

Gladstone Area Promotion Development Limited

Workplan Progress Report

Date Submitted: 02 . 02 . 2021

20/21 Workplan Progress Update

| Deliverable | Description | Actions | Outcomes | Timeframe | Measures | Progress Report |
|---|--|---|--|-----------|--|--|
| 1.1 Administer Tourism Innovation Funding Program on behalf of GRC | GRC develops the criteria and funding process for the Tourism Innovation Funding Program. GAPDL take receipt of applications, prepare for panel assessment and facilitate assessment, administer the funds and reports back to GRC on project outcomes | <p>GRC: Develop criteria and funding guidelines</p> <p>Allocate funding to program (from CC 465)</p> <p>GAPDL: Administer and promote program</p> <p>Coordinate panel assessments (including GRC and GAPDL members)</p> | Innovative, community led Tourism products developed and seed funding provided | Q1 à Q2 | <p>Funding program initiated, implemented</p> <p>Funding successfully allocated</p> <p>Funding successfully acquitted</p> <p>New Tourism products launched</p> | GRC Community Investment Team are currently reviewing Community Investment Policy. They anticipate this will now be operational in 21/22 FY. |
| 1.2 Advocate for competitive airfares and increased access to the Gladstone Region | Advocate around the requirement for improved air access and pricing for flights to the Gladstone Region. Report to GRC on stakeholder feedback and possible solutions to overcome concerns including how to increase travel to make flights more viable. | <p>Create Advocacy Document</p> <p>Host facilitated meetings</p> <p>Develop feedback and recommendations report</p> <p>Present to Council</p> | Increased number of flights to the Region with competitive pricing | Q1 à Q4 | <p>Advocacy document developed and distributed</p> <p>Facilitated meetings hosted</p> <p>Outcomes and solutions presented to Council</p> | Aviation campaign / packaged sale with Alliance running from October – December. This has since been extended until March 2021. Increased signage and billboards at the Gladstone Airport, making it more 'welcoming'. |

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| <p>1.3 Develop Strong Drive campaign, focusing on recovery from COVID-19</p> | <p>400-km radius drive campaign designed to attract intrastate travel, promote our RV capabilities and support recovery from COVID-19. The campaign should feed into our longer term drive and RV desired outcomes.</p> | <p>Develop campaign Deliver Campaign Report on campaign outcomes and results to Council</p> | <p>Increase in Drive Market visitation and infrastructure - supports COVID-19 recovery</p> | <p>Q1 à Q4</p> | <p>Campaign delivered Outcomes assessed and reported to Council with supportive data Campaign Schedule Delivered by end Q1</p> | <p>“You’ll be glad” campaign with 6 new billboards and always on social media campaign launching in October for our 400km drive radius. Added social media highlights to the Gladstone Region pages from November to focus on our key attractions. November’s theme was ‘turtles’ fitting in with the beginning of turtle season. December’s theme was ‘islands’ showcasing the diversity of island experiences we have. Looking forward to our next marketing campaign we hope to centre around Easter and start from early February. Still leading on with the “You’ll be Glad” and working alongside GRC with this marketing.</p> |
| <p>1.4 Implement a Tourism Host / Ambassador program</p> | <p>As an extension (and possible re-purposing) of the Cruise Ambassador Program. Volunteer ambassadors to become ‘Camp Hosts’</p> | <p>Develop Program Host Information Sessions</p> | <p>RV and Drive market visitation increases Volunteer Engagement</p> | <p>Q1 Q4</p> | <p>Camp Host Program developed, documented and rolled out</p> | <p>Ran a workshop with Amanda Kruse from Success Matrix with our current volunteers/cruise ambassadors to develop them in becoming Airport</p> |

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| | during peak RV and drive periods across the Region. | Gather Program Interest Implement Camp Hosts at selected locations | Re-purposing of previously successful program | | Camp Hosts have presence during a minimum of 3 peak periods | Ambassadors. This is a program we are working with the Gladstone Airport Corporation on and it started in December. If this program runs successfully, we hope to then explore the option of camp hosts in 2021/2022 FY. |
| 1.5 Create and Roll Out Business Events Collateral for the Gladstone Region | Write, Design and Distribute business events collateral for the Gladstone Region which is designed to support business event bids and attract new business to the Region. | GAPDL: Scope of Works Content development and creation GRC: Graphic Design and Printing as required | Increase in Business Events and Business Tourism to the Region | Q1 | Collateral complete and ready for distribution as required Review annually | Events collateral is in drafting stages, and has been sent to those operators and businesses involved before sending the final draft through to GRC. |
| 2.1 Create and Roll Out Gladstone Region Digital Tourism kit | Create toolkit and brand guidelines for anyone making use of Gladstone Region branding to promote the area and tourism. Eg. at Expos. Branding should be consistent across all sizes and types of promotion to ensure instant brand recognition and to build the right destination | Create brand guidelines Roll out with key stakeholders in face to face workshops Develop communication strategy to members and wider region on how and | Consistency in messaging across all stakeholders promoting the Gladstone Region including Member businesses, Industry and Council | Q2 | Brand Guidelines and Toolkits Developed Key stakeholder workshops hosted Communication strategy presented | Updated Gladstone Region logo has been developed along with the new addition of a font to the Gladstone Region branding. The Digital Tourism Kit is due to be finalised by February and we are looking at a marketing facilitator who will assist us in delivering this to our members and stakeholders. Along with an update image |

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| | <p>profile. The brand guidelines will need to be formally rolled out so all stakeholders are aware of their ability to use the branding but also their obligations in doing so.</p> | <p>when to use the branding</p> <p>Monitor and follow up use to ensure effectiveness and consistency</p> | | | | <p>and video library members can utilise.</p> |
| <p>2.2 Complete an audit of the Region's fishing infrastructure and present proposal with requirements to Council for consideration</p> | <p>Fishing Tourism has been identified as a key market. Fishing infrastructure across the Region, particularly in more remote locations has been identified as lacking. Complete an audit and gap analysis including prioritised requirements and funding assessment and present to Council for consideration.</p> | <p>Audit fishing infrastructure across the region</p> <p>Consult with key stakeholders and the community to gather feedback</p> <p>Prepare audit results and gap analysis and estimates of required investment</p> <p>Present a report to Council seeking support to invest in upgrades to fishing infrastructure</p> | <p>Satisfaction of fishing tourism visitors increases and results in higher visitation</p> | <p>Q2</p> <p>Q3</p> | <p>Audit document presented</p> <p>Report presented to Council with clear requests of infrastructure required and associated investment needed</p> | <p>Initial discussions with Lyndal Hansen shone light that this has already been done several times in the past with GRC.</p> |

