



**ASTRO**TOURISM  
WESTERN AUSTRALIA

2020/2021

# PRICING & PROSPECTUS

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# Hi there, welcome to Astrotourism Western Australia

The following Pricing and Prospectus document provides a comprehensive overview of the program and benefits for participating towns and communities.

**Please Note:**

All prices are inclusive of GST and are for towns within 300km radius of Gingin where Astrotourism WA's office is based. Some additional travel costs apply for towns further than 300km from Gingin. Costs available on request.

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# LAUNCH YEAR ESTABLISHMENT PACKAGE

**Price: \$8,800 (inc GST)**

Our Launch package offers communities the ideal platform to establish their identity as an Astrotourism Town. It delivers comprehensive support to ensure capacity building and economic development for your community.

**1. Assistance with the selection of two main locations in or near the Astrotourism Town:**

- Observing Site (where visitors are welcome for stargazing activities and to use telescopes and binoculars)
- Astrophotography Hot Spot (a location with some visually interesting natural or built landscape where visitors are welcome to use cameras for astrophotography and/or stargazing activities)

No special infrastructure is required at either location. Public amenities such as ablutions, shelter and/or picnic facilities are welcomed by Astrotourists. However, these are not completely necessary. These locations are the places promoted to Astrotourists.

**2. Astrotourism WA website promotion:**

- Astrotourism Town profile page
- Observing Site page
- Astrophotography Hot Spot page

Each page links back to local tourism and visitor services provided by the Shire, Visitor Centre or Community Resource Centre.

**3. Digital map listings:**

- Astrotourism Town
- Observing Site
- Astrophotography Hot Spot

Each map listing links back to local tourism and visitor services provided by the Shire, Visitor Centre or Community Resource Centre.

**4. Free community stargazing event.**

This event is designed to engage local community members and invite visitors to Astrotourism Towns. It includes a presentation

on Astrotourism, light pollution, why WA's regions are world-class destinations for Astrotourism activities, stargazing, viewing through telescopes, green laser pointer tour of the night sky to point out constellations and general Q&A. The event is engaging, easy to understand and entertaining. It also includes the design of a digital event poster.

**5. Promotion of the Astrotourism Towns Network through:**

- Australia's Golden Outback (AGO) and Australia's Coral Coast (ACC). Astrotourism WA is a Gold Member of each and places an advertisement in each of their annual holiday planners.
- working with tour operators to create itineraries on the Astrotourism WA network.
- WA amateur astronomy and astrophotography clubs and groups. Astrotourism WA is part of a local network of 6,000+ amateurs.
- Astrotourism WA website and social media.

**6. Educational DL brochure/flyer stocked in Astrotourism Towns and a variety of other locations.**

**7. Advocacy and engagement with State Organisations:**

- Tourism WA has commenced an Australian-first market research study into Astrotourism
- AGO and ACC
- Regional Development Australia (RDA) Wheatbelt
- Mid West Development Commission.

**8. Capacity building for visitor service providers in local communities:**

- Introductory astronomy concepts including what can be seen in the night sky are shared monthly with Local Government, Community

Resource Centre and/or Visitor Centre staff

- Mentoring the local community on how best to assist stargazing visitors, where to access information and how to share this knowledge with others
- Introductory knowledge on the importance of dark night sky protection
- Digital marketing and promotion assistance for the local tourism industry.

**9. Support for interested regional enterprise to develop stargazing, astronomy and/or Aboriginal Astronomy products and services.**

**10. Night sky quality measurements to monitor the darkness of the night sky at Observing Site and Astrophotography Hot Spot locations.**

**11. Lighting Management Policy template to assist Councils with future planning with regard to street, commercial and residential lighting. Advice on lighting provided on an as needs basis.**

**12. Advocacy for the reduction of artificial light pollution to protect and maintain/improve WA's world-class dark night sky with:**

- Western Power and Horizon Power
- WA Local Government Association's Transition to LED Street Lighting Working Group
- Department of Planning, Heritage & Lands (Dark Sky Policy).



# LAUNCH YEAR PACKAGE (2 YEAR SPLIT)

Designed to support Local Governments looking for a softer entry into the Astrotourism Network. Our 2 year version of the Launch Package provides a staged entry into the Program.

