

KIMBERLEY & PILBARA

MEMBERSHIP KIT 2023/24

WORK WITH US TO
**GROW TOURISM IN THE
KIMBERLEY & PILBARA**



CONNECT WITH US



Your one-stop shop for planning a trip to the North West, including road trip itineraries, accommodation, tours, services and blog inspo can be found at www.australiasnorthwest.com



Find everything you need to know about what there is to see and do in the North West - from events, to epic locations, and much more on our Facebook page @NorthWestAustralia



Get inspired with our Insta feed on @australiasnorthwest. Don't forget to use the hashtag #AustraliasNorthWest to share your travels and for a chance to be featured!



Watch the majesty of the North West on our YouTube channel @AustraliasNorthWest and discover hotspots for once-in-a-lifetime experiences & breathtaking scenery



Plan your visit to the North West with our creative Pinterest boards and save your favourite spots, blog posts and pictures for your trip. Find us by typing Australia's North West in the search bar



Connect with us on LinkedIn for news from our stakeholders and industry.



Follow us on TikTok and share your content - australiasnorthwest

TOURISM TOGETHER

GROWING VISITATION TO WESTERN AUSTRALIA THROUGH COLLABORATION

NATIONAL TOURISM ORGANISATION (NTO)

Tourism Australia (TA) is the Government agency responsible for attracting international visitors to Australia, both for leisure and business events. Its mission is to make Australia the most desirable destination on earth.

STATE TOURISM ORGANISATION (STO)

Tourism Western Australia (TWA) supports the activity undertaken by TA to raise awareness of our extraordinary destination and drive visitation into, and around, Western Australia. This is achieved by showcasing key experiences, or 'hooks', through innovative marketing activity and hosting world-class events.

REGIONAL TOURISM ORGANISATION (RTO)

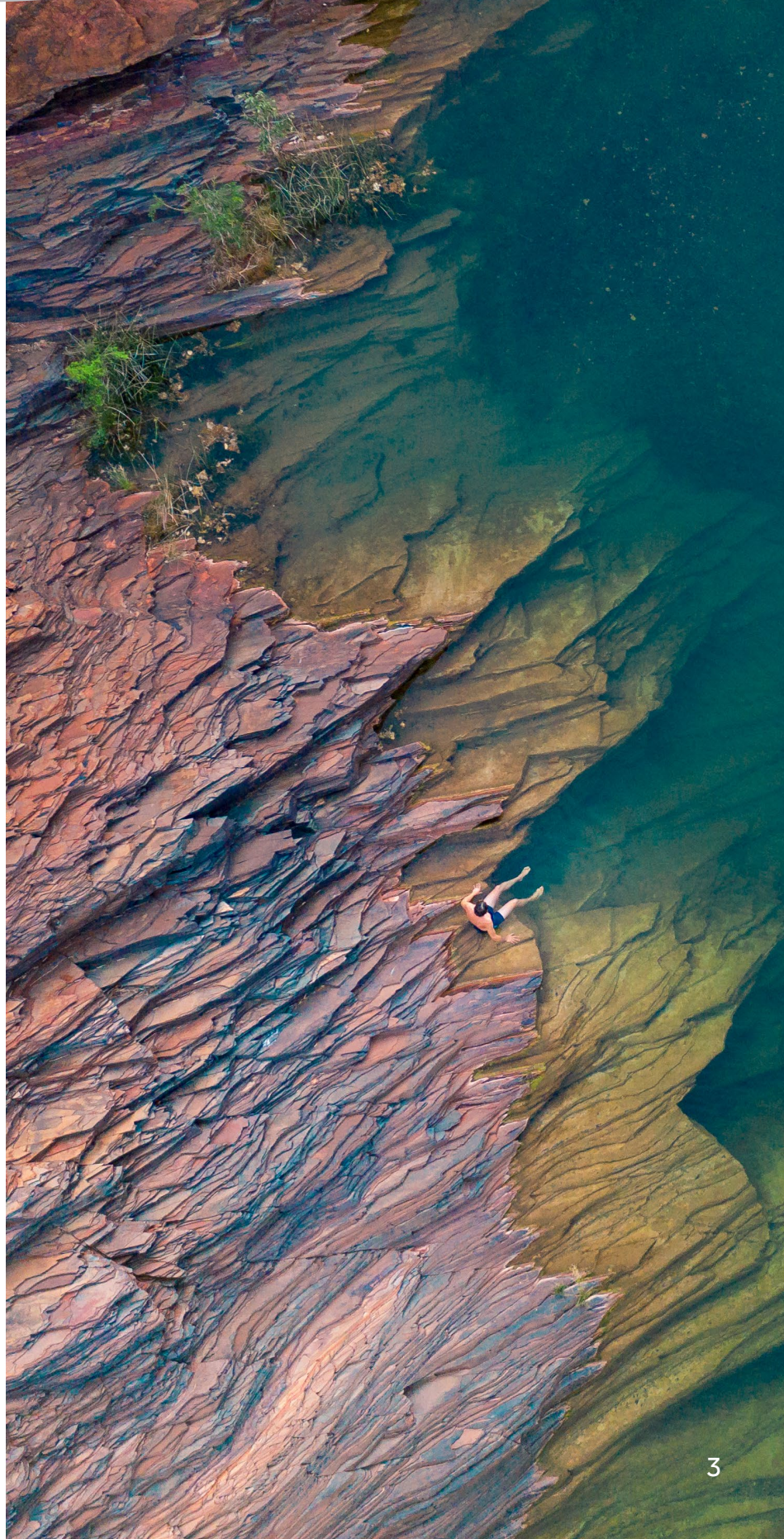
RTO's such as Australia's North West capitalise on TWA's 'hooks' by delivering region-focused intrastate campaigns, supporting TWA's interstate and international marketing, and encouraging visitor dispersal. The RTO is the conduit between TWA and the local industry.

