

MORNINGTON PENINSULA CONFERENCE BUREAU

MEMBERSHIP 2014-2015



**Mornington Peninsula
Conference Bureau**

www.mpcb.com.au

FROM THE CHAIR, MORNINGTON PENINSULA CONFERENCE BUREAU

Visitation from Business Events is growing year on year to our region. Improved access and infrastructure places the Mornington Peninsula as a preferred key destination for the business events market.

The establishment of a dedicated business events bureau provides a one stop shop for Industry to discover and use our region. It showcases and assists our business events operators to help grow the high yielding conference and events market. I encourage you all to leverage and support the bureau to grow your business and in turn develop our destination. Industry participation is a key component of developing the Bureau and the more you put in the greater the returns will be for all. I look forward to working with our members over the coming years to realise the potential of the Mornington Peninsula and deliver our region as Victoria's premier regional business events destination.

Best Regards,



Conleth Roche

Chair, Mornington Peninsula Conference Bureau

Director, Mornington Peninsula Regional Tourism Board

MORNINGTON PENINSULA CONFERENCE BUREAU

The Mornington Peninsula Conference Bureau (MPCB) has been developed to grow the business events market for the region. The MPCB is seed funded by the Mornington Peninsula Shire, Frankston City Council and the Mornington Peninsula Regional Tourism Board with the aim of working with industry to develop a long term industry led business events bureau model.

The main goals of the MPCB are:

1. To ensure our region is considered a desirable destination in which to hold a small to medium sized Business Event.
2. To ensure that the industry is as skilled as possible in selling and running business events.
3. To highlight investment opportunities to ensure that product development and service provision are as up-to-date and market aligned as possible.

This is achieved by ensuring businesses active in this sector are provided with industry development opportunities and opportunities to tactically market their services at events and that their product is promoted at regional and national tradeshow.

MPCB also provides insights, workshops and research data to our membership and acts as the lead Business Events entity for the region.

ROLES AND RESPONSIBILITIES

The Mornington Peninsula Conference Bureau was established in late 2012. Initial responsibilities involved developing a website www.mpcb.com.au, a Planners' Guide and representing the industry at AIME. In early 2014, the Bureau appointed a part-time Business Events Officer to engage with industry and to help promote Mornington Peninsula as an ideal destination for business events. Our region's success in attracting more business events will depend on cooperative marketing and partnerships with local industry, and with business events referral networks and media nationally. The Bureau will work with, and on behalf of its financial member businesses in the following ways:

Mornington Peninsula Conference Bureau responsibilities

1. Coordinate industry development
2. Distribute leads and referrals from the web site as appropriate
3. Actively partner with Business Events Victoria as appropriate
4. Participate in key trade events which help drive new opportunities to members
5. Manage the development and distribution of the MPCB Meeting Planner Guide 2015-2016
6. Coordinate two cooperative marketing campaigns with industry as determined by the MPCB steering group.
7. Generate and monitor familiarisations for interested meeting planners. Design content and itineraries for familiarisations into the region. Report biannually to Regional Tourism Board (RTB) and/or steering group on familiarisation activity. Develop and maintain a client relationship management database.
8. Make representation to industry to maintain and upload data to the portal.
9. Drive enhancements to the website and online presence of the MPCB

Member responsibilities

Member businesses can help the MPCB to attract more business events to the region in the following ways:

1. Provide and input Business Events data to the portal in a timely manner.
2. Participate in Cooperative opportunities where appropriate such as familiarisations, the Meeting Planner Guide, events and workshops.
3. Actively market their organisation's Business Event offering.
4. Members should aim to position their offering within the regional context to illustrate the vast number of experiences delegates can have in close proximity.
5. Attend trade shows where appropriate.
6. Cross sell or package with complementary regional products which add value.

WHAT IS A BUSINESS EVENT?

Business Events is a sector of the tourism market with potential to meet the much needed regional objective of levelling out the peaks and troughs of leisure visitation and in many cases is higher in yield. Business Events typically run in the region's shoulder and mid week periods when there is excess capacity in accommodation and attractions.

Types of Business Events include:

Business Meetings

Training seminars

Conferences

Satellite Meetings

Incentive Groups or Corporate and Client Reward programs

Business Events are vital to the development of the region, not only economically, but also socially. Business Events bring leaders from a range of industries to our destination to share new ideas, innovations and knowledge.

THE MARKET

Whilst our region has a small number of venues offering meeting space for up to 250 attendees or more; the vast majority (greater than 90 per cent) of all current accommodation and venues are ideally suited to business events comprising up to 80 delegates. Based on this, but not at the expense of larger venues, there is tremendous opportunity for the region to effectively gain market share and position itself as 'Regional Victoria's boutique meetings destination'.

