

Working WITH US

How to make the most of
your OQTA Membership



Welcome to Outback Queensland Tourism—your adventure with us starts now.

You're now part of a dynamic network of operators, advocates, and industry leaders all working together to grow and promote Outback Queensland as a premier tourism destination.

As a member, you gain access to a valuable range of benefits designed to boost your business, broaden your visibility, and connect you with the wider tourism community.

This guide is here to explain the benefits of being a member and how to leverage our channels and marketing opportunities

- Guide helps unlock member benefits
- Maximize available opportunities
- Useful for new and existing businesses
- Tools designed to:
- Grow your business
- Increase sales
- Build long-term success

Our passionate team is always ready to support you. Each member brings their own expertise, but we're united by a shared vision: to position Outback Queensland as Australia's leading destination for Outback adventure and experience.

IMPORTANT NOTE: Memberships commence in January of each year. OQTA will automatically activate some benefits upon joining. You are encouraged to realise the value of your membership investment by activating the remaining benefits available to you as soon as possible. To do this, we require information from you. It's all laid out in this Guide and the sooner you provide the information, the sooner your business begins to enjoy the benefits. Without this information the benefits cannot be activated and may be forfeited.

If you need any support to achieve this outcome, please contact one of our team members who will be happy to help.





Denise Brown Chief Executive Officer

Denise champions the needs of Outback Queensland's regions, councils, and operators. She advocates for destination marketing and infrastructure funding to support growth aligned with market trends and visitor expectations.

ceo@outbackqueensland.com.au

P: +61 438 394 492



Kelly Hensley Operations

With deep experience from her time at ATDW, Kelly oversees operations and contributes to marketing and communications, while representing OQTA across the industry.

kelly.hensley@outbackqueensland.com.au

P: +61 400 812 350



Sam Ireland Comms

Sam provides essential admin support and delivers our regular e-newsletters—keeping members updated on news, events, and OQTA activities.

sam@outbackqueensland.com.au



Emily Ridder Marketing

Emily works closely with members, councils, and partners to develop and implement marketing initiatives that attract visitors to the region.

marketing@outbackqueensland.com.au

P: +61 477 966 638



Melanie Grevis-James Traveller's Guide

Mel continues to focus on producing Outback Queensland Traveller's Guide. Drawing on her extensive experience in tourism marketing and publishing, she is overseeing the guide's development to promote travel across Queensland's Outback.

marketing@outbackqueensland.com.au

P: +61 409 440 501



Susan Maynard Special Projects

Susan manages OQTA's social media platforms and leads workshops, webinars, and mentoring sessions to support industry development.

projects@outbackqueensland.com.au

P: +61 401 647 055



Amanda Munn PR Lead

Amanda works with our partners and operators to secure year round media coverage and PR opportunities for the region. With experience in communications, content creation and marketing, Amanda also assists with special projects as required.

media@outbackqueensland.com.au

P: +61 414 166 357

HOW TO WORK WITH US

STEP 01

Explore our consumer and trade channels to see which are of interest to your business

