TOURISM CENTRAL AUSTRALIA MEMBERSHIP

Tourism Central Australia (TCA) provides a range of support and functions to the Central Australian tourism industry. Many of these services can only be accessed through a TCA membership. Please read the definitions of each category, to find the best description of your business and the kind of participation you have in the tourism industry.

DEFINITIONS OF MEMBERSHIP CATEGORIES

Full Business Membership
All individuals carrying on business as sole traders, partnerships, corporations and Associations Incorporated pursuant to all relevant Australian law, and any other persons or bodies carrying on a tourism related business.

Individual
Provides for membership of individuals who have current or past experience or an interest in the tourism industry but may or may not be currently employed in or active within the industry.

Community/ Not-for-Profit
Predominantly volunteer based organisations directly involved in tourism.

Government Department
Government departments and agencies.

Partnership
All individuals carrying on business as sole traders, partnerships, corporations and Associations incorporated pursuant to all relevant Australian law, and any other persons or bodies carrying on a tourism related business, not based in the Central Australian region and are a full member of another Regional Tourism Association.

Tourism Associate
Entities not directly involved in tourism.

Additional Listing
A business that is owned, run or associated with a business that currently holds a Full Business Membership.

BENEFITS OF MEMBERSHIP

The following list highlights some of the key benefits provided for within our membership. Please cross-reference the appropriate category to find the associated member benefits, ensuring that it reflects the support and services you're seeking from a working relationship with Tourism Central Australia.

BENEFIT INCLUDED IN ANNUAL TCA MEMBERSHIP FEE	$ VALUE	FULL BUSINESS MEMBERSHIP	GOVERNMENT DEPARTMENT	COMMUNITY / NOT FOR PROFIT	INDIVIDUAL	TOURISM ASSOCIATE	PARTNERSHIP	ADDITIONAL LISTING
Brochure racking at the Alice Springs Visitor Information Centre (one space per membership)	$60 per month OR $720 per annum	✔	✔	✔	✔	✔	✔	✔
Products and services are presented in content on www.discovercentralaustralia.com	$40 per month OR $480 per annum	✔	X	X	X	✔	✔	✔
Products able to be booked either at the Visitor Information Centre or online (12.5% commission applies)	22.5% commission for non-members	✔	X	X	X	X	✔	✔
Brochure racking at Alice Springs Airport and in the TCA mobile information trailer (hosted at all major events)	$100 per annum	✔	X	X	X	X	X	X
Access to the *Digital Leap Program*, providing personal coaching at your convenience with a digital expert	Members ONLY	✔	✔	✔	✔	✔	X	✔
Invitation to attend TCA networking events such as General Meetings, Walkabouts and campaign launches	$150+ per annum	✔	✔	✔	✔	✔	✔	✔
Free business listing on Town Maps (Alice Springs & The Red Centre, Tennant Creek & The Barkly)	$250 for non-members	✔	✔	✔	X	✔	X	✔
Subscription to *The Tourism Telegraph*, keeping you informed of the latest industry news and up-coming events.	Members ONLY	✔	✔	✔	✔	✔	✔	✔

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Invitation to host industry events and trade and media famils	Members ONLY	✔	X	X	X	✔	✔	✔
Voting rights at TCA General Meetings, the Annual General Meeting and able to nominate for the TCA Board of Executives	Members ONLY	✔	✔	✔	✔	X	X	X
TCA represents key industry issues and advocates for pro-tourism policy to Government Departments and other non-government organisations		✔	✔	✔	✔	✔	✔	✔
Eligible for a 'Partnership Membership' with Tourism Top End.		✔	X	X	X	X	X	X
Tourism Tribe: Receive online coaching, digital support and continual learning through a discounted 12 month Premium Membership www.tourismtribe.com	Non-members - $349 TCA members - $90	✔	✔	✔	✔	✔	✔	✔
Tourism e-School: Discount on all e-Courses in marketing and tourism related subjects www.tourismeschool.com	20% off or approx. $90 per person/ course	✔	X	X	X	X	✔	✔
Welcome to Central Australia Visitor Guide: Receive a 5% discount on your advertisement	Savings from $50 to $1000	✔	✔	✔	✔	✔	✔	X
Employsure- Business Consultancy: Largest workplace consultancy business in Australia www.employsure.com.au	Free first consultation	✔	✔	✔	✔	✔	✔	✔

BENEFIT INCLUDED IN ANNUAL TCA MEMBERSHIP FEE	$ VALUE	FULL BUSINESS MEMBERSHIP	GOVERNMENT DEPARTMENT	COMMUNITY / NOT FOR PROFIT	INDIVIDUAL	TOURISM ASSOCIATE	PARTNERSHIP	ADDITIONAL LISTING
Platinum Global Business Solutions- Customer Service Mystery Shop: Undertake mystery shopping of your business to improve your customer service and identify areas of training. www.platinumgbs.com	$100 off campaign setup plus an ongoing 10% off every month	✔	✔	✔	✔	✔	✔	✔

These are additional opportunities that are offered exclusively to TCA members and can be bought into on an ad hoc basis:

ADDITIONAL OPPORTUNITIES OFFERED TO TCA MEMBERS ONLY	BUY IN $
Access to the Digital Leap Program providing personal coaching with a digital expert at your business	FREE to TCA Members until December 2017 only
Additional brochure racking at the Alice Springs Visitor Information Centre (one space per member is included for each membership)	$174 inc. GST per annum per brochure (accredited businesses) $194 incl. GST per annum per brochure (non-accredited businesses)
Additional brochure racking at the Alice Springs Airport and in the TCA mobile Information Trailer	$100 inc. GST per annum
Alice Springs Visitor Information Centre Big Screen Display. 2x2 floor space for display, 60% usage of large digital screen for display of advertisements, video content, special offers etc., 2 banners displayed in VIC, and additional brochure racking adjacent to screen (spaces are limited)	$95 inc. GST per fortnight March-October $75 inc. GST per fortnight November-February
Digital banner advertisement on TCA website: www.discovercentralaustralia.com	$80 gst inc. per month fully supplied (+$200 design cost)
Co-operative advertising opportunities on both digital and print platforms including popular publications such as Australian Traveller and R.M.Williams and in direct consumer offers	Cost per advertisement determined on application.
Invitation to TCA Awards Night	$165 (approx.) gst exc.
Cooperative attendance at Consumer and Trade Shows such as ATE and Caravan and Camping Shows in South Australia, Victoria, New South Wales and Queensland, as part of a joint Northern Stand with TCA and Tourism Top End (TTE)	Price will be advised when offer is made to Members to participate
Participation in TCA hosted industry events such as 'Walkabout' and industry Trade Expos	Price will be advised when offer is made to Members to participate
Participation in training sessions and exclusive mentoring programs	To be determined
Invitation to attend industry networking and social gatherings	To be determined