



# KIMBERLEY & PILBARA

## MEMBERSHIP PROSPECTUS 2023/24

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

**Australia's North West (ANW) is the peak tourism body for the Pilbara and Kimberley Regions of Western Australia.**

**Our vision:** For our region to become a worldwide tourism destination of choice.

**Our purpose:** To collaborate effectively with industry and to lead the regional community in destination marketing, tourism sustainability and destination management to generate positive economic and social outcomes.

We are a not-for-profit organisation, funded by a combination of membership fees and support from Tourism WA, Local Governments and other stakeholders. Members play an active role in setting the strategy for the marketing of the region and are represented on the Board of ANW. We are industry-led and provide a strong voice for tourism in the North West.

In 2021/22 we introduced a new membership structure which was broadly welcomed by members. For 2023/24 we have refined the structure to ensure that ANW membership remains affordable and in line with other high profile tourism regions in Australia.

We invite you to join us as we move forward with our strategic direction and plan, guided by our key pillars:

- Efficiently and effectively marketing and promoting the North West
- Growing accessibility into and within our region
- Developing our destination
- Driving engagement within our industry

Australia's North West Tourism acknowledges the traditional custodians throughout the Kimberley and Pilbara and their continuing connection to the land, waters and community. We pay our respects to all Aboriginal peoples; Elders past, present and emerging.



W E S T E R N  
A U S T R A L I A

# MEMBERSHIP OF ANW SUPPORTS YOUR BUSINESS AND OUR INDUSTRY!

## A GROWING SOCIAL MEDIA FOLLOWING

of 132,000 on  
Instagram and  
95,000 on Facebook



## GLOBAL VISITATION

More than 1.4M  
global page views  
on our website  
annually



## ONGOING COMMUNICATION

with a database of more than  
50,000 subscribers including  
consumers, trade, media &  
industry stakeholders



## HERE'S WHAT WE CAN DO FOR YOU

By joining ANW you are contributing  
to the marketing of our region as a  
tourism destination of choice.  
In addition, you can take advantage  
of the following benefits:



Showcase your business on the  
SEO-optimised ANW website -  
more than 1.4M page views on  
our website annually



Promote your business in  
our annual Holiday Planner  
- 60,000 distributed each  
year



Take advantage of subsidised  
advertising rates in our  
marketing campaigns



Meet with our marketing  
team in person or online



Have your business  
represented at State,  
National & International  
Trade & Consumer Shows



Consideration to present  
your product directly to  
ANW and TWA as part of  
our regular product updates



Stay up to date on  
industry growth and  
opportunities



# WHICH LEVEL OF MEMBERSHIP IS RIGHT FOR ME?

## CORPORATE

Developed for organisations with multiple tourism businesses in their profile, the corporate membership with ANW is an opportunity to partner with us on strategic PR and Marketing pieces with maximum exposure. We can tailor a corporate membership package to suit your organisational requirements.

## ULTIMATE

Our Ultimate package with all Essential benefits plus more! 20% discount on add-on bundles, 10% discount on advertising in ANW Holiday Planner.

Receive exclusive invitations to industry events, business and trade support. Your product prioritized and recommended.

## ESSENTIAL

Well priced and value for money. Listing on ANW website with live URL link to your business. 5% discount on advertising in ANW Holiday Planner. Receive our newsletter, industry updates and invitations. AGM voting rights and access to add-on bundles.

## EVENTS

Feature event listing on ANW website with link to your business; inclusion in ANW Holiday Planner and online events calendars; opportunity to list the event on Facebook with ANW; and participation in attractive promotional activities. Suitable for TWA Regional Events Scheme event organisers and others.

## HOSPITALITY

A level of membership for stand-alone restaurants, cafes and bars. Website listing and inclusion in dedicated ANW "food and brew" itineraries and publications; recommendations to Tourism WA and Tourism Australia as well as opportunities for visits by journalists or travel trade.

