



# THE DREAM COLLECTIVE

PROGRAM GUIDELINES

WESTERN  
AUSTRALIA  
WALKING ON A DREAM

📍 LAKE ARGYLE, THE KIMBERLEY

# ACKNOWLEDGEMENT OF COUNTRY

Tourism Western Australia acknowledges Aboriginal peoples as the traditional custodians of Western Australia and pays our respects to Elders past and present. We celebrate the diversity of Aboriginal Western Australians and honour their continuing connection to Country, culture and community. We recognise and appreciate the invaluable contributions made by First Nations peoples across many generations in shaping Western Australia as a premier destination.

# INTRODUCING THE DREAM COLLECTIVE

Western Australia is not just another State in Australia. It is one of the greatest places on the planet. Brimming with natural riches and world class experiences, many that you can't find anywhere else.

The Dream Collective program has been created by Tourism Western Australia, in partnership with the Tourism Council of Western Australia, to promote and acknowledge the State's leading tourism operators and experiences.

The program is based on an independent set of criteria that incorporates a range of categories including website and online platforms, marketing and social media activity, as well as accreditation and a commitment to sustainability and accessibility. Its intent is to showcase Western Australia's leading tourism operators who consistently deliver high quality visitor experiences and celebrate the dream State.

We invite all Western Australian tourism operators to apply for consideration in the program, with applications opening June 2024. The Dream Collective recipients will be assessed on an annual basis.

## PROGRAM BENEFITS

Western Australian tourism operators who successfully qualify and are recognised in The Dream Collective program will receive the following benefits:

- Priority in Tourism Western Australia's marketing and placements on [westernaustralia.com](https://www.westernaustralia.com)
- Priority consideration for posting and sharing across Tourism Western Australia's social media profiles followed by a global audience of 1.8 million
- An official Dream Collective logo badge to utilise in the operators own marketing and digital channels. This badge will also be displayed automatically on ATDW Listings and on [westernaustralia.com](https://www.westernaustralia.com) for consumers to immediately identify businesses that are included in the Dream Collective.

Each tourism operator that is evaluated in the Dream Collective program will receive feedback that is tailored to their individual business. The feedback allows an operator to identify the areas of the evaluation where the lowest scores were obtained.



## SCORING AND CRITERIA

Inclusion in the Dream Collective program is determined by weighted criteria and tourism operators will need to meet a scoring threshold to be included.

Tourism WA has developed a custom tool to assess businesses across the final criteria which consists of questions in relation to the following four categories:

- Customer reviews
- Website and online platforms
- Marketing activity
- Training and accreditation



# ELIGIBILITY CRITERIA CHECKLIST

- My tourism business is located, operates, and registered in Western Australia
- My tourism business offers customers a secure online booking service with instant confirmation
- My tourism business offers an experience to leisure travellers
- My tourism business holds a sustainability standard:
  - Sustainable Tourism Accreditation
  - Sustainable Tourism Certification
  - National Accommodation, Recreation, and Tourism Accreditation
- My tourism business fits within the eligible product categories:
  - Accommodation
  - Attractions
  - Food/Drink
  - Hire
  - Tours

If your tourism business meets the above criteria, we encourage you to apply for consideration in the Dream Collective program. Visit [wadreamcollective.com](http://wadreamcollective.com) to learn more.

\*Please note that in the second year of the program, eligibility will also include completion of an accessibility review and a carbon emissions assessment.



# INELIGIBLE PRODUCT LIST

The following product types are not currently eligible for assessment in the Dream Collective program.

## COUNCIL SERVICES AND COMMUNITY CENTRES

- Aquatic/fitness/leisure/sports related facilities
- Council parks
- Gardens (unless a paid entry or scheduled and bookable tour is available)
- Libraries
- Town Halls

## INFORMATION SERVICES

- Visitor Information Centres
- Trails

## POINTS OF INTEREST

- Airports/ports/railway stations (unless a paid entry or scheduled and bookable tour is available)
- Beaches/lookouts/roads/hills
- Churches/cemeteries
- Universities or colleges (unless a paid entry or scheduled and bookable tour is available)

## GENERAL SERVICES

- Tourism apps or travel cards
- Catering companies not part of a café or restaurant
- Photography / videography or wedding services
- Travel agencies

If you are unsure as to whether your tourism business qualifies for consideration, please email [industry@westernaustralia.com](mailto:industry@westernaustralia.com)



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[tourism.wa.gov.au](http://tourism.wa.gov.au)

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#WAtheDreamState



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