensis and Google.

EXCLUSIVE BROCHURE DISPLAYS

Members are able to display a DL brochure of their business in the Peninsula Visitor Information Centre (Dromana) and can choose a level of membership that includes brochure display at Frankston as well. Members with multiple website listings are entitled to more than one brochure display at the Peninsula Visitor Information Centre (Dromana).

* First year of participation only.
PROMOTIONAL DISPLAYS

*Members have an exclusive opportunity to be included in additional promotional displays around the region. These include Visitor Information exterior signage at locations across the region. As well as plasma screen advertising, food and wine promotions, window displays, etc at the Peninsula Visitor Information Centre (Dromana).*

Member exclusive project invitations are issued - additional fees may apply for any activities you select.

OFFICIAL GUIDE FOR VISITORS

Each year MPT produces and distributes (nationally and internationally) 120,000 copies of its widely acclaimed internationally recognised regional Official Guide for Visitors. This guide is an essential tool for visitors to the region and members have the opportunity to purchase listings in this stylish publication. Members can also obtain these guides to distribute to their visitors free of charge.

Member exclusive project invitations are issued - additional fees may apply for any activities you select.

OFFICIAL TOURING MAP

MPT members may also advertise on the Official Mornington Peninsula Touring Map. These are distributed through local, national and international channels such as hotels, concierge desks and visitor information centres. This map is recognised as a hallmark publication and provides exceptional exposure for the participating member businesses.

Members can also obtain these maps, for business use, free of charge.

Member exclusive project invitations are issued - additional fees may apply for any activities you select.

COOPERATIVE MARKETING CAMPAIGNS

MPT has a dedicated marketing team. Our highly skilled staff deliver a professional approach to tourism marketing, through the coordination and design of print media editorial, tactical print advertising and online e-Marketing opportunities.

MPT runs a series of strategic campaigns throughout the year to increase visitation and business for its members. These campaigns provide cost effective promotional opportunities for members with a direct call to action for visitors. Campaigns include accommodation packages, special offers and events and are heavily promoted through online and traditional mediums.

Developing effective marketing partnerships with Melbourne and neighbouring regions to promote ‘overnight linked touring’ is also a critical part of MPT’s success.

Member exclusive project invitations are issued - additional fees may apply for any activities you select.
MEDIA AND PUBLIC RELATIONS CAMPAIGNS

MPT invests in targeted and strategic public relations activities to ensure the region and its diverse range of premium tourism products and experiences remain “top of mind” for visitors. MPT provides high profile, targeted exposure through various media channels and PR activities through our contracted professional PR agency. **MPT members are given the exclusive opportunity to contribute product to the annual “Prize Pool” which is used to promote the region to journalists and through targeted media placements.**

MPT works closely with Tourism Victoria and Tourism Australia to develop targeted and effective familiarisation tours and liaison for industry, trade and media contacts.

MPT regularly pitches, coordinates and conducts familiarisation visits for media and the travel trade; eg wholesalers, inbound travel agents and frontline bookings staff. **MPT member businesses are given the exclusive opportunity to be included in the “Familiarisation Bank” of options offered to potential clients.**

MPT Members are included in e-promotions to our media, visitor and travel trade database, and can submit images for consideration for the regional image gallery. **Member exclusive project invitations are issued - additional fees may apply for any activities you select.**

TRADE AND CONSUMER SHOW REPRESENTATION

MPT recognises that trade and consumer shows are important marketing activities. MPT promotes the region to tens of thousands of interested holiday makers at a number of popular holiday expos and travel shows in Melbourne and interstate.

MPT provides members with the opportunity to participate in cost effective national and international trade and consumer show opportunities to reinforce the Mornington Peninsula’s position as a premier destination.

MPT works closely with international travel trade companies (wholesalers, inbound tour operators, travel agencies, airlines, online distributors, etc) to market members who are specifically “export ready”. The emphasis of this work is to educate the travel trade about the Mornington Peninsula and build midweek and low season overnight packages in key international markets. **Member exclusive project invitations are issued - additional fees may apply for any activities you select.**
INDUSTRY UPDATES

**eNewsletters:** Members receive regular MPT eNewsletters featuring updates on activities, upcoming opportunities and the latest industry news, trends, opportunities and facts.

**Members Web:** An exclusive resource for MPT Members providing research results, training materials as well as promotion and marketing opportunities.

WORKSHOPS, INDUSTRY DEVELOPMENT AND NETWORKING OPPORTUNITIES

MPT presents regular special interest workshops and seminars to help members develop relevant skills, and learn from experts in their field.

Tourism advice and mentoring sessions are available on request, and informative workshops on tourism related subjects are offered throughout the year.

MPT assists businesses to link together to create (bookable) packages to further the tourism experience.

Members are kept informed of various networking events that are happening, ensuring local businesses have the opportunity to connect with each other.

In addition MPT works with a dedicated tourism audit business to conduct Mystery Shopper Audits. This gives valuable benchmark measures of the delivery of customer service by MPT member businesses.

*Member exclusive project invitations are issued - additional fees may apply for any activities you select.*

RESEARCH

Through MPT, your business has access to a wide range of critical tourism research data to help you plan and implement your marketing more effectively.