STEP 02

Use our table to determine which membership level will work best for you

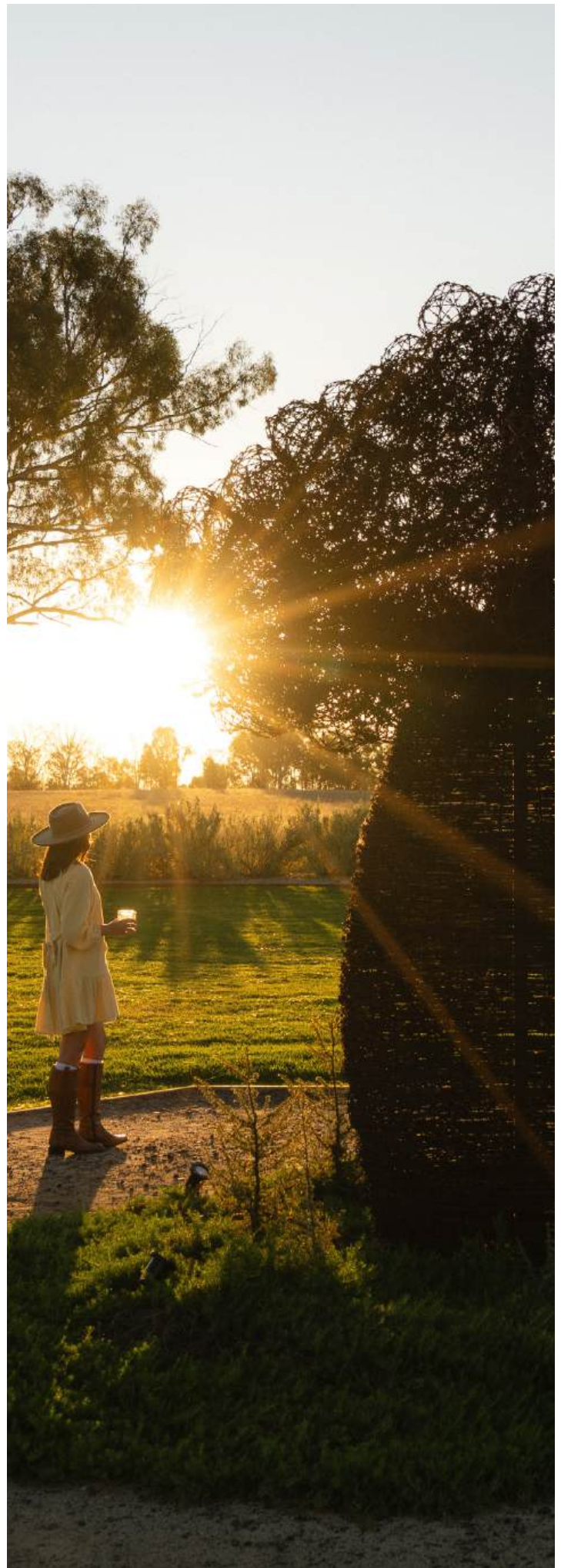
STEP 03

Use our handy new member checklist to activate your membership and start benefiting from our channels.

STEP 04

Enhance your membership with an additional marketing package (see page 12).

If you have any questions about OQTA Membership, you can contact membership@outbackqueensland.com.au



WHERE WILL YOUR BUSINESS BE SEEN?

Before you sign up you probably want to know how and where your business will be presented and the company you'll be keeping. OQTA creates and distributes stunning visual content to travellers, the tourism industry, and media using different marketing channels. The statistics demonstrate how effective each channel is in reaching each market segment. Which will you choose?

OQTA Digital Assets

The highly informative consumer website outbackqueensland.com.au and OQTA's engaging social media platforms can expose your business to hundreds of thousands of visitors already interested in visiting Outback Queensland from key target markets including high value drive market travellers, families with school-age children and professional couples.

Additional digital cooperative marketing opportunities members can leverage via outbackqueensland.com.au include:

- E- Newsletters
- Web Banners
- Featured Deals
- Sponsored Blogs



E-NEWSLETTERS



68,000+
SUBSCRIBERS

WEBSITE



1,100,000+
PAGE VIEWS PER YEAR

FACEBOOK



131,000+
FOLLOWERS

INSTAGRAM



60,500+
FOLLOWERS



REACHING THE RIGHT AUDIENCE

Make the most of your membership by tapping into Outback Queensland's powerful marketing platforms. Whether you're aiming to attract more travellers, boost online sales, or connect with trade decision-makers, OQTA's suite of promotional channels is designed to amplify your brand across the visitor journey.

CONSUMER CHANNELS

These channels speak directly to potential travellers – helping inspire, convert and support their journey to the Outback.

Consumer website

outbackqueensland.com.au

The digital front door to the Outback.

With thousands of monthly visitors, this official tourism website is the hub for holiday planning. Feature your business through listings, blogs, and regional travel content to boost visibility when consumers are dreaming, planning, or booking.

