



AUSTRALIA'S
Golden Outback
Road Trip Country

MEMBERSHIP PROSPECTUS

2023/24

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:
Australia's Golden Outback

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AUSTRALIA'S
GOLDEN OUTBACK

MEMBERSHIP WITH AGO

SUPPORTS YOUR BUSINESS!



A growing social media following of **104,000** on Facebook and **64,000** on Instagram



Ongoing communication with a comprehensive consumer database of over **25,000** engaged subscribers



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

WHAT WE CAN DO FOR YOU

- Showcase your business and drive leads 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

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

2023-24 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)		Priority	✓
Subsidised capability/training programs (selected programs only)		✓	✓
Listing on website itineraries (at AGO discretion)		✓	✓
Access to AGO Image Library		✓	✓
Opportunity to meet with AGO staff to discuss business development (by appointment)		✓	✓
Letters of Support		✓	✓
Eligibility to be nominated to the AGO Board		✓	✓
Voting rights at AGO AGM		✓	✓
Priority listing on AGO website		✓	
Additional business page on website for secondary offerings (eg, restaurant within a hotel)		✓	
Business Trade Product Profile (Trade Ready Members only)		✓	
Representation at domestic and international trade shows (Trade Ready Members only)		✓	
Your business featured on 1 AGO social media story		✓	
Discounted Marketing Add-On Packages		✓	

Marketing Add-on Packages	Price includes GST	Gold	Silver
Social Media Targeted Paid Advertising Social Media advertising campaign run via AGO channels Campaign run for one week to AGO's warm audiences Includes briefing session to understand goals and objectives Advertising spend of \$150 included		\$500	\$650
Website Blog 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		\$550	\$700
Newsletter Feature Spotlight feature in monthly EDM, maximum 1 feature per year EDM distribution of over 25,000		\$100	N/A

Next Steps

1. Choose your membership level and optional add-on



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



3. Enjoy the benefits of being an AGO member!