

MEMBERSHIP PROSPECTUS

2024





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



As Tourism Central Australia (TCA) proudly presents its 2024 Membership Prospectus, I extend a heartfelt invitation to you to bolster your commitment to the tourism industry and the visitor economy of our region by joining TCA. We have the shared ambition to nurture and grow tourism in Central Australia - a sector that has consistently demonstrated its potential to usher in economic prosperity, social connectivity, and responsible environmental stewardship.

Over the years, TCA's enduring ethos has been to work tirelessly for its members. Whether it's channelling tourists to our dedicated Visitor Information Centres or our online platforms, providing invaluable insights about Central Australia to potential tourists, assisting the hundreds of thousands who seek guidance annually at our centres, or liaising diligently with media and governmental bodies to amplify the concerns and aspirations of the tourism sector in our majestic part of the globe.

Our unwavering commitment to our members is reflected through:

Amplification: Ensuring that the tourism industry's concerns and recommendations are taken into consideration by government and other crucial stakeholders.

Connectivity: Utilising our Visitor Information Centre network to channel tourist inflow into Central Australia.

Collaboration: Building resilient and purposeful partnerships that furnish businesses with the right tools and connections for growth and success.

Engagement: Delivering tangible benefits to our members through proactive support, dynamic communication, and mutually beneficial interactions.

The past year, akin to its predecessors, had its array of challenges. Some of our members grappled with greater adversities than others. Yet, our collective spirit shone bright, manifesting in notable successes. TCA's determined advocacy bore fruits as we saw another round of the Visitor Experience Enhancement Program (VEEP) injecting over \$700,000 into Central Australian ventures to augment customer experiences. Our concerted push for aviation expansion has been rewarded with Bonza commencing flights between Melbourne and Alice Springs in December 2023. Our partnerships, funded by Austrade and Tourism NT, with giants like Flight Centre and Webjet ushered in an extra 3,754 visitors, and we recorded bookings worth over \$2.4 million for our members via our Information Centres.

The road ahead beckons with promise, and I fervently believe that together, we can embark on a journey of unprecedented success in our industry. The present moment is rife with opportunities, making it an ideal time to be a part of Central Australia's tourism body. By harnessing our collective energies on pivotal issues, we are poised to steer tourism towards a radiant and thriving 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.



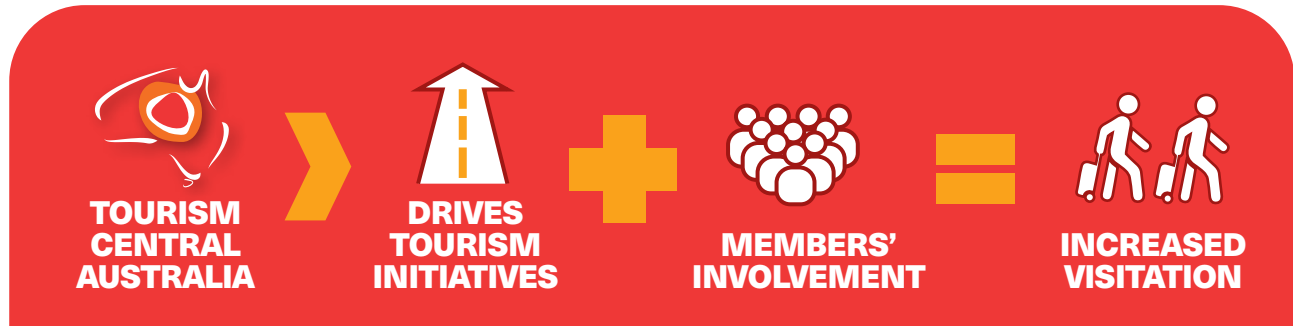
EARTH SANCTUARY IS A FAMILY-OWNED BUSINESS THAT HAS SUSTAINABILITY AT ITS CORE OF BUSINESS INITIATIVES. FOR TWO

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**

TOURISM IS EVERYBODY'S BUSINESS

Tourism's Role & the Visitor Economy





WHAT WE CAN DO FOR YOU



Visitor Information Centres

- Promote your tourism business and products through our accredited Visitor Information Centres in Alice Springs, Tennant Creek and Yulara
- Showcase your business on discovercentrалаustralia.com / discoverthebarkly.com, which received 518,000+ pageviews in 22/23
- Book your product or service. We made more than \$2.4m 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, 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 & Marketing 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, other Regional Tourism Organisations, Visitor Centres, and government on behalf of our members and industry
- Encourage and facilitate member-to-member networking

