



TOURISM  
CENTRAL AUSTRALIA

# MEMBERSHIP PROSPECTUS

2023





## Acknowledgement of Country



Tourism Central Australia  
acknowledges the traditional  
custodians and caretakers of the  
land that is known as Central Australia  
and the Barkly. We value their rich  
cultural heritage and spiritual beliefs  
that connect them with Country,  
and pay our respects to Elders  
past, present and emerging.

# MESSAGE FROM THE CHAIR OF TCA



**“Alone we can do so little; together we can do so much.” Helen Keller**

This is the sentiment I would like to share with you as Tourism Central Australia (TCA) presents its 2023 Membership Prospectus. By working together, we not only provide our visitors with a better and more comprehensive experience as they explore our region, but it also provides a strong and united voice as TCA advocates for our region and the tourism industry.

We seek your commitment in supporting the tourism industry and the visitor economy by becoming a member of the TCA team. Together we can work to grow tourism, which creates economic, social and environmental benefits for Central Australia.

TCA takes pride in its focus on working for our members; whether it's a booking through our Visitor Information Centres or on the website, providing travellers and potential visitors with the most up to date and comprehensive information on Central Australia, assisting the more than 100,000 people who pass through the doors of our visitor centres annually, or communicating with the government and the media to champion the issues that affect tourism in this beautiful part of the world.

TCA is committed to supporting our members by:

- Ensuring that the tourism industry's voice is heard, in decision making and planning, by all levels of government and relevant stakeholders

- Accessing a visitor information centre network that delivers tourism business to Central Australia
- Fostering comprehensive, collaborative and robust partnerships with stakeholders that assist you and your business to connect with all you need to grow and prosper
- Providing meaningful benefits to our membership group, through industry support and strong, two-way communication.

In 2022, tourism finally began to recover from the effects of the pandemic and TCA is poised to make the most of that recovery. The past year saw a renewed interest from Australians to explore their own back yard. As a result, the strength of the drive market was unprecedented, and it's expected to continue. We are also finally seeing the return of overseas visitors, hotels and accommodation providers have reported an extended period of full capacity, and local tour operators and attractions are seeing visitor numbers not seen since 2019.

Forward bookings for 2023 are very strong and we are expecting a great year for our industry, so there's never been a better time to become a member of Tourism Central Australia.

Central Australia's strength is the sum of its parts, and we need to work together to build on the momentum generated over the past year and continue grow tourism into the future.

Yours sincerely,

**Patrick Bedford**

Chairperson

Tourism Central Australia





## ABOUT US



Tourism Central Australia (TCA) is a not-for-profit, membership-based organisation engaging with key industry stakeholders; including individuals, businesses and three levels of government; to ensure the growth of the tourism industry in the Red Centre and Barkly. We service 61% of the Northern Territory including the local government areas of the Barkly, MacDonnell, Central Desert and Alice Springs Town Council.

TCA is governed by a board of management made up of 10 directors elected from the general membership of the organisation, and four 'stakeholder' directors representing Alice Springs Town Council, Barkly Regional Council, Parks and Wildlife and Tourism Northern Territory.

Our members are drawn from a wide cross-section of the community, including tour companies, accommodation providers, restaurants, NGOs, art galleries, services, individuals, and more; creating the largest industry-based organisation in Central Australia.

## OUR VISION

We will grow tourism in Central Australia and the Barkly by representing and supporting the needs of our members. We aim to make our region globally recognised for authentic tourism and cultural experiences, inspiring travellers to visit and experience the best we have to offer. This will, in turn, grow the local visitor economy, ensuring a healthy, resilient and sustainable future for Central Australian tourism.

By becoming a member of TCA, you will be joining a passionate community working together to achieve our collective vision.



