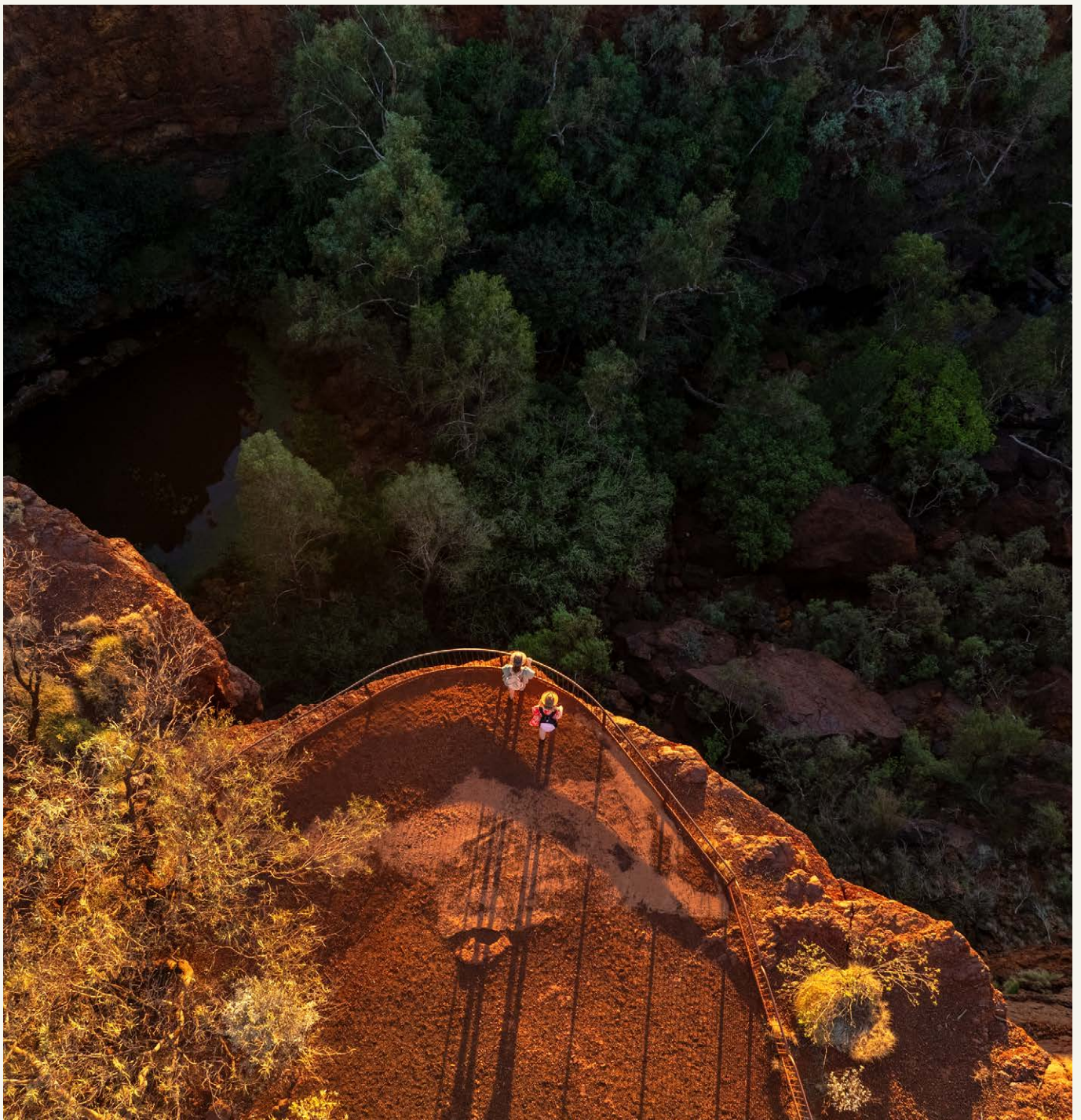


# ANW MEMBERSHIP PROSPECTUS 2025/26



AUSTRALIA'S  
**NORTH WEST**

# NOTE FROM THE CEO



Thank you for your continued commitment to tourism in Australia's North West. Our region's tourism success is built on the energy, expertise, and collaboration of our members—from tour operators and accommodation providers to local governments, event organisers, retailers, and beyond.

Membership with Australia's North West Tourism is a two-way street. The results we achieve through marketing, trade engagement, and industry development are only possible because of the strong and proactive community that underpins them. We're here to support your business with tailored opportunities to connect, promote, and grow—locally, nationally, and internationally. We're equally committed to listening, collaborating and evolving based on your feedback, ideas and involvement.

[We've made minor adjustments to our membership fees to reflect CPI increases. These small changes will help us continue delivering high-impact initiatives](#) that keep our region front of mind for travellers.

Membership renewal invoices will be issued based on your current membership level. If you'd like to make any changes or add optional extras, please get in touch—we're always happy to talk through what's available and what might suit you best.

Membership is open to any organisation, business, local authority or individual whose aims and activities support the development or promotion of tourism in the region. Whether you're renewing or joining for the first time, we encourage you to explore this year's prospectus and reach out at any time. We're here to help, and we welcome every opportunity to hear from our members.

We look forward to working together to grow tourism in Australia's North West and continue delivering memorable, meaningful experiences for visitors to our region.

Kind regards,

Bill Tatchell, CEO

## YOUR MEMBERSHIP, YOUR OPPORTUNITIES



Feature your business on our search-optimised website, attracting more than 1.4 million views annually.



Boost your brand through social media, with over 1 million impressions per month and 250,000+ followers across five platforms.



Connect with industry peers and the ANW team through valuable member events, networking opportunities, and one-on-one meetings.



Promote your business through advertising in our annual Holiday Planner, distributed to 55,000 potential travellers.



Gain visibility at key trade events, with opportunities to be represented at state, national, and international levels.



Access discounted advertising opportunities through our targeted marketing campaigns and initiatives.



Reach an engaged travel audience via our consumer database of 45,000+ eDM subscribers.



Be considered for trade and media opportunities, including product updates, familiarisations, and promotions.

# MEMBERSHIP OPTIONS

MEMBERSHIP LEVEL	COST (inc. GST)	DESCRIPTION
Tourism Supporter	\$169	For hospitality, retail and event operators.
Bronze	\$366	For small tour and accommodation operators.
Silver	\$731	For mid-level tour & accommodation operators.
Gold	\$1,317	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 \$169	BRONZE \$366	SILVER \$731	GOLD \$1,317	
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 forum & 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	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 international trade events			✓	✓
	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*		Indicative pricing only
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.	\$750-\$2,750
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.	\$1,700
Holiday Planner	Watch out for the advertising prospectus in Q2.	\$950-\$4,600
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									■	■		
Always-on advertising		■	■	■	■	■	■	■	■	■	■	■
Consumer eDM Inclusion		■	■	■	■	■					■	■
Holiday Planner 2026 Ad Sales			■	■								
Perth & Darwin Caravan & Camping Shows									■			■
Australian Tourism Exchange & Meeting Place				■							■	