TCA'S REACH & RESOURCES

VISITOR INFORMATION CENTRES

- More than 100,000 visits through our two accredited Visitor Information Centres (VICs) per year, plus the addition of a third VIC in Yulara
- Bookings worth more than \$2.4mil through our VICs + website
- More than 19,000 telephone consultations and 7,000 email enquires, on average, per year

MARKETING REACH 22/23



discovercentralaustralia.com
discoverthebarkly.com
website sessions
298,671



website users
240,282



website page views
518,815



Instagram reach
789,459

Instagram followers
87,318



Facebook reach
17,891,185

Facebook followers
72,758

TCA PUBLICATIONS



Alice Springs Maps



Red Centre Wider Region Maps



Barkly & Tennant Creek Maps



Red Centre Art Guide



Hermannsburg & the West Macs



Itineraries



Caravan Parks & Budget Accommodation Guide



Dining Guide



Events Calendar



Drive Journey Services Guide





MEMBERSHIP PACKAGES

TOURISM ESSENTIALS

Our core membership package. Tourism Essentials is for organisations whose primary focus and core business is our visitors. eg. tours, accommodation, attractions, art galleries, and car hire.

Core membership	\$480
Not-for-profit discount (40%)	\$288
QTAB discount (10%)	\$432

HOSPITALITY

For organisations in the hospitality industry that cater primarily to locals but would like to attract more visitors to their business. eg. restaurants, cafes, bars, catering, and dining businesses.

Core membership	\$315
Not-for-profit discount (40%)	\$189
QTAB discount (10%)	\$283.50

SERVICES

For organisations in the retail or services industry that cater primarily to locals but would like to attract more visitors to their business. eg. retailers, mechanics, health and wellbeing providers, and supermarkets.

Core membership	\$315
Not-for-profit discount (40%)	\$189
QTAB discount (10%)	\$283.50

EVENT

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

Core membership	\$265
Not-for-profit discount (40%)	\$159

CORPORATE

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

Core membership	\$3,800
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PERSONAL

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

Core membership	\$160
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All prices are inclusive of GST. QTAB - Quality Tourism Accredited Business

Discounts are only applied to the annual membership fee for the 'core' business, not to affiliate businesses. Only one discount can be applied. Evidence must be provided upon application and on an annual basis for the discount to continue.



AFFILIATE MEMBERSHIP

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An affiliated business is one that is managed organisationally, financially, and operationally by the core business.

Tourism Essentials	+ \$240
Hospitality	+ \$160
Services	+ \$160
Event	+ \$150
Corporate	NA*

All prices are inclusive of GST.

Affiliates prices only apply to the equal or lesser priced membership package.

*Corporate members are entitled to an unlimited number of affiliates.

Affiliate member

		TE	H	S	E
Core member	TE	✓	✓	✓	✓
	H		✓	✓	✓
	S		✓	✓	✓
	E				✓

OUT-OF-REGION MEMBERSHIP

OUT-OF-REGION MEMBERSHIP

If your business is a full member of another Regional Tourism Organisation (RTO) and your primary operations and offices are based outside Central Australia, you can get an out of region membership.

Tourism Essentials	\$192
Hospitality	\$126
Services	\$126
Event	\$106
Corporate	\$3,800

All prices are inclusive of GST.

Out of region membership is a 60% discount from our regular packages, no other discounts apply.



MEMBERSHIP BENEFITS

Membership Benefit	Tourism Essentials \$480	Hospitality \$315	Services \$315	Corporate \$3,800	Events \$265	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 three accredited Visitor Information Centres, and TCA's websites, at discounted commission rates						
Listing on TCA websites (discovercentralaustralia.com + discoverthebarkly.com) (over 518,000 page views in 2022/2023)	■	■	■	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 (for all your 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 core 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 25,000+ 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 MTH	
1 x pull up banner in Visitor Information Centre					1 MTH	
1 x listing in TCA's monthly Event Calendar					12 MTHS	
Front entry desk space in Visitor Information Centre for event programs					1 MTH	
Subscription to TCA's fortnightly Event Sector newsletter						
1 x event feature in TCA's monthly consumer newsletter (distributed to 25,000+ subscribers)						

■ 1 per business ▲ 1 per event ∞ unlimited ¹/_{MTH} 1 month ¹²/_{MTHS} 12 months



OUR INDUSTRY

TCA's Membership and marketing 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-on-one support for your business. No matter whether you're a start-up, or a well-established enterprise, our door is always open.



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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.