MPT conducts research to identify changes in the tourism industry and opportunities for new development. Our independently audited ‘Health of Tourism’ economic impact survey and ‘Tourism Indicators Report’ are both conducted annually.
MEMBERSHIP LEVELS

There are various levels of membership for Mornington Peninsula Tourism to allow all levels of business to become involved. The opportunities presented below are exclusive to MPT membership. They are not available to non MPT member businesses. Select the level which best meets your needs as a business.

<table>
<thead>
<tr>
<th>EXCLUSIVE BENEFITS AND OPPORTUNITIES FOR MORNINGTON PENINSULA TOURISM MEMBERS</th>
<th>Membership Level Name</th>
<th>Membership Level Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MPT MARKETING</strong></td>
<td><strong>MPT WEBSITE</strong></td>
<td><strong>ADD~ FRANKSTON</strong></td>
</tr>
<tr>
<td>$525</td>
<td>$300</td>
<td>$80</td>
</tr>
<tr>
<td><strong>PENINSULA VISITOR INFORMATION CENTRE (DROMANA)</strong></td>
<td>Participation with the Mornington Peninsula Regional Booking Service**</td>
<td></td>
</tr>
<tr>
<td></td>
<td>One DL brochure display at Peninsula Visitor Information Centre (Dromana) (per website listing)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Access to additional promotional display spaces for your business^</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Host familiarisation visits and/or present a business snapshot at a training session to the Peninsula Visitor Information Centre Staff and Ambassadors</td>
<td></td>
</tr>
<tr>
<td><strong>FRANKSTON VISITOR INFORMATION CENTRE</strong></td>
<td>Additional booking service with Frankston Visitor Information Centre**</td>
<td></td>
</tr>
<tr>
<td></td>
<td>One DL brochure display at Frankston Visitor Information Centre</td>
<td></td>
</tr>
<tr>
<td></td>
<td>One business listing on Frankston Visitor Information Centre’s website <a href="http://www.visitfrankston.com">www.visitfrankston.com</a></td>
<td></td>
</tr>
<tr>
<td></td>
<td>What’s On Promotion in the Frankston Visitor Information Centre and on it’s website</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Host familiarisation visits for Frankston Visitor Information Centre staff</td>
<td></td>
</tr>
<tr>
<td><strong>MARKETING</strong></td>
<td>One complimentary website business listing under the theme of your choice on <a href="http://www.visitmorningtonpeninsula.org.%C2%B0">www.visitmorningtonpeninsula.org.°</a></td>
<td></td>
</tr>
<tr>
<td></td>
<td>List events and news on <a href="http://www.visitmorningtonpeninsula.org">www.visitmorningtonpeninsula.org</a> at no charge</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MP Official Visitor Guide^</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MP Official Touring Map^</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cooperative marketing campaigns^</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Media and Public Relations campaigns^</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Regional promotional displays^</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Participate in promotional activities for consumer shows</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Preferential inclusion in media and trade familiarisations</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Opportunity to participate in national and international promotional and marketing activities^</td>
<td></td>
</tr>
<tr>
<td><strong>INDUSTRY DEVELOPMENT</strong></td>
<td>Subscription to members e-newsletters and access to “Member’s Web” information website</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Invitations to MPT endorsed training programs, mentoring, professional development seminars and workshops^</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Access to tourism research and information</td>
<td></td>
</tr>
</tbody>
</table>

SOME FINE PRINT

~ This level is only valid when purchased alongside a full MPT Marketing or Website level membership
** Commission rates apply
° Additional page listings on the website may be purchased (please enquire)
^ Specific cooperative marketing projects and campaigns are delivered throughout the year. These projects are optional. Some activities will have a cost associated with participation - this is in addition to the membership fees.
MORNINGTON PENINSULA TOURISM MEMBERSHIP APPLICATION 2014 - 2015

Membership is based on a financial year calendar and applies for the period 1 July 2014 until 30 June 2015. Your membership will be activated once all documentation is received. (Note that membership applications may take 14 working days to process)

Note: Membership is administered by the Mornington Peninsula Shire Council (ABN 53 1589 890 143) on behalf of the Mornington Peninsula Regional Tourism Board trading as Mornington Peninsula Tourism (MPT)

Please print clearly - if we cannot read your writing we will be unable to process your application. Please complete all sections.

SECTION ONE: MEMBER BUSINESS DETAILS

<table>
<thead>
<tr>
<th>Business Name (for invoicing):</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Trading Name (if different):</td>
<td></td>
</tr>
</tbody>
</table>

Postal address is used for all invoicing and postal correspondence unless otherwise stated

<table>
<thead>
<tr>
<th>Business Postal Address:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Postal Suburb:</td>
<td></td>
</tr>
<tr>
<td>Post Code:</td>
<td></td>
</tr>
</tbody>
</table>

Business Location Details will be published on the website. The location address determines the sub region that applies to your business: Southern Peninsula, Peninsula Hinterland, Northern Mornington Peninsula, Western Port, Frankston and Surrounds, Peninsula Wide.