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| <p>2.3 Update RV Marketing Information</p> | <p>Updating of existing RV friendly sites, parking and facilities/services on GRC, GAPDL and DCTC websites.</p> <p>Supply of this information, images and destination information about why Gladstone Region is great for a caravan, camping and RV holiday for third party sites eg.</p> <ul style="list-style-type: none"> - CMCA - Caravanning QLD - Wiki Camps - Free Range Camping - You Camp - The Grey Nomads | <p>Update content – ensure consistency across local platforms – GAPDL, GRC, DCTC</p> <p>Promote through third party sites and platforms for maximum exposure</p> <p>Monitor and update information and images</p> | <p>RV and Drive market visitation increases</p> | <p>Q2 à ongoing</p> | <p>Measurement of brand awareness of Gladstone Region in the RV space and conversion into travellers.</p> | <p>Not yet started. However, plans for this to be completed by end of 20/21 FY.</p> |
| <p>3.1 Commence Delivery of Experience Development and Mentoring Programs</p> | <p>Engage consultants and facilitators to deliver a series of programs which will support local Tourism operators to develop new and innovative products</p> | <p>Develop scope of works and desired outcomes</p> <p>Engage consultants</p> <p>Promote programs and ensure uptake</p> | <p>New, innovative tourism products are coming to the market</p> | <p>Q3</p> <p>Q4</p> | <p>Programs Delivered with a 65%+ (of capacity) participation rate Satisfaction Rate of 85%</p> | <p>Initial discussions with potential facilitators have begun, we are now awaiting scopes of work and quotes. We intend to deliver these programs from March – April (not over Easter) to GAPDL members.</p> |

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| | now and into the future. | by member organisations and operators Deliver Programs Report on program outcomes and participant feedback | | | Feedback shared with GRC | |
| 3.2 Set up 2 information hubs in RV areas within the Gladstone Region | Set up permanent information hubs at prime RV locations in the Region to encourage extended stay, | Work with stakeholders to identify the best locations and the scope of work Identify and source required infrastructure, ensuring appropriate approvals Setup and manage information hubs | RV and Drive market visitation increases | Q3 | Information hubs set up Extended length of stay Increased participation in Region wide activities | Not yet started. |
| 3.3 Collaborate with key fishing competition event organisers and attract new fishing events to establish an annual fishing tourism product. | Engage with fishing competition event organisers to develop an annual calendar of fishing events and engage with new fishing | Stakeholder sessions with Fishing Event Stakeholders Support progress in event ideas | Fishing tourism increases evident by an increase in event participation; increase in visitor interest through digital | Q3 | Collateral developed New fishing events | Initial discussions with Lyndal Hansen and Jennifer McGuire have been had. They advise that we do not need additional fishing events, rather work on the existing |

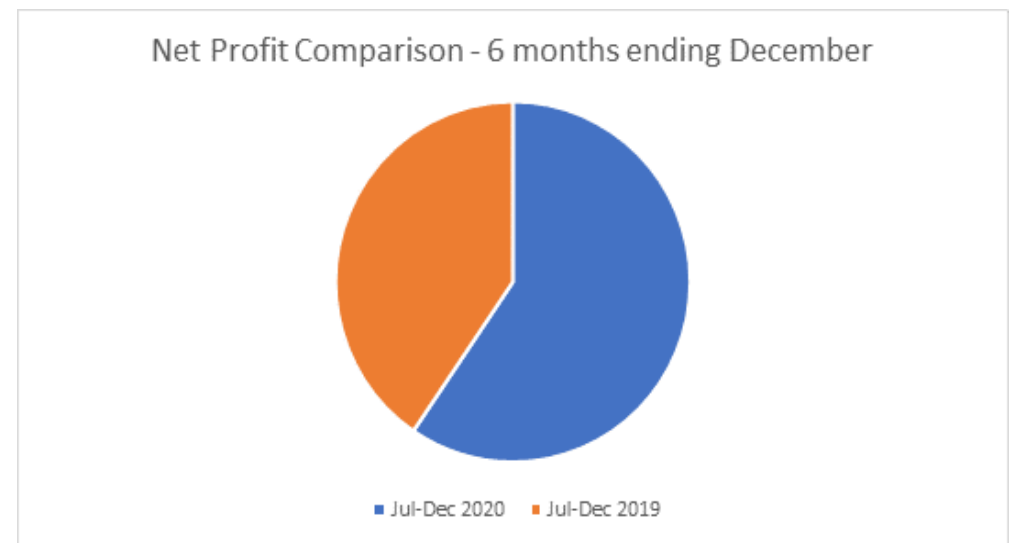
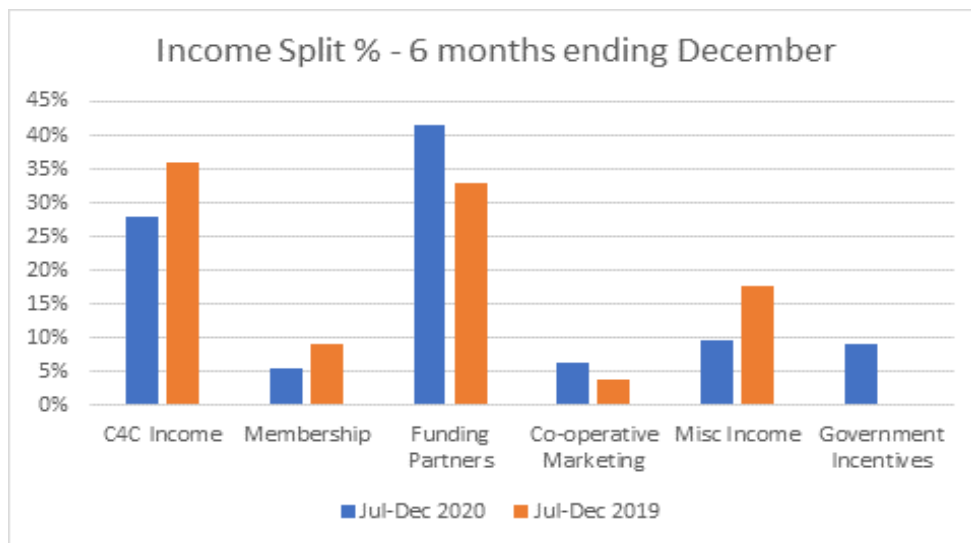
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| | <p>event organisers to develop collateral that showcases Gladstone as a fishing destination. Infrastructure and associated assets from Activity 2.2 can be included in this collateral.</p> <p>Opportunity to be creative and establish augmented reality fishing in Gladstone.</p> | Develop plans for virtual event / augmented reality opportunities | interaction (website, socials) | | Collaboration on current fishing events amongst stakeholders | <p>events we have to make them better. We are looking at Fishing Tourism Proposals with them and what it could look like in this space.</p> <p>We are also supporting the SCF Shimano King of Kings Fishing Competition which occurs in Yeppoon, however the fishing boundaries cover a lot of the Gladstone Region. This will enable Gladstone to be promoted throughout the event and educate participants that they are actually fishing in the Gladstone Region.</p> |
| <p>4.1 Develop a Domestic Cruise Attraction and Retention Strategy to be ready for peak domestic cruise season in 2024.</p> | <p>The domestic cruise market is expected to be the first to recover from COVID 19 and interest is forecast to peak for 2024. A strategy should be developed to;</p> <ul style="list-style-type: none"> - Attract - Promote - Engage - Host <p>Domestic cruise ships and travellers. The</p> | <p>Develop strategy scope of works</p> <p>Engage a consultant to support with strategy development</p> <p>Community Consultation</p> <p>Deliver Strategy</p> | Cruise industry reactivation prepared for and encouraged, with a strong focus on Domestic cruise | Strategy delivered in Q4 | Firm strategy and associated action plan developed and presented to Council | <p>We have had initial conversations with GPC to understand what was done in this space previously and looking more into shore excursion programs and collateral to provide to potential companies looking at coming to Gladstone. A strategy is yet to be developed, however initial plans have begun to get this established in the 20/21 FY.</p> |

