

OQTA Membership Prospectus 2024

MEMBERSHIP & EVENT TIERS
BENEFITS & INCLUSIONS

Letter from CEO



Our CEO: **DENISE BROWN**

Thank you for your commitment to Outback Queensland tourism. Your membership with OQTA plays an important part in developing and sustaining a vibrant and resilient industry in our region.

Our committed Outback Queensland Tourism Association (OQTA) members are the backbone of our success. From across the world's largest Regional Tourism Organisation region, our members shape an enviable network of experience and expertise - from our local councils, to accommodation houses, to attractions, to major events and so much more.

Through the support of our members our marketing, consumer and trade response continues to be inspiring and agile.

And we are here to support our members as an open and inclusive team.

OQTA membership opens doors to extend your own networks and put your business in the spotlight. We strive to deliver opportunities that provide invaluable connections, inspiration and motivation for agents, media, and industry alike.

Reach new audiences across the country and world by leveraging off OQTA's

growing social media platforms, email database and website to promote your product or service.

Our membership is not a one size fits all approach. We've developed support tiers to ensure your membership aligns with your business situation and marketing efforts can be more targeted than ever before.

We continuously seek more opportunities for campaigns, product and capacity building. And your membership puts you in the front seat to come on board as these arise beyond your tier package inclusions.

Please take a look through our 2024 membership guide. Should you have any questions, please don't hesitate to contact us.

We look forward to working with you to grow Outback Queensland tourism and to continue to deliver memorable and authentic Outback holiday experiences.

Warm regards,

DD
CEO

NEWSLETTERS



61,358
Consumer Subscribers

4,256
NEW Subscribers
from last reporting

871
Industry Subscribers

SOCIAL MEDIA & WEB



118,934
Followers

51,689,446
Impressions

661,902
Engagement

21,691,767
Video Views



54,531
Followers

2,463,536
Impressions

121,707
Engagement

2,186,128
Total Reach

OQTA WEBSITE

OQTA launched a new website in April 2023 with a fresh look, improved functionality and more advertising and marketing enhancements for OQTA members and partners. Featuring all our accommodation, attractions, experiences and events listings, with data fed from the Australian Tourism Data Warehouse, the new website aims to deliver the best possible online experience for our audiences.

1,884,917 Page Views

307,337 Sessions

77,329 Operator Leads

outbackqueensland.com.au

Outback Queensland Tourism Association

MEMBER BENEFITS SUMMARY 2024



		SUPPORTER \$175 + GST	COWBOY \$210 + GST	STOCKMAN \$850 + GST	DROVER \$2,625 + GST	EVENT \$1,995 + GST
GENERAL	Subscription to monthly OQTA consumer eNewsletter	✓	✓	✓	✓	✓
	Subscription to OQTA tourism industry updates	✓	✓	✓	✓	✓
	Lobbying and advocacy support (<i>State and Federal Government</i>)	✓	✓	✓	✓	✓
	Receive RTO accreditation points towards Best of Queensland Experiences Program	✓	✓	✓	✓	
	1 x voting rights at the OQTA AGM		✓	✓	✓	✓
	Access to Business Capability Workshops*		✓	✓	✓	✓
MARKETING	Basic listing on OQTA website via ATDW**	✓				
	Featured (<i>full</i>) listing on OQTA website via ATDW		✓	✓	✓	✓
	Access to OQTA's Optional Marketing Activities		✓	✓	✓	✓
	Annual OQTA membership sticker and jpeg	✓	✓	✓	✓	✓
	Access to Outback Qld Marketing Private Facebook Group		✓	✓	✓	✓
	Access to OQTA images - on request		✓	✓	✓	✓
	Opportunity to participate in co-operative marketing campaigns*		✓	✓	✓	✓
	Discounted advertising rate in the Travellers' Guide			✓	✓	✓
	1 x OQTA Social Media post: Facebook and Instagram		✓	✓	✓	✓
	OQTA Website: 1 x Deals Spot			✓	✓	✓
	OQTA Consumer EDM: 1 x Article Inclusion			✓	✓	✓
	OQTA Website: Banner Advertising				✓	✓
	OQTA Sponsored Blog Post				✓	✓
	Opportunity for joint media release with OQTA (<i>1 per year</i>)				✓	✓
	Priority consideration for media familiarisations				✓	
	Listing as an event co-host on OQTA Facebook page					✓
TRADE	Priority consideration for travel trade familiarisations			✓	✓	
	OQTA representation at trade events and consumer travel shows		✓	✓	✓	✓
	Opportunity to attend trade events and consumer travel shows with OQTA				✓	✓
	10% discount on OQ Assist services				✓	✓
	Trade ready product promoted at major distribution platforms such as ATE/ATEC				✓	
	Inclusion in OQTA Travel Trade Travel Planner				✓	
	Opportunity to participate in 2024 Tourism Trade Ready training program*				✓	