Geographically

Our target market currently comes from within the Melbourne Metropolitan region, in particular the South and Eastern business corridors.

Business Events decision makers, coordinators and influencers

Those we target include:

Professional Meeting Planners

Venue Finders

In-house meetings managers

Decision makers and influencers from within the Corporate, Association and Government sectors.

Size of the market

Business Events provides an estimated economic contribution to the Mornington Peninsula region of \$49.5 Million.

According to the 2012 Regional Victoria Business Events Research Project, at year end 2011, Mornington Peninsula had:

- 11.6% market share of business events in regional Victoria;
- 12.6% market share of delegate room nights in regional Victoria; and
- 10 % of total Business Events operators in regional Victoria with a star rating average of 4-4.5 star.

THE JOURNEY TO DATE

2012

- Local Government funds were secured to support the establishment of a dedicated Conference Bureau.
- Establishment of a dedicated MPCB website.
- Mornington Peninsula Tourism represented the interests of the regional Business Events community as part of the Regional Victoria stand at the AsiaPacific Incentives and Meetings Expo (AIME).

2013

- A research data portal was developed and implemented as a means to gather research and data on the scope and number of business events being held in our region.
- It was identified there was a need to grow the business events capabilities of our Business Events operators in order to adequately meet client and industry expectations.
 - An industry consultant was engaged to undertake meetings and site inspections with our region's operators, and to provide feedback on areas needing further development.
 - Two industry workshops were delivered by the consultant to help our industry improve outputs and service delivery in accordance with the needs of the Business and Events market.
- Commenced promoting our destination as a preferred Business Events destination.
- The first MPCB Meeting Planner Guide was produced.
- MPCB represented its local industry as part of the Regional Victoria stand at the AsiaPacific Incentives and Meetings Expo (AIME).
- A specific business events photo shoot took place across the region.

2014

- 2014 Meeting Planner Guide was produced and launched at AIME.
- Business Events Officer appointed on a temporary part time basis to 30 July 2014.
- MPCB represented industry as part of the Regional Victoria stand at the AsiaPacific Incentives and Meetings Expo (AIME).
- MPCB undertakes extensive engagement with key operators and stakeholders to gain insights into their Business Events needs and determine any impediments to being active in-market.
- A dedicated Business Events Steering Group established to provide strategic direction of the MPCB.
- A Business Events Industry update and networking event took place to engage with industry and provide recent market insights, high line research data and share the proposed direction of the Bureau.
- Refinement of the data portal commenced to further simplify entry for members and enhance the relevance and extent of data able to be extracted.
- A third professionally delivered industry training workshop was delivered to members.
- Ongoing representation is made to Business Events Victoria and Melbourne Convention Bureau to encourage the inclusion of our region in their familiarisations, leads, bids and other Business Events related opportunities.



IS CONFERENCE BUREAU MEMBERSHIP RIGHT FOR MY BUSINESS?

Marketing the destination is a collaborative approach, where members benefit by participating in various cooperative activities including advertising, trade shows, familiarisations and site inspections. Membership is not linked to leads and referrals.

Mornington Peninsula Conference Bureau currently has a membership of more than 50 organisations in the business events industry. Our members represent a range of businesses who provide venues and, or services to the Business Events sector and come from the immediate Mornington Peninsula and Frankston regions and beyond. You do not need to be based or solely operate in our region to be a MPCB member.

If your business is interested in gaining market share from this highly lucrative sector, or you currently derive a direct or indirect benefit from any type of meeting or business event, we urge you to become a member of the Mornington Peninsula Conference Bureau and support our region's future.

Mornington Peninsula Conference Bureau is a proud member of both Business Events Victoria and Melbourne Convention Bureau. These memberships compliment your MPCB membership and ensure our region is kept top of mind with broader target audiences.



MEMBERSHIP OPTIONS AND INCLUSIONS

We have streamlined our membership for the 2014-2015 financial years, simplifying our offering to ensure we are inclusive and meeting the needs of all types of suppliers. There are now three levels of membership; they are Premium Partner, Partner and Affiliate.

PREMIUM PARTNER

What: Full entitlements to all membership inclusions. Venues must provide monthly data.

Who: Anyone active in the Business Events Sector. Fees include membership for up to 3 accommodation venues under single ownership or up to 3 representatives from the one company.

PARTNER

What: Significant entitlements. Venues must provide monthly data.

Who: Anyone active in the Business Events Sector. Maximum 2 representatives from the one company per membership.

