

KIMBERLEY & PILBARA

MEMBERSHIP PROSPECTUS 2021/22



WORK WITH US TO GROW TOURISM IN THE KIMBERLEY & PILBARA

Australia's North West (ANW) is the peak tourism body for the Pilbara and Kimberley Regions of Western Australia.

Our vision: For our region to become a worldwide tourism destination of choice.

Our purpose: to collaborate effectively with industry and to lead the regional community in destination marketing, tourism sustainability and destination management to generate positive economic and social outcomes.

We are a not-for-profit organisation, funded by a combination of membership fees and support from Tourism WA, Local Governments and other stakeholders. Members play an active role in setting the strategy for the marketing of the region and are represented on the Board of ANW. We are industry-led and provide a strong voice for tourism in the North West.

For 2021/22 we have introduced a new membership structure that makes it more affordable to join ANW, and gives you the ability to add 'bundles' of the benefits you need to support the growth of your business.

We invite you to come onboard as a member as we move forward with a new strategic direction and plan, guided by our five key pillars:

- Efficiently and effectively marketing and promoting the North West
- Growing accessibility into and within our region
- Developing our destination
- Driving engagement within our industry
- Performing at a high level as an RTO

Australia's North West acknowledges the traditional custodians throughout the North West of Western Australia and their Elders past, present and emerging.

MEMBERSHIP OF ANW SUPPORTS YOUR BUSINESS AND OUR INDUSTRY!

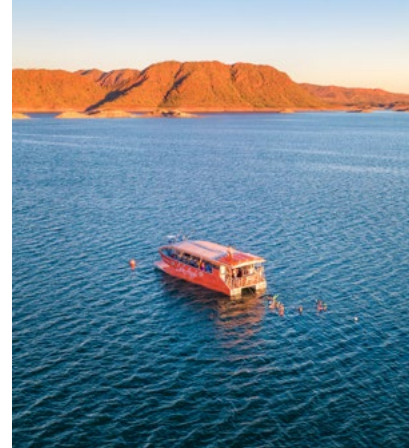
A GROWING SOCIAL MEDIA FOLLOWING

of 124,000 on Instagram and 78,000 on Facebook



GLOBAL VISITATION

of more than 32,000 each month to our website



ONGOING COMMUNICATION

with a database of more than 45,000 subscribers made up of consumers, trade, media & industry stakeholders



HERE'S WHAT WE CAN DO FOR YOU

By joining ANW you are contributing to the marketing of our region as a tourism destination of choice. In addition, you can take advantage of the following benefits:



Showcase your business on the SEO-optimised ANW website - More than 380K visits a year



Promote your business in our annual Holiday Planner - 65K distributed each year



List your business on our Kimberley & Pilbara Map & Guide - 65K distributed each year



Take advantage of subsidised advertising rates in our marketing campaigns



Meet with our marketing team to discuss business opportunities



Have your business represented at State, National & International Trade & Consumer Shows



Participate in cooperative marketing opportunities developed for our members



Present your product directly to Tourism WA as part of our regular product updates



Stay up to date on industry growth and opportunities

WHICH LEVEL OF MEMBERSHIP IS RIGHT FOR ME?

WORKING TOGETHER

ULTIMATE \$395 Our Ultimate package with all the Essential benefits plus a listing in the Kimberley & Pilbara Map & Guide and campaign participation. Discount of 20% for all add-on bundles.	ESSENTIAL \$195 For tourism businesses that wish to have a comprehensive listing on the ANW website with live URL link to your business, receive our newsletter, updates and invitations, business and trade support, campaign participation, AGM voting rights, and access to bundles to support social media and events.	EVENTS \$245 Suitable for TWA Regional Events Scheme and others. Organisers of events can continue to submit their events for inclusion on the ANW Events Calendar on australiasnorthwest.com . This membership package offers enhanced listings on our site as featured events, with further promotional activities.
NON-MEMBER INDUSTRY ENGAGEMENT FREE For new (haven't been financial members of ANW previously) tourism businesses that wish to have a limited listing on the ANW website, receive our monthly newsletter, industry updates and invitations to networking functions. Suitable for new tourism businesses, Local Government, CCI's, Development Commissions, Visitor Centres and other organisations approved by the ANW Board.		

We understand paying multiple memberships can be challenging for operators, so to help make it more affordable we are offering you the following discounts:

MULTI BUSINESS MEMBERSHIP
 Available to Ultimate members who operate several businesses within one organisation at 25% discount per additional business.

MULTIPLE RTO MEMBERSHIP
 Available to operators based outside ANW who select the Ultimate membership intending to conduct operations within the ANW boundaries at 25% discount.