<table>
<thead>
<tr>
<th>Business Location Address (if different to Postal):</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Location Suburb:</td>
<td></td>
</tr>
<tr>
<td>Post Code:</td>
<td></td>
</tr>
</tbody>
</table>

Melways Reference: GPS coordinates:

<table>
<thead>
<tr>
<th>Business Telephone:</th>
<th>Business Mobile:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Email:</td>
<td>Business Fax:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Business Website:</th>
<th>GST Registered?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes/No</td>
</tr>
</tbody>
</table>

ABN: ACN:

Public Liability Level ($): Policy Number:

<table>
<thead>
<tr>
<th>Insurer:</th>
<th>Expiry Date:</th>
</tr>
</thead>
</table>

Business Accreditation (please list): Eg. Better Business Accreditation, AAA Tourism, TQUAL, etc

Contact Details below are not made publicly available, but are used as the main source of communication from MPT. A minimum of ONE PRIMARY CONTACT is required.

<table>
<thead>
<tr>
<th>Primary Contact First Name:</th>
<th>Primary Contact Surname:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Contact Position:</td>
<td>Primary Contact Direct Telephone:</td>
</tr>
<tr>
<td>Primary Contact Direct Email:</td>
<td>Primary Contact Direct Mobile:</td>
</tr>
<tr>
<td>Second Contact First Name:</td>
<td>Second Contact Surname:</td>
</tr>
<tr>
<td>Second Contact Position:</td>
<td>Second Contact Direct Telephone:</td>
</tr>
<tr>
<td>Second Contact Direct Email:</td>
<td>Second Contact Direct Mobile:</td>
</tr>
<tr>
<td>Third Contact First Name:</td>
<td>Third Contact Surname:</td>
</tr>
<tr>
<td>Third Contact Position:</td>
<td>Third Contact Direct Telephone:</td>
</tr>
<tr>
<td>Third Contact Direct Email:</td>
<td>Third Contact Direct Mobile:</td>
</tr>
</tbody>
</table>

SECTION TWO: DISPLAY INFORMATION

I have a DL sized brochure for display in the Visitor Information Centre(s): Yes / No (please circle)

SECTION THREE: MEMBERSHIP OPTIONS

<table>
<thead>
<tr>
<th>SELECT</th>
<th>MEMBERSHIP LEVEL</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MPT Marketing Membership @ $525 or MPT Website Membership @ $300</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Add Frankston @ $80</td>
<td></td>
</tr>
</tbody>
</table>

Total Membership amount payable $

Please turn the page to complete sections 4 - 6
SECTION FOUR: REGIONAL BOOKING SERVICE AGREEMENT & EFT PAYMENT AUTHORISATION 2014-15 (OPTIONAL)

Please complete this section ONLY if your business will be participating in the Regional Booking Service for 2014-15

I am interested in participating in the Regional Booking Service and have the following bookable product:

* Accommodation  Yes / No (please circle)
* Tours or Every Day Ticketing  Yes / No (please circle)
* Events  Yes / No (please circle)

I/we (owner/manager)
Of (property name)

agree to provide bookable product to be included on the MPT Regional Booking Service
and agree to pay the commission on the value of bookings made by the Regional Booking Service.
Currently this rate is 10% including GST.

We agree to
• Abide by the Regional Booking Service Terms and Conditions.
• Keep our online availability status current.
• Ensure accuracy of our online business description and images.
• Maintain accuracy of our advertised rates and charges.
• Honour the advertised booking conditions.
• Attend a minimum of one training session.

We understand that not complying with these policies means that we will be subject to the Non-Compliance procedure stated in the MPT Membership Agreement.

CONTACT DETAILS (print clearly)

Booking Contact Person
Booking Direct Phone Number
Booking Notification Email
Account Notification Email

(Remittance notices will be sent to this email)

BANK DETAILS (print clearly)

Note: Mornington Peninsula Shire will make all payments into the bank account detailed below.

Bank Name
Branch Location
Account Name
BSB Number
Account Number

Name
Signature
Date

For further information contact:
The Booking Team
Mornington Peninsula Visitor Information Centre & Booking Service
P: 5987 3078 or Email: info@tourism.mornpen.vic.gov.au

Please turn the page to complete sections 5 - 6
SECTION FIVE: PAYMENT OPTIONS

Please select one of the payment options below:

- Please forward an invoice to the Business postal Address on this form (Membership renewals only)
- A cheque made payable to Mornington Peninsula Tourism for the total amount is attached
- Please charge my credit card for the total amount [ ] Visa [ ] Mastercard

Card number ___________________________ ___________________________ ___________________________ ___________________________ 

Name on card ___________________________ Expiry Date ___________________________ ___________________________

Signature

SECTION SIX: MEMBERSHIP AGREEMENT

I (your name):

as an authorised representative of (business name):

hereby apply for membership of Mornington Peninsula Tourism and agree to pay the required membership fee.

