

# AUSTRALIA'S SOUTH WEST 2016 WINTER CAMPAIGN PROSPECTUS

MAY TO AUGUST 2016



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AUSTRALIA'S SOUTH WEST'S ANNUAL WINTER CAMPAIGN AIMS TO STIMULATE VISITATION TO THE SOUTH WEST DURING THE TRADITIONALLY QUIETER MONTHS OF WINTER. THIS CAMPAIGN IS DEALS-LED, MEANING WE ENCOURAGE PARTICIPANTS TO PUT FORWARD A SPECIAL OFFER TO ENTICE TRAVELLERS SOUTH.  
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## CHANGES FOR 2016

For the first time the winter campaign will be implemented in Singapore as well as intrastate. Australia's South West has partnered with Scoot Airlines to promote visiting the South West in winter.

**Why Singapore?** Singaporeans are one of the highest visitors to the South West after intrastate and are already familiar with our region. They travel most in our off season, like to book direct, travel longer and self-drive.

Like 2015 there will be no hard copy holiday planner for the winter campaign in 2016. By discontinuing the hard copy brochure, we aim to provide better **value for money** to our members by using more cost effective advertising mediums. Moving away from the hard copy planner will allow a **far greater reach for less investment** from advertisers.

For the Intrastate campaign there will be an increase in digital marketing, supported by traditional print advertising, radio, public relations and social media.

Working with Scoot plus online advertising of deals will allow for **real-time evaluation of the campaign's effectiveness** and the ability to better measure **Return on Investment (ROI)**.

## INCLUSIONS

Dedicated campaign landing page at [www.australiassouthwest.com](http://www.australiassouthwest.com) promoting your deal. In addition your deal will be added onto your current business listing on [australiassouthwest.com](http://australiassouthwest.com)

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The Scoot Singapore campaign, supported by Margaret River Busselton Tourism Association, will reach more than 1 million consumers across Scoot's channels and include:

- Scoot homepage banner advertising
- social media support and competition to win a trip to the South West
- targeted advertising to passengers that have booked flights to Perth, promoting South West itineraries and member offers
- South West microsite with comprehensive information for Singaporeans to plan their South West trip, including promotion of member offers
- All promotion will ultimately lead consumers to the winter campaign landing page.

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Extensive digital marketing (Singapore and domestic) leading consumers to landing page via social media, Google Display Ads, Search Engine Marketing and competitions.

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Promotion of the campaign (Singapore and domestic) through ASW's website, newsletters, social media, and through industry partners.

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PR activities (Singapore and domestic) encouraging travel to ASW during winter.

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Intrastate print and radio advertising and advertorials pointing to campaign landing page.

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Intrastate digital banner advertising across targeted websites.

**COST: FROM \$336**

(excl GST), member discounts apply (up to 20% for Ultimate Members)



Follow us on Twitter and Instagram – AustraliasSW.  
Become a fan on Facebook – Australia's South West



[australiasouthwest.com](http://australiasouthwest.com)

# BOOKING FORM

TAX INVOICE: ABN 34 609 814 029

BOOKING DEADLINE FRIDAY 22 APRIL

PLEASE COMPLETE A SEPARATE FORM FOR EACH AD REQUIRED

Complete your details and return to email to [mm@australiassouthwest.com](mailto:mm@australiassouthwest.com) or fax: (08) 9716 7330

## INVOICING DETAILS

Organisation (Business Name)

Contact Name/s

Postal Address

Business Contact Number/s

Invoicing Contact Number/s (if different)

Email (for invoicing)

Website

Winter Down South Deal / Special for [australiassouthwest.com](http://australiassouthwest.com): (Recommended around 10 words or 60 characters)

## RATE SCHEDULE

	Non Member	Essential	Premium	Ultimate
Online campaign	\$420 + GST	\$399 + GST	\$378 + GST	\$336 + GST
Print ad inclusion	\$150 + GST	\$150 + GST	\$150 + GST	\$150 + GST

## TOTAL \$

## PRINT ADVERTISING INCLUSION

Yes, I would also like to have a 1 unit advertisement in a printed newspaper advertorial specific to my sub-region for \$150. See example image to the right, and complete your details on the following page.

