

CORE ACTIVITIES

Business events

The Fremantle Tourism Association will develop a marketing plan to promote Fremantle and Association members to Western Australian associations and organisations as the preferred location for hosting intrastate meetings, conventions and conferences.

Marketing and visitor servicing

Fremantle Tourism Association will maintain memberships of appropriate tourism bodies and identify and participate in trade events that contribute to improved visitor numbers in Fremantle.

The Fremantle Tourism Association will maintain a close relationship with the City of Fremantle in their destination and visitor servicing roles and will appoint a Destination Marketing Reference Group for this purpose.

CONTACT

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TOURISM

Tourism as an industry consists, primarily, of a range of businesses which sell services to visitors as their main target market. A tourism destination is supported by community facilities and amenities which locals and visitors access alike, but primarily it is the private sector which makes the tourism offering (and this helps drive the tourism appeal). For success therefore the focus must be on attracting visitors, maximising expenditure, extending visitor stay, optimizing investment and ensuring benefit for all stakeholders.

TOURISM IN FREMANTLE

Fremantle's character is defined by its heritage, its 'village atmosphere', the existence of the working port and fishing boat harbour, the entertainment and hospitality choices and the diversity of experiences located within a relatively small area. These characteristics must be preserved and/or expanded in order to maintain the tourism asset and its inherent appeal.

Fremantle's focus must therefore be to continue the differentiation of its offering from other destinations, creating a tourism asset with a unique character and destination appeal.





Find yourself
in **FREMANTLE**

FREMANTLE TOURISM ASSOCIATION

2012/13 Membership Prospectus



THE ASSOCIATION

The Fremantle Tourism Association provides a united voice, strategic direction and leadership for the sustainable development and growth of the Fremantle tourism industry. Membership of the Fremantle Tourism Association is open to all businesses in the City of Fremantle, City of Cockburn and Town of East Fremantle.

The objects of the association are to:

- facilitate networking in the Fremantle tourism industry
- gather and disseminate local tourism industry research and information
- support promotion of Fremantle as a tourist destination
- promote Fremantle as a location for intrastate meetings and conferences
- cooperate with other organisations to benefit tourism in Fremantle
- make any other action deemed necessary or expedient to promote tourism and development in Fremantle.



Annual membership fee:
\$90 + GST



BENEFITS OF MEMBERSHIP

Cooperative marketing opportunities

- A 5% discount is offered on all cooperative advertising campaigns that are offered in the City of Fremantle Destination Marketing Prospectus.
NB – Businesses in the City of Cockburn and the Town of East Fremantle participating in the Fremantle destination marketing campaigns do not receive the subsidy from the City of Fremantle but do receive the 5% subsidy for membership of the Fremantle Tourism Association, as well as the additional 5% subsidies for membership of Experience Perth and the Fremantle Chamber of Commerce.

Examples (exclusive of GST)

Full cost	Cost with City's subsidy	Cost with additional membership subsidy	Savings
Fremantle Tourist Saver			
\$270	\$240	\$230	\$10
Hello Perth and Fremantle			
\$945	\$755	\$720	\$35
Your Guide to Perth and Fremantle			
\$1,400	\$1,120	\$1,065	\$55
Experience Perth Holiday Planner- based on 1/9 page			
\$865	\$520	\$490	\$30
It's More Fun on the Weekends – based on 1 units			
\$450	\$270	\$257	\$13
Total saving of \$143 on advertising costs for the \$90 cost of Fremantle Tourism Association membership.		Total saving of \$143	

These are examples based on 2012-13 Destination Marketing Prospectus. Campaigns and prices are subject to change.

Networking events

- Quarterly Fremantle Tourism Association informal social meetings and half yearly mini seminars on related industry topics.

Advocacy

- A voice for the local tourism industry on a range of planning and policy issues at the local, state and national level.
- Representation on issues affecting tourism.

Research and information

- A database of contact details of all Fremantle tourism businesses and attractions available to members.
- Fremantle Visitor Centre data, cruise ship surveys, foot traffic and other relevant information on visitors to Fremantle

distributed regularly to members.

- The City of Fremantle's Research Officer will liaise regularly with the Association to identify potential research projects to the benefit of the Fremantle tourist industry.

Latest industry news

- If it's happening in tourism you'll hear it first in the Association's regular bulletins. From upcoming events to grant funding announcements, visitor trends and statistics, to professional development opportunities, the Association will keep an ear to the ground, enabling members to be kept fully up to date on the latest industry news.
- Members can promote special events and offers to other members through the bulletin.