**EARTH SANCTUARY IS A FAMILY-OWNED BUSINESS THAT HAS SUSTAINABILITY AT ITS CORE OF BUSINESS INITIATIVES. FOR TWO DECADES, OUR AWARD-WINNING ENTERPRISE HAS GROWN FROM STRENGTH TO STRENGTH AND WITH THE SUPPORT OF TCA WE HAVE ENTERTAINED AND "WOWED" THOUSANDS OF VISITORS OF ALL AGES. CENTRAL AUSTRALIA IS THE BEATING HEART OF THE AUSTRALIAN OUTBACK AND TCA'S ONGOING EFFORT IN KEEPING THE PULSE ALIVE IS ENDURING AND REMARKABLE!"**

**Dan Falzon. Managing Director  
Earth Sanctuary World Nature Centre**



# WHAT WE CAN DO FOR YOU



## Visitor Information Centres

- Promote your tourism business and products through our accredited Visitor Information Centres in Alice Springs and Tennant Creek
- Showcase your business on [discovercentralaustralia.com](http://discovercentralaustralia.com) / [discoverthebarkly.com](http://discoverthebarkly.com), which received 355,000+ visits in 21/22
- Book your product or service. We made more than \$2.5m in gross bookings for our members in the past year alone
- Provide essential visitor information, increasing visitation and fostering tourism growth for our region



## Advocacy

- Provide industry leadership and present a strong, united voice to all three levels of government, the media, and relevant stakeholders, on behalf of more than 370 members and our industry partners
- Facilitate a robust visitor economy through increased investment, improvements to infrastructure, and product development
- Implement the NT Tourism 2030 Strategy, in partnership with key stakeholders



## Marketing & Promotion

- Advertise your business in TCA's in-house print publications, including our Art Guide, Red Centre Drive Guide, West MacDonnell Ranges/Hermannsburg Map & Guide, and visitor guides and maps
- Promote your business, product or event through our website, social media, advertising campaigns, co-operative marketing, and trade shows
- Attend nationwide Caravan and Camping Shows to promote drive tourism to our region



## Industry Support

- Support your business with one-on-one sessions from our Membership & Industry Support team
- Provide workshops, forums and training to enable your business to develop and grow
- Identify grants, funding, and other opportunities, tailored to meet your business needs



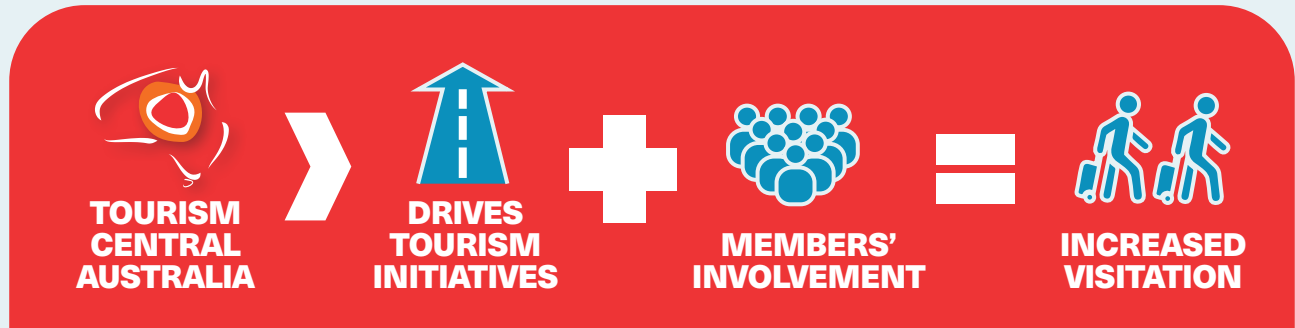
## Partnerships & Networking

- Communicate and connect with our members and industry partners through regular meetings, familiarisations, weekly newsletters, eDMs and social media
- Work closely with Tourism NT, Regional Tourism Organisations, Visitor Centres, and government on behalf of our members and industry
- Encourage and facilitate member-to-member networking



# TOURISM IS EVERYBODY'S BUSINESS

Tourism's Role & the Visitor Economy



# TCA'S REACH & RESOURCES

## VISITOR INFORMATION CENTRES

- More than 100,000 visits through our two accredited Visitor Information Centres (VICs) per year
- Bookings worth more than \$2.5mil through our VICs + website
- More than 19,000 telephone consultations and 7,000 email enquires, on average, per year

## DIGITAL SNAPSHOT 21/22



Website

**355,000+**  
visits



Facebook

**67,000**  
followers



Instagram

**85,000**  
followers

(up 19,000 in past  
12 months)

## MARKETING REACH 21/22

[discovercentralaustralia.com](http://discovercentralaustralia.com)  
[discoverthebarkly.com](http://discoverthebarkly.com)



website sessions

**294,726**



website users

**243,310**



Facebook reach

**37,157,167**



Instagram reach

**6,311,940**

## TCA PUBLICATIONS



Maps

**50,000**

(Alice Springs)



