

Membership Prospectus



karri forest near Pemberton



Swan River, Perth



Karriji National Park

Tourism Council Western Australia Ltd (TCWA) is the peak body for the tourism industry in Western Australia. It is a not for profit organisation, representing the interests of its members. TCWA is an independent organisation governed by members from within Western Australia. As a result, TCWA truly reflects the views of the industry at all levels across the state.

TCWA's primary role is to ensure the tourism industry is recognised as a major contributor to the Western Australian economy and the social fabric and sustainability of both metropolitan and regional communities. This is achieved through the realisation of TCWA's objectives.

Mitchell Falls, Mitchell River National Park



Tree Top Walk, in Walpole-Nornalup National Park



Wave Rock, Hyden



TCWA's objectives are to:

- Represent the tourism industry as the peak body in Western Australia.
- Promote tourism as a major industry that contributes substantially to the economic and social well being of the State.
- Pursue policies that no single industry sector, association, region or member could be expected to advance on its own and provide advocacy support on key sector issues.
- Promote the development and delivery of quality experiences for visitors in Western Australia through the Australia Tourism Accreditation Program (ATAP) and the WA Tourism Awards.
- Pursue with government, programs and policies that are responsive to the needs of tourism.
- Promote and facilitate special attention to the particular needs of tourism in regional areas.
- Spearhead environmental and indigenous tourism as key platforms for the future sustainability of Western Australian tourism.
- Offer a range of events which provide the opportunity to promote the tourism industry in WA, enable industry consultation and feedback and networking opportunities.

Membership of Tourism Council WA

Membership of TCWA is available to any business or individual which is involved in the tourism industry. By becoming a member of TCWA you will not only receive significant benefits but will also be actively supporting the tourism industry and ensuring that the voice of tourism is heard! Below is an overview of the membership levels available. A list of the benefits of each membership level is outlined in the table opposite.

Gold Member

As a Gold Member of TCWA you will be invited to provide significant input into the development of TCWA's policy agenda, have exclusive access to and interaction with key industry decision makers and politicians, receive lobbying support on specific issues, recognition as a supporter of TCWA through exposure and promotion in a range of TCWA member communications and be afforded all other TCWA Silver and Bronze Member benefits.

Silver Member

As a Silver Member you will be involved in the development of TCWA's policy agenda, receive lobbying support on industry related issues, invitations to attend specific industry forums, recognition as a supporter of TCWA through exposure and promotion in a range of TCWA member communications and all other TCWA Bronze Member benefits.

Bronze Member

Bronze Membership secures your involvement in all general TCWA activities including lobbying, access to functions and events, communications and industry supplier benefits to name a few. All businesses registering with the Australian Tourism Accreditation Program(WA) will receive Bronze membership upon registration.

Industry Member

Industry membership is available to Associations involved in the tourism industry and Local Government Authorities. Members in this category will be involved in the development of TCWA's policy agenda, will receive lobbying support on sectoral issues and all other Bronze TCWA Member Benefits.

Individual Member

Individual membership is available to any person who is employed, or otherwise interested or involved in, the tourism industry. This membership provides the opportunity to be kept abreast of industry issues through invitations to TCWA functions and receipt of TCWA communications.

Student Member

This membership is open to full or part time students or persons under 25 years of age employed in the tourism industry.

