

AUSTRALIA'S  
**Golden Outback**  
Road Trip Country

MEMBERSHIP PROSPECTUS  
2025/2026

# 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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# MEMBERSHIP WITH AGO

## SUPPORTS YOUR BUSINESS!



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



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



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



Participate in our online destination network meetings.



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



Ongoing communication with a comprehensive consumer database of over 26,200 engaged subscribers



Participate in co-operative marketing opportunities.



Promote your business in our annual holiday planner with 50,000 hard copies distributed per year.



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



Have access to training opportunities presented by AGO.



A growing social media following of 113,000 on Facebook and 74,300 on Instagram

# 2024-25 Membership Inclusions

Membership Levels	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	✓	✓
Eligibility to advertise in AGO Holiday Planner	✓	✓
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	✓	

# Next Steps

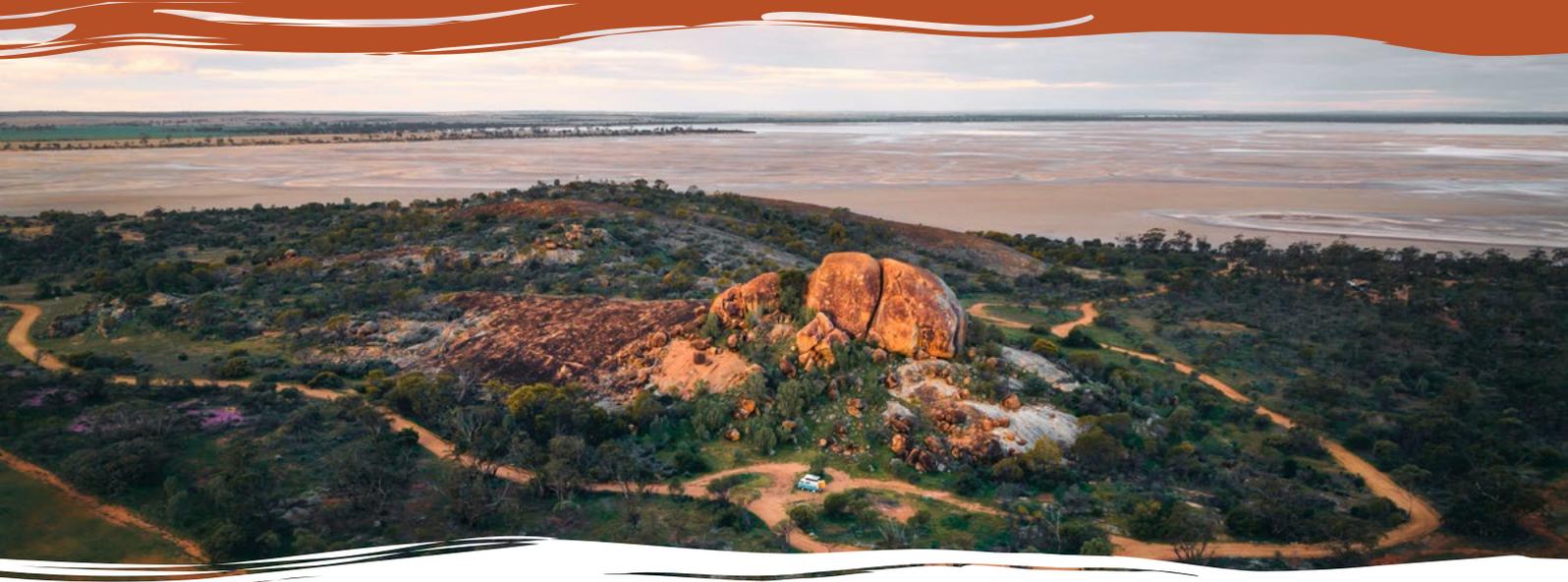
1.  
Choose your membership level



2.  
Complete membership form



3.  
Enjoy the benefits of being an AGO member!



## Connect with us

[australiasgoldenoutback.com.au](http://australiasgoldenoutback.com.au)



@australiasgoldenoutback #australiasgoldenoutback

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## 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

# 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.



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