

AUSTRALIA'S SOUTH WEST

MEMBERSHIP PROSPECTUS 2023/24

Australia's South West Inc. (ASW) is the peak tourism body for the south west region of Western Australia. The ASW region stretches from Bunbury Geographe to the Great Southern, including the regions of Margaret River and Southern Forests and Valleys. Our key roles are to stimulate visitation to the South West region and support our members. We are a not-for-profit organisation, funded by a combination of membership fees and support from Tourism WA and local government. Members make up the board of ASW and therefore have an active role in setting the strategy for the region.

Australia's South West acknowledges the traditional custodians throughout the South West of Western Australia Noongar Boodjar and their continuing connection to the land, waters and communities. We pay our respects to all members of the Pinjarup, Wilman, Wadandi, Pibelman, Kaneang, Minang, Koreng Aboriginal communities and their cultures; and to Elders past, present and emerging.

WORKING TOGETHER TO BENEFIT TOURISM IN AUSTRALIA'S SOUTH WEST

HERE'S WHAT WE CAN DO FOR YOU

Australia's South West's role is to enable visitor economy development at a local level by engaging people culturally and emotionally through domestic and international marketing strategies. We support and drive our region's tourism industry with engagement, development, training, education and product development.

As part of your membership, you can:



Showcase your business
via the ASW website
Over 450K hits



Promote your business in our
annual holiday planner
80,000 distributed annually



List your business on our
South West Map & Guide
70,000 distributed annually



Take advantage of
subsidised advertising rates
in our marketing campaigns



Meet with our marketing
team to discuss business
opportunities



Connect with other
members to cross promote
and package your product



Participate in cooperative
marketing opportunities
developed for our members



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



Stay informed of industry
growth and opportunities

MEMBERSHIP WITH ASW SUPPORTS YOUR BUSINESS!

WE ARE INDUSTRY-LED WITH
A STRONG VOICE FOR TOURISM
IN THE SOUTH WEST.



ONGOING COMMUNICATION

with a comprehensive
database of over 20,000
subscribers made up of
consumers, trade, media
& industry stakeholders



A GROWING SOCIAL MEDIA FOLLOWING

of over 137,000 on Instagram,
67,000 on Facebook



GLOBAL VISITATION OF 35,000

received monthly
to our website

WHICH LEVEL OF MEMBERSHIP IS RIGHT FOR ME?

NON-MEMBER INDUSTRY ENGAGEMENT

ULTIMATE

\$415

- Extra benefits, team support and discounts.
- Your tourism business included in our South West Map & Guide
- ASW website with an expanded listing and live URL link.
- Receive our fortnightly newsletter, industry updates, invitations and business and trade support.
- A 20% discount on ASW publications and campaign participation and 50% discount for all add on packages.

ESSENTIAL

\$205

- Your business listed on the ASW website with live URL link.
- Receive our newsletter, industry updates, invitations and business and trade support.
- A 10% discount on ASW publications and campaign participation Add on packages to support social media and events.

FREE

Not ready to commit? Join us for free and get a feel for what we can offer you. If you would like exposure to our website visitors, access to our fortnightly newsletter, industry updates and invitations to networking functions.

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

2023-2024 ASW MEMBERSHIP BENEFITS

Prices include GST

	FREE	ESSENTIAL \$205	ULTIMATE \$415
GENERAL BENEFITS			
Listing on ASW website (unlimited description, 1 banner image plus 6 x images, web address, logo, direct link to website/bookings)		•	•
Discount on all ASW publications and campaign participation		10% discount	20% discount
Subscription to Industry, Trade and Marketing updates, Slack	•	•	•
Invitation to our quality networking functions*	Charges apply	•	•
Voting rights at annual AGM		•	•
Access to ASW Member Hub powered by the Generator Network		•	•
Opportunity to present new or reinvented product to Tourism WA quarterly update		•	•
Consumer referrals and leads		•	•
Event listing in our holiday planner		•	•
Letters of support		•	•
Listing on website itineraries (at ASW discretion)		•	•
Free delivery of ASW Holiday Planner and Map		•	•
Business development support - per year		Once	Quarterly
Limited listing on ASW website (single line, website link)	Limited		
Listing on the ASW business location map, a comprehensive guide to our entire region			•
FOCUS ON MARKETING / ADD ON PACKAGES / TRADE			
Digital Marketing Add On Packages		•	50% discount
Trade referrals and leads		•	•
Facebook event listing or co-hosting and live coverage of event *conditions apply		•	•
Your business listed in the international trade ready list and EDM (trade-ready businesses only)		•	•
Opportunities to showcase your business in inbound travel trade familiarisation visits		•	•
Inclusion in tradeshow representation and trade training programs*		•	•