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| | <p>strategy should focus on Gladstone as a key location, ancillary offerings when here, increasing length of stay and return for the Region, Developing itineraries with Gladstone as the 'main attraction' eg. themed cruises.</p> | <p>Present Strategy to GRC</p> | | | | |
| <p>4.2 Provide advice to GRC on 'Dive Trail' - requirements, inclusions, funding required</p> | <p>Research and develop a proposal/plan to introduce a 'Dive Trail' to the Gladstone Region's tourism mix. Work with operators and consultants to develop a plan that can be funded by Stakeholders and will get the Tourism experience up and running.</p> | <p>Develop Scope of Works</p> <p>Engage with operators/members and stakeholders</p> <p>Write a proposal that highlights what the dive trail is, what it includes, marketing plan, cost benefit analysis and timeline</p> | <p>Work commences on a unique 'Dive Trail' experience in the Gladstone Region. Project should be able to be run through the IDF</p> | <p>Proposal developed by Q4</p> | <p>Proposal developed which clearly articulates the dive trail experience, costs, project scope and timeline as well as a stakeholder engagement report and proposed methodology snapshot.</p> | <p>Initial discussions have begun with GPC and National Parks.</p> |

Project Fund – \$93,000 funding, administered by GRC on a project basis

| Project | Funded Amount | Outcome | Remaining Fund Position |
|--------------------------------|---------------|---------|-------------------------|
| The Mad Huey’s outer reef tour | \$5,000.00 | | \$88,000.00 |
| SCF Shimano King of Kings | \$9,000.00 | | \$79,000.00 |

GAPDL Finances



**6 months ending December 2020 draft and unaudited

Annual Deliverables and Statistics Report

Visitation Statistics:

| International visitation, night and expenditure | | | | | | | | | | | | | | | |
|---|----------|---------------|--------------|--|---------|---------------|--------------|--|-------------------------|---------------|--------------|--|------------------------|-------------------|-----------------|
| Year ending September 2020 | | | | | | | | | | | | | | | |
| Regions | Visitors | Annual Change | Trend Change | | Nights | Annual Change | Trend Change | | Expenditure (\$million) | Annual Change | Trend Change | | Average Length of Stay | Spend per visitor | Spend per night |
| Bundaberg | 21,000 | -51.7% | -17.8% | | 412,000 | -55.0% | -25.0% | | \$11 | -68.3% | -29.7% | | 20.1 | \$515 | \$26 |
| Capricorn | 29,000 | -56.5% | -21.8% | | 247,000 | -70.2% | -17.7% | | \$10 | -79.4% | -12.4% | | 8.6 | \$339 | \$39 |
| Gladstone | 27,000 | -53.3% | -19.0% | | 93,000 | -60.8% | -56.8% | | \$7 | -61.0% | -22.1% | | 3.5 | \$253 | \$73 |
| Total | 62,000 | -54.4% | -20.6% | | 752,000 | -62.0% | -29.3% | | \$27 | -72.4% | -21.7% | | 12.1 | \$435 | \$36 |
| | | | | | | | | | | | | | | | |

| Domestic visitation, night and expenditure | | | | | | | | | | | | | | | |
|--|-----------|---------------|--------------|--|-----------|---------------|--------------|--|-------------------------|---------------|--------------|--|------------------------|-------------------|-----------------|
| Year ending September 2020 | | | | | | | | | | | | | | | |
| Regions | Visitors | Annual Change | Trend Change | | Nights | Annual Change | Trend Change | | Expenditure (\$million) | Annual Change | Trend Change | | Average Length of Stay | Spend per visitor | Spend per night |
| Bundaberg | 583,000 | -26.8% | 0.0% | | 1,744,000 | -34.2% | -5.9% | | \$259 | -26.7% | 0.5% | | 3.0 | \$444 | \$148 |
| Capricorn | 945,000 | -19.8% | -1.1% | | 3,788,000 | -16.0% | 4.7% | | \$415 | -28.4% | -8.7% | | 4.0 | \$439 | \$109 |
| Gladstone | 427,000 | -12.5% | -3.3% | | 1,416,000 | -19.4% | -2.5% | | \$244 | 13.2% | 6.8% | | 3.3 | \$572 | \$173 |
| Total | 1,807,000 | -21.9% | -1.8% | | 6,948,000 | -22.1% | 0.2% | | \$918 | -20.0% | -3.0% | | 3.8 | \$508 | \$132 |

Source: Tourism Research Australia

| SGBR Visitation | | |
|-----------------------------------|----------------|---------------|
| By region, September Quarter 2020 | | |
| | | YOY Growth |
| Bundaberg | 162,000 | -16.9% |
| Capricorn | 299,000 | -12.6% |
| Gladstone | 150,000 | 19.1% |
| SGBR | 539,000 | -10.4% |

STR Accommodation Report: July – December 2020 Results

This information is taken from our STR who provide us with an Accommodation Report for Agnes Water/1770 and Gladstone. This is not all hotel/motels in our region, as it is optional for properties to submit this information.