Facebook & Instagram

Tap into a highly engaged community.

OQTA's social media channels are vibrant, visual, and storytelling-rich. With thousands of followers and strong engagement rates, these platforms help showcase your experience to an audience actively seeking travel inspiration. Tag us, collaborate with campaigns, or share your best content with us for repost opportunities.

Native Ads

Stand out at the top.

OQTA's website is highly visible and attracts high visitation. Place your brand, experience or event front and centre via native ads through our website.

Deals Page

Turn browsers into bookers.

Add your packages and offers to the dedicated Deals section to catch the attention of price-conscious travellers. Ideal for seasonal promotions or last-minute getaways.

Bookeasy Integration

Take bookings, not just interest.

Your accommodation or tour product can be booked directly on the OQTA website through Bookeasy. This adds convenience for travellers and increases your chances of conversion.

Consumer Shows

Face-to-face with future guests.

Join us at major consumer travel shows like the Caravan and Camping expos, where OQTA promotes the region to thousands of outdoor-loving Aussies. It's a powerful way to drive interest and get in front of your target market – especially self-drive and RV travellers.

The Outback Queensland Traveller's Guide

The go-to glovebox companion.

Distributed nationally and picked up by thousands planning their road trip, the Traveller's Guide features member listings, maps, itineraries and stories. Being featured here puts your business into the hands of your ideal audience.



**DOWNLOAD THE
2025 GUIDE NOW**





TRADE CHANNELS

Connecting you with travel professionals who sell the Outback – both domestically and internationally.

Inclusion in OQTA Travel Trade Planner

The **OQTA Travel Trade Planner** is the key piece of collateral, distributed domestically and internationally. With different levels of buy in the publication gives your business year-round visibility with the travel trade, making it easier for agents to learn about, promote, and include your product in itineraries.

HOW TO ACTIVATE

OQTA will advise the publication date and details of the advertising costs.

Public Relations

Get into the media spotlight.

OQTA regularly collaborates with travel journalists, influencers, and broadcasters to secure coverage for the Outback. Provide a great story or media-ready experience, and you could be part of our next PR feature or famil.

Australian Tourism Exchange (ATE)

Be part of Australia's biggest tourism marketplace.

OQTA represents the region at ATE, Australia's premier trade event. Members with export-ready product can leverage our presence to connect with international buyers and grow their global reach.

Sales Missions

Build trade relationships.

Participate in coordinated sales missions where OQTA presents the region and its experiences to key industry partners. It's a chance to develop leads, form partnerships, and pitch your business directly to trade buyers.

Opportunity to attend trade events with OQTA (costs apply)

Attending trade events through OQTA reduces the costs you'd normally face if you attended on your own. It also gives you the chance to build direct relationships with international buyers and domestic partners, stay across market trends, and promote your business on a global stage.

Contact Emily at traveltrade@outbackqueensland.com.au if you are interested in attending any of these events



ADDITIONAL WAYS WE CAN SUPPORT YOU

In addition to our usual membership benefits, OQTA can support operators, event organisers and the broader tourism industry with these services.

Lobbying and advocacy including Letters of Support

If you require a Letter of Support from OQTA please ensure that you request this at least 14 days prior to the date it is required.

Email requests to:

admin@outbackqueensland.com.au

OQ Assist

OQTA recognises that each business is unique and may require specialist support at various times. OQ Assist, a fee-for-service business unit, was developed to help fulfill this need. OQ Assist specialises in creating bespoke business solutions for Outback and regional businesses. If you need help to build your business, create a business plan, market your product, develop your business or event, redesign your website, up-skill your staff, improve your storytelling or online awareness, or apply for grant funding, we can help.

Our clients include local government, not-for-profit organisations, local tourism and event associations, tourism businesses, and small to medium enterprises. Please contact OQ Assist for a quote.