WARRANTY

I/we agree and warrant that I/we have and/or will obtain and maintain the currency of the following during our membership of MPT:

1. A Certificate of Registration of Business Name (if not trading under the company’s name or the exact name of a sole trader)
2. A Certificate of Currency (Public Liability Insurance for coverage of at least of $10 million minimum)
3. A Certificate of Incorporation of Proprietary Company (if trading via a company)
4. All necessary permits, authorities and approvals required to conduct your business e.g. Commonwealth licences, State licences, Shire Approvals, Health Department Permits, appropriate vehicle licences, and other Government approvals.
5. I/we undertake to notify MPT immediately if any of the above applicable certificates, permits, licences etc are cancelled, expire or otherwise become inoperative during our membership with MPT.
6. I/we undertake to notify MPT immediately if the ownership of our business changes during our membership of MPT.
7. I/we recognise that this is a formal application and that I/we will be bound by the above warranty.

WAIVER IN FAVOUR OF MPSC and FCC

I/we acknowledge Mornington Peninsula Shire Council and Frankston City Council (including officers, employees and contractors) will not be responsible for any loss or damage to my/our products or brochures due to circumstances beyond their control.

INDEMNITY AND RELEASE

I/we agree that to the maximum extent permitted by law, MPT is and will not be liable in any circumstances for any interruption to my/our business and/or any loss or injury whatsoever to me/us arising from, and costs incurred in connection with:

1. Any persons who stay at my/our accommodation participate in my/our tours or use any of my/our products or services.
2. Any information or details provided by me/us to MPT or the public about any accommodation, tours, products or services.
3. Any confirmed bookings made through MPT that are subsequently not fulfilled by me/us due to sale of business, overbooking, or unforeseen circumstances such as damage or natural disasters.
4. Any breach by me/us of the warranties contained in this document, MPT Code of Conduct and/or MPT Terms and Conditions.
5. Any confirmed bookings made through MPT that are subsequently not fulfilled by me/us due to sale of business, overbooking, or unforeseen circumstances such as damage or natural disasters.
6. Any persons who stay at our accommodation participate in our tours or use any of our products or services.
7. Any confirmed bookings made through MPT that are subsequently not fulfilled by me/us due to sale of business, overbooking, or unforeseen circumstances such as damage or natural disasters.
8. Any persons who stay at our accommodation participate in our tours or use any of our products or services.
9. Any information or details provided by me/us to MPT or the public about any accommodation, tours, products or services.
10. Any confirmed bookings made through MPT that are subsequently not fulfilled by me/us due to sale of business, overbooking, or unforeseen circumstances such as damage or natural disasters.

NON COMPLIANCE

Members found to be in breach of the Code of Conduct, Terms and Conditions, or Booking Service Agreement (if applicable) will have their membership status reviewed.

The following process will apply:

1. Concerns will be raised with the Member and a response required within 7 days. Issues identified for resolution should be addressed in a timely manner.
2. If the issues are not addressed, the matter may be referred to the MPRTB for consideration.
3. If MPT receives a serious or multiple negative customer feedback, or if the matter remains unresolved, membership status may be suspended or revoked. This may include:
   - listings and references removed from www.visitmorningtonpeninsula.org,
   - exclusion from e-communication, brochures removed from the Peninsula Visitor Information Centre,
   - deactivation from Booking Service (if applicable),
   - removal from cooperative marketing projects and exclusion from attendance at workshops and seminars, etc.

CONCERNS AND FEEDBACK

MPT members should register any concerns about the MPRTB, MPT, MPT staff or other businesses promptly in writing to info@tourism.mornpen.vic.gov.au or PO BOX 192, Dromana 3936. Concerns will be dealt with in a timely manner.

☐ I have read and agree to be bound by the above Membership Agreement, MPT Members Code of Conduct (p15), MPT Members Terms and Conditions(p15), and the MPT Regional Booking Service Terms and Conditions (p17) if applicable.

Signed: ___________________________ Dated: ___________________________

All membership applications must include completed sections 1, 2, 3, 5 and 6. Regional Booking Service participants must also complete section 4. Applications must be retruned to Mornington Peninsula Tourism: Membership POST: PO Box 192 Dromana, 3936 or FAX: 03 5987 3726, or drop it in to the Peninsula Visitor Information Centre, 359B Point Nepean Rd, Dromana, 3936.

info@tourism.mornpen.vic.gov.au
1. MPT MEMBERS’ CODE OF CONDUCT

The Mornington Peninsula Tourism (MPT) Code of Conduct outlines professional guidelines that set STANDARDS OF SERVICE for tourism operators in the Mornington Peninsula Tourism region. MPT members are required to adhere to the guidelines to enhance the region’s tourism industry and contribute positively to the community, environment and quality of life.

