



# Tom Price Visitor Centre

Membership prospectus  
2017/18

## Our role

**TOURISM AUSTRALIA**  
*Brand awareness of Australia*

**TOURISM WESTERN AUSTRALIA**  
*Brand awareness of Western Australia*

**AUSTRALIA'S NORTH WEST**  
*Marketing our region*

**TOM PRICE VISITOR CENTRE**  
*That's us!*

## About the Tom Price Visitor Centre

The recently refurbished Tom Price Visitor Centre (TPVC) is fully accredited with the Tourism Council WA and is a pivotal source of information for travellers within the Pilbara Region. Services include, but are not limited to:

- Providing directional information to assist visitors to the region
- Promotion of local, regional and state businesses and attractions
- Gifts and souvenirs
- Tour bookings
- Rio Tinto Access Road Permits
- National Parks Passes

## What we do

- Strive to make Tom Price and its surrounds a destination to experience, explore and enjoy
- Promote attractions in and around our town
- Encourage people to stay longer and share their stories
- Work in collaboration with operators, tourism industry and the local community to ensure quality products and services
- Book accommodation and tours
- Sell local products, souvenirs and gifts
- We are a friendly and attentive service team who live locally and are proud to share local knowledge

# Why become a Member

Our Visitor Centre has approximately 60,000 customers each year, including walk-ins, email and phone enquiries and bookings. Many visitors to the Centre browse the brochure racks and chat with our staff and volunteers to find the holiday experience that will best suit them. A benefit of TPVC membership (for businesses only) is the display of your brochure in our Centre providing your business with an exceptional level of exposure to this high volume of customers.

By becoming a member you will be entitled to the following:

- Guaranteed brochure racking at the Tom Price Visitor Centre
- Listing on the [www.tomprice.org.au](http://www.tomprice.org.au) website
- Free listing in the Visitor Guide
- Referrals to your business by Visitor Centre Staff via email, telephone and in person
- Opportunity to promote special events and functions at the Tom Price Visitor Centre and on the website's 'Events' page
- Opportunity to advertise in the Visitor Guide
- Soon-to-come online bookings for tourism operators

## Advertising in the Visitor Guide

Each year the Shire of Ashburton releases a holiday brochure, a collection of information, business advertisements, maps and itineraries that help our visitors find their way around the region and visit places that interest them.

The guide is combined publication taking in Tom Price, Karijini & Millstream, Paraburdoo, Pannawonica, Onslow & Mackerel Islands. As a member, you can advertise in the guide for an exclusively discounted rate.

### Distribution:

In 2018, 50,000 copies of the glossy 40 page guides are being distributed through:

- Future Perth Caravanning & Camping Shows
- Throughout accredited and non-accredited Visitor Information Centres in Western Australia and nationally

### Online Distribution:

- Can be viewed online at [www.tomprice.org.au](http://www.tomprice.org.au), [www.tourism.wa.gov.au](http://www.tourism.wa.gov.au) and [www.ashburton.wa.gov.au](http://www.ashburton.wa.gov.au)



# Membership Rates

## Businesses within the Shire of Ashburton

Tourism Business	General Business	Individual/at home Business operators and Non-Profit
<ul style="list-style-type: none"> <li>• A free listing in the Shire of Ashburton Holiday Planner magazine.</li> <li>• Referrals to your business by Visitor Centre Staff via email, telephone and in person.</li> <li>• DL Brochure Holder in store.</li> <li>• Listing on the TPVC website <a href="http://www.tomprice.org.au">www.tomprice.org.au</a> including your business logo, image, description, contact details and links.</li> <li>• Listed as a member on the digital signage board.</li> <li>• Opportunity to promote special events and functions at the Tom Price Visitor Centre and on the website's 'Events' page.</li> <li>• Opportunity for image gallery to highlight your product/service on TPVC website.</li> <li>• Inclusion of one blog per membership year promoting your business on TPVC.</li> <li>• Opportunity to cross-promote on the TPVC Facebook page.</li> <li>• Opportunity to advertise special promotions/discounts on the digital signage board.</li> <li>• Opportunity to advertise special events and functions on the digital signage board.</li> </ul>	<ul style="list-style-type: none"> <li>• A free listing in the Shire of Ashburton Visitor Guide.</li> <li>• Referrals to your business by Visitor Centre Staff via email, telephone and in person.</li> <li>• DL Brochure Holder in store.</li> <li>• Listing on the TPVC website <a href="http://www.tomprice.org.au">www.tomprice.org.au</a> including contact details and links.</li> <li>• Listed as a member on the digital signage board.</li> </ul>	<ul style="list-style-type: none"> <li>• A free listing in the Shire of Ashburton Visitor Guide.</li> <li>• Referrals to your business by Visitor Centre Staff via email, telephone and in person.</li> <li>• DL Brochure Holder in store.</li> <li>• Listing on the TPVC website <a href="http://www.tomprice.org.au">www.tomprice.org.au</a> including contact details and links.</li> <li>• Listed as a member on the digital signage board.</li> </ul>
<b>\$162.80</b>	<b>\$106.80</b>	<b>\$67.20</b>

## Businesses outside the Shire of Ashburton

Tourism Business/General Business	Individual/at home Business operators and Non-Profit
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