## PERCENTAGE OF MEMBERSHIP LEVELS



# HOW DOES IT WORK?

## STEP 1: CHOOSE YOUR MEMBERSHIP LEVEL

2022-23 MEMBERSHIP INCLUSIONS	ULTIMATE \$465 PA	ESSENTIAL \$299 PA	EVENTS \$289 PA	HOSPITALITY \$165 PA
<b>ANW WEBSITE</b>				
Business listing	•	•	•	•
First access to exclusive campaign buy-in opportunities	•			
Additional business listing (e.g. restaurant within a hotel)	•			
Inclusion in website itineraries and blogs*	•	•	•	•
Feature listing of event in What's On calendar			•	
<b>SOCIAL MEDIA</b>				
Inclusion in ANW's always-on social media advertising	•		•	
<b>HOLIDAY PLANNER</b>				
Discounted advertising in holiday planner	10%	5%		
Option to include listing in HP What's On section			•	
<b>TRADE &amp; CONSUMERS</b>				
Consideration for Trade & Media familiarisation	•	•	•	•
Consumer/Media/Trade enquiry referrals & leads	•	•	•	•
Inclusion in consumer update email (x 1)			•	
Full-page listing in the annual Trade Ready magazine (Trade Ready members only)	•			
<b>TOURISM WA</b>				
Consideration for quarterly Product Updates**	•			
<b>ANW</b>				
Subscription to ANW industry newsletter & invitation to join member Facebook page	•	•	•	•
Access to ANW image library	•	•	•	•
Invitation to attend member networking functions and industry updates	•	•	•	•
AGM Voting Rights & Nominations for Board	•	•	•	•
Eligibility for advertising in ANW supported third-party publications	• Priority Offer	•	•	•
Letters of Support	•	•	•	•
Business Development Support Session with ANW staff	•			
Access to ANW Members Hub	•	•	•	•
Discounted opportunity for add-on bundles	20%			

\*Inclusion in website itineraries and blogs is at the discretion of ANW. \*\*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.

## STEP 2: CHOOSE YOUR ADD-ON BUNDLES

	ULTIMATE 20% DISCOUNT APPLIED	ESSENTIAL FULL PRICE
<b>MARKETING BUNDLE</b>		
<p><i>For the member who wants to extend their reach a whole lot further</i></p> <ul style="list-style-type: none"> <li>• Priority inclusion in ANW blogs and itineraries to help spotlight your business</li> <li>• Priority campaign listing on <a href="http://australiasnorthwest.com">australiasnorthwest.com</a></li> <li>• Priority recommendation for media and PR famils</li> <li>• 1 x inclusion in a consumer eDM per year*</li> <li>• Priority placement in ANW's always-on social media advertising</li> <li>• One on one media and PR mentoring session</li> <li>• Access to annual research report - consumer level</li> <li>• Consideration for participation in ANW stand at Perth Caravan &amp; Camping Show</li> </ul>	<b>\$932</b>	<b>\$1165</b>
<b>TRADE READY BUNDLE</b>		
<p><i>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.</i></p> <ul style="list-style-type: none"> <li>• Priority consideration for national and international trade show representation and trade training programs where possible (ATE, ATEC Meeting Place, Trade Roadshows etc.)</li> <li>• Member product/service updates in Trade eDM</li> <li>• Representation in trade webinars</li> <li>• Priority recommendation for trade famils</li> <li>• One on one support meetings with ANW</li> </ul>	<b>\$320</b>	<b>\$400</b>

\* Nature of inclusion at ANW's discretion and guided by the structure of the eDM. Social media platform and delivery will be at the discretion of ANW.

Add-on bundles available for Ultimate and Essential members only. Prices include GST. Terms and Conditions apply.

## STEP 3: ONLINE MEMBERSHIP RENEWALS

Membership renewals and new member applications will be run through the online Members Hub; all members will receive their login details and instructions via email.



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**WESTERN  
AUSTRALIA**  
WALKING ON A DREAM

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