Explanation:

- **ADR (Average Daily Rate)** - Room revenue divided by rooms sold, displayed as the average rental rate for a single room
- **Demand (Rooms Sold)** - Rooms sold in a specified time period
- **Occupancy (% of Available Rooms Sold)** - Rooms sold divided by rooms available multiplied by 100
- **RevPar (Revenue Per Available Room)** - Room revenue divided by rooms available
- **Supply (Rooms Available)** - Rooms multiplied by the number of days in a specified time period

| Occupancy (%) | | | | | | | Year To Date | | |
|-----------------------|-------|------|------|------|------|------|--------------|------|-------|
| | Jul | Aug | Sep | Oct | Nov | Dec | 2018 | 2019 | 2020 |
| This Year | 48.9 | 52.1 | 61.1 | 48.1 | 51.8 | 54.7 | 48.5 | 52.1 | 42.8 |
| Last Year | 67.7 | 55.0 | 57.1 | 49.6 | 52.5 | 47.3 | 47.1 | 48.5 | 52.1 |
| Percent Change | -27.8 | -5.1 | 6.9 | -3.1 | -1.4 | 15.5 | 3.1 | 7.4 | -17.9 |

| ADR | | | | | | | Year To Date | | |
|-----------------------|--------|--------|--------|--------|--------|--------|--------------|--------|--------|
| | Jul | Aug | Sep | Oct | Nov | Dec | 2018 | 2019 | 2020 |
| This Year | 123.21 | 121.53 | 132.82 | 138.49 | 136.76 | 159.70 | 112.36 | 115.69 | 127.40 |
| Last Year | 116.44 | 112.21 | 119.19 | 118.48 | 114.11 | 138.81 | 113.70 | 112.36 | 115.69 |
| Percent Change | 5.8 | 8.3 | 11.4 | 16.9 | 19.8 | 15.0 | -1.2 | 3.0 | 10.1 |

| RevPAR | | | | | | | Year To Date | | |
|-----------------------|-------|-------|-------|-------|-------|-------|--------------|-------|-------|
| | Jul | Aug | Sep | Oct | Nov | Dec | 2018 | 2019 | 2020 |
| This Year | 60.27 | 63.37 | 81.12 | 66.58 | 70.78 | 87.36 | 54.52 | 60.29 | 54.49 |
| Last Year | 78.89 | 61.66 | 68.09 | 58.75 | 59.92 | 65.73 | 53.52 | 54.52 | 60.29 |
| Percent Change | -23.6 | 2.8 | 19.1 | 13.3 | 18.1 | 32.9 | 1.9 | 10.6 | -9.6 |

| Supply | | | | | | | Year To Date | | |
|-----------------------|--------|--------|--------|--------|--------|--------|--------------|---------|---------|
| | Jul | Aug | Sep | Oct | Nov | Dec | 2018 | 2019 | 2020 |
| This Year | 56,854 | 56,854 | 55,020 | 56,854 | 52,560 | 54,312 | 663,744 | 666,674 | 663,877 |
| Last Year | 56,575 | 56,575 | 54,750 | 56,575 | 55,020 | 56,854 | 661,218 | 663,744 | 666,674 |
| Percent Change | 0.5 | 0.5 | 0.5 | 0.5 | -4.5 | -4.5 | 0.4 | 0.4 | -0.4 |

| Demand | | | | | | | Year To Date | | |
|------------------|--------|--------|--------|--------|--------|--------|--------------|---------|---------|
| | Jul | Aug | Sep | Oct | Nov | Dec | 2018 | 2019 | 2020 |
| This Year | 27,809 | 29,647 | 33,603 | 27,332 | 27,202 | 29,711 | 322,099 | 347,454 | 283,943 |
| Last Year | 38,329 | 31,089 | 31,275 | 28,055 | 28,890 | 26,920 | 311,269 | 322,099 | 347,454 |

| | | | | | | | | | | |
|-----------------------|-------|------|-----|------|------|------|--|-----|-----|-------|
| Percent Change | -27.4 | -4.6 | 7.4 | -2.6 | -5.8 | 10.4 | | 3.5 | 7.9 | -18.3 |
|-----------------------|-------|------|-----|------|------|------|--|-----|-----|-------|

| Revenue | Year To Date | | | | | | | | | |
|-----------------------|--------------|-----------|-----------|-----------|-----------|-----------|--|------------|------------|------------|
| | Jul | Aug | Sep | Oct | Nov | Dec | | 2018 | 2019 | 2020 |
| This Year | 3,426,352 | 3,602,944 | 4,463,198 | 3,785,194 | 3,720,129 | 4,744,769 | | 36,189,867 | 40,196,884 | 36,173,674 |
| Last Year | 4,463,061 | 3,488,562 | 3,727,786 | 3,323,954 | 3,296,738 | 3,736,757 | | 35,390,782 | 36,189,867 | 40,196,884 |
| Percent Change | -23.2 | 3.3 | 19.7 | 13.9 | 12.8 | 27.0 | | 2.3 | 11.1 | -10.0 |

Social Media Statistics:

| Instagram | | | | | | | | | |
|---------------------------------------|---------|---------|----------|-----------|---------|---------|---------|-----------|----------|
| | Jul '20 | Aug '20 | Sept '20 | Q1 Totals | Oct '20 | Nov '20 | Dec '20 | Q2 Totals | Q1 VS Q2 |
| No of Posts | 16 | 16 | 16 | 48 | 16 | 16 | 16 | 48 | 0% |
| Follower Count | 9,497 | 9,613 | 9,834 | - | 10,063 | 10,303 | 10,683 | - | |
| Follower Growth | 227 | 116 | 221 | 564 | 229 | 240 | 380 | 849 | 51% |
| Impressions | 120,730 | 125,709 | 151,515 | 397,954 | 334,321 | 780,845 | 907,667 | 2,022,833 | 408% |
| Reach | 89,849 | 95,009 | 125,635 | 310,493 | 295,086 | 706,890 | 829,557 | 1,831,533 | 490% |
| Total Likes | 4,221 | 3,520 | 4,599 | 12,340 | 4,832 | 5,676 | 4,270 | 14,778 | 20% |
| Total Comments | 54 | 65 | 91 | 210 | 98 | 85 | 67 | 250 | 19% |
| Avg Engagement Rate | 3.12% | 2.75% | 3.11% | 2.99% | 3.40% | 3.57% | 2.68% | 3.22% | 7% |
| Avg Engagement Rate (on reach) | 5.05% | 4.16% | 3.91% | 4.37% | 4.23% | 4.35% | 3.60% | 4.06% | -7% |
| Ad spend | \$150 | \$130 | \$170 | \$450 | \$153 | \$150 | \$100 | \$403 | -10% |