Membership Packages

| Student | Individual | Bronze | Industry | Silver | Gold | BENEFITS |
|---------|------------|---------------|---------------|----------------|----------------|--|
| | | | | | ✓ | Lobbying on specific issues |
| | | | | | ✓ | Invitation to Round Table Forums with the Premier/Government Ministers |
| | | | | | ✓ | Corporate Partner Forums |
| | | | | | ✓ | VIP Seating at TCWA Functions & Events |
| | | | | ✓ | ✓ | Invitation to Specific Round Table Forums |
| | | | | ✓ | ✓ | Direct link from online members directory |
| | | | | ✓ | ✓ | 1 x Member Profile space on TCWA e-newsletter |
| | | | | ✓ | ✓ | Rotating banner ads on trustthetick.com |
| | | | | ✓ | ✓ | Opportunity to promote specials offers to TCWA Members |
| | | | | ✓ | | Preferential Seating at all TCWA Functions & Events |
| | | | ✓ | ✓ | ✓ | Input to TCWA Policy Paper |
| | | ✓ | ✓ | ✓ | ✓ | Industry Lobbying |
| | | ✓ | ✓ | ✓ | ✓ | Focus media attention on industry issues |
| | | ✓ | ✓ | ✓ | ✓ | Preferred supplier benefits |
| ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Invitation to TCWA Functions & Events |
| ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Ability to display TCWA Member logo |
| ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Monthly TCWA Newsletter |
| | ✓ | ✓ | ✓ | ✓ | ✓ | Eligible for TCWA Board nomination |
| | | ✓ | ✓ | ✓ | ✓ | Listing in online Members Directory (<i>Not applicable to Accredited Businesses</i>) |
| | | 1 vote | 1 vote | 3 votes | 4 votes | Voting rights at AGM |
| ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Participate in Industry Surveys (basis of policy paper) |
| ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Industry Issue Feedback |
| ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Membership Certificate & electronic logo for use on stationary, websites etc. |
| | | ✓ | ✓ | ✓ | ✓ | Discounted Nomination Fees to WA Tourism Awards |
| ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Access to the Tourism Industry Card Program |

Australian Tourism Accreditation Program

The Australian Tourism Accreditation Program (ATAP) is an online business development program that is based on Quality Assurance principles. It is a national program delivered in WA by TCWA and is open to all tourism and tourism related businesses.

Accreditation is a vital tourism industry asset. It is designed to establish and continually improve industry standards for conducting a tourism business.

This is achieved by the development of professional business management systems that will lead to reliability, consistency and predictability in the operation of the business which in turn results in improved customer service and satisfaction.

It encourages and assists businesses to:

- Plan how their business will function
- Develop sound business practices
- Check that customer expectations are being met.

Accreditation provides consumers and the industry with an assurance that you are committed to professionalism both in your business operations and delivery of service.

www.atap.net.au

Accreditation Benefits

When you become an Accredited Tourism Business you will be providing yourself with a valuable business asset and aligning your product with a highly recognisable national brand.

On successful completion of the program the business will receive all benefits associated with the program. These include:

- Bronze Membership of TCWA
- Access to the Federal Government's Tourism Quality 'TQUAL' mark
- Participate in business development workshops delivered throughout the state
- An improved reputation in the tourism market place

- Greater customer satisfaction and confidence which leads to repeat business
- More effective management and improved employee morale
- A competitive advantage over non accredited operators
- Improved profitability through the implementation of better operating systems
- Eligibility to enter the WA Tourism Awards
- Free listing in Accredited Businesses search engine on TCWA website
- Ability to display the 'Accredited Tourism Business Australia' logo at your point of business and on all promotional and advertising material



Preferred Supplier Benefits

TCWA have negotiated arrangements with a number of preferred suppliers to provide services to TCWA members at discounted rates e.g. insurance, print and design, financial services. Please check the TCWA website for current preferred suppliers or contact the TCWA office.

Functions & Events

TCWA stages a variety of unique and valuable events throughout the year. These provide members with opportunities to speak directly with government Ministers, network with industry peers and stay abreast of relevant industry issues and topics.

These events include;

Round Table Forum with the Premier/Government Ministers

Discuss important issues direct with the Premier and/or Government Ministers in a boardroom style environment.

Corporate Partner Forums

Bringing together major industry stakeholders to discuss industry related issues.

Breakfast with the Premier/Minister for Tourism

An annual function with an address from the Premier/Minister for Tourism, sharing their vision for the tourism industry.

Parliament House Function

An annual event held in the courtyard of Parliament House and attended by members of all political parties.

Industry Forums

Opportunity for members to hear from, and discuss issues relevant to, the tourism industry with leading industry figures. Offered in both metropolitan and regional WA.

Networking Functions

The perfect opportunity for members to meet and network in an informal and relaxed setting. Offered in both metropolitan and regional WA.

Western Australian Tourism Awards

The WA tourism industry's night of nights where we recognise and award the top tourism products and experiences in WA.



Sunset camel trek, Cable Beach, Broome



Conto Springs beach, Leeuwin-Naturaliste National Park

For Membership enquiries please contact TCWA on 9416 0700.

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the voice of tourism western australia