2027

Membership Prospectus



Kununurra Visitor Centre

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About Us

The Kununurra Visitor Centre (KVC) was established in 1972 and remains one of the oldest continually operational Visitor Centres in Australia.

We are a not-for-profit, self-funded organisation with a vision to excel as a trusted provider of services to Kununurra and East Kimberley visitors, businesses and operators.

Maintaining a strong and engaged membership base is crucial to the success of KVC and to the visitor servicing, destination marketing and tourism support we provide across the region.

Whether you are a small family-run business or a large corporation, KVC works alongside members and visitors to help deliver the trusted local knowledge and Kimberley hospitality for which our region is known.

What We Do

- Provide friendly, trusted local knowledge and visitor servicing.
- Work collaboratively with operators, tourism organisations and the local community to support quality products and services.
- Promote Kununurra and the East Kimberley through our website, social media, visitor publications, maps, consumer shows and other marketing activity.
- Represent and advocate on behalf of the region's tourism industry at local, state and federal levels.
- Provide a broad civic information service to visitors and locals, including road, weather and other practical regional information.
- Operate and support the Argyle Homestead Museum at Lake Argyle, including visitor servicing, retail and member brochure exposure.

Meet the Executive Team

2026/27 KVC Executive Committee

Name	Position	Organisation
Greg Smith	Chairperson	Lake Argyle Cruises
Margot McTaggart	Deputy Chairperson	Ord Valley Events
Jason Webb	Secretary	Kimberley Accommodation Group
Paul Cripps	Treasurer	Helispirit
Prue Jenkins	Committee Member	Wunan / Lily Lagoon Resort
Bianca Sargent	Committee Member	G'Day Group
Nat Dunk-Andrews	Committee Member	Ivanhoe Village Caravan Resort
Cr Vina Goulden	Councillor Representative	Shire of Wyndham East Kimberley
Viv McEvoy	CEO	Ord Tourist Bureau Inc (KVC/AHM)

Why Tourism Matters to Our Region

Tourism contributes to local expenditure, employment, business activity and investment. It also supports the development of visitor infrastructure and helps build awareness of the natural, cultural and historical assets that make the East Kimberley distinctive.

Businesses across the region benefit directly or indirectly from a strong visitor economy. Supporting KVC through membership contributes to coordinated visitor servicing, regional promotion and collaboration across the local tourism industry.

Why join the Kununurra Visitor Centre?

KVC connects visitors with local businesses before they arrive, while they are in the region and as they continue their Kimberley journey or head into the Northern Territory. Membership gives businesses a direct connection to the Visitor Centre team, access to promotional opportunities and the ability to be part of a trusted regional visitor servicing network.

For tour and accommodation operators, KVC can also act as a local booking channel, helping visitors move from enquiry to confirmed experience while they are speaking directly with our team.

Through a collaborative approach, our members help strengthen the visitor experience and advance shared goals for tourism in Kununurra, Wyndham and the wider East Kimberley.

What are other members saying about KVC?

Hi Viv and staff

We would like to thank you all so much for all your help with bookings for the cave tours this season. We truly appreciated your support, professionalism and ongoing assistance. It was a fantastic season, and your contribution helped make it so successful. We look forward to working with you again next season!

Kind regards

Rose and staff
Girloorloo Tours @ Mimbi Caves & Campgrounds

Our Reach

KVC connects with visitors through multiple channels, supporting trip planning, local referrals and promotion of member businesses. The following updated measures demonstrate the breadth of this activity:

Measure	Updated figure
Social media reach	2,430,180
Telephone calls received	3,454
Visitor Guide and operator brochure distribution	195,000+
Visitors through the door	32,581
Booking turnover	More than $2.4 million

Advertising & Digital Promotion

Digital channels are an important part of promoting a remote destination. KVC uses social media, web content and destination marketing to inspire travel, answer visitor questions and direct potential customers to member businesses.

Members are encouraged to tag relevant locations, use current destination hashtags and keep KVC informed of new products, seasonal changes and content that can be shared.

Recommended hashtags: #visitkununurra #wathedreamstate #australiasnorthwest #kununurra #eastkimberley #kimberley

Our Visitors

KVC is often one of the first points of contact for people planning or arriving in the East Kimberley. Visitors rely on our team for local advice, trusted guidance and practical information to help them make confident decisions in an unfamiliar region.