Ads will be produced in a **1 unit Standard Format** - 50mm x 82mm Company name, Winter Down South Special: (Recommended approx 10 words or 60 characters) small photo, phone, email, website, logo/accreditation (only if space permits), around 50 words, town/location.

## TERMS AND CONDITIONS

- By signing the Order Form the Customer agrees to be bound by these Terms and Conditions
- Special offers must be commissionable at a rate of up to 15% through local visitor centres where applicable.
- Deals offered must be valid (for booking and travel) until August 31, 2016.
- The Customer agrees to provide all advertising materials by the specified deadline or forego inclusion in the campaign
- Adverts canceled after the booking deadline will attract a 100% cancellation fee.
- ASW reserves the right to reject any advertising copy or other material which is deemed to be inappropriate for inclusion in this publication.
- The Customer agrees to adhere to the timeline and deadlines specified for artwork, proofing and payment
- This publication is subject to receiving adequate advertising support by the deadline. ASW reserves the right to cancel the publication. All monies will be refunded in this case.

Signed:

Name of signatory:

## PAYMENT

Please arrange payment after you have received your invoice via one of the following methods:

**Funds transfer:** BSB: 036 122 Account No: 539 658 | Please quote your business name and invoice number.

**Credit Card** Type of Card: Visa Mastercard

Card Number:

Expiry Date:

Cardholder's Name:

Signature:

**TERM STRICTLY 30 DAYS FROM DATE ON INVOICE.**



# WINTER SPECIAL DETAILS

## FOR ONLINE, SCOOT AND PRINT ADVERTISING

PLEASE COMPLETE A SEPARATE FORM  
FOR EACH AD REQUIRED

Complete your details and return to email to [mm@australiassouthwest.com](mailto:mm@australiassouthwest.com) or fax: (08) 9716 7330

PLEASE NOTE: THIS FORM CAN BE TYPED INTO, SAVED AND RETURNED VIA EMAIL.  
WE PREFER IF COPY IS SUPPLIED IN A TYPED FORMAT RATHER THAN HAND WRITTEN.

Town Name/Your Business Location Address:

Advert Heading/Company Name: (Note: this must be your Company Name)

Winter Down South Deal / Special: (Recommended around 10 words or 60 characters)

Advert text, 50 words plus your business contact details (address, phone, email and website).  
See example to the right. If including 1800 Freecall numbers please also include alternative number  
for international consumers.



### Replica Mine Tour

Bring this ad and receive a 10% discount.  
Offer expires 30 June 2016.

Take a trip back in history with a tour lead by a retired miner in Collie's simulated underground coal mine. Hear stories of pit ponies, mateship and hardship.

Collie Visitor Centre  
Tel: 9734 2051  
[info@collierivervalley.org.au](mailto:info@collierivervalley.org.au)  
[www.collierivervalley.org.au](http://www.collierivervalley.org.au)



Yes I have emailed my business photo (high resolution) and logo (.eps format) to [mm@australiassouthwest.com](mailto:mm@australiassouthwest.com)

Example 1 unit for print inclusion.  
Format will differ online.

### Advertising Section

(Note - Property **must** be located within the sub-region selected)

- Geographe
- Blackwood River Valley
- Margaret River Region
- Southern Forests
- Great Southern

### Do you hold a AAA Tourism star rating?

If so advise **number** of stars in the box next to the relevant category

STAR RATING	CODE	AAAT Category
<input type="checkbox"/>	AH	Apartment Hotel
<input type="checkbox"/>	BP	Backpackers
<input type="checkbox"/>	BB	Bed & Breakfast
<input type="checkbox"/>	GH	Guest House
<input type="checkbox"/>	HO	Hotel
<input type="checkbox"/>	MO	Motel
<input type="checkbox"/>	RE	Resort
<input type="checkbox"/>	SC	Self Catering
<input type="checkbox"/>	CP	Tourist/Caravan Park
<input type="checkbox"/>	HB	Houseboat

### Do you hold a National Tourism Accreditation tick of approval from Tourism Council WA?

Yes  No

The onus is on the advertiser to declare current AAA Tourism star rating and category and National Tourism accreditation status.

### Please include these symbols in my Advert

- Restaurant/Cafe
- Free Wifi
- Disabled Facilities
- Child Friendly
- Pet Friendly

(please tick each if applicable)