| Facebook | | | | | | | | | |
|--------------------------------|---------|---------|----------|-----------|---------|-----------|-----------|-----------|----------|
| | Jul '20 | Aug '20 | Sept '20 | Q1 Totals | Oct '20 | Nov '20 | Dec '20 | Q2 Totals | Q1 VS Q2 |
| No. of Post | 16 | 16 | 16 | 48 | 16 | 16 | 16 | 48 | 0% |
| Follower Count | 10,193 | 10,298 | 10,449 | - | 10,534 | 11,291 | 11,695 | - | |
| Follower Growth | 93 | 105 | 151 | 349 | 85 | 757 | 404 | 1,246 | 257% |
| Page Likes | 9,096 | 9,092 | 9,082 | - | 9,082 | 9,122 | 9,133 | - | |
| Page Likes Growth | -9 | -4 | -10 | -23 | 0 | 40 | 11 | 51 | |
| Impressions | 325,259 | 380,064 | 352,386 | 1,057,709 | 721,823 | 5,449,199 | 3,620,332 | 9,791,354 | 826% |
| Reach | 279,975 | 313,304 | 314,791 | 908,070 | 654,087 | 4,959,278 | 3,239,413 | 8,852,778 | 875% |
| Total Reactions | 5,677 | 5,273 | 7,189 | 18,139 | 12,732 | 7,142 | 5,010 | 24,884 | 37% |
| Total Comments | 264 | 330 | 588 | 1,182 | 9,667 | 254 | 173 | 10,094 | 754% |
| Total Shares | 686 | 573 | 644 | 1,903 | 25,926 | 557 | 373 | 26,856 | 1311% |
| Clicks received | 12,227 | 14,247 | 13,990 | 40,464 | 193,298 | 7,042 | 5,934 | 206,274 | 410% |
| Average Engagement Rate / Post | 12.95% | 13.21% | 15.42% | 13.86% | 166.29% | 10.30% | 7.87% | 61.49% | 344% |
| Ad spend | \$ 625 | \$ 575 | \$ 630 | \$ 1,830 | \$ 600 | \$ 620 | \$ 481 | \$ 1,701 | -7% |

| Twitter | | | | | | | | | |
|------------------|---------|---------|----------|-----------|---------|---------|---------|-----------|----------|
| | Jul '20 | Aug '20 | Sept '20 | Q1 Totals | Oct '20 | Nov '20 | Dec '20 | Q2 Totals | Q1 VS Q2 |
| Tweets | 17 | 16 | 16 | 49 | 16 | 16 | 16 | 48 | -2% |
| Total Likes | 299 | 250 | 209 | 758 | 124 | 210 | 180 | 514 | -32% |
| Total Retweets | 84 | 65 | 44 | 193 | 31 | 51 | 41 | 123 | -36% |
| Impressions | 33,300 | 36,500 | 25,100 | 94,900 | 30,100 | 31,500 | 34,200 | 95,800 | 1% |
| Profile Visits | 445 | 300 | 285 | 1030 | 254 | 295 | 360 | 909 | -12% |
| Post Engagements | 1,147 | 913 | 1,058 | 3,118 | 579 | 942 | 1,117 | 2,638 | -15% |
| Mentions | 39 | 39 | 37 | 115 | 45 | 35 | 36 | 116 | 1% |
| New Followers | 21 | -3 | 2 | 20 | 12 | -3 | 8 | 17 | -15% |

Website Statistics:

| Website | Jul-20 | Aug-20 | Sep-20 | Oct-20 | Nov-20 | Dec-20 | Average |
|----------------------------------|--------|--------|--------|--------|--------|--------|---------|
| Users | 8,614 | 9,859 | 11,958 | 10,050 | 13,321 | 17,183 | 11,831 |
| New Users | 8,148 | 9,396 | 11,327 | 9,621 | 12,871 | 16,635 | 11,333 |
| Sessions | 10,607 | 11,924 | 14,406 | 11,226 | 14,711 | 19,781 | 13,776 |
| Pageviews | 21,625 | 24,900 | 28,677 | 19,429 | 22,238 | 33,461 | 25,055 |
| Avg. Session Duration | 1:42 | 1:37 | 1:33 | 1:14 | 0:50 | 1:18 | 1:22 |
| Bounce Rate | 69.09% | 68.18% | 69.75% | 79.10% | 82.82% | 77.91% | 74.48% |
| Event Page Views | 1,373 | 1,341 | 1,885 | 2,347 | 3,181 | 4,107 | 2,372 |
| Event Session Duration | 1:51 | 1:10 | 1:37 | 2:43 | 1:35 | 1:43 | 1:46 |
| Event No Bounced Sessions | 59.46% | 57.07% | 50.63% | 53.86% | 55.57% | 44.62% | 53.54% |

1. Manage and operate the two Visitor Information Centres (Gladstone and Agnes Water) and maintain a minimum of 5 tourist information hubs across the Region.

| Visitation | July – December 2020 | July – December 2019 |
|--------------------|--|---|
| Agnes Water: | Jul 2020: 1627 Aug 2020: 1820, Sep 2020: 1859, Oct 2020: 1591 Nov 2020: 1167 Dec 2020: 1296 | Jul 2019: 2128 Aug 2019: 1690 Sep 2019: 1255 Oct 2019: 1235 Nov 2019: 843 Dec 2019: 981 |
| Gladstone: | Jul 2020: 1322 Aug 2020: 1470 Sep 2020: 1716 Oct 2020: 1449 Nov 2020: 1177 Dec 2020: 976 | July 2019: 1886 Aug 2019: 1654 Sep 2019: 1281 Oct 2019: 1459 Nov 2019: 1541 Dec 2019: 1335 |
| Commentary: | | |

Agnes Water Visitor Information Centre has been beaming with positive feedback including the changes made due to Covid-19 and re-opening procedures. Sales have increased due to simplified displays and personal interaction with visitors. We are experiencing a shortage of volunteers due to family and personal commitments and also high risk due to age. Our volunteers have had a couple of families visiting new members.

Gladstone Visitor Information Centre has had nice steady visitor numbers over the last few months with the influx of travellers in QLD. The refurbishment of the centre has received great feedback both from visitors and locals alike, a fresh new feel with some great new additions including local handmade art and souvenirs, as well as our amazing papier mache Manta Rays and Turtle.