* additional charges may apply

ADD ON PACKAGES

AVAILABLE TO ESSENTIAL & ULTIMATE MEMBERS

Prices include GST. Ultimate member 50% discount applied. *T&C's apply, see Member Hub for details.

TYPE		
SOCIAL MEDIA PACK	\$770	\$385
<ul style="list-style-type: none">• 2x social media posts on a platform of your choice (Facebook or Instagram)• Facebook posts are pushed out to our 66k+ followers and include a link to your website or chosen URL• Instagram mentions are pushed out to our 137k+ followers and include a Linktree link		
SOCIAL MEDIA PACK + BOOST	\$1,070	\$685
<ul style="list-style-type: none">• 2 social media mentions on a platform of your choice (Facebook or Instagram)• Facebook mentions are pushed out to our 66k+ followers and include a link to your website or chosen URL• Instagram mentions are pushed out to our 137k+ followers and include a Linktree link• \$150 boost to post, leveraging our warm Facebook audiences, website visitors and management of paid spend		
DIGITAL PROMOTION PACK	\$2,300	\$1,150
<ul style="list-style-type: none">• A dedicated blog post on ASW's website spotlighting your business, to be workshopped and created in collaboration with you and remain on the website as evergreen content• Includes features of your own photographs (if available) and links to your chosen URL's in body text• 2 x social media mentions with links to the blog post (includes 1 x Facebook post and 1 x 'Swipe Up' link on ASW's Instagram Story)		
INSTAGRAM STORY SERIES	\$580	\$290
<ul style="list-style-type: none">• A bespoke package designed by our social media specialist which includes up to 5 Instagram Story frames to our 137k+ followers, each with tappable stickers linking to your chosen URL's, up to a maximum of 2 per year		
BLOG POST MENTION	\$195	\$99
<ul style="list-style-type: none">• Inclusion in one of ASW's monthly blog posts with a mention and URL link to your website in the body text or listicle style blog, up to a maximum of 4 per year• Blog posts are pushed out via:<ul style="list-style-type: none">Website homepage tile for one monthASW's Facebook page to our 66k+ followers and include a link to your website or chosen URLASW's Instgram page to our 137k+ followers with individual story and link for your business		
QUARTERLY CONSUMER NEWSLETTER MENTION	\$390	\$195
<ul style="list-style-type: none">• Inclusion in ASW's quarterly consumer newsletter with a total of 20,000+ subscribers, maximum 2 per year (average open rate of 38% / 7,600 views)• Nature of inclusion is at the discretion of ASW and the structure of the upcoming newsletter. Includes a URL link to your website		
FORTNIGHTLY INDUSTRY NEWSLETTER MENTION	\$195	\$99
<ul style="list-style-type: none">• Inclusion in ASW's fortnightly member newsletter to industry and stakeholders with a total of 600+ subscribers, up to a maximum of 2 per year• The spotlight mention includes a photo and URL link to your website		

WHO ARE WE?

THE ASW TEAM OFFER EXPERIENCED SUPPORT AND ARE PASSIONATE ABOUT MARKETING THE REGION



Catrin Allsop
Chief Executive
Officer



Glen Thompson
Great Southern Tourism &
Trade Manager



Janice Platt
Business Development &
Marketing Officer



Emma Brown
Tourism Industry
Engagement Officer



Claire Savage
Bunbury Geographe
Tourism Manager



Carly Watts
Great Southern Treasures
Marketing & Industry
Liaison Coordinator



Fiona Duyvestein
Administration & Finance



Visit our website – australiassouthwest.com



Follow us on Instagram – [@Australias_Southwest](https://www.instagram.com/Australias_Southwest)



Follow us on LinkedIn – [Australia's South West](https://www.linkedin.com/company/Australia's%20South%20West)



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