Our staff talk visitors through the breadth of experiences available - from the Bungle Bungle Range, rivers and lakes to accommodation, walks, food, retail, cultural experiences and local services. These conversations create opportunities for members that extend well beyond bookings made directly at the counter.

Printed information remains valuable alongside digital resources. KVC continues to provide visitor guides, maps and other resources that visitors can carry with them throughout the region.

What are the visitors saying about KVC



Travelling Nate

Local Guide • 173 reviews • 1381 photos
5 Stars
Kununurra Visitor Centre is not your regular boring visitor centre!

First thing you notice is a massive crocodile skin hanging on the wall. Then you notice great merchandise, heaps of information and an extremely helpful team of awesome locals.

You can find out the best things to do in and around Kununurra and there is so much to do!

The amazing staff will book all of your tours for you, give you relevant information and let you know the best places to stay in and around town.

The amazing staff know exactly what they are talking about because they have experienced it.

This is an extraordinary visitor centre and should become the model for visitor centres all over Australia, nay the world!

Working Together: Shared Vision, Common Goals

KVC values opportunities for our team to experience member products and services. Familiarisations and regular product updates help our staff confidently recommend the right experiences to visitors.

We encourage members to keep us informed about accessibility, mobility and sensory considerations so that our recommendations are useful to a wide range of visitors.

Members are also welcome to visit the Visitor Centre to brief staff on product changes, new offers and operational updates. KVC and its members work under a Code of Conduct & Ethics designed to support professional, accurate and respectful visitor servicing.

Vision, Mission & Objectives

Vision

Inspiring and empowering regional, national and international visitors to unlock the full potential of their adventures in the East Kimberley, while fostering a vibrant and sustainable visitor economy that benefits our Members and the Community.

Mission

Kununurra Visitor Centre strives to be a leader in visitor servicing, destination marketing and tourism development by:

- Encouraging visitors to discover the cultural, historical and recreational opportunities of the East Kimberley, as well as its accommodation, dining and retail offerings.
- Encouraging groups, businesses and organisations to hold meetings, conferences, events and festivals in the East Kimberley through collaboration with community groups and industry.
- Assisting the development of new tourism opportunities through support, resources and professional assistance.

Objectives

- Be business ready to relocate the Visitor Centre.
- Maintain and grow service standards within the East Kimberley tourism sector.
- Ensure financial stability and maximise the profitability of the organisation.
- Maintain and grow member satisfaction.
- Increase membership and foster community engagement.

Membership Packages

KVC offers a range of membership levels designed for different types of businesses and levels of tourism involvement.

Events - $332.25 incl. GST

For companies or organisations planning an event and seeking access to KVC expertise, advertising opportunities and shared promotional space.

Bronze - $332.25 incl. GST

For shops, general businesses and other businesses wanting to be part of the KVC collective, display brochures and be recommended by the Visitor Centre. Eligible tour/accommodation products can discuss booking options with KVC.

Silver - $862.70 incl. GST

An entry-level tourism membership for businesses wanting KVC support with the flexibility to select additional promotional extras to suit their profile and budget.

Gold - $1,328.00 incl. GST

A comprehensive and popular membership level designed to provide strong value and broad inclusion across KVC's promotional channels.

Platinum - $2,191.70 incl. GST

The highest membership level, with enhanced promotional inclusions such as a larger Visitor Guide advertisement and map presence.

What We Do for Members

- Promote member businesses through KVC's annual Visitor Guide and other visitor information.
- Provide website listings and direct visitor referrals.
- Offer selected membership levels map and signage exposure.
- Provide opportunities to meet with the marketing and membership team.
- Share industry updates, opportunities and KVC news.
- Offer access to joint and subsidised advertising opportunities where available.
- Provide membership support and assistance throughout the year.