LOCAL STAKEHOLDERS

Local Government Authorities, Local Tourism Organisations, Regional Development Commissions, Chambers of Commerce, and other key bodies help to align the sub-region, enhance the visitor experience in destination, assist with product development and capacity building, and work collaboratively with the RTO to market their destination.

TOURISM OPERATORS AND VISITOR CENTRES

Deliver the extraordinary customer experience to intrastate, interstate and international visitors. Tourism operators and Visitor Centres work collaboratively with the partners above to promote their individual products and destinations.



DETAILS OF MEMBERSHIP INCLUSIONS

This Membership Kit will provide you with more detail on some of the membership benefits that are outlined in the Membership Prospectus.

ADD-ON BUNDLES

MARKETING BUNDLE

For the member who wants to extend their reach a whole lot further

Inclusion in blog posts and itineraries on australiasnorthwest.com to spotlight your business

Priority campaign listing on australiasnorthwest.com & priority recommendation for media and PR famils

Please ensure that ANW is kept up to date on your business developments to make sure we communicate the correct product and service details. Send your updates to info@australiasnorthwest.com

1 x inclusion in a consumer eDM per year - 45,000+ subscribers

While the nature of the inclusion will depend upon the structure of the email and is at ANW's discretion, it will include a URL link to your website.

Priority inclusion in ANW Always On advertising

One on one media and PR mentoring session with ANW

Please contact ANW to discuss the potential timing of your session.

Access to annual research report – consumer level

You will receive 1 annual research report compiled by ANW to include insights from the consumer level research data made available by Tourism WA.

TRADE READY BUNDLE

Being Trade Ready means you are engaging with third-party travel distributors such as inbound tour operators (ITOs) and wholesalers to sell your product to domestic and international visitors, and have factored appropriate commissions into your pricing.

Priority consideration for national and international trade show representation and trade training programs, member product/service updates in Trade eDM and priority recommendation for trade famils

Please ensure that ANW is kept up to date on your business developments to make sure we communicate the correct product and service details. Send your updates to info@australiasnorthwest.com

One on one trade support meetings with ANW

Please contact ANW to discuss the potential timing of your session.

