

GALTA MEMBERSHIP PROGRAM 2021-2022



WELCOME TO GAY AND LESBIAN TOURISM AUSTRALIA

ABOUT GALTA

Gay and Lesbian Tourism Australia [GALTA] is the lead organisation for Lesbian, Gay, Bisexual and Transgender, Intersex, Queer+ [LGBTIQ+] travel in Australia, dedicated to the professional development of our members and growth of the LGBTIQ+ travel market to, from and within Australia and also extending to embrace New Zealand and the nearby Asia Pacific region.


We are proud to be the lead LGBTIQ+ tourism membership organisation in Australia, with over 200 members who come from a diverse range of sectors including accommodation, airlines, events, tour and transport operators, restaurants and retail businesses.

GALTA is a national network of tourism professionals that has been in existence for almost 30 years and our key aim is to support members in delivering exceptional and memorable holiday experiences for LGBTIQ+ travellers holidaying in Australia.

Our consumer-facing brand is Visit Gay Australia and can be found at:

 @visitgayaustralia #visitgayaustralia

 @officialvisitgayaustralia

 visitaustralia.gay

Our 5 strategic pillars in operating as a responsible and beneficial organisation on behalf of our members are:



CORPORATE
Govern well, plan
and prosper



MEMBERSHIP
Service, deliver
and grow



PARTNERSHIPS
Leverage and
collaborate



MARKETING
Create beneficial
opportunities



EDUCATION
Development
and awareness

GALTA BOARD & TEAM

We are a non-profit, membership-based organisation operated by a team of voluntary elected Board and experienced tourism professionals who work with national, state and regional tourism bodies, businesses and individuals to create opportunities for members, grow the LGBTIQ+ travel market and increase industry awareness of LGBTIQ+ traveller holiday needs and preferences.

We are also supported nationally by State Regional Representatives whose roles are to build and service membership, be a first point of contact for industry liaison and filter news and updates back to the GALTA Board regarding new product or events in their region.

GALTA BOARD 2021



LOUISE TERRY
President



BEN WOODWARD
Vice President



SEAN HODGES-COLAVITTO
Company Secretary



DENNIS BASHAM
Social + Membership



ROD STRINGER
Treasurer

GALTA TEAM 2021



NATHAN FLEMING
TNQ + Whitsundays



ADAM BOLD
Sydney + NSW



ROHAN SHEARN
Melbourne + Victoria



PETER GLENNIE-CARR
Perth + WA

GALTA MISSION & VISION



Our Mission is to be the peak national LGBTIQ+ tourism body, working with a range of industry partners, to provide representation, marketing and development opportunities for our members across Australia, New Zealand and nearby Asia Pacific region.



Our Vision is to be the first choice for LGBT+ travellers seeking quality and welcoming travel experiences in Australia, New Zealand and nearby Asia Pacific region.

WHY BECOME A MEMBER

Through e-newsletters, symposiums, workshops, trade shows, pride fair days, regional networking functions and via our website and social media channels, GALTA provides members with a wide distribution network and exposure to LGBTIQ+ travellers around Australia and beyond.

GALTA recognises the importance of gay and lesbian cultural festivals and pride events around the country and we promote city and regional events across our digital platforms and represent members at as many annual events as possible, including Midsumma Festival and Sydney Gay & Lesbian Mardi Gras.

GALTA invites suitable visiting journalists and guest bloggers to experience and cover the wide range of products on offer from its members. As part of this media program, GALTA encourages its members to assist in providing targeted media with unique and newsworthy familiarisation experiences and accommodation.

GALTA also enjoys a close working relationship with the International Gay and Lesbian Travel Association (IGLTA) and represents members at its annual convention and trade expo (see more at www.iglta.org).

MARKETING ACTIVITY

GALTA's consumer brand - Visit Gay Australia - positions our members as the first choice Australian holiday experience or destination for both domestic and international visitors.

Visit Gay Australia reflects GALTA's commitment to promote Australia as a must-see destination and connect gay and lesbian travellers from around the world with the diverse range of quality tourism experiences offered by our members.

GALTA coordinates consumer campaigns to support the Visit Gay Australia brand and provide members with affordable cooperative marketing opportunities. Activity includes print and digital advertising, as well as a presence at consumer expos and trade events.

As a member of GALTA, you have the opportunity to reach thousands of LGBTIQ+ people planning their next holiday by partnering with us on a range of exclusive marketing activities.

visit**gay**Australia 

DIGITAL STRATEGY

GALTA supports its members through promotion across digital platforms including our comprehensive and consumer-friendly website visitgayaustralia.com.au. The site has travel content tailored to families, couples and singles seeking holiday inspiration that is regularly refreshed with travel blogs and direct feeds from our social media pages.

We also promote events, experiences and promotions via our social media channels, predominantly Facebook and Instagram.

VISITGAYAUSTRALIA.COM.AU

Our consumer website, visitgayaustralia.com.au, is the go-to for LGBT+ visitors searching for accommodation, tours, events and destination inspiration in Australia. It attracts over 5,000 unique users per month with 89% of visitor views driven by organic search for LGBT+ holiday related terms. The site is our key call-to-action for promoting members to an engaged audience from across Australia, with some visitation from the US, UK, France and Canada.



HOME PAGE DISPLAY ADVERTISING

Placement: Vertical display banner or animated file (wide skyscraper)

Size: 160 pixels wide by 600 pixels high

Duration: One month

Cost: \$250



VISIT GAY AUSTRALIA E-NEWSLETTER

Our regular consumer e-newsletter reaches over 7,500 subscribers and is highly engaged with an average open rate of 25%. It contains the latest travel news and deals, competitions, new experiences, upcoming events and destination spotlights. This advertising opportunity for members will reach a national and global audience of readers looking for holiday ideas and inspiration.