AFFILIATE

What: Basic supporter membership only. Maximum 1 representative per membership.

Who: Anyone interested in the Business Events sector. Products or individuals offering meeting space are ineligible for this category.

Valid: 1 July 2014-30 June 2015

Membership applications received after April 1st 2015 will receive extended membership to June 30 2016.

Must adhere to Mornington Peninsula Tourism (MPT) Code of Conduct.

INCLUSIONS	PREMIUM PARTNER	PARTNER	AFFILIATE
Opportunity to participate in the 2 yearly Meeting Planner Guide (buy in)	•	•	•
Invitation to attend Business Events Industry updates	•	•	•
Receipt of MPCB Business Events e-news and updates	•	•	•
Representation of your product at trade shows and events	•	•	•
Display listing on the MPCB website mpcb.com.au	•	•	•
Opportunity to participate in BE trade events and in-market events (subsidised)	•	•	
Opportunity to bid to host famils and site inspections for clients, trade and media	•	•	
Mentions in editorial and or on social media as appropriate	•	•	
Access and use of MPCB image library and logo	•	•	
Receipt of leads and referrals as appropriate resulting from own marketing activity.	•	•	
Receipt of annual research data (High line figs only inline with privacy legislation and only if participating in and providing 12 months full data).	•	•	
Opportunity to participate in subsidised workshops at reduced rates	•	•	
Ability to submit short term special 'Hot Deals' to the MPCB website each year with links directly to your site.	4 per year		
Inclusion of your product updates in MPCB e-news distributed to trade and clients.	3 per year		
Preferred supplier status	•		
Invitation to participate in the Mornington Peninsula Business Events steering group.	•		
Opportunity to showcase your product at the annual MPCB 'What do you/I do?' network event between local venues and support services.	•	Reduced rate	Reduced rate
COST (incl GST)	\$1650	\$660	\$330

Additionally, MPCB promotes the region with advertorial and promotional pieces in key trade publications and websites, such as the Business Events Victoria Planners Guide, featuring wherever possible news and updates from our membership.

MEMBERSHIP APPLICATION

Membership is based on a financial year calendar and applies for the period **1 July 2014 to 30 June 2015**.

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) and Mornington Peninsula Conference Bureau.

COMPANY DETAILS		
Business Name:		
Postal Address:		
Suburb:	Post Code:	
Physical Address (if different):		
		Post Code:

CONTACTS		
Primary Contact:		
Position:		
Tel:	Mobile:	
Fax:	Email:	
Secondary Contact (Not applicable for Affiliate members):		
Position:		
Tel:	Mobile:	
Email:		
Third Contact (Premium Partners only):		
Position:		
Tel:	Mobile:	
Email:		
Website:		

POLICY		
ABN:	ACN:	Public Liability Level (\$):
Insurer:	Policy No.:	Expiry Date:

MEMBERSHIP OPTIONS	
<input type="checkbox"/> Premium Partner (Up to three venues under one brand/or 3 reps)	\$1650.00 incl GST
<input type="checkbox"/> Partner (Maximum 2 representatives from the one company)	\$660.00 incl GST
<input type="checkbox"/> Affiliate (Products or individuals offering meeting space ineligible)	\$330.00 incl GST

PAYMENT OPTIONS	
<input type="checkbox"/> Send invoice for total amount issued to company name and address	
<input type="checkbox"/> Please charge my credit card for the total amount <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard	
Card Number:	
Name on Card:	Expiry:
Signature:	

DECLARATION	
I (your name):	
As an authorised representative of (Company name):	
Apply for membership of Mornington Peninsula Conference Bureau and agree to pay the required membership fee. I have checked the details relating to my business and acknowledge they are correct. I consent to having my details released for the purpose of promoting my business as part of the benefits of being a member and in accordance with the Information Privacy Act 2000 guidelines.	
Signature:	Dated:

Return this form to: **Attention – Join MPCB, PO Box 192, Dromana Victoria 3936** or
Email to: mpcb@tourism.mornpen.vic.gov.au

TERMS AND CONDITIONS

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 Council's Food Safety Management Policies.
- <http://www.mornpen.vic.gov.au/Files/Policies/FoodSafetyManagementPolicy.pdf>
- http://www.frankston.vic.gov.au/Business_Information/Start_Your_Business/What_You_Need_to_Get_Started/Food_Safety_for_Businesses/index.aspx

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.
- 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.

2.10 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.

2.11 General maintenance guidelines for tourism operators

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

2.11.1 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.

2.11.2 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 i.e. 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.