Feedback & Opportunities:

Melissa would like to push forward with discussion on covering our windows to the road, our visitors still find it hard to locate the centre and feel the outside look is not welcoming, we would like to capture their attention as they are driving along springs road.

2. Represent the Region with key Tourism Stakeholders – QTIC, TEQ, DITID, GRTAG, GREDPG, CLIA, ACA

GAPDL maintains their strong relationships with all of their key Stakeholders and have actively participated in all of the zoom meetings with the above-mentioned organisations.

Key Highlights:

- QTIC CEO Daniel Gschwind visited Gladstone in October as part of the Crisis Recovery Planning Workshop
- Attended the ACA AGM
- Quarterly update report with TEQ
- RTO meetings and fortnightly updates with TEQ
- Hosted an SGBR Leaders Event in Agnes Water

3. Actively contribute and support DCTC, BTABC, BVCDC, BTHU

GAPDL are working with DCTC on the Interpretive Center and have an agreement in place to provide a shared resource to help run the 1770 festival and work with the Agnes Blues and Roots team.

BTABC have been approached around assisting with under the trees and a meeting in the future is planned

GAPDL have offered to support GFE where required on the CQ Beer and Cider Festival and the Harbour Festival

GAPDL have commenced working the Boyne Valley Progress Association around where we can offer support and assistance

GAPDL and BTHU have a strong working relationship and are committed to supporting each other.

GAPDL are working with GFE and BTHU in relation to Sculptures by Gladstone Harbour for 2021.

4. Manage and deliver Tourism promotion and create and deliver tourism campaigns

- Launched our second video with StixPix Media showcasing the Region's highlights to target a wider market. The video is very similar to the first, however the messaging was that the 'Gladstone Region is Good to Go' leveraging off TEQ's messaging.
- Began a local radio campaign with HIT CQ being the sponsor for their weekday competition – Alphabucks. For two months, each month we gave listeners the opportunity to win a holiday in the Gladstone Region and \$500 cash. The holiday each month was with a member. (Heron Island and 1770 Lagoons Central Apartment Resort)
- Launched 20 things to do in the Gladstone Region in 2020. This was publicised with Gladstone News, Gladstone Observer, on our social media accounts and EDM's. The GAPDL Team are also working our way through the list and documenting this on our GAPDL Facebook page.



- Launched the GAPDL LinkedIn page
- Launched our Lady Musgrave video with StixPix Media. This has been displayed on both our corporate and consumer social media pages, via EDM and on our Gladstone Region YouTube channel.
- The marketing team visited Wilson Island and promoted via the GAPDL Facebook page – increasing awareness and exposure for the destination, prior to launching our promotion – ‘Win a Trip for 2 to Wilson Island’ in October. To enter you had to spend over \$100 in one transaction with 21 participating members businesses within the Region during the month of October. We received nearly 800 entries and over 230 new subscribers to the Gladstone Region Consumer News, exceeding our target of 150.

WIN
a trip to
WILSON ISLAND

SPEND \$100
and you could be
castaway in comfort!
*T & C's Apply

WIN
a trip to
WILSON ISLAND

SPEND \$100 at any of the participating businesses in the Gladstone Region during the month of October and you could be castaway in comfort on Wilson Island for 2 nights.

WIN
Spend with us and
WIN
a trip to
WILSON ISLAND

Name:
Phone:
Email:
Business purchased from:
Date of purchase:
Amount of purchase:
I am over the age of 18 years of age
I agree to subscribe to Gladstone Region Consumer Newsletter

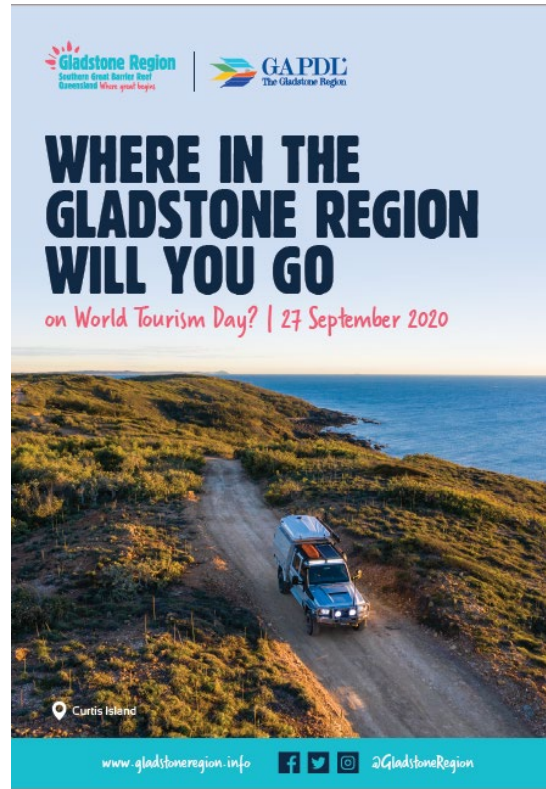
GAPDL The Gladstone Region
Wilson Island Great Barrier Reef
Gladstone Region Southern Great Barrier Reef Queensland Where great begins

GAPDL The Gladstone Region
Wilson Island Great Barrier Reef
Gladstone Region Southern Great Barrier Reef Queensland Where great begins

#gladstoneregion #wilsonisland gladstoneregion.info *T&C's Apply

- Developed a new slogan for our COVID-19 recovery campaign 'You'll be GLAD you visited' and tailoring this depending on what we advertise:
 - "You'll be GLAD you snorkelled here"
 - "You'll be GLAD you camped here"
 - "You'll be GLAD you fished here"
- Developed an updated logo and added a new font to our branding guidelines

- Promoted the Gladstone Region for World Tourism Day in Gladstone News



- Our new website gladstoneregion.info is now live. We combined both our GAPDL site and Gladstone Region consumer site onto the one platform and gave the site a facelift.

- Organised a collaboration with GPC for the Courier Mail My Queensland Lift Out prior to the September School Holidays – showcasing the regions hidden highlights.

BEST OF Queensland 07
SECRET SPOTS: GLADSTONE

FOR RECHARGING

The rooftop terrace of the trendy holiday home is a favourite spot for Emma Sheppard.

WILSON ISLAND
SOUTHERN GREAT BARRIER REEF

Wilson Island is a natural cradle city, part of the Great Barrier Reef. The ultimate island getaway offering seclusion and unspoiled natural beauty with just 10 guests.