1.1 MPT MEMBERS ARE EXPECTED TO:

• act professionally and conduct their business activity with a high level of care and consideration towards MPT, its members, customers, staff, management and the community.
• be ambassadors for tourism in the Mornington Peninsula Tourism region and help promote community understanding of the importance of tourism as a vibrant contributor to the Mornington Peninsula Tourism region’s economy and quality of life.
• deliver with integrity and honesty all advertised products and services and meet all legal responsibilities.
• meet the reasonable expectations of all customers to the best of their ability, and in doing so reserve the right to change their goods and services to meet expectations of its customers.
• comply with the laws of Australia and ensure all contracts and terms of business are clear, concise and honoured in full and all dealings are ethical and fair.
• ensure rates for goods and services and cancellation fees are reasonable and fair. Published rates must be honoured.
• advise customers at the time of the initial booking of any cancellation policies or additional service charges that may be imposed.
• speak and act respectfully, and not denigrate or slander anyone or discriminate on the basis of race, age, gender, religious belief, sexual orientation or political persuasion.
• ensure claims in advertising and marketing of their product(s) or service(s) are true (including imagery), are never misleading or exaggerated, and not negative about another product or service in all forms of media including web, social media, print, radio, TV, etc.
• consider the interests of local communities and endeavour to ensure the impacts of operating their business on other businesses, community life and environment are positive and beneficial.
• manage their business effectively and efficiently, enhancing the reputation of tourism in the Mornington Peninsula Tourism region.
• operate a humane, safe and healthy working environment for staff, customers and the public in accordance with OHS legislation.
• ensure their business management and staff are aware of their risk management responsibilities and endeavour to continuously improve the standard of services that they offer.
• manage their staff and contractors fairly and equitably.
• respond and resolve customer complaints and to change business processes and policies when necessary. It is the responsibility of the Member to ensure all feedback is followed up within 7 days of receipt of the complaint and cooperate with MPT to make sure that an appropriate outcome is achieved for all parties concerned.

1.2 MPT MEMBERS ARE ENCOURAGED TO:

• operate their business guided by environmental and best practice guidelines in relation to conserving water, energy and the natural environment. Business operators must endeavour to balance the rights of future generations with current economic needs, preserving and improving the Mornington Peninsula Tourism region’s quality of life.

2. MPT MEMBERS’ TERMS AND CONDITIONS

Mornington Peninsula Tourism (MPT) is proud to promote the quality products and services of its members to visitors. To ensure the highest level of visitor satisfaction, MPT has put in place a set of Terms and Conditions to help members make sure INDUSTRY STANDARDS IN BUSINESS OPERATION are met. Following these Terms and Conditions helps protect both members and MPT alike.

2.1 MEMBERSHIP ELIGIBILITY

• Membership is open to tourism focused businesses.
• The business must operate within the notional geographic boundaries of the Mornington Peninsula Tourism region. This includes the area covered by the Mornington Peninsula Shire (MPS) and Frankston City Council (FCC). Tourism Businesses outside these areas shall be considered on merit.
• Associations are eligible for membership and must represent businesses from the Mornington Peninsula Tourism region.

Membership of an association does not entitle the Association’s members to individual MPT membership rights. The Association is the “member” and as such receives the benefits.
• Membership is subject to review and acceptance by MPT.
• All members must abide by MPT Code of Conduct, Terms and Conditions and Booking Service Terms & Conditions (and Regional Booking Service Agreement if applicable). Breaches may result in suspension of membership and associated benefits. Members have the right to address the Committee of Management should a breach be alleged against them.

Members undertake to notify MPT immediately if any of the above applicable certificates, permits, licences etc are cancelled, expire or otherwise become inoperative during our membership with MPT.

New applications for membership with MPT received after April 1st 2015 will receive extended membership to June 30 2016. This is only applicable during the first year of membership. This is not available for renewing or lapsed memberships.
2.2 Current licences and insurances
MPT members shall;
• hold all required licences, permits, approvals and authorities to operate their business, all of which must be current and up to date.
• hold public liability insurance for at least $10 million cover.
• comply with all legal obligations, including adherence to Local, State and Federal statutory obligations.

2.3 Transport operators
MPT Members shall;
• ensure vehicles are maintained regularly to meet Australian safety standards and licensing requirements.

2.4 Responsible service of alcohol
MPT Members who serve alcohol to the public shall;
• ensure all applicable licensing is current and all responsible service of alcohol requirements are complied with.

2.5 Food safety requirements
MPT Members who serve food to the public shall;
• comply with the applicable Mornington Peninsula Shire or Frankston City Councils’ Food Safety Management Policies.

2.6 Events and functions
MPT Members who run events shall;
• comply with MPS or FCC policies and seek relevant permits.

2.7 Signage
MPT Members shall;
• comply with MPS or FCC signage policy.

2.8 Risk management
MPT Members shall;
• ensure compliance with OH&S legislation.
• fulfil accident and emergency reporting requirements.
• ensure there is a risk management strategy in place incorporating a bushfire management plan.
• advise MPT of changes in risk levels eg. temporary closures due to an incident.

2.9 Financial responsibilities
MPT Members shall understand that;
• each membership will be designated one debtor account for financial purposes.
• all invoices/payments will be issued by MPS on behalf of both the Regional Booking Service and MPT projects.
• prompt payment is required for MPT membership/projects, in accordance with MPS payment terms.
• project bookings submitted are considered a financial commitment and will be invoiced accordingly.
• the existence of outstanding accounts may mean exclusion from participation in future projects, and may lead to a review of membership status.
• the MPS reserves the right to seek remuneration through legal processes for outstanding accounts.

2.10 Website details
MPT Members shall understand that;
• MPT Members are entitled to ONE website listing on www.visitmorningtonpeninsula.org (additional website listings can be purchased).
• It is the responsibility of the member to update and maintain their content on their business listing on the website by submitting updates to MPT via mptwebsite@gmail.com
• Members opting to be listed on www.visitfrankston.com will receive one page which is administered by Frankston Visitor information Centre.
• Information published on the website(s) must be true, accurate and current.
• Members are required to ensure details and prices listed are honoured.

