

ANW MEMBERSHIP PROSPECTUS 2024/25



AUSTRALIA'S
NORTH WEST

NOTE FROM THE CEO

Thank you for your commitment to tourism in Australia's North West. Your membership plays a crucial role in developing and sustaining a vibrant and resilient industry in our region. Our dedicated members are the backbone of our success, forming a robust network of experience and expertise across tour and accommodation operators, hospitality, events, retail, local governments, and more.

With the support of our members, our marketing and trade initiatives are continuously innovative and responsive. We are committed to supporting our members with an open and inclusive approach, providing opportunities to expand your network and spotlight your business. Membership with Australia's North West Tourism allows you to reach new audiences nationally and globally through our growing social media platforms, email database, and website. Our tiered membership options are designed to align with your business needs, enabling more targeted marketing efforts. We are always exploring new opportunities for campaigns, product development, and capacity building, ensuring that your business stays at the forefront of the tourism industry.

For the 2024/25 financial year, we have refined our membership structure introduced in 2021/22. Alongside the membership tiers, we are offering optional extras that businesses can use to tailor their membership activities. These extras supplement the comprehensive benefits included in the membership tiers and can be added at any time during the year.

Please review our 2024 membership guide for details on membership tiers and upcoming ANW activities. For current members, we have mapped the 2023/24 membership levels to the new structure, and your membership renewal invoice will reflect these changes. If you wish to change your membership tier or add any extras during the renewal process, please contact us by email. Membership renewal invoices will be sent out at the end of June. For new members, please contact us for your membership application and invoicing.

Should you have any questions, please don't hesitate to contact us. We are here to support our members. We look forward to working with you to grow tourism in Australia's North West and continue delivering memorable and authentic holiday experiences. Your membership puts you in the front seat to participate in new opportunities as they arise.

Kind regards,



Bill Tatchell, CEO



HERE'S WHAT WE CAN DO FOR YOU



Showcase your business on the search optimised ANW website – more than 1.4M views on our website annually.



Over 1M social media impressions monthly, with over 250K followers across 5 channels.



Invaluable insights and networking opportunities at member events, and opportunities to meet one-on-one with the ANW team.



Promote your business in our annual holiday planner – 55,000 distributed.



Represent your business at state, national and international trade shows.



Subsidised advertising rates in our marketing campaigns and activities.



Access to an engaged consumer database of 45K eDM subscribers.



Recommend your business for product updates, trade and media famils.

MEMBERSHIP OPTIONS

MEMBERSHIP LEVEL	COST	DESCRIPTION
Tourism Supporter	\$165	For hospitality, retail and event operators.
Bronze	\$357	For small tour and accommodation operators.
Silver	\$714	For mid-level tour & accommodation operators.
Gold	\$1,286	For major tour & accommodation operators and larger organisations.
Corporate	Tailored	For organisations with multiple businesses. Please contact us for a membership proposal.
Local Government	Tailored	Please contact us for a membership proposal.

		SUPPORTER \$165	BRONZE \$357	SILVER \$714	GOLD \$1,286
GENERAL	1 x voting rights at the ANW AGM & Board nominations	✓	✓	✓	✓
	Subscription to monthly ANW consumer eNewsletter	✓	✓	✓	✓
	Subscription to ANW tourism industry updates	✓	✓	✓	✓
	Attend member functions & industry updates	✓	✓	✓	✓
	Access to Business Capability Workshops	✓	✓	✓	✓
	ANW Certificate and access to Branding	✓	✓	✓	✓
MARKETING	Listing on ANW website	✓	✓	✓	✓
	Additional website listing				✓
	Access to ANW Private Facebook Group	✓	✓	✓	✓
	Access to ANW images – on request		✓	✓	✓
	Discounted advertising rate in the Holiday Planner			5%	10%
	Consideration for media familiarisations		✓	✓	Priority Offer
	Inclusion in website itineraries and blogs	✓	✓	✓	✓
	First access to optional marketing activities				✓
	Access to optional marketing activities (see next page)		✓	✓	Priority Offer
	Inclusion in 1 x Consumer E-newsletter/eDM to 45,000 subscribers				✓
	First opportunity to participate in co-operative marketing campaigns*				✓
	Opportunity for joint media release with ANW (1 per year)				✓
TRADE	Opportunity to participate in Tourism Trade Ready training program*		✓	✓	✓
	Consideration for travel trade familiarisations	✓	✓	✓	Priority Offer
	ANW representation at trade events and consumer travel shows				✓
	Trade ready product promoted at major distribution platforms such as ATE/ATEC		✓	✓	✓
	Consideration for TWA quarterly product updates		✓	✓	✓
	Inclusion in ANW Travel Trade Guide			✓	✓

OPTIONAL EXTRAS

Tailor your membership with these activities. Please note, details and costs of some activities will not be available until later in the year.

ADD NOW	DETAILS	COST (if available)
Social Media Advertising	Inclusion in ad carousel, 1 x 2 month block.	\$600
Consumer eDM inclusion (limited available)	Image, 60-word description and direct URL.	\$250
Dedicated blog post	Approx 800 words, evergreen content.	\$600

WATCH FOR MORE DETAILS DURING THE YEAR*

Website Advertising	Banner advertising ANW website, 1 month block.
Co-operative Marketing	Join ANW led activities as they arise during the year, or approach ANW with a proposal for an activity led by you.
Trade Show Representation	Representation by ANW during meetings and in collateral at domestic and international trade shows.
Caravan & Camping Shows	Join us on the stand at a caravan and camping show - limited numbers available.
Holiday Planner	Watch out for the advertising prospectus in Q2.
Subsidised advertising in third party publications	Opportunities will be shared as they arise during the year. Limited numbers available.

*Costs will vary and will be advertised with the announcement of each activity.

MARKETING ACTIVITIES CALENDAR - INDICATIVE DATES

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Kimberley Campaign												
Pilbara Campaign												
Broome Campaign												
Waterfalls Campaign												
Always-on advertising												
Consumer eDM Inclusion												
Holiday Planner 2025 Ad Sales												
Perth & Darwin Caravan & Camping Shows												
Australian Tourism Exchange & Meeting Place												