

AUSTRALIA'S SOUTH WEST

MEMBERSHIP PROSPECTUS 2026/27

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 membership-based organisation, which is supported by Tourism WA and through partnerships with local and state government.

Elected members of the board represent the sub-regions of ASW and therefore have an active role in setting the strategy for the region.

Australia's South West acknowledges the Traditional Custodians of the South West, the Noongar people, and their enduring connection to, and care for, Boodja. We recognise the Pinjarup, Wiilman, Wadandi, Pibelman, Kaneang, Menang, and Koreng Aboriginal communities, and invite visitors to respect and care for this ancient land and culture, contributing to its preservation for future generations.



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 with over 500K views



Promote your business in our 2027 Holiday Planner, with 70,000 copies distributed annually



List your business on our 2027 South West Map, with 70,000 copies 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!



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 145,000 on Instagram, 91,000 on Facebook



GLOBAL VISITATION OF 35,000

received monthly to our website

WHICH LEVEL OF MEMBERSHIP IS RIGHT FOR ME?

ULTIMATE

\$455

- Extra benefits, team support and discounts
- Your tourism business included in our South West Map & Guide
- ASW website 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

\$225

- 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

AFFILIATE

\$175

- Your business listed on the ASW B2B List in the Member Hub
- Receive our newsletter, industry updates and invitations to networking events
- A 10% discount on ASW publications and campaign participation.
- Add on packages to support social media and events

Recommended for Associations, Chambers, Local Governments *without* a managed tourism asset, Events and service providers

Not ready to commit? Sign up to our Marketing & Industry Newsletter's for free and get a feel for what we can offer you. If you would like exposure to our website visitors, access to our monthly industry updates, discounts on our marketing campaigns and invitations to networking functions.

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

2026-2027 ASW MEMBERSHIP BENEFITS

	AFFILIATE \$175	ESSENTIAL \$225	ULTIMATE \$455
Prices include GST			
GENERAL BENEFITS			
Listing on ASW website - Showcase your business to australiasouthwest.com's warm audience to receive referrals and leads. Listings on ASW.com also receive authoritative SEO backlinks to your business's website and or booking URL (incl. unlimited description, 1 banner image plus up to 10 images, web address, logo)		•	•
Discount on all ASW publications and campaign participation	10% discount	10% discount	20% discount
Subscription to Marketing & Industry updates	•	•	•
Invitation to our quality networking functions*	•	•	•
Voting rights at annual AGM	•	•	•
Access to ASW Member Hub - includes fact sheets and resources	•	•	•
Opportunity to present new or reinvented product to Tourism WA		•	•
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			•
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 ALL YEAR TO ESSENTIAL & ULTIMATE MEMBERS

Prices include GST. Ultimate member 50% discount applied.

*T&C's apply, see Member Hub for details.

	ESSENTIAL	ULTIMATE
EDITORIAL MENTION	\$150	\$75
<p>This is where your business gets mentioned in australiassouthwest.com's bi-monthly Six Seasons Blog Post and associated newsletter which goes out to a database of 25K+. The feature includes one hero image, copy and direct URL links to your website. The blog remains as evergreen content for one year.</p>		
DEDICATED EDITORIAL	\$800	\$400
<p>This is where your business gets a dedicated blog on australiassouthwest.com. A member of the marketing team will work with you to plan the blog and write it inhouse. The feature will include hero imagery, minimum 800 word copy and direct URL links to your preferred website. The blog remains as evergreen content and will be shared to social media where possible.</p>		
ORGANIC SOCIAL MEDIA STORY	\$350	\$175
<p>ASW will create and publish a three to five custom designed story series tailored to our social media audience of 140K+, which will remain visible for 24 hours. Tappable stickers will take users directly to your chosen URL and your business will be tagged for resharing purposes. These dedicated stories are published to both ASW Meta social media channels (IG & FB) and will be approved by you prior to posting.</p>		
ORGANIC SOCIAL MEDIA POST	\$700	\$350
<p>ASW will create and publish a static post, carousel, or reel, customised in house by our team, using content supplied by you or already existing in our extensive visual library. This will go out to our social media audience of 140K+, reshared to stories for 24 hours, and remain as evergreen content. These dedicated feed posts are published to both ASW Meta social media channels (IG and FB) and will be approved by you prior to posting.</p>		
PAID SOCIAL MEDIA ADVERTISEMENT	\$500	\$250
<p>ASW will create and publish a paid post or reel, customised in house by our team and approved by you, using content supplied by you or already existing in our extensive visual library. This will go out to targeted audiences, across the intrastate market, with a \$250 to \$500 spend* and run for one to two weeks. A detailed post campaign report will be provided to you. Advertisements must meet Meta's advertising guidelines, including no alcohol promotion.</p>		
<p>*Please note the spend is an additional cost. (A \$250 spend = one week ad run time. A \$500 spend = two week ad run time.)</p>		
CONTENT BUNDLE	\$2,000	\$1,000
<p>A site visit from ASW's marketing team to capture and gather content, and post stories organically to ASW's social media audience of 140K+ where they will remain for 24 hours. A dedicated blog published on australiassouthwest.com, which will remain as evergreen content and provide strong, authoritative SEO metrics, shared to social media where possible. High quality raw imagery and raw b-roll footage obtained by ASW will be provided to you with global-rights usage.</p>		
<p>Integrated marketing campaigns and digital marketing activity will run throughout the year. This activity will be tailored to the market conditions as they evolve in the current environment, allowing us to be tactical and nimble in our marketing efforts. Each campaign will have a member buy-in opportunity tailored to the campaign and will be communicated to members in our marketing newsletter when available.</p>		

Interstate and International opportunities will be brought to you ad hoc.

MEET THE TEAM

The ASW & Lumenesse teams offer experienced support and are passionate about marketing the region and supporting your business.



CATRIN PICKWORTH
CHIEF EXECUTIVE OFFICER



EMMA BROWN
TOURISM ENGAGEMENT MANAGER



SOPHIE ZALOKAR
GREAT SOUTHERN TOURISM
MANAGER

AUSTRALIA'S
**SOUTH
WEST** REGIONAL
TOURISM
ORGANISATION



FIONA DUYVESTEIN
ADMINISTRATION & FINANCE



KIRBY SPENCER
DESTINATION MARKETING
SPECIALIST



EMILIE GUERIN
MARKETING & COMMUNICATIONS
OFFICER

Lumenesse & Co specialises in providing marketing, product & business development, and destination management services to tourism businesses .



CARLY HORNCASTLE
LUMENESSE & CO PROJECT LEAD



MADI ARNOLD
LUMENESSE & CO PROJECT DELIVERY

For more information, please contact:
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madi@lumenesse.com.au



Visit our website -

australiassouthwest.com



Follow us on LinkedIn - Australia's South West



Follow us on Instagram - @australias_southwest



Find us on Facebook - Australia's South West

AUSTRALIA'S

**SOUTH
WEST** REGIONAL
TOURISM
ORGANISATION

Call: 08 9791 9197
Email: admin@australiassouthwest.com

**WESTERN
AUSTRALIA**
WALKING ON A DREAM