Membership Inclusions - Working Table

Inclusion	Events	Bronze	Silver	Gold	Platinum
2027 Cost (incl. GST)	**$332.25**	**$332.25**	**$862.70**	**$1,328.00**	**$2,191.70**
Brochure display at KVC	✓	✓	✓	✓	✓
Membership certificate	✓	✓	✓	✓	✓
Member newsletter	✓	✓	✓	✓	✓
Recommended by KVC	✓	✓	✓	✓	✓
Joint advertising opportunities	✓	✓	✓	✓	✓

Voting rights at AGM	✓	✓	✓	✓	✓
Listing on KVC website	✓	✓	✓	✓	✓
Membership support	✓	✓	✓	✓	✓
Information bay signage*	$	$	Small	Small	Large
Visitor Guide advertisement*	$	$	$	1/4 Page	1/2 Page
Argyle Homestead brochure display	-	-	-	✓	✓
Map reference	-	-	-	✓	✓
TV screen advertising*	-	-	-	$	$
KVC wall display*	-	$	$	$	$
Window advertising*	-	$	$	$	$

*Advertising production, signage, brochure and screen-material costs remain the responsibility of the member unless otherwise stated.

Membership inclusions and specifications remain unchanged from 2026. Confirmed 2027 membership fees appear above.

Membership Breakdown

Optional extra (2027)	Price incl. GST
Additional brochure display	$247.50
Information Bay sign — small (800 × 500 mm)	$484.00
Information Bay sign — large (1080 × 980 mm)	$968.00
Visitor Guide advertisement — ¼ page	$693.00
Visitor Guide advertisement — ½ page	$1,182.50
Visitor Guide advertisement — full page	$2,161.50
TV screen advertising (90 seconds)	$1,100.00
Wall advertisement	$390.50
Window advertisement	$390.50

Brochure Display at KVC

Provide current brochures for display throughout the Visitor Centre so visitors can access them directly and KVC staff can use them when recommending member products and services.

Membership Certificate

A certificate recognising the business as a financial KVC member and its support of the region's tourism industry.

Member Newsletter

Regular member communications containing KVC updates, industry information, opportunities and relevant statistics.

Recommended by KVC

KVC staff can recommend member businesses. Product updates and familiarisations help the team provide accurate, confident advice. Eligible tour and accommodation products may also be bookable through KVC.

Joint Advertising Opportunities

Members may be invited to participate in consumer shows, publications and other collaborative marketing opportunities. These opportunities may attract an additional cost.

Voting Rights at the AGM

Financial members can participate in KVC's annual general meeting in accordance with the organisation's governing documents.

Listing on Visit Kununurra Website

Member businesses can be listed on the Visit Kununurra website, an important planning and in-region information source for visitors.

Membership Support & Assistance

The KVC team can help members understand and make use of their membership opportunities and connect with relevant visitor servicing and marketing activity.

Information Bay Signage

Advertising opportunities are available at Kununurra's visitor information bays, subject to the unchanged 2026 specifications and availability.

Visitor Guide Advertisement

The KVC Visitor Guide provides members with an opportunity to advertise within a trusted destination resource distributed to visitors and through KVC's broader network.

Argyle Homestead Museum Brochure Display

Selected membership levels include brochure exposure at the Argyle Homestead Museum during its operating season.

Map Reference

Selected membership levels include a numbered reference on KVC's East Kimberley/Kununurra mapping products.

TV Screen Advertising

Video advertising opportunities may be available on screens operating within the Visitor Centre.

KVC Wall / Window Advertising

Physical advertising spaces may be available within or on the Visitor Centre, subject to size, availability and current pricing.

Visitor Centre Maps

Member map packs and associated extras pricing remain unchanged from 2026.

All Extras pricing and advertising specifications remain unchanged from 2026.

Bookable Members

Tour and accommodation members who maintain a bookable product with KVC are also subject to KVC's Bookable Member Terms & Conditions. These cover commission, payment arrangements, pricing and availability, cancellations, refunds, bank details and other booking requirements.

From 1 January 2027, the approved commission structure is 15% for accredited members (Tourism Council WA or another recognised state tourism council accreditation, with certificate supplied) and 17% for non-accredited members. Bookings made through the Argyle Homestead Museum are incorporated into bookings through KVC.

Maintaining a bookable product with KVC from 1 January 2027 constitutes acknowledgement and acceptance of the Bookable Member Terms & Conditions together with the KVC Membership Terms & Conditions and Code of Conduct & Ethics through payment of the membership invoice.