Valid from 1 January 2024 - 31 December 2024 | * Additional costs may apply | ** ATDW category applies

Outback Queensland Tourism Association

MEMBER TIERS 2024

Valid from 1 JAN 2024 - 31 DEC 2024

COWBOY MEMBERSHIP 2024

COST: \$210 + GST

BENEFITS

- Receive monthly OQTA consumer eNewsletter
- Receive frequent tourism industry updates
- Lobbying and advocacy support (*State and Federal Government*), including Letters of Support
- 1 x voting rights at the OQTA AGM
- Access to Business Capability Workshops by industry professional coaches delivering training workshops and product development programs to lift your business performance* (*minimal additional costs may apply*)
- Receive RTO accreditation points and support towards Best of Queensland Experiences Program (*TEQ program criteria apply*)
- Featured (full) listing on OQTA website via ATDW (*ATDW conditions & criteria apply*)
- Annual OQTA membership sticker and jpeg for promotional use
- Access to Outback Qld Marketing Private Facebook Group
- Access to OQTA images - on request
- Opportunity to participate in co-operative marketing campaigns*
- OQTA Social Media: 1 x Organic Post on Facebook and Instagram, valued at \$185
- OQTA representation at trade events and consumer travel shows

STOCKMAN MEMBERSHIP 2024

COST: \$850 + GST

ALL THE COWBOY MEMBERSHIP BENEFITS PLUS:

- Discounted advertising rate in the Travellers' Guide
- OQTA Website: 1 x Deals Spot, valued at \$250
- OQTA Consumer EDM: 1 x Article Inclusion, valued at \$275
- Priority consideration for travel trade familiarisations
- OQTA representation at trade events and consumer travel shows

DROVER MEMBERSHIP 2024

COST: \$2,625 + GST

ALL THE COWBOY AND STOCKMAN MEMBERSHIP BENEFITS PLUS:

- OQTA Website: Banner Advertising (position-based price), valued from \$250 (for 1 month)
- OQTA Sponsored Blog Post, valued at \$880
- Opportunity for joint media release with OQTA (1 per year) - newsworthy announcement to OQTA media database
- Priority consideration for media familiarisations
- OQTA representation at trade events and consumer travel shows
- Opportunity to attend trade events and consumer travel shows with OQTA
- 10% discount on OQ Assist services
- Trade ready product promoted at major distribution platforms such as ATE/ATEC
- Inclusion in OQTA Travel Trade Travel Planner
- Opportunity to participate in 2024 Tourism Trade Ready training program*