INDUSTRY AFFILIATION
 10% discount is applicable off your Essential or Ultimate membership if you are a member of one or more of the following organisations: A North West Visitor Centre, WAITOC, ATEC or TCWA.

HOW DOES IT WORK?

STEP 1: CHOOSE YOUR MEMBERSHIP LEVEL

2021-2022 ANW MEMBERSHIP BENEFITS	ULTIMATE \$395	ESSENTIAL \$195	FREE
Business Listing on ANW website (description, 1 banner image plus 4 x images, web address, direct link to website/bookings)	•	•	Limited
Subscription to ANW industry and consumer email updates	•	•	•
Your product recommended over non-member products	•	•	•
Invitation to attend member networking functions and industry updates (extra guests at cost)	4 guests	2 guests	1 guest
Association Voting Rights & nominations for Board	•	•	•
Consumer, media and trade enquiry referrals and leads (Priority given to Financial Members)	•	•	•
Consideration for Trade Famil inclusion (Priority given to Trade Ready Product and Financial Members)	•	•	•
Opportunity to present new or reinvented product to Tourism WA quarterly update (Priority given to Financial Members)	•	•	•
Featured in Kimberley & Pilbara Map & Guide	On map & in directory	In directory	
Eligible to participate in ANW subsidised advertising opportunities in third party publications	Priority access	•	
Listing on website itineraries (at ANW discretion)	•	•	
Business Development Support	Annual		
Letters of Support	•	•	
Access to new Image Library. Images from across the North West region	•	•	
1 x dedicated organic social media post* *Social media platform and delivery will be at the discretion of ANW based on the content	•		
Additional business listing on website for internal offerings (e.g. restaurant within a hotel)	•		
1 x 6 monthly report on membership ROI - free in 2021-2022 membership year* *ANW will soon be implementing a new CRM Simpleview which will enable us to provide members this feature.			
Access to Add-On Bundles (see below)	20% discount		

* additional charges may apply

STEP 1: CHOOSE YOUR MEMBERSHIP LEVEL CONTINUED

2021-2022 ANW MEMBERSHIP BENEFITS	Prices include GST	EVENTS \$245
Enhanced listing on website		•
Option to include listing in "What's On" section of Holiday Planner		•
Opportunity to advertise in Holiday Planner		•
Inclusion in consumer update email (x 1)		•
1 x dedicated organic social media post; 1 x dedicated social media story *Social media platform and delivery will be at the discretion of ANW based on the content		•
Opportunity to co-host the event on Facebook with ANW		•

STEP 2: CHOOSE YOUR ADD-ON BUNDLES

Available to Ultimate and Essential members only. Terms and conditions apply.

ADD-ON BUNDLES	Prices include GST. Ultimate member 20% discount applied.	ULTIMATE	ESSENTIAL
MARKETING BUNDLE For the member who wants to extend their reach a little further <ul style="list-style-type: none"> • Priority recommendation for trade, media and PR famils (dependent upon specific brief) • 2 x inclusion in a consumer eDM per year (nature of inclusion at ANW's discretion and guided by the structure of the eDM) NEW • 1 x dedicated organic social media post NEW Social media platform and delivery will be at the discretion of ANW based on the content • Cooperative Marketing opportunities *previously only available to Premium members • Discounts on advertising in all ANW publications and campaign participation (10% for Ultimate Members; 5% for Essential Members) 		\$480	\$600
MARKETING PLUS BUNDLE For the member who wants to extend their reach a whole lot further All inclusions in the Marketing bundle plus: <ul style="list-style-type: none"> • Access to annual research report – consumer level NEW • Campaign results report (2 per year) NEW • Priority campaign listing on australiasnorthwest.com (where practicable) • A dedicated blog post on ANW's website spotlighting your business, to be workshoped and created in collaboration with you and remain on the website as evergreen content, with 1 x social media mentions of the blog post NEW • 1 x one-hour media and PR mentoring session NEW 		\$800	\$1,000
TRADE PLUS BUNDLE For the member who is ready to take their product to the world <ul style="list-style-type: none"> • Your business listed in the international trade-ready brochure (one page feature on your business) NEW • Inclusion in national/international trade show representation and trade training programmes • Member product/service updates in trade eDM NEW • Priority recommendation for trade • 2 x one-hour membership and trade support meetings (per year) NEW 		\$280	\$350

STEP 3: COMPLETE YOUR MEMBERSHIP FORM

Please complete the membership application form at this link: <https://forms.gle/mSsDVRytULasBjpf8>

STEP 4: ANW WILL ISSUE YOUR INVOICE



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 Find us on Facebook – [Australia's North West](https://www.facebook.com/Australia's%20North%20West)



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