2.11 Website images
MPT Members shall understand that;
• images form a large component of the website(s) and assist with the sale of tourism product. To keep the integrity of this site, it is the responsibility of the member to submit images that are relevant and correctly represent the business on their business listing.
• business listings that do not contain images will still be published, however a generic logo will be displayed until such time as images are submitted.

2.12 Brochures
MPT Members shall understand that;
• Each Membership entitles the member to submit ONE tourism DL brochure for display in the relevant category in the Peninsula Visitor Information Centre, Dromana.
• Members opting to display their brochures at the Frankston Visitor Information Centre will be allocated one DL display space there.
• Brochures must be DL sized (210mm x 99mm). Brochures not complying will not be displayed.
• Brochures must be true, accurate and up to date. It is the member’s responsibility to ensure prices on brochures are honoured.
• Members are responsible for ensuring sufficient brochure stock is supplied to the VIC.
• Any member found altering VIC brochure displays may have their brochure display rights revoked.
• Additional DL display space at the Peninsula Visitor Information Centre, Dromana is included when additional website listings are purchased.

2.13 Members Web
MPT Members shall understand that;
• Members Web contains a wealth of information pertinent to the operation of a tourism business in the Mornington Peninsula Tourism region.
• Members will be supplied with a username and password to access Members Web via the regular Members eNewsletter.
• Members who have a relevant/useful product, offer or service for the benefit of MPT members can submit these for inclusion on Members Web. Items are subject to approval by MPT.

2.14 Information dissemination
MPT Members shall understand that;
• All communication from MPT (including eNewsletters, Members Web and general correspondence) is for viewing by MPT members only and is not to be published or distributed to any print, radio, TV
or online format unless written approval has been obtained from MPT.

- The MPT membership database is the property of MPT. Members who wish to communicate with other members can do so by submitting items for Members Web.

### 2.15 General Maintenance Guidelines for Tourism Operators

These guidelines apply to any operator hosting visitors, and are suggested as minimum standards of service delivery.

#### 2.15.1 All Members

- **BALCONIES/STAIRS**: should be well maintained and safe.
- **BATHROOM**: should be clean and safe.
- **CARETAKER/S**: Full contact details must be clearly displayed in the event of an emergency or other prescribed situation.
- **CAR PARKING**: Adequate off-street parking should be available.
- **CLEANING AND MAINTENANCE**: It is the member’s responsibility to ensure the entire property is kept clean, safe and well maintained at all times. Arranging cleaners is the member’s responsibility and members must conduct regular maintenance checks.
- **EMERGENCY INFORMATION**: All smoke alarms must be connected to a mains electrical supply.
- **Fire extinguishers** must be easily accessible, clearly marked and certified as serviced (with date) and must be in current working order.
- **Emergency evacuation plan** should be posted in full view at prominent sites throughout your establishment.
- **Emergency Exit signs** must be clearly marked and displayed at all exits.
- **Emergency numbers** must be clearly visible to the client e.g. Police/Ambulance/Hospital/Fire/SES.
- **FIRST AID KIT**: clearly marked, fully stocked and easily accessible.
- **FLOOR COVERINGS**: regularly cleaned and well maintained.
- **GUTTERS**: checked and cleaned regularly.
- **HEATING /COOLING**: Heaters and air conditioners should be checked and be in working order. If applicable, ensure chimney flues are regularly checked.
- **LIGHTING**: adequate lighting should be provided throughout the property including outside entrances. Lighting fixtures need to be maintained and light bulbs must be replaced on a regular basis.
- **LOUNGE/LIVING/DINING AREAS**: clean and tidy. Facilities must accommodate the maximum number of people allowed in the establishment.
- **OUTDOOR AREA/GARDENS**: should be well maintained. If a BBQ is provided the member must ensure it is clean and has sufficient gas, instructions for use and the supplier/s details must be clearly displayed.
- **SIGNAGE**: Adequate signage must be installed to ensure safe and easy access to the property/business.
- **SPAS/SWIMMING POOLS**: Must be well maintained, clean and meet legal requirements.
- **WATER SUPPLY**: Must be connected to the Water Corporation’s water supply or serviced by a rainwater tank with suitable capacity. There must be provision to top up water requirements in summer if required.
- **WINDOWS**: Must be clean, provide sufficient privacy and adequate protection from light.

#### 2.15.2 Accommodation Specific

In addition to the above, the following guidelines are also recommended for accommodation providers.