**Price: 2 x \$4,400  
(inc GST), paid  
over 2 years.**

## **Year 1 – Preparation for Launch**

1. Assistance with the selection of two main locations in or near the Astrotourism Town.
2. Capacity building for visitor service providers in local communities.
3. Educational DL brochure/ flyer stocked in Astrotourism Towns and a variety of other locations.
4. Advocacy and engagement with State Organisations
5. Promotion of the Astrotourism Towns Network
6. Night sky quality measurements to monitor the darkness of the night sky at Observing Site and Astrophotography Hot Spot locations.
7. Lighting Management Policy template to assist Councils with future planning with regard to street, commercial and residential lighting. Advice on lighting provided on an as needs basis.
8. Advocacy for the reduction of artificial light pollution to protect and maintain/ improve WA's world-class dark night sky.

## **Year 2 - Launch with free community event and website listing**

1. Astrotourism WA website promotion.
2. Digital map listings.
3. Free community stargazing event.
4. Support for interested regional enterprise to develop stargazing, astronomy and/or Aboriginal Astronomy products and services.





# ON-GOING NETWORK MEMBERSHIP

Designed for  
our established  
Astrotourism  
Towns to support  
economic growth  
and community  
development.

**Price: \$3,300  
(inc GST), paid  
annually.**

1. Astrotourism WA website promotion
2. Digital map listings
3. Promotion of the Astrotourism Towns Network
4. Educational DL brochure/flyer stocked in Astrotourism Towns and a variety of other locations.
5. Advocacy and engagement with State Organisations
6. Capacity building for visitor service providers in local communities.
7. Support for interested regional enterprise to develop stargazing, astronomy and/or Aboriginal Astronomy products and services.
8. Night sky quality measurements to monitor the darkness of the night sky at Observing Site and Astrophotography Hot Spot locations
9. Lighting Management Policy template to assist Councils with future planning with regard to street, commercial and residential lighting. Advice on lighting provided on an as needs basis.
10. Advocacy for the reduction of artificial light pollution to protect and maintain/improve WA's world-class dark night sky.

# CUSTOMISED ADD-ONS

For ongoing network members we provide a range of products and services with a focus on economic and community development.

01

## COMMUNITY STARGAZING EVENT | \$2,200 (inc GST)

This event can have a commercial focus with/without online ticket sales if desired. Communities are encouraged to keep this event free for locals and charge out-of-town visitors a fee. Revenue might be used to purchase a community telescope, recover costs or go towards a second event for the year. Includes promotion via Astrotourism WA website, social media, emailing lists

It includes two astronomy guides, an astronomy presentation, stargazing, viewing through telescopes, green laser pointer tour of the night sky to point out constellations and general Q&A. The event is engaging, easy to understand and entertaining.

### Optional Extras

- Digital event poster \$165 (inc GST)
- Social Media advertising for event \$220 (inc GST)
- Community event telescope prize for a local competition (Sky-Watcher 130mm table top Dobsonian Telescope) \$299 (inc GST)
- School incursion (2 hours) on light pollution, telescopes and astronomy (must be held on a school day afternoon prior to event held on the same day). This leads to an after-class activity to conduct a light audit for the Astrotourism Town. All instructions supplied. Students are encouraged to present light audit to Shire Council at one of its meetings \$385 (inc GST).

02

## BUSINESS/PRODUCT DEVELOPMENT | \$3,300 (inc GST)

Build capacity and upskill identified local community members intending to or interested to develop an astronomy related tourism business or add an astronomy related service to an existing business. Includes 1x training/workshop with follow up advice and support.

03

## ASTROPHOTOGRAPHY WORKSHOP | \$1,650 (inc GST)

An engaging and hands on practical workshop to upskill community members and/or to encourage visitors to town. This activity could be commercialised with online ticket sales through a local organisation. Includes promotion via Astrotourism WA website, social media and emailing lists. It includes one astrophotography guide and a practical astrophotography for beginners presentation with hands-on assistance for participants and their own cameras/tripods. This activity does not cover astrophotography through telescopes. Workshop time: approximately 3.5 hours. Maximum participant recommendation: 20 people.

### Optional Extras

- Digital event poster \$165 (inc GST)
- Social Media advertising for event \$220 (inc GST)

04

## ASTROFEST SPONSORSHIP | \$1,100 (inc GST)

Astrofest is a free family-friendly community event held at Curtin University. It's the largest astronomy festival in Australia and attracts 4,000 to 5,000 visitors each year. Sponsorship includes promotion of your Astrotourism Town at Astrofest and an International Centre for Radio Astronomy Research speaker visit to your town.





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