

**AUSTRALIA'S**  
**Golden Outback**

**MEMORANDUM OF  
UNDERSTANDING 2023-2026**

**BETWEEN**

**AUSTRALIA'S GOLDEN OUTBACK**

**AND**

**CENTRAL WHEATBELT VISITOR CENTRE**

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## 1. Memorandum of Understanding Agreement Objective

To produce a memorandum of understanding that will bind together Australia's Golden Outback and the **Central Wheatbelt Visitor Centre** in a lasting professional relationship of cooperation that will best **develop and** promote the region and provide the highest possible standards of service to both the regional tourism industry and the visiting public.

## 2. Validity of Agreement

This Memorandum of Understanding is valid for 3 years from the date of signing and is to be subject to revision annually.

## 3. Principles of Agreement

Co-operative Activity	Australia's Golden Outback(AGO) will:	The Visitor Centres will:
1. Recognition	<ul style="list-style-type: none"><li>a) Recognise the Visitor Centre as Level 2 accredited according to the criteria set out in the Australian Tourism Accreditation Program (ATAP) for Visitor Centres under the Tourism Council of Western Australia (TCWA) accreditation process.</li><li>b) Recognise brand awareness of the italic "r" through targeted marketing activities under the TCWA and Visitor Centre WA. (VCWA) Golden I Visitor Centre criteria</li><li>c) Recognise the Visitor Centres' use of the Quality Tourism Accredited Business (QTAB) brand mark as an Accredited Tourism Business.</li><li>d) Recognise the role the Visitor Centre plays in the promotion of the AGO region as a whole.</li></ul>	<ul style="list-style-type: none"><li>a) Recognise AGO as the peak regional tourism organisation marketing and developing the region.</li><li>b) Promote the use of AGO logo in co-operative promotional activities.</li><li>c) Recognise the role AGO plays in promoting the Wheatbelt as a sub region of AGO.</li></ul>
2. Membership	<ul style="list-style-type: none"><li>a) Promote membership of regional Visitor Centres.</li></ul>	<ul style="list-style-type: none"><li>a) Promote membership of AGO to the Visitor Centre members.</li></ul>

3. Holiday Planner	<ul style="list-style-type: none"> <li>a) Produce a Holiday Planner for the AGO region.</li> <li>b) List the Visitor Centre in the Holiday Planner as a key point of contact in the Wheatbelt section.</li> <li>c) Provide sufficient numbers of copies of Holiday Planners to the AGO brochure distributor for the Visitor Centre to order.</li> </ul>	<ul style="list-style-type: none"> <li>a) Assist with accurate information for the Holiday Planner and encourage their members to participate.</li> <li>b) Display and distribute the Holiday Planner in the Visitor Centre and other local tourism businesses.</li> </ul>
4. Communication Channels/Information Sharing	<ul style="list-style-type: none"> <li>a) Provide information on their marketing activities.</li> <li>b) Inform Visitor Centre of forthcoming promotional marketing campaigns.</li> <li>c) Email AGO newsletter to Visitor Centre and AGO members.</li> <li>d) Respond promptly to requests for information and assistance.</li> </ul>	<ul style="list-style-type: none"> <li>a) Provide up to date information on new products in their area.</li> <li>b) Email AGO Visitor Centre's newsletter.</li> <li>c) Respond promptly to requests for information and assistance.</li> </ul>
5. Consumer and Trade Shows	<ul style="list-style-type: none"> <li>a) Inform Visitor Centre of consumer and trade shows attending and invite participation when appropriate.</li> </ul>	<ul style="list-style-type: none"> <li>a) When possible provide staff and/or volunteers and assist to co-ordinate a roster for the AGO/Wheatbelt stand at consumer or trade shows.</li> </ul>
6. Agent/Media Familiarisation Visits	<ul style="list-style-type: none"> <li>a) Organise media familiarisation visits to the region.</li> </ul>	<ul style="list-style-type: none"> <li>a) Assist with the coordination of these familiarisation visits whenever possible.</li> </ul>
7. Website	<ul style="list-style-type: none"> <li>a) Provide information on website of Visitor Centre and have link to their website.</li> </ul>	<ul style="list-style-type: none"> <li>a) Link AGO website to their website and periodically check that information on AGO website is accurate.</li> </ul>
8. Development	<ul style="list-style-type: none"> <li>a) Provide information on available professional development and capability building activities.</li> </ul>	<ul style="list-style-type: none"> <li>a) Participate in applicable professional development &amp; capability activities and on-share to Visitor Centre members where relevant.</li> </ul>

**The above Memorandum of Understanding is between:**

**Australia's Golden Outback**

**and**

**Central Wheatbelt  
Visitor Centre**

**Signed: -----**

**Date:**

**Name: Marcus Falconer**

**Title: Chief Executive Officer**

**Signed -----**

**Date: -----**

**Name: -----**

**Title: -----**

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