THE MEMBER CHECKLIST

Here you'll find suggestions on how to make the most of your ANW membership

	ULTIMATE \$465 PA	ESSENTIAL \$299 PA	EVENTS \$289 PA	HOSPITALITY \$165 PA
	ACTION			
MARKETING CAMPAIGNS	<ul style="list-style-type: none"> • ANW will advise members via our newsletters about opportunities to be involved in upcoming marketing campaigns, so make sure you're receiving and reading them. 			
EMAIL NEWSLETTER	<ul style="list-style-type: none"> • ANW will update the distribution list for Industry eDMs from contact details included in the online Members Hub. Please be sure to keep these details up to date. • Check your spam folder 			
SOCIAL MEDIA	<ul style="list-style-type: none"> • Make sure to tag us! • Use @AustraliasNorthWest (Instagram), @NorthWestAustralia (Facebook) and use the hashtags #AustraliasNorthWest, #MagicKimberley, #BroomeTime, #EpicPilbara 			
ANW MEMBERS FACEBOOK GROUP	<ul style="list-style-type: none"> • Join our Facebook group and have access to your community of fellow members. You can post questions, product updates or news at any time. 			
WEBSITE LISTING ON australiasnorthwest.com	<ul style="list-style-type: none"> • ANW will be launching a new website early in the 2023/24 financial year. There will be some changes to member listings which we hope will increase referrals to your business. We will notify you when it's possible to update your listings for the new site - please take the time to do this. 			
ANW TRADE READY DISTRIBUTION GUIDE	<ul style="list-style-type: none"> • ANW will update the Trade Ready Distribution Guide annually. We will send a request for updates; please make sure you respond if updates are required. • Our Trade Guide is shared with travel agents, product managers and others within the industry throughout the year. 			
KIMBERLEY & PILBARA HOLIDAY PLANNER	<ul style="list-style-type: none"> • Plan your advertising in the Holiday Planner. • Keep an eye out for the Holiday Planner prospectus and booking forms. • Advertising opportunities will be shared with all members as they become available. • Events members will have an events listing in the "What's On" section of the holiday planner 			
FAMILIARISATIONS	<ul style="list-style-type: none"> • ANW/TWA periodically hosts Trade & Media famils in the region with intrastate/interstate/international media, product managers and travel agents. If you are interested in being considered for a famil, please make sure you tick 'Yes' to famils in your account information on the ANW Members Hub. 			
UPDATES ABOUT YOUR PRODUCT	<ul style="list-style-type: none"> • Please send updates of any new product or topical news to info@australiasnorthwest.com. ANW will share your updates with TWA and Tourism Australia and any other relevant parties. * Ultimate members only: Consideration for inclusion in TWA's regular product updates (to teams in WA and globally). 			

*Choice of operators for product update is at discretion of TWA. At all times priority and recommendation is given to higher level financial memberships. Where take up is low, Essential members will be recommended.

ANW MAJOR MARKETING ACTIVITIES

ACTIVITY	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
NEW WEBSITE LAUNCH												
ALWAYS ON MEMBER AND CONTENT MARKETING												
CONSUMER AND TRADE EMAIL MARKETING												
WARLU WAY CAMPAIGN												
BROOME LATE SEASON CAMPAIGN												
ARTS & FOOD TRAIL ITINERARIES ACTIVITY												
MAJOR KIMBERLEY CAMPAIGN												
MAJOR BROOME CAMPAIGN												
MAJOR PILBARA CAMPAIGN												

* Marketing activities and major campaigns are subject to change as ANW deem necessary with all due consideration to maximising member benefits.”



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Follow us on Instagram – @australiasnorthwest
 Find us on Facebook – Australia's North West

**WESTERN
AUSTRALIA**
 WALKING ON A DREAM

Proudly supported by
 Tourism Western Australia