

Australia's

GOLDEN OUTBACK

Membership Prospectus 2021-22



australiasgoldenoutback.com

About AUSTRALIA'S GOLDEN OUTBACK



Australia's Golden Outback is the peak tourism body for the Golden Outback region of Western Australia, which includes the Gascoyne Murchison, Goldfields, Wheatbelt, Fitzgerald Coast and Esperance regions.

Our role has evolved to reflect the changing needs of the region. Promoting the region's destinations and member businesses will remain important but we are also focussed on developing the region and its experiences in partnership and collaboration with a variety of key stakeholders.

We have developed a new five-year strategic plan, which will be reviewed annually, to guide the region's promotion and development, which is underpinned by five pillars:



EFFICIENT AND EFFECTIVE MARKETING AND PROMOTION

We will continue to promote and drive desire for the Golden Outback with a targeted marketing strategy and competent use of our marketing spend



ACCESS TO THE REGION AND REGIONAL DISPERSAL

We will support and work with Tourism WA to grow accessibility into our region and develop strategies and initiatives to encourage dispersal around our region



DESTINATION DEVELOPMENT

We will be the catalyst to help stakeholders achieve the region's development priorities to drive visitation and spend in our region. We will also enable growth in capacity and capability.



DRIVING INDUSTRY ENGAGEMENT

We will work collaboratively with our stakeholders to build a resilient, sustainable tourism industry and a cohesive tourism region.



A HIGH-PERFORMING RTO

We will work to optimise our efforts by collaborating with key stakeholders and Tourism WA, and we will endeavour to grow our operating budgets by seeking alternate funding sources.

What we can DO FOR YOU

We will continue to drive visitation to the region through an annual calendar of destination marketing campaigns and always-on social media activity. We will also support our members through enhanced engagement, training and product development support. As part of a financial membership, you can:



Showcase your business through the AGO website (250k visits a year)



Promote your business in our new road trip holiday planner (60k distributed annually)



Participate in co-operative marketing opportunities



Provide video and imagery for potential use by our social media team



Present your product directly to Tourism WA marketing teams through our product update sessions



Use AGO video and imagery content to promote your destination and business



Have access to training opportunities presented by AGO



Participate in our bi-monthly online destination network meetings



Schedule a virtual one-on-one meeting with our team to discuss opportunities for your business

For more information:

Australia's Golden Outback
Suite 17, 1st Floor 195 Adelaide Tce, East Perth WA 6004
PO Box 6788, East Perth WA 6892
T: (08) 9325 1511 | E: marketing@goldenoutback.com
W: australiasgoldenoutback.com
f @ [australiasgoldenoutback](https://www.facebook.com/australiasgoldenoutback)
@ @ [australiasgoldenoutback](https://www.instagram.com/australiasgoldenoutback)

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How you can MAKE THE MOST out of your MEMBERSHIP

There are a number of simple ways to make the most of your membership:

- Engage with our social media team using the hashtag #goldenoutback in your social media posts
- Tell us about any news. It could generate PR coverage and customers for you
- Take up opportunities to upskill your digital marketing
- Participate in our bi-monthly online destination network meetings

Membership BENEFITS

2021-22 Membership Inclusions	Gold \$300 +gst	Silver \$150 +gst	Bronze Free, non-financial member
Web listing on australiasgoldenoutback.com	✓ Up to 3 images, 300 word description, contact details, website link	✓ 1 image, 150 word description, contact details, website link	
Free subscription to AGO e-newsletter	✓	✓	✓
Opportunity to participate in co-operative marketing activities	✓	✓	✓
Priority consideration for visiting media and trade famils	✓		
Opportunity to participate in AGO capability/training programs	✓		
Distribution of brochures at Perth Camping & Caravan Show	✓		
Eligibility to be nominated to the AGO Board	✓	✓	
Voting rights at the annual AGO AGM	✓	✓	

2021/22 MEMBERSHIP application form



Organisation:

Contact Person:

Position:

Location:

Address:

P/C

Postal Address:

P/C

Telephone:

Fax:

Mobile:

Email:

Website:

GOLD

\$330 inc GST

SILVER

\$165 inc GST

BRONZE

Free if local tourism assoc. member

Electronic Funds Transfer for \$

Bank: Westpac Bank
Account Name: Australia's Golden Outback
BSB Number: 036 051
Account Number: 226 805

Cheque enclosed for \$
Make cheque payable to Australia's Golden Outback.

Name:

Signature:

Return this form with applicable payment to:

Australia's Golden Outback
PO Box 6788, East Perth WA 6892
or email marketing@goldenoutback.com

Conditions of Membership 2021/2022

- All prices effective as at 1 July 2021 and include 10% GST.
- AGO Board reserves the right to accept or deny membership and alter marketing activities/benefits at its discretion.
- Operating multiple businesses under different trading names will require separate memberships for each operation.
- Any debtor whose account is overdue by 30 days + will automatically lose their membership benefits until such time as the outstanding debt has been settled. Representation at a trade/consumer events may be cancelled if an operator has an outstanding account.
- Members must observe all Local, State and Federal Statutory obligations including licenses, insurances and permits.
- Benefits offered are non transferable – no pro-rata refunds.