



AUSTRALIA'S
Golden Outback
Road Trip Country

MEMBERSHIP PROSPECTUS
2024/2025

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



Ongoing communication with a comprehensive consumer database of over 26,000 engaged subscribers



Showcase your business and drive leads through the AGO website with over 460,000 visits a year.



Participate in co-operative marketing opportunities.



Use AGO video and imagery content to promote your destination and business



Promote your business in our annual holiday planner with 60,000 hard copies distributed per year.



Participate in our online destination network meetings.



Present your product directly to Tourism WA marketing teams through our product update sessions.



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



Have access to training opportunities presented by AGO.



A growing social media following of 110,000 on Facebook and 71,000 on Instagram

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

2024-25 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		✓	✓
Discounted Ads in AGO Holiday Planner and AGO Map & Guide		✓	✓
Invitation to AGO Virtual Member Meet		✓	✓
Opportunity to present at a monthly AGO Virtual Member Meet		✓	
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)		✓	
Opportunity to present at a quarterly Tourism WA Product Update Session		✓	
Discounted Marketing Add-On Packages		✓	

Marketing Add-on Packages	Price includes GST	Gold	Silver
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		\$600	\$750
Social Media Targeted Paid Advertising Social Media advertising campaign run via AGO channels Campaign run for one week to AGO's warm audiences Advertising spend of \$150 included		\$450	\$600
Newsletter Feature Spotlight feature in monthly EDM, maximum 1 feature per year EDM distribution of over 26,000		\$100	N/A
Social Media Boost 1x Social Media Post with advertising spend of \$50 included (Content subject to AGO approval)		\$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!



Connect with us



Get inspired with our Insta feed on [@australiasgoldenoutback](https://www.instagram.com/australiasgoldenoutback). Don't forget to use the hashtag [#australiasgoldenoutback](https://www.instagram.com/australiasgoldenoutback) to share your travels and for a chance to be featured!



Find everything you need to know about what there is to see and do in the Golden Outback - from road trip inspiration, to epic locations, and much more on our Facebook page [@AustraliasGoldenOutback](https://www.facebook.com/AustraliasGoldenOutback).



Our one stop shop for planning a trip to the Golden Outback, including road trip itineraries, accommodation, tours, services, and blog inspiration, can be found at www.australiasgoldenoutback.com



Watch the magic of the Golden Outback on our YouTube channel [@AustraliasGoldenOutback](https://www.youtube.com/AustraliasGoldenOutback) and discover hotspots for once-in-a-lifetime experiences, breathtaking scenery and local characters.

GROWING TOURISM TO WESTERN AUSTRALIA THROUGH COLLABORATION

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.

