

AUSTRALIA'S GOLDEN OUTBACK

2026/27 Membership Prospectus



WA'S GOLDEN OUTBACK
**FOR THE
ROAD
TRIPPERS**

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 focused on developing the region and its experiences in partnership and collaboration with a variety of key stakeholders.

We have developed a five-year strategic plan, Australia's Golden Outback Visitor Economy Strategy 2033, to guide the region's promotion and development, which is underpinned by five pillars:

Five Strategic Goal Areas

1. Destination and Tactical Marketing

Develop and implement targeted consumer and trade marketing strategies, delivering co-operative campaigns with local partners while leveraging Tourism WA and Tourism Australia to maximise the region's visibility across key markets and trade events.

2. Destination & Experience Development

Partner with LGAs and stakeholders to develop sustainable tourism strategies, enhance visitor experiences through trail co-operatives, implement sub-regional development plans and advocate for improved infrastructure to strengthen regional access and connectivity.

3. Stakeholder Engagement, Collaboration and Partnerships

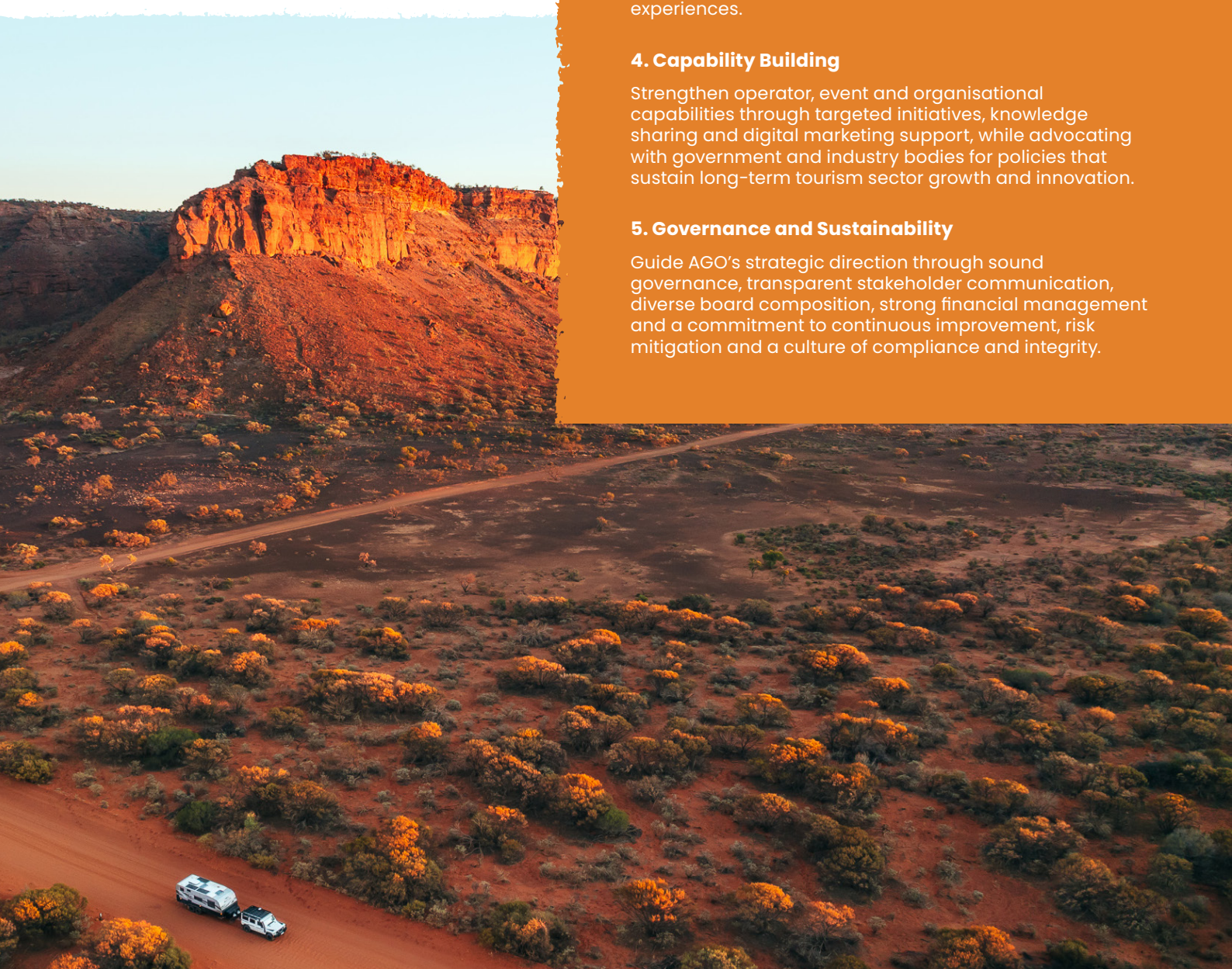
Build strong collaborative relationships with industry and key stakeholders, championing the visitor economy while providing access to consumer research, delivering structured engagement plans and developing respectful partnerships to grow authentic Aboriginal tourism experiences.

