

Australia's

GOLDEN OUTBACK

Membership Prospectus 2022-23



australiasgoldenoutback.com

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 new five-year strategic plan, which will be reviewed annually, to guide the region's promotion and development, which is underpinned by five pillars:



EFFICIENT AND EFFECTIVE MARKETING AND PROMOTION

We will continue to promote and drive desire for the Golden Outback with a targeted marketing strategy and competent use of our marketing spend



ACCESS TO THE REGION AND REGIONAL DISPERSAL

We will support and work with Tourism WA to grow accessibility into our region and develop strategies and initiatives to encourage dispersal around our region



DESTINATION DEVELOPMENT

We will be the catalyst to help stakeholders achieve the region's development priorities to drive visitation and spend in our region. We will also enable growth in capacity and capability.



DRIVING INDUSTRY ENGAGEMENT

We will work collaboratively with our stakeholders to build a resilient, sustainable tourism industry and a cohesive tourism region.



A HIGH-PERFORMING RTO

We will seek to optimise our efforts by collaborating with key stakeholders and Tourism WA, and we will endeavour to grow our operating budgets by seeking alternate funding sources.

For more information:

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Proudly supported by:



Membership with AGO SUPPORTS YOUR BUSINESS!



A growing social media following of 93,000 on Facebook and 55,000 on Instagram



Ongoing communication with a comprehensive database of over 20,000 engaged subscribers



A global visitation of over 38,000 each month to our website

What we can **DO FOR YOU!**



Showcase your business through the AGO website (over 460,000 visits a year)



Promote your business in our annual holiday planner (60,000 distributed annually)



Participate in co-operative marketing opportunities



Provide video and imagery for potential use by our social media team



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



Have access to training opportunities presented by AGO



Participate in our online destination network meetings



Schedule virtual one on one meetings with our team to discuss opportunities for your business

Testimonials:

AGO has a significant role in marketing and promoting our region to potential visitors, so engaging with them to leverage support services and opportunities is beneficial for our organisation to grow tourism for our communities.

Linda, North Eastern Wheatbelt Travel Association
– Gold Member

Being a member of AGO has been great for developing our presence and product in Esperance. From providing guidance when we first started operations in Esperance to connecting us with our tourism providers, to joint marketing campaigns their support has been pivotal. Most recently it was great to work with them on combined marketing efforts to help bounce back from Covid-19, including the Tourism Australia Content Initiative.

Rosie, Helispirit - Gold Member

2022-23 Membership INCLUSIONS

Membership Levels	Price includes GST	Gold \$350	Silver \$185
Business landing page on AGO website		✓	✓
AGO Newsletter subscription		✓	✓
Invitation to attend member networking events		✓	✓
Opportunity to participate in co-operative campaigns		✓	✓
Consideration for media & trade famils (priority given to Trade Ready Product)		✓	✓
Subsidised capability/training programs (selected programs only)		✓	✓
Listing on website itineraries (at AGO discretion)		✓	✓
Letters of Support		✓	✓
Eligibility to be nominated to the AGO Board		✓	✓
Voting rights at AGO AGM		✓	✓
Additional business page on website for secondary offerings (eg, restaurant within a hotel)		✓	
Distribution of brochures at C&C Show		✓	
Opportunity to feature in the AGO monthly EDM (limited spaces, additional fees apply)		✓	
1 x dedicated organic social media post per year		✓	
Your business Instagram feed on website page		✓	
Discounted Marketing Add On Packages		50%	

Marketing Add-on Packages	Price includes GST	Gold	Silver
Social Media Boost 2 x social media posts Includes link to your website (Facebook) or business tag (Instagram) Includes \$50 targeted advertising spend		\$150	\$225
Social Media Targeted Paid Advertising Social Media advertising campaign run via AGO social media channels Campaign run for one week to AGO's warm audiences Includes briefing session to undersand goals and objectives Advertising spend not included (\$150 minimum recommended)		\$250	\$375
Website Feature 1 x dedicated blog post on AGO website Includes URLs leading to your website 1 x Facebook post and 1 x Instagram story leading to blog post Blog supported by social media advertising for one month		\$450	\$675
Newsletter Feature Spotlight feature in monthly EDM, maximum 1 feature per year EDM distribution of over 16,000		\$50	N/A

Next
Steps:



Choose your
membership level and
optional add-on



Complete membership form and return
to admin@goldenoutback.com with
payment or request for invoice



Enjoy the benefits
of being an
AGO member!