- **BATHROOM**: provide bath mats, towel rails and an extraction fan.
- **BEDROOMS**: Beds and bedding must be clean and of high quality. Bedrooms should feature bedside lamps, alarm clock, clothes hanging space, clothes hangers and luggage storage facilities. If you charge extra for infants, then you must provide a cot and mattress.
- **CARETAKERS**: ensure that the caretaker or owners of the property are contactable at all times (including 24 hour emergency contact details).
- **CAR PARKING**: ensure garage and carport areas are well maintained, easily accessible and well lit.
- **EQUIPMENT INSTRUCTIONS**: must include and clearly display manuals/instructions for all equipment ie changing gas bottles, lighting stove, hot water system, dishwasher, washing machine, dryer, television etc.
- **GAS/ELECTRICITY**: must be in working order, with sufficient supply and supplier/s details clearly displayed.
- **HEATING**: If heating is not provided, please provide ample blankets for guests. Sufficient wood and or gas must be provided for fires.
- **KEY ARRANGEMENTS**: must contact guests prior to arrival to ensure guests are aware of any key/security requirements to gain access to the property. Combination locks with press pad security codes are a safe alternative to keys being left in meter boxes or under mats etc. These details can be provided to the client in their itinerary.
- **KITCHEN**: provide sufficient, clean crockery and cutlery to match the maximum number of people your property can accommodate. This should include a suitable range of clean and well maintained kitchen appliances, cooking utensils and facilities including oven, stovetop, refrigerator, bench-top, stainless steel sink, exhaust fan, cupboards and sufficient cleaning products.
- **LAUNDRY**: If laundry facilities are provided they must include an iron and ironing board.
- **SECURITY**: include the ability to securely lock the entire property. Please advise guests of at least one lockable cupboard, draw or safe for storage of personal belongings.

### 3. MPT Regional Booking Service Terms and Conditions

MPT Members participating in the Regional Booking Service have an obligation to adhere to the following terms and conditions set out in this document. The Regional Booking Service is administered by the Peninsula Visitor Information Centre, Dromana. Members opting to be booked by Frankston Visitor Information Centre should note that those bookings/payments will be administered by the Frankston Visitor Information Centre.
Regional booking service benefits include:

- A unique username and password to log into their administrative console, giving access to client reservation details, and the ability to manage reservations.
- Initial training will be conducted by the Peninsula Visitor Information Centre, Dromana. This includes setting-up of property information, availability and rates.
- Ability to offer real time online bookings and option to link into other booking channels.
- Guaranteed upfront payment from clients.
- Ongoing basic support with back up from key service providers
- First year free listing on www.visitvictoria.com valued at $250. Limit one per membership.
- Booking service integration into www.visitmorningtonpeninsula.org
- Dedicated Booking Service Team to service enquiries 363 days/year.

3.1 Eligibility and Participation

- Regional Booking Service participants must be financial members of MPT and must have completed the Regional Booking Service Agreement and EFT Payment Authorisation form.
- In accordance with MPS policy, members must provide an ABN or TFN.
- Regional Booking Service properties must be available for bookings throughout the entire year; not just peak season.
- The Regional Booking Service is the ‘mothership’ for bookable product listed on the Regional Booking Service, except when the operator is not using Bookeasy as their Property Management System eg Room Manager, Levar, etc.
- There are two levels for participation in the Regional Booking Service:
  - **Gold Medal Operators** guarantee clients the ability to book and pay instantly online. Clients do not have to wait for confirmation. Reservation will be confirmed and paid for online. Operator and client will receive an itinerary by email confirming date and payment. Gold Medal Operators receive a priority listing on the website as part of an automatic rotation display.
  - **24-hour Blue Medal Operators** do not give clients the ability to book and pay instantly online. Clients have to wait for confirmation. The operator will be required to confirm any booking requests within 24-hours of receiving the request. These operators will not receive priority listing on the website.
- The Regional Booking Service has received an appropriate application and signed agreement from the member. Acceptance of the property to the Regional Booking Service will be at the discretion of Booking Service Staff.
- Regional Booking Service participants must attend a minimum of one training session.

3.2 Commission Rates

- The Regional Booking Service is provided as a free service to the visitor.
- All members with a bookable product pay a service commission which covers all Regional Booking Service bank charges and other associated Regional Booking Service fees and charges.
- The current Regional Booking Service commission rate is 10% (incl GST). This is determined by the Regional Booking Service. Operators will be given sufficient notice if this rate is to change.
- Commission is due on all bookings made through the Regional Booking Service whether the bookings is made by phone, in person or online.
- Commission is also due if the client chooses to deal directly with the Operator after seeking the assistance of the Regional Booking Service or pays the Operator direct.
- Where a commission is outstanding from a booking, the Regional Booking Service will invoice the Operator for the amount owed to the Regional Booking Service or it may be deducted from a future payment.

3.3 Pricing and Tariffs

- Operators are responsible for setting rates well in advance – preferably at least 2 years.
- Published rates must be honoured, include commission and all other applicable charges must be kept up to date. For example; single night surcharge, breakfast etc.
- The Regional Booking Service will not be held responsible for incorrect rates.
- The standard booking tariffs displayed to users of www.visitmorningtonpeninsula.org must be as competitive as offered on other online or offline channels (rate parity) for the same period. It is imperative that the Regional Booking Service receive rate parity to ensure it can maximise your sales. Rate parity ensures your integrity as well as maintaining a good working relationship with all your distribution channels.
- If the Regional Booking Service becomes aware that a member is not providing the Regional Booking Service with their best rate they will be sent a letter reminding them of these terms and conditions. Upon the third letter, the member will be suspended for three months. If the member repeats the above, their membership will not be renewed.