Minutes from the beach is at Agnes Water, a hidden gem of natural beauty and coastal charm. This exciting walk with shopping stores, beaches and water cottages.

PAPERBARK TRAIL
AGNES WATER

Take a boat walk and explore Agnes Water's hidden gems. See the remains of a World War II bomber that crashed in 1945 and remained hidden for nearly 50 years.

KROOMBIT TOPS NATIONAL PARK
SOME VALLEY

Anchor down for the week and explore the magnificent coastline, local delights and impressive harbourside parks. It's perfect for an adventure.

GLADSTONE MARINA
GLADSTONE

East Shores Gladstone Corporation's East Shores is the jewel on the waterfront with shops, water play and barbecue areas, basketball hoops, fishing jetties, a waterfront cafe, outdoor cinema and harbour views.

EAST SHORES
GLADSTONE

December 12-23
BLEACH FESTIVAL
CURLMARR, GOLD COAST

Celebrating the Gold Coast's most dynamic and adventurous artists, Bleach Festival has become one of Australia's leading and most exciting site-specific contemporary art programs. This year's festival follows a COVID-19 safety plan and aims to deliver incredible art and cultural experiences that challenge expectations, change perspectives and provide a unique and authentic sense of place, inspiring both locals and visitors alike. The program is announced on October 8.

December 4-6
NOOSA EAT AND DRINK SUMMER CELEBRATION 2020
NOOSA HEADS, NOOSA

Reimagined to a series of smaller, social events in light of COVID-19, the Summer Celebration will kick off on the Friday with a gourmet lunch taking place in several local restaurants followed by a weekend of restaurant events throughout Noosa.

December 18
LOCKYER VALLEY CHRISTMAS CARNIVAL
GATTON, LOCKYER VALLEY

Celebrate the festive season at this community event that brings families, neighbours and communities together. Enjoy vintage entertainment, dance groups, local musicians, face painting and rides as well as a range of food from one of the many group events.

December 18 and 19
SPRIT OF CHRISTMAS 2020
QPAC, SOUTH BRISBANE

With their traditional yuletide concerts in the grandeur of QPAC's Concert Hall, Spirit of Christmas will once again feature a string line-up with a full orchestra, choir and two of Australia's leading musical theatre performers.

32 NEWS
SATURDAY SEPTEMBER 12 2020 COURIERMAIL.COM.AU

Judge's ex-wife loses bid for a share of his estate

Mistake to be costly

KAY HIBERN

THIS is the wife of a top District Court judge who lost her bid for a share of his multimillion-dollar estate now that she has paid the estate's legal costs, at the high end.

Former barrister Therese Ryan, who was divorced from Brian Harrison 27 years ago, claimed she risked becoming homeless if costs were awarded against her.

Ms Ryan's submission on costs alleged she was the victim of domestic violence perpetrated by Harrison, in whom she was married for five years.

On September 3, Justice Colman Martin found Ms Ryan was not a "spouse" entitled to make a claim and she demanded her application for property maintenance and support.

Justice Martin said at the time of Judge Harrison's death, there was no court order still operating that he was to pay Ms Ryan maintenance.

The application by Ms Ryan, now a disability support provider, was a "disabling support provision, was opposed by Judge Harrison's widow, Kaitie Harrison, the daughter of the estate."

Harrison, a former Cairns District Court Judge, died in October last year, aged 65, leaving the bulk of the estate to his eldest wife, Kaitie, whom he married in 2016.

Solicitor David Ryan, for Ms Ryan, asked for all costs of the proceedings to be borne by the estate.

Submission for Ms Ryan said her family provision application was "not frivolous, vexatious or brought with no reasonable prospect of success".

However, Justice Martin said Ms Ryan's application never had a prospect of success and she had no standing to bring the application.

Ms Ryan claimed a strong moral obligation to her and costs should be borne from the estate.

Ms Ryan withdrew from deposition and anxiety, due to circumstances related to the alleged domestic violence, the submission said.

The judge ordered Ms Ryan pay the costs of costs of the proceedings on a higher indemnity basis, rather than the usual standard costs.

Ms Ryan said she was considering her legal options.

Therese Ryan, who was divorced from Brian Harrison 27 years ago.

Recall on product

WICKLIWORTH'S supermar-kets across the nation have been warned to pull a popular brand of protein powder over fears it may contain dairy despite being marketed as vegan.

Mace's Food Co has recalled Keep it Clean's 375g "vegan" plant-based chocolate protein powder due to the presence of an undisclosed allergen, dairy, according to the Food Standards of Australia and New Zealand website.

The product features a best-before date of July 3, 2022.

Consumers with a dairy allergy may have a reaction if the product is consumed.

Meth found in milk cans

THREE women in dairy incidents have been arrested after about 600 litres of milk contaminated in coconut milk cans were seized.

Australian Federal Police conducted a controlled delivery of the cans to a warehouse in Gurrums, NSW, where a 29-year-old woman and 20-year-old man were arrested after taking the shipment.

The men and woman faced the Sydney Central Local Court on Thursday and were released last night.

They are due to reappear in November.

Explore the Gladstone Region

GO GOOD

Gladstone Region
Southern Great Barrier Reef
Queensland Where great begins

For more inspiration, visit gladstoneregion.info

#gladstoneregion | #visitagreatbarrierreef

09.11.2020 15:14 NewsCorp Australia - Tearsheet

- Began marketing the Alliance Airlines Gladstone Super Sale packages with IMATE. There are two packages that are available, an Agnes Water package and a Gladstone Package. Both include flights, accommodation, car hire and resort/ breakfast credits. Our marketing campaign is a series of paid digital advertisements on the Gladstone Region Facebook and Instagram pages, with the enquiries reverted back to our website where they can enquire to book through Departure Point. The packages have been extended until March 2021 and below is the most up to date statistics on how the campaign is going on social media. Currently Departure Point have had over 100 people enquire and have sold one completed package and two variations of the packages. The biggest challenge in October – December was availability, as you can see almost all of the enquiry has been around the Agnes Water package and Departure Point informed us that they struggled to get available accommodation for requested dates. There was also a lot of enquiry about travel in general and not for these exact packages, so we have learnt to be more descriptive in our marketing going forward.