*Additional costs may apply

EVENT MEMBERSHIP 2024

COST: \$1,995 + GST

- Receive monthly OQTA consumer eNewsletter
- Receive frequent tourism industry updates
- Lobbying and advocacy support (*State and Federal Government*), including Letters of Support
- 1 x voting rights at the OQTA AGM
- Access to Business Capability Workshops by industry professional coaches delivering training workshops and product development programs to lift your business performance* (*minimal additional costs may apply*)
- Featured (full) listing on OQTA website via ATDW (*ATDW conditions & criteria apply*)
- Annual OQTA membership sticker and jpeg for promotional use
- Access to Outback Qld Marketing Private Facebook Group
- Access to OQTA images - on request
- Opportunity to participate in co-operative marketing campaigns*
- OQTA Social Media: 1 x Organic Post on Facebook Instagram, valued at \$185
- OQTA Website: 1 x Deals Spot, valued at \$250
- OQTA Consumer EDM: 1 x Article Inclusion, valued at \$275
- OQTA Website: Banner Advertising (position-based price), valued from \$200 (for 1 month)
- OQTA Sponsored Blog Post, valued at \$880
- Opportunity for joint media release with OQTA (*1 per year*) - newsworthy announcement to OQTA media database
- Listing as an event co-host on OQTA Facebook page
- OQTA representation at trade events and consumer travel shows
- Opportunity to attend trade events and consumer travel shows with OQTA
- 10% discount on OQ Assist services

SUPPORTER 2024

COST: \$175 + GST

BENEFITS

- Receive monthly OQTA consumer eNewsletter
- Receive frequent tourism industry updates
- Lobbying and advocacy support (*State and Federal Government*), including Letters of Support
- Receive RTO accreditation points and support towards Best of Queensland Experiences Program (TEQ program criteria apply)
- Basic listing on OQTA website via ATDW (*ATDW conditions & criteria apply*)
- Annual OQTA membership sticker and jpeg for promotional use

* valid for non-tourism businesses only

* Additional costs may apply

All marketing inclusions scheduled at the discretion of OQTA

Outback Queensland Tourism Association

MEMBERS CODE OF CONDUCT 2024



The code of conduct is publicly advertised on the OQTA website, available on request and forwarded in 'new members' information packs. This policy has been authorised by the Management Committee of the Outback Queensland Tourism Association.

MEMBERS, EMPLOYEES AND CONTRACTORS

This document outlines the values and the conduct that we in the Outback Queensland Tourism Association (OQTA) expect of our Committee, employees, contractors and members in all our dealings amongst ourselves and with our stakeholders, including industry, government, members and visitors to the region. Breaches of the Code of Conduct will result in disciplinary action.

ETHICAL CONDUCT

The Code of Conduct requires that an employee, member or anyone acting on behalf of the OQTA must:

- Behave honestly and with integrity
- Act with care and diligence
- Treat everyone with respect and courtesy, and without harassment
- Comply with all applicable Australian laws
- Maintain appropriate confidentiality about any dealings that may affect operations of the OQTA or any member organisation.
- Where appropriate, disclose, and take reasonable steps to avoid, any conflict of interest (real or apparent) in connection with OQTA activities
- Use OQTA resources in a proper manner
- Not provide false or misleading information in response to a request for information that is made for official purposes
- Not make improper use of: Inside information, or the OQTA employee's duties, status, power or authority in order to gain, or seek to gain, a benefit or advantage for the individual or for any other person
- At all times ensure that all members advise their staff to behave in a way that upholds the integrity and good reputation of the OQTA.

HARASSMENT, BULLYING AND DISCRIMINATION

OQTA is committed to ensuring a safe business environment for our workers, which extends to protecting staff from psychological hazards in addition to physical ones. We treat each other and other stakeholders with courtesy and respect, we are sensitive to the cultural backgrounds of others, and we refrain from behaviour that is, or could be construed to be, harassment be it sexual or otherwise. Unsafe and unacceptable behaviour including harassment, discrimination and bullying will not be tolerated. Discrimination against others on the grounds of race, colour, sex, sexual orientation, age, physical or mental disability, marital status, family responsibilities, pregnancy, religion, political opinion, national extraction or social origin or any other ground is illegal; any such incidents must be reported to the OQTA CEO or Chairperson for appropriate action.

CORRUPT CONDUCT AND REPORTING WRONGDOING

As custodians of OQTA funds we are held to a high standard of ethical and transparent conduct, and acknowledge that incidents of corrupt conduct, including theft, fraud and bribery, expose OQTA to significant reputational and financial damage. Accordingly, OQTA has a zero-tolerance attitude toward such activity and considers it grounds for immediate dismissal and, possibly, legal action.

