



Destination Pilbara
POWERED BY NATURE

PILBARA TOURISM ASSOCIATION MEMBERSHIP PROSPECTUS 2021/22



JOIN AND GROW YOUR TOURISM BUSINESS!

The Pilbara Tourism Association (PTA) is a not-for-profit organisation that promotes and develops Pilbara tourism. We work collaboratively with regional, state, and national, tourism, regional development, and funding organisations to develop and deliver projects that will grow Pilbara Tourism and businesses.

Over the past 12 months we have been successful in receiving funding of almost \$900,000 to deliver the following projects:

- Warlu Way App
- Warlu Way Adventure Guide
- Development of Destination Management and Marketing Plan
- Full-time Tourism Business Development Manager to assist and mentor Pilbara tourism businesses
- Representation at the Perth Caravan and Camping Show
- Visiting Journalist for RACWA's Horizon Magazine
- Destination WA TV feature
- TV ad campaigns on GWN
- Social Media Marketing strategies
- Epic Pilbara Adventure competition receiving over 10,000 entries
- Develop an image and videography library for members
- A Warlu Way tourism conference and regular local networking events



Which membership level is right for me?



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PILBARA TOURISM ASSOCIATION (PTA)

CHOOSE YOUR MEMBERSHIP LEVEL

Base Membership \$110 inc GST

Recommended for
personal & small
businesses
tourism, retail &
restaurants

Marketing Membership \$330 inc GST

Recommended for
mid-level tour &
accommodation
operators, medium
to large retail
outlets

Premium Membership \$880 inc GST

Recommended for
corporations &
organisations wanting
to support the
development of
tourism in the Pilbara

	Base Membership \$110 <small>inc GST</small>	Marketing Membership \$330 <small>inc GST</small>	Premium Membership \$880 <small>inc GST</small>
Association voting rights	✓	✓	✓
Invitation to attend member networking functions	✓	✓	✓
Subscription to e-newsletters	✓	✓	✓
Access to new image and videography library	✓	✓	✓
Listing on Destination Pilbara Website Members Page	✓	✓	✓
Eligible for Free business assistance from Tourism Business Advisor	✓	✓	✓
Eligible to participate in Destination Pilbara marketing opportunities		✓	✓
Own page with link to your website on the Destination Pilbara website		✓	✓
Invitation to participate in consumer and trade events		✓	✓
Inclusion in on-line version of WW Adventure guide members listing		✓	✓
Inclusion in Warlu Way Travel Safe app		✓	✓
Opportunities to participation in journalist famils		✓	✓
Priority opportunity to participation in journalist famils			✓
Display of logo and mention in Destination Pilbara promotions and events			✓



Pilbara Tourism Association Membership Application



Business Name: _____

Business ABN: _____

Business Address: _____

Postal Address: _____

Contact Name: _____

Email: _____

Phone Number: _____

Mobile: _____

Website: _____

Facebook: _____

Instagram: _____

Choose your membership level:

Base: \$110 (incl GST)

☐

Marketing: \$330 (incl GST)

☐

Premium: \$880 (incl GST)

☐

Authorisation Given By: _____

Position: _____

Date: _____

Please email the completed form to
accounts@destinationpilbara.com.au
and we will send you an invoice

Contact Barry Harrison for more information on 0418 453 232

**Thank you for joining the Pilbara Tourism Association, and
welcome onboard!**