E: **projects@oqassist.com.au**

P: +61 409 440 501

Outback Online

Outback Online Shop is an additional sales channel for retailers of locally made products. The shop is accessed via the high performing website **outbackqueensland.com.au** which currently attracts more than 1.2 million page views per year.

OQTA charges a small commission to maintain this online distribution channel.

For more information, email:

marketing@outbackqueensland.com.au



Content Creation

Need to create video or photography to promote your operations? OQTA can provide assistance connecting you with the right resources.

For more information, email:

marketing@outbackqueensland.com.au

Trade Events *(costs apply)*

Attendance at trade events with OQTA decreases the costs that would apply if your business wished to attend individually, while allowing you to build direct relationships with international buyers and domestic trade partners, gain insights into market trends, and promote your business on a global stage.

Contact our team at **marketing@outbackqueensland.com.au** if you are interested in attending any of these events

Trade Ready Training Programs

Throughout the year, OQTA holds a number of trade ready programs, workshops and webinars for industry to join. These aim to educate attendees about the trade travel distribution system and what operators need to do to attract more visitors and trade effectively in the domestic and international marketplaces.

Sign up for our industry newsletter and we will email you as these opportunities arise.

MEMBERSHIP LEVELS 2026

	OUTBACK FREE	SUPPORTER \$135 + GST	OPERATOR \$220 + GST	EVENTS \$500 + GST	OPERATOR GOLD \$1,000 + GST	TRADE \$1,995 + GST
Receive monthly OQTA consumer eNewsletter	✓	✓	✓	✓	✓	✓
Receive frequent OQTA and tourism industry updates	✓	✓	✓	✓	✓	✓
Listing on OQTA website via ATDW (ATDW conditions & criteria apply)	✓	✓	✓	✓	✓	✓
Lobbying and advocacy support including Letters of Support		✓	✓	✓	✓	✓
Annual OQTA membership sticker and jpeg for promotional use		✓	✓	✓	✓	✓
1 x voting rights at the OQTA AGM		✓	✓	✓	✓	✓
Access to Business Capability Workshops by industry professional coaches		✓	✓	✓	✓	✓
Access to Outback Qld Marketing Private Facebook Group		✓	✓	✓	✓	✓
Invitation to attend Outback Queensland events – one ticket per business		✓	✓	✓	✓	✓
Access to the OQTA image library. Images are supplied to assist in promoting the destination.		✓	✓	✓	✓	✓
Invitation to participate in OQTA's 'Outback Online Shop' Program		✓	✓		✓	✓
Receive RTO accreditation points and support towards Best of Queensland Experiences Program			✓		✓	✓
Opportunity to list on Bookeasy with product to be sold via OQTA website			✓		✓	✓
Advice on Queensland Homegrown Events Program applications				✓		
Opportunity to participate in OQTA co-operative marketing campaigns			✓	✓	✓	✓
OQTA Social Media: 1 x Organic Post on Facebook and Instagram			✓	✓	✓	✓
Discounted advertising rate in the OQTA Traveller's Guide			✓	✓	✓	✓
Co-host events on Facebook (Events only)				✓	✓	✓
1 x OQTA consumer newsletter Banner ad					✓	✓
Opportunity to participate in 2026 Tourism Trade Ready training program					✓	✓
OQTA representation at consumer travel shows (Caravan and Camping Shows)					✓	✓
Opportunity to attend consumer travel shows with OQTA (Caravan and Camping Shows) (Travel costs apply)					✓	✓
Priority consideration for media familiarisations					✓	✓
Priority consideration for travel trade familiarisations						✓
Inclusion in OQTA Travel Trade Travel Planner						✓
OQTA representation at trade events inc. ATE and ATEC						✓
Opportunity to attend trade events with OQTA (costs apply)						✓

Valid from 1 January 2026 - 31 December 2026 | * Additional costs may apply | ** ATDW category applies