FRAUD

Fraud is defined as dishonestly obtaining a benefit, or causing a loss, by deception or other means. There is a mental or fault element to fraud; it requires more than carelessness, accident or error, and can be committed by an internal or external party (or both by way of collusion). This policy requires us all to advise the CEO or Chairperson of any concern, suspicion, or information related to fraudulent, corrupt or improper conduct and encourage others to do the same.

CONDUCT IN SOCIAL MEDIA

We acknowledge that our conduct in social media, either on behalf of OQTA or as individuals in our own time, carries risks that may potentially negatively impact upon OQTA if not managed properly. For this reason, apart from a limited group of employees who have explicit permission to represent OQTA in social media forums, we do not lead others to believe we are commenting on behalf of, or in the name of, OQTA or its members. Where we comment or share information on a subject that could be construed to be related to OQTA, we provide a clear disclaimer that our views are our own, and in no way represent those of OQTA.

Outback Queensland Tourism Association

MEMBERSHIP APPLICATION 2024



This form is for new members only. Current members will receive a renewal notice via email. Please click [HERE](#) to apply and pay online. Alternatively, complete the form below and return to: membership@outbackqueensland.com.au

COMPANY DETAILS:

Company Name:					
Trading Name:				ABN:	
Entity Type:	Sole Trader	Partnership	Company	Other (please specify)	
Year commenced OQTA membership:			Total years of OQTA membership:		
Street Address:					
Postal Address:					
Phone Number:				Fax Number:	
Email Address:				Website:	

CONTACT DETAILS

OWNER / MANAGER:		
Direct Email:		Contact Number:
MARKETING CONTACT:		
Direct Email:		Contact Number:
PR / MEDIA CONTACT		
Direct Email:		Contact Number:
FINANCE / ACCOUNTS		
Direct Email:		Contact Number:
OTHER: (please specify)		
Direct Email:		Contact Number:

MEMBERSHIP TIER (+ GST)

Payment Options: We accept payment by Direct Deposit, Credit Card (VISA, Mastercard ONLY) and Stripe; an invoice will be sent through to you with these options to pay.

SUPPORTER MEMBERSHIP	\$175
COWBOY MEMBERSHIP	\$210
STOCKMAN MEMBERSHIP	\$850
EVENT MEMBERSHIP	\$1995
DROVER MEMBERSHIP	\$2625

OPTIONAL MARKETING EXTRAS (+ GST)

OQTA Consumer EDM: Article Inclusion	\$275 MAX 2 / YEAR
OQTA Consumer EDM: Takeover	\$1,650 1 / YEAR
OQTA Sponsored Blog Post	\$880 1 / YEAR
OQTA Website: Banner Advertising (position based price)	\$250 PER POSITION, PER MONTH
OQTA Website: Deals Spot (max 2 deals per member, per month)	\$250 PER MONTH
OQTA Website: Hallmark Event (Events section of website)	\$320 PER MONTH**
OQTA Website: Top Spot (on Home page)	\$420 PER MONTH**
OQTA Website: New Experience (on Home page)	\$450 PER MONTH**
OQTA Social Media: Organic Posts	\$185 1 POST / YEAR
	\$460 3 POSTS / YEAR
	\$890 6 POSTS / YEAR

** subject to booking/availability as spots are limited

Print Name:		
Signature		Date:

I hereby acknowledge that I have read, understood and agree to the **Outback Queensland Tourism Association Members' Code of Conduct 2024**

Valid from 1 January 2024 - 31 December 2024. Pro rata and discounts not available. All new membership applications are pending until approval by Outback Queensland Tourism Association. Return form to membership@outbackqueensland.com.au

DO YOU NEED MARKETING
ASSISTANCE OR EVEN SOCIAL
MEDIA - FACEBOOK OR
INSTAGRAM HELP?

CONTACT US
FOR A BESPOKE PACKAGE