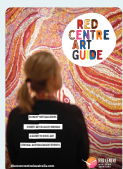
**50,000**

(Red Centre  
Wider Region)



**20,000**

(Barkly Region)



Red Centre  
Art Guide

**15,000**

copies



Hermannsburg  
& the West Macs

**10,000**

copies



Red Centre  
Drive Guide

**5,000**

copies



Caravan Parks  
& Budget  
Accommodation Guide



Dining  
Guide



Events  
Calendar



Drive Journey  
Services  
Guide





# MEMBERSHIP PACKAGES

(See next page for inclusions for each package)

## **TOURISM ESSENTIALS\***

**\$450 PA for one business**  
**\$225 PA for each extra business**  
**40% DISCOUNT for not-for-profits**

Our core membership package. Tourism Essentials is for organisations whose primary focus and core business is on visitors. e.g. tours, accommodations, attractions, art galleries and car hire.

## **HOSPITALITY & SERVICES\***

**\$295 PA for one restaurant or services business**  
**\$150 PA for each extra business**

For organisations in the hospitality, retail and services sector that cater primarily to locals but would like to attract more visitors to their business e.g. restaurants, cafes, bars, retailers, mechanics, health & well-being providers.

## **CORPORATE PARTNER**

**\$3600 PA for unlimited businesses and events**

Our premium membership for large organisations with several businesses. This package includes an exclusive marketing package and a suite of inclusions.

## **EVENT**

**\$250 for one event**  
**\$190 for each extra event**

Designed to support the growth of events and assist in their collaboration with the tourism industry.

## **PERSONAL**

**\$160 PA for each individual**

Caters for individuals that have a passion for the tourism industry and want to stay connected with others in the industry.

All prices are inclusive of GST.

\*Tourism Essentials and Hospitality & Services membership can receive a 60% discount on membership fees if they are a full member of another Regional Tourism Organisation (RTO) and their primary operations and offices are based outside Central Australia, or a 10% discount if they have achieved Quality Tourism Accredited Business (QTAB) certification. Evidence must be provided upon application and on an annual basis for the discount to continue and can only be applied to the core business.



# MEMBERSHIP BENEFITS

Membership Benefit	Tourism Essentials \$450	Hospitality/Services \$295	Corporate Partner \$3600	Events \$250	Personal \$160
Brochure or business cards displayed at the Alice Springs and Tennant Creek Visitor Information Centres (over 100, 000 average yearly visitors)	■	■	8	▲	
Ability to sell/book products through TCA's two accredited Visitor Information Centres, and TCA's websites, at discounted commission rates					
Listing on TCA websites (discovercentralaustralia.com + discoverthebarkly.com) (over 243,000 unique visitors in 2021/2022)	■	■	8	▲	
Receive letters of support for award and grant application (where appropriate)					
Eligible to buy additional advertising opportunities in the Visitor Information Centres					
A variety of advertising opportunities at discounted member rates (see Marketing Prospectus)					
Ongoing one-on-one, tailored business and industry development support					
Digital support for Bookeasy and Australian Tourism Data Warehouse (ATDW)					
Use of "Proud Member" logo on website, social media and brochures					
Member decal and certificate, proudly displaying your TCA membership					
Feature of your business/event through TCA social media channels (at TCA discretion)					
Opportunity to attend caravan + camping shows at TCA discounted rates					
Opportunity to pitch your product or event to TCA staff and volunteers and provide staff familiarisations					
Advocacy and lobbying on key industry issues					
Invitation to join TCA's closed member Facebook Group (includes staff members)					
Subscription to TCA's weekly Tourism Telegraph newsletter					
Invitation to attend TCA's General Meetings, member events, networking functions + workshops (costs may apply)					
Vote at TCA General Meetings and the Annual General Meeting (1 vote per membership package)					
Placement on one relevant TCA-produced map	■	■	8		
Listing on one relevant TCA-produced guide	■	■	8		
Reciprocal discounted membership with other RTOs					
Discounted participation in co-operative marketing campaigns and activities					
Priority inclusion in destination marketing campaigns					
Logo included as a corporate partner in TCA's weekly Tourism Telegraph newsletter					
1 x feature article in TCA's monthly consumer newsletter (distributed to 7000+ subscribers)					
Partner business logo displayed on TCA's websites discovercentralaustralia.com + discoverthebarkly.com					
1 x feature panel on discovercentralaustralia.com homepage					
1 x exclusive dedicated landing page for "your brand"					
Brochure distribution at TCA satellite locations and TCA's Mobile Visitor Information Centre Trailer					
1 x TV space in ASP + TC Visitor Information Centres (15 sec static ad OR 30 sec video)			12 MTHS	1 MTH	
1 x A3 poster in the Visitor Information Centre					
1 x pull up banner in Visitor Information Centre					
1 x listing in TCA's monthly Event Calendar					
Front entry desk space in Visitor Information Centre for event programs					
Subscription to TCA's fortnightly Event Sector newsletter					
1 x event feature in TCA's monthly consumer newsletter (distributed to 7000+ subscribers)					