SUBSCRIBER EDM DISPLAY ADVERTISING

Placement: Rectangle display banner or animated file (MREC)

Size: 300 pixels wide by 250 pixels high

Duration: Monthly distribution

Cost: \$250

For more details on these opportunities and to book contact admin@galta.com.au.



BECOME A GALTA MEMBER

GALTA membership gives businesses and individuals interested in welcoming LGBTIQ+ travellers the opportunity to market directly to these high value travellers.

MEMBERSHIP BENEFITS:

- Listing on visitgayaustralia.com.au with up to 4 images, online booking capability, 300 word description, up to 2 category listings, Google map location, display video, social media links
- Opportunity to participate in exclusive digital and social advertising opportunities
- Updates and information via regular member e-newsletter
- Editorial features in regular consumer e-newsletter
- Participation in GALTA media program to host visiting journalists
- Invitations to GALTA events and meetings
- Voting rights at the GALTA AGM for financial members
- Invitation to participate in and have your brochure on display at LGBTIQ+ trade shows
- Be represented at regional, national and international gay festivals and events

BUSINESS MEMBERSHIP

Membership Options	Activity Fee Breakdown (costs inclusive of GST) 12 months	Description
Business Membership	\$250	Membership with GALTA provides businesses with the opportunity to communicate with other members and to market directly to consumers. Each business membership receives a listing on the visitgayaustralia.com.au consumer-friendly website with up to 4 images, ability to add online booking capability, 300 word description, listed in up to 2 categories (if necessary), business location on Google map, display video or virtual tour, social media links and icons.
Joining Fee	\$50	A \$50 once off admin/ joining fee is payable for each new membership application.
Additional Website Listing	\$175	Business members can opt to take multiple website listings on visitgayaustralia.com.au. There is no restriction on the number of listings that can be featured on the site, providing that the listings are relevant to the business which is a member of GALTA.

PERSONAL MEMBERSHIP

Membership Options	Activity Fee Breakdown (costs inclusive of GST) 12 months	Description
Personal Membership	\$175	Personal membership with GALTA provides individuals with the opportunity to communicate with other members.
Joining Fee	\$50	A \$50 once off admin/ joining fee is payable for each new membership application.

Membership is valid from the date of joining for one (1) calendar year and an invitation to renew will be sent to members ahead of the membership expiry. Please note that GALTA and its Board of Directors do not endorse or accept responsibility for any individual members, product or service.

WEBSITE LISTINGS

Members have the ability to manage and update the content and images within their own listing at any time. Members with multiple properties can opt to take additional listings on the visitgayaustralia.com.au website, providing that the listings are relevant to the business that is a full member of GALTA (see costing below).

Website listing options	Activity Fee Breakdown (costs inclusive of GST) 12 months	Description
<p>Business members can opt to take multiple website listings on visitgayaustralia.com.au. There is no restriction on the number of listings that can be featured on the site, providing that the listings are relevant to the business which is a member of GALTA.</p>		
<p>Listing on visitgayaustralia.com.au</p>	<p>1 listing included in business membership</p>	<p>Each business membership receives a listing on the visitgayaustralia.com.au consumer-friendly website:</p> <ul style="list-style-type: none"> • Up to 4 images • Ability to add online booking capability • 300 word description • Listed in up to 2 categories (if necessary) • Business location on Google map • Display video or virtual tour • Social media links and contact details
<p>Additional listing on visitgayaustralia.com.au</p>	<p>\$175</p>	<p>As above</p>

JOIN GALTA - MEMBERSHIP APPLICATION FORM

Join as a member of GALTA online by visiting visitgayaustralia.com.au/sign-up or by completing and returning this application form. A \$50 once off administrative joining fee is payable on each new membership application. Please note not-for-profit organisations are eligible for discount on membership with GALTA.

Membership Options	\$ Cost (costs inclusive of GST)	\$ Cost (costs inclusive of GST)	Quantity	Total Cost
	Business 12 months	Personal 12 months		
Business Membership	\$250	-		\$
Personal Membership	-	\$175		\$
Joining Fee	\$50	\$50		\$50
Additional website listing	\$175	-		\$
TOTAL Membership fees payable (inclusive of GST)				\$

Business Name: _____

ABN: _____ Website: _____

Contact: _____ Position: _____

Street Address: _____

Postal Address: _____

Telephone: _____ Fax: _____

Mobile: _____ Email: _____

Description: _____

GALTA PAYMENT OPTIONS

Please fill out your preferred method of payment:

CREDIT CARD	
I approve that the amount of \$ _____ may be charged to my credit card by Gay and Lesbian Tourism Australia Ltd as per details below	
The reference for this payment that will appear on the GALTA statement is:	
Business name	_____
Credit Card number	_____
CCV	_____
Expiry date	_____

DIRECT DEPOSIT	
I confirm that an amount of \$ _____ has been directly deposited into the bank account of Gay and Lesbian Tourism Australia Ltd as per details below.	
The reference for this payment that will appear on the GALTA statement is:	
Account Name	Gay and Lesbian Tourism Australia Ltd
Bank	Bendigo Bank
BSB	633-000
Account Number	139 833 669

THIRD PARTY INSURANCE	
Do you have third party insurance?	<input type="checkbox"/> NO
	<input type="checkbox"/> YES
If yes, please forward a copy for our records.	

PRIVACY INFORMATION	
<input type="checkbox"/>	Yes, I want to receive communications from GALTA such as member newsletters.

AGREEMENT

I/we hereby apply for membership of GALTA and in doing so acknowledge that membership is non-transferable and fees are non-refundable.

Signature: _____

Date: _____