Code of Conduct & Ethics

KVC's Code of Conduct & Ethics is intended to support high standards of visitor service, protect the reputation of KVC and its members, encourage fair and professional conduct, and support responsible environmental practices.

- Members must hold appropriate licences and insurances and comply with relevant legislation.
- Products and services must be represented accurately.
- Members and staff are expected to act professionally and courteously.
- Members should keep KVC and customers informed of material service changes.
- Advertising and promotional information must not be misleading.
- Members should work constructively with other operators and seek to resolve complaints promptly.
- Members are expected to minimise environmental impacts and follow applicable environmental requirements.

The full Code of Conduct & Ethics forms part of the 2027 membership documentation and is read together with the Membership Terms & Conditions.

Membership Terms & Conditions

Membership operates on a calendar-year basis. Members are responsible for keeping KVC informed of changes to ownership, contact details and other relevant business information. Membership fees are non-refundable unless otherwise determined by KVC.

Members agree to comply with KVC's Constitution, Membership Terms & Conditions and Code of Conduct & Ethics. Bookable members must also comply with the separate Bookable Member Terms & Conditions.

Membership Application Form and payment details are included at the bottom of this Prospectus or by contacting marketing@visitkununurra.com

Get in Touch

KVC Team – Membership Enquiries
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Kununurra WA 6743
P: 08 9168 1177
E: marketing@visitkununurra.com
W: www.visitkununurra.com



Membership Application Form

Membership Level

Select	Membership Level	Total Incl GST
☐	Events	$332.25
☐	Bronze	$332.25
☐	Silver	$862.70
☐	Gold	$1328.00
☐	Platinum	$2191.70

Extras

Select	Extras	Total Incl GST
☐	Additional brochure display	$247.50
☐	Information Bay sign small (800x500mm)	$484.00
☐	Information Bay sign large (1080x980mm)	$968.00
☐	1/4-page Visitor Centre ad (90 x 124mm)	$693.00
☐	1/2-page Visitor Centre ad (184 x 124mm)	$1,182.50
☐	1 Page Visitor Guide ad (184 x 253mm)	$2,161.50
☐	TV Screen advertising (90 Seconds)	$1,100.00
☐	Wall advertisement (490 x 735mm)	$390.50
☐	Window advertisement (570 x 550mm)	$390.50

BUSINESS INFORMATION

Business Name: _____

Contact: _____

Position: _____

Business Address: _____

Postal Address: _____

Phone: _____

State: _____ Postcode: _____

E-Mail: _____

Website: _____

Business Description (Please tell us in 100 words about your business):

_____

_____

_____

Payment Details

DIRECT DEPOSIT (PREFERRED)

I, _____ Confirm that the amount of $ _____ has been directly deposited into the bank account listed below;

Account Name: Kununurra Tourist Bureau T/A Kununurra Visitor Centre

Institution: NAB Kununurra BSB Number: 086 787 Account Number: 01793 9049

OR: PAYMENT METHOD – CREDIT CARD

Name on Card: _____

Card Number: _____

CVV Number: _____Expiry Date MM/YY: _____

Total Amount $: _____

Signature: _____

AGREEMENT

I hereby apply for membership with the Kununurra Visitor Centre. In doing so, I agree to abide by the rules, conditions, brochure racking policy and code of ethics. I acknowledge that memberships work on the calendar year and fees are non-refundable.

Signature: _____ Date: _____

NEW MEMBERS' CHECKLIST

This section must be completed before any payment is invoiced/received

☐ Completed membership application form
☐ Copies of your current brochure or business card for display with KVC
☐ Individual Product Information provided (product codes, departure times, what your product entails
☐ Yes, I wish to receive an emailed copy of the current Constitution of the Kununurra Visitor Centre
☐ Yes, I wish to receive a Current Code of Ethics for the Kununurra Visitor Centre
☐ Accredited Business? If yes, please tick and provide your accredited certificate (it is not necessary to complete the rest of the checklist)

If you are not an accredited business please complete below,

☐ Certificate of Registration of Business Name
☐ Certificate of Incorporation of Proprietary Company (where applicable)
☐ Details of Public Liability Insurance, including current schedule
☐ Business Licences and Permits (e.g. Passenger Vehicle Licences, National Park Permits, etc.)
☐ Have you provided your current bank details?