■ 1 per business ▲ 1 per event ∞ unlimited <sup>1</sup>/<sub>MTH</sub> 1 month <sup>12</sup>/<sub>MTHS</sub> 12 months (valued at \$1000)





# BECOME A MEMBER AND WORK WITH OUR TEAM

Your membership is a valuable contribution to the development of tourism in Central Australia, which leads to a strong visitor economy and drives regional prosperity.

## How to Make the Most of Your Membership

As a member you have access to a myriad of resources, business support and marketing opportunities. So we encourage you to take full advantage of your membership and work with the TCA team by:

- Attending our General and Annual General meetings, networking events and workshops.
- Contacting our Industry Support team for one-on-one business support.
- Following us on [Facebook](#), [Instagram](#), and [LinkedIn](#).
- Joining our TCA Members closed [Facebook group](#) and subscribing to our weekly newsletter.
- Tagging us on your socials: #RedCentreNT #barklyNT.
- Keeping us informed by posting on our Facebook group or providing content for our newsletter.
- Updating your content on ATDW and Bookeasy.

## How to Join



Choose your membership package



Complete your membership through our website:  
[discovercentralaustralia.com/membership](https://discovercentralaustralia.com/membership)



Enjoy all the benefits of being a member of TCA!



## OUR INDUSTRY

TCA's Membership and Industry Support team are always ready to help. If you have any questions or need assistance with your membership application, please reach out. Also, the team are available to provide one-one-one support for your business. No matter whether you're a start-up, or a well-established enterprise, our door is always open.



Membership & Industry Support Manager  
**Susie Thompson**

[membership@discoverca.com.au](mailto:membership@discoverca.com.au)

08 8952 5199



Membership & Industry Support Coordinator  
**Jaimie Mitchell**

[tido@discoverca.com.au](mailto:tido@discoverca.com.au)

08 8952 5199



**MY INVOLVEMENT WITH TOURISM CENTRAL AUSTRALIA BEGAN EVEN BEFORE I TOOK MY FIRST CUSTOMER FOR A CAMEL RIDE. I WAS**

**NEW TO THE TOURISM AND BUSINESS SECTOR AND EVERYWHERE I SEARCHED FOR ADVICE I HIT A BRICK WALL UNTIL I DISCUSSED MY BUSINESS IDEA WITH TCA. THE STAFF WERE EXCITED AND ENCOURAGING ABOUT MY NEW VENTURE, WHICH HELPED ME TO FEEL A LITTLE LESS ALONE.**

**AS PYNDAN CAMEL TRACKS HAS GROWN OVER THE PAST 22 YEARS AND EVEN THOUGH TCA STAFF HAVE CHANGED, THEY CONTINUE TO PROMOTE AND CHEER ME ON. DURING THE COVID LOCKDOWNS AND THEIR AFTERMATH, TCA'S EMPATHY TO MY CHALLENGES WAS PRACTICAL AND KIND. FROM THE FRONT-LINE STAFF AT THE VISITOR INFORMATION CENTRE TO THE MARKETING AND MEMBERSHIP TEAMS, TO NAME JUST A FEW, I WANT TO SAY THANKS FOR THE CONTINUOUS SUPPORT TO PYNDAN CAMEL TRACKS.**

**Marcus Williams**  
Owner Pyndan Camel Tracks





**TOURISM**  
CENTRAL AUSTRALIA

The Heart. The Soul. The Centre.