ACTIVATE YOUR MEMBERSHIP CHECKLIST

- ☐ Submit your membership application
- ☐ Complete your ATDW listing
- ☐ Share your product, event or experience images with us via Dropbox or email us for an upload link
- ☐ Tag OQTA on your social posts using our social handles
IG: [@outbackqueensland](#) | FB: [@OutbackQueensland](#)
- ☐ Read our industry newsletters. Not sure if you are on our list?
Email us at newsletter@outbackqueensland.com.au
- ☐ Load a deal to ATDW. This will feed through to our website
- ☐ Join OQTA's members only '[Outback Qld Marketing Network](#)' Facebook Group – to keep updated on OQTA opportunities, events and news
- ☐ Communicate regularly with your local Tourism Development Officer (TDO) in your region. Each Outback Council has a dedicated TDO – they can assist with extra advice and knowledge at a local level. OQTA works very closely with all our TDOs in Outback Queensland – they are our 'go to' team and eyes and ears on the ground. Not sure who your TDO is? Contact our team and we will introduce you.





Location: **Eromanga**

Eromanga Natural History Museum 1 Night Dinosaur Insiders

Join a guided tour of the workshop, laboratory and collection centre. It's not every day you get to see a 95 million year old dinosaur bone up close! Take your seat in the multi-media...

Redeem between the 25/04/2025 to 01/03/2026

Package - Attraction



Location: **Longreach**

Qantas Founders Museum Business Class Experience

Join us for our 25-minute light & sound show; 100 years of Qantas history projected on the side of our iconic aircraft. The following morning, embark on a 90-minute guided tour..

Redeem between the 10/04/2025 to 10/10/2025

Package - Attraction

ALL ABOUT **ATDW**

ATDW (Australian Tourism Data Warehouse) is an important (and FREE!) tool that all operators and events with a tourism focus should take advantage of.

This centralised database of tourism product is used by Tourism and Events Queensland, Tourism Australia and media to marketing and promote properties, experiences, deals and events. It's a MUST DO marketing activity.

We ask all OQTA members to be listed on ATDW. To list, follow these steps:

- * Visit atdw.com.au to create your free listing (Queensland tourism operators are not charged for listing)
- * Ensure your content is complete, accurate, and includes strong imagery
- * Once your listing is live, OQTA can begin delivering your benefits

TIPS

Ensure ATDW works for you by:

- * **Highlight deals and packages**
Include up to three promotions at any one time to reach more travellers when they are promoted as Deals on queensland.com, outbackqueensland.com.au
- * **Update seasonally or after major changes** – Changed your pricing, trading hours, or availability? Make sure your listing reflects it. Diarise to review your listing at least every 3–6 months.
- * **Refresh your imagery** – New photos and videos can make a big difference. Showcase fresh shots of your accommodation, tours, or seasonal experiences – especially after upgrades or refurbishments.

MARKETING PACKAGES

Enhance your membership with an additional marketing package. Packages can be purchased at any time, subject to availability. To book or discuss any of these marketing options, please contact our team via marketing@outbackqueensland.com.au

Packages available to All Members

OQTA Website Display Advertising:

\$250 + GST per position, per month

- Portrait Display Ads (4 locations across the website)

Organic Social Posts:

\$200 + GST per post

- Share your news, deal or event to our organic social channels
- Subject to availability

OPTIONAL EXTRA: BUY MULTIPLE POSTS TO SAVE

- Book three or more posts and pay only \$140 per post

Native Article:

\$550 + GST per article

- One blog / article on the OQTA website
- Article shared to OQTA social channels
- Content must be provided as finished text with images
- OQTA may refine copy at their discretion

Social Media Advertising:

\$560 + GST

- Paid advertising for your experience, event or deal to OQTA social channels
- Can use our retargeting audience or an audience of your choice
- Set up fee of \$160 plus your nominated spend (min spend of \$400)

Email Feature Story:

\$600 + GST

- One native feature story on the OQTA website
- Promotion of the feature story within one OQTA email
- Cross promotion of the feature story on OQTA's Trip Advisor Page

E-Solus Campaign:

\$3,000 + GST

- An e-solus is a single email campaign that is entirely dedicated to your event, deal or business
- Our e-solus campaigns can include marketing materials specific to your business such as an event program, promotional video or a direct link to your ticketing or booking systems
- Pricing includes design using our OQTA approved designer
- Due to our database being carefully nurtured, we may work with you to ensure the campaign is suitable for our followers and will produce the best outcomes for your business



Promote a Deal or Package:

\$700 + GST

- Promote your deal or holiday package through our channels
- Have your deal listed on ATDW as a HOT DEAL
- Feature tile for your deal on the OQTA home page (2 months)
- Deal promotional post on OQTA social channels
- Deal inclusion in one OQTA consumer EDM

OPTIONAL EXTRA: RETARGETING BOOST

- We'll promote your OQTA deal promotional post to our retargeting audience on Meta which is for users that have engaged with our social posts and website
- \$160 set up cost plus budget of your choice (min of \$400)

Video Campaign:

\$1,000+ GST (2 WEEK)

\$2000 + GST (4 WEEK, 2ND AD)

- Provide us with a video of your choice and we will run this as an ad campaign through our channels
- Each campaign targets one audience of your choice + our retargeting list
- Our team will work with you to ensure the correct video specs, audience and call to action for your campaign.

OPTIONAL EXTRA: VIDEO PRODUCTION

Have footage but need the video compiled and correctly sized? Our team can assist with this.

From \$500 + gst

Packages available specifically for Events

Events Marketing Boost:

\$1,100+ GST

- Included as a feature event in one OQTA consumer newsletter
- 1 x social post
- 1 x story
- Event listed as a featured event in ATDW
- Feature tile on the OQTA events page (subject to availability)

PR Package:

\$2,400+ GST

- One media release for your event written by OQTA
- 10 hours of time for media pitching of the release
- Stream media report for OQTA generated stories

On The Ground Module:

\$7,000+ GST

- Camera operator onsite at the event
- OQTA PR pitching for the event
- Supply of b-roll footage at the end of event

Want to curate a package to specifically suit your budget and objectives?
Contact our team to create a customised marketing package.

Outback Queensland Tourism Association

MEMBERSHIP APPLICATION



This form is for new members only. Current members will receive a renewal notice via email. Please click [HERE](#) to complete the online application form. 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.

OUTBACK MEMBERSHIP	FREE
SUPPORTER MEMBERSHIP	\$135
OPERATOR MEMBERSHIP	\$220
EVENTS MEMBERSHIP	\$500
OPERATOR GOLD MEMBERSHIP	\$1,000
TRADE MEMBERSHIP	\$1,995

Print Name: _____

Signature: _____ Date: _____

I hereby acknowledge that I have read, understood and agree to the Outback Queensland Tourism Association Members' Code of Conduct 2026

Valid from 1 January 2026 - 31 December 2026. 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

Outback Queensland Tourism Association

CODE OF CONDUCT 2026

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.

We hope you enjoy being a member of OQTA. Please be proactive and keep us updated on a regular basis, ask questions, and get involved with us and the tourism industry as much as possible. We are here to help you be a successful tourism operator, event or region.

If you have any questions, please reach out to any of our OQTA team for advice or assistance.

Denise Brown, CEO

ceo@outbackqueensland.com.au

Kelly Hensley, Operations Manager

kelly.hensley@outbackqueensland.com.au

Sam Ireland, Comms and Special Projects

sam@outbackqueensland.com.au

Emily Ridder, Marketing Coordinator

marketing@outbackqueensland.com.au

Melanie Grevis-James, Traveller's Guide

marketing@outbackqueensland.com.au

Susan Maynard, Special Projects

projects@outbackqueensland.com.au

Amanda Munn, PR Lead

media@outbackqueensland.com.au



Outback Queensland Tourism Association Inc.
PO Box 506, Longreach QLD 4730 | Phone: 0400 812 350

outbackqueensland.com.au