4. Capability Building

Strengthen operator, event and organisational capabilities through targeted initiatives, knowledge sharing and digital marketing support, while advocating with government and industry bodies for policies that sustain long-term tourism sector growth and innovation.

5. Governance and Sustainability

Guide AGO's strategic direction through sound governance, transparent stakeholder communication, diverse board composition, strong financial management and a commitment to continuous improvement, risk mitigation and a culture of compliance and integrity.



Membership with AGO supports your business!



38,000 visitors
to the AGO website each month



Promote your business in our
annual holiday planner with
40,000 hard copies distributed per year



460,000 website visits
a year



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



Access to training opportunities
presented by AGO



Participate in our online
destination network meetings



**Access to our growing
social media following**



Participate in co-operative
marketing opportunities



118,000
followers



80,400
followers



2026-27 Membership Inclusions

Membership Levels	Associate FREE	Silver \$175 +GST	Gold \$ 450 +GST
Website listing for your business/ destination on the AGO website (Member to create ATDW listing before).	•	•	•
Subscription to Industry and Marketing updates	•	•	•
Invitation to our quality networking functions and online member meetings	•	•	•
Free delivery of copies of our Holiday Planner	•	•	•
Access to AGO Media Hub	•	•	•
Letters of support	•	•	•
Voting rights at annual AGM		•	•
Access to AGO Full Image Library		•	•
Opportunity to meet with AGO staff to discuss business development (by appointment)		•	•
Eligibility to advertise in AGO Holiday Planner		•	•
Opportunity to present at a monthly AGO Virtual Member Meet		•	•
Representation at trade shows and trade training programs. (Trade Ready Members only)		•	•
Trade referrals and leads		•	•
Opportunities to showcase your business in media and trade familiarisation visits		•	•
Access to our Add On Packages at 50% discount off our regular package prices			•

2026-27 Membership Add-on Packages	Silver	Gold Receive 50% off
Organic Social Media Story - AGO will create and publish a custom designed story posts tailored to our social media audience of 140K+, which will remain visible for 24 hours. Tappable stickers will take users directly to your chosen URL and your business will be tagged for resharing purposes. These dedicated stories are published to both AGO Meta social media channels (IG & FB) and will be approved by you prior to posting.	\$300	\$150
Paid Social Media Advertisement - AGO will create and publish a paid post or reel, customised in house by our team and approved by you, using content supplied by you or already existing in our extensive visual library. This will go out to targeted audiences, across the intrastate market, with a \$200 spend and run for one to two weeks. A detailed post campaign report will be provided to you. Advertisements must meet Meta's advertising guidelines, including no alcohol promotion.	\$600	\$300
EDM Solus (EDM = Electronic Direct Mail) - This is a designated email to our 28,000 database. AGO will work with you to create the email. Members will need to supply copy and at least three high res images to include in the EDM.	\$1,100	\$550

Next Steps

1.

Choose your membership level



2.

Complete membership form



3.

Enjoy the benefits of being an AGO member!



Testimonial

"AGO Gold Membership is an essential tool in our marketing campaign each year. For a small investment, we widen our digital footprint with the professionalism of AGO with the added benefit of connectivity with tourism stakeholders across the region with networking, marketing and training opportunities."

– Shire of Upper Gascoyne, Gold member

Connect with us

australiasgoldenoutback.com.au

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[#australiasgoldenoutback](https://www.facebook.com/australiasgoldenoutback)



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Growing Tourism to Western Australia Through Collaboration

Australia's Golden Outback continues to work with the following stakeholders and organisations

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 Organisations (RTOs)

RTO's such as Australia's Golden Outback capitalise on Tourism WA's 'hooks' by delivering region-focused intrastate campaigns, supporting Tourism WA's interstate and international marketing, and encouraging visitor dispersal. The RTO is the conduit between Tourism WA 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 also work collaboratively with the partners above to promote their individual products and destinations.



For more information:

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