3.4 Inventory

- Members are responsible for updating inventory in Bookeasy on a regular basis and should also understand that bookings can be made well in advance e.g two years.
- Operators must update their inventory promptly after receiving a direct booking. This is necessary to avoid a double booking.
- **Operators are accountable for double bookings** and these need to be resolved in an amicable and professional manner.
- If a member is unable to honour a booking that has been confirmed and paid for by the client, the operator is responsible for providing an alternative product/service at equal or greater value/standard. This will be at the operator’s expense. This requirement is pursuant to the Trade Practices Act 1974.
- Gold Medal operators who are unable to honour a confirmed booking will be relegated to the 24 hour status for up to seven days.
- Ongoing issues with Operators who demonstrate an inability to maintain accuracy of content will result in a review of participation in the Regional Booking Service.
3.5 Client payments
- 24-Hour Blue Medal operators must honour all unpaid reserved bookings for a maximum of 24 hours to allow for payment by the client. If payment has not been received by the Booking Service, the reservation will be cancelled.
- Bookings are deemed confirmed with payment.
- The Regional Booking Service does not generally accept deposits. Deposits may be arranged for bookings taken several months in advance. The Regional Booking Service will contact the client one (1) month prior to their arrival to settle the balance payment.
- All monies processed via the Regional Booking Service will be held in Trust with the Mornington Peninsula Shire (MPS). Payments (less commission) will be made directly to the Operators nominated account (EFT Funds Transfer) usually on Wednesdays and within 10-14 days.
- If there is a change to the nominated bank account, this must be conveyed in writing to the Regional Booking Service.

3.6 Booking confirmations
- The Regional Booking Service requires Blue Medal Operators to check their emails and console regularly for booking notifications (especially after 5pm daily) and confirm any reservations as soon as possible.

3.7 Cancellations
3.7.1 Client cancellations
- Operators must publish their specific Cancellation Policy online. If a client chooses to cancel a confirmed booking after a payment has been received, the Operator’s cancellation policy is effective.
- In addition to any fees/charges retained by the Operator, the Regional Booking Service will charge the cancelling client a $25 administration fee.
- No commission will be charged on bookings cancelled by clients.
- All Regional Booking Service client cancellations and refunds will be administered by the Regional Booking Service.
- If the operator has already received payment from the regional Booking Service for the cancelled booking, they will be invoiced for the amount less any cancellation fees charged by the Operator.

3.7.2 Operator cancellations
The following applies to bookings made through the Regional Booking Service:
- The Regional Booking Service must be notified immediately of any cancellations initiated by the Operator.
- A full refund of monies paid (or date rescheduling if available) must be offered to the client for bookings cancelled by the Operator.
- Cancellations initiated by the Operator of a paid booking (that are not rescheduled) will be subject to a Regional Booking Service cancellation fee to cover administration and bank charges. This cancellation fee will be 5% of the total value of the cancelled booking and be charged to the Operator via an invoice.

3.8 Booking service website details
- It is the responsibility of the member to make the appropriate changes on their Bookeasy console. The Regional Booking Service will not make changes to a member’s business page content in Bookeasy unless an official request for change has been received in writing.
- Images of rooms, tours etc must accurately match the description. For example; an image of the beach does not reflect a room type.
- Operators must include detailed information in their terms and conditions including cancellation policy/fees, bond procedure (if applicable), and linen etc.

3.9 Constant contact
- The Regional Booking Service must have access to direct telephone communication with the Operator at all times. Extra contact details must be entered into staffing notes located in your Bookeasy console under Business Details.
- For accommodation operators: If the operator does not reside on the premise, contact details of a local person must be provided. This person needs to be contactable in case of an emergency or issues arising relating to the property.

3.10 Bond (if applicable)
- Is not processed or managed by the Regional Booking Service. Collection and returns are the responsibility of the Operator. Any damage caused to your property by clients is the responsibility of the Operator. Bond must be included in both the Operator’s property description as well as the terms and conditions.

3.11 Website contact details
- Any member with bookable product must not actively redirect users from www.visitmorningtonpeninsula.org to an alternative booking method or site. This includes any reference to phone direct, or links that direct users to any web-based search engines guiding them to make a search for an alternative website. Examples include “Google/Bing us on...”. The Regional Booking Service reserves the right to remove any such details.
CONTACTS

Mornington Peninsula Regional Tourism Board
Executive Chair - Tracey Cooper
E: tracey.cooper@mprtb.com

Mornington Peninsula Tourism
Executive Tourism Officer - Alva Hemming
P: 03 5987 2683
E: alva@tourism.mornpen.vic.gov.au

MPT Membership enquiries
E: membership@visitmorningtonpeninsula.org
P: 03 5987 3078

Peninsula Visitor Information Centre
359B Point Nepean Rd,
Dromana, 3936
P: 1800 804 009 (outside local area)
or 03 5987 3078
E: info@tourism.mornpen.vic.gov.au

Frankston Visitor Information Centre
7N Pier Promenade, Frankston Waterfront,
Frankston, 3199
P: 1300 322 842
E: tourism@frankston.vic.gov.au