Gladstone Region
Southern Great Barrier Reef
Queensland *Where great begins*

Super Sale

From **\$479 pp***

GLADSTONE
Getaway
Return Air Ex Brisbane, 2 Nights 4 star accommodation Gladstone, 2 Days Car Hire, Zero Excess, Unlimited Kilometres \$50 breakfast voucher x1

From **\$499 pp***

AGNES WATER
Getaway
Return Air Ex Brisbane, 2 Days Car Hire, Zero Excess, Unlimited Kilometres, 2 Nights 4 star accommodation Agnes Water, \$25 Resort Credit Per Room

Why Not?
Stay a little longer and enjoy more of the Southern Great Barrier Reef, including:

- A Great Barrier Reef adventure
- A working outback station
- Spectacular National Parks

DeparturePoint
DREAM | EXPLORE | DISCOVER

Alliance AIRLINES

Phone 1800 075 516 for more information

* Terms and conditions apply. Prices are per person, twin/double-share and subject to availability. Prices are correct at the time of submission (Sep 2020) but are subject to change without notice. Valid for travel 1 Oct 2020 to 31 Mar 2021. Blackout periods and surcharges may apply.



Alliance Airlines Gladstone Super Sale Social Media Statistics:

| Creative | Reach | Impressions | Link Clicks |
|--------------------|------------------|--------------------|--------------------|
| Agnes Water | 920,607 | 2,846,166 | 24,387 |
| Gladstone | 116,426 | 223,931 | 1,604 |
| Grand Total | 1,037,033 | 3,070,097 | 25,991 |

- Collaborating with Gladstone Ports Corporation on advertisements in the Club Marine magazine. GPC are advertising the Marina and its convenient access to the Southern Great Barrier Reef and we are advertising the region in general, with the first of our new style adverts (below) going into the December issue. We also negotiated a nine page editorial around Gladstone's fishing and boating, which will also be in the upcoming issue.

Gladstone Region
Southern Great Barrier Reef
Queensland *Where great begins*

You'll be *glad* you came

North West Island

www.gladstoneregion.info @GladstoneRegion

Gladstone Marina
where the tropics begin

Gladstone Ports Corporation is proud to provide Gladstone Marina to the locals and visitors to our region. Gladstone Marina is on the doorstep of the Southern Great Barrier Reef. Relax in paradise around Heron Island, Masthead Island and Fitzroy Reef lagoon or start your adventure and plan your passage through The Narrows. Anchor down for a week in our comfortable, first class marina and experience Gladstone and its surrounds, including our award winning parklands and fantastic eateries. Let your adventure begin at Gladstone Marina.

Gladstone Marina
98 Bryan Jordan Drive
Gladstone Central QLD 4690
07 4976 1359
VHF 02

Gladstone Ports Corporation
Growth, prosperity, community.

gpc.com.au

- Installed 6 new billboards within our 400km drive radius in line with our new campaign 'You'll be Glad'.



- Launched our always on social media campaign leveraging off our Gladstone Region channels with IMATE. The first round of advertisements promote summer in the region (below). These will run until the end of January when we then hope to launch our Easter advertising.

The image displays four social media advertisements for the Gladstone Region, Queensland, arranged in a row. Each ad features a circular logo at the top left with the text 'Visit Gladstone Region, Queensland' and 'Sponsored'. Below the logo is a short text hook and a large image with a specific activity theme. At the bottom of each ad is a 'LEARN MORE' button and the text 'GLADSTONEREGION.INFO/ The Gladstone Region is Good to Go'.

- Ad 1:** Hook: 'Now is the perfect time to plan your fishing trip of a lifetime, right here on the Southern Great Barrier Reef'. Image: A man fishing from a boat. Text: 'You'll be glad you made memories here'. Location: North West Island.
- Ad 2:** Hook: 'Now is the perfect time to plan your island getaway, right here on the Southern Great Barrier Reef'. Image: A woman sitting on a beach holding a drink. Text: 'You'll be glad you stayed here'. Location: Wilson Island.
- Ad 3:** Hook: 'Now is the perfect time to getaway, right here on the Southern Great Barrier Reef'. Image: A picnic basket on a beach. Text: 'You'll be glad to be here'. Location: Wilson Island.
- Ad 4:** Hook: 'Now is the perfect time to plan your summer adventure, right here on the Southern Great Barrier Reef'. Image: A person snorkeling underwater with a sea turtle. Text: 'You'll be glad you snorkelled here'. Location: Lady Musgrave Island.

Gladstone Region Always On Social Media Campaign Statistics from November – December 2020:

| Impressions | Reach | Clicks |
|-------------|---------|--------|
| 1,155,258 | 377,920 | 5,792 |

5. Represent the Region through consumer trade shows, expos and conferences

| Event | Purpose | Outcomes |
|----------------------|---|--|
| DestinationQ | QTIC Indigenous Tourism Conference | GAPDL presence and learnings around Year of Indigenous Tourism |
| QTIC Tourism Village | Network and celebration evening for QLD Tourism | GAPDL presence and networking with RTO's and QLD Tourism Operators |

6. Participate in SGBR promotion and activities

- GAPDL hosted an SGBR Leaders Event in Agnes Water with Bundaberg Tourism and Capricorn Enterprise.
- SGBR was represented in Australia Marketplace Online – UK and Europe (working with our international trade partners to continue to promote SGBR during COVID-19)
- SGRB leaders meeting in Agnes Water in October talking strategy for 2021
- SGBR leaders meeting in Brisbane planned for November discussing our 5 year strategy

7. Increase the Region's presence on the ATDW website

| Current Participation | Last Quarters Participation | Last Year Participation | Growth (%age) |
|------------------------------|------------------------------------|--------------------------------|--------------------------|
| 67 (end of July) | 47 (end of March) | 44 | 42.5% growth since March |

8. Operate and maintain I-van service. Specifically, attendance at community events and functions (minimum 5 times/year)

| | |
|------------------------------------|---|
| I-Van Locations/Appearances | The I-van has been off the road due to an upgrade of the decals which will be completed by early 2021. The I-van will be present at the upcoming Agnes Water Blues Roots & Rock Festival. |
|------------------------------------|---|

9. Provide support to the Region’s tourism operators and GAPDL members / GAPDL Events

Membership:

Total GAPDL Members YTD: 187

GAPDL Members Christmas Party planned for two locations – Gladstone 4th December, Agnes Water 17th December

Event Update and Outcomes:

The Volunteer Airport Ambassador Program

The inception of the Airport Ambassador Program is anticipated to be mid-end December; 18 Ambassadors have committed to the initial implementation of the program.

An MOU has been completed between the Airport and GAPDL outlining the responsibilities of each party.

The Welcome Ambassador “Turtle Shirts” have been adapted to suit the role and have been ordered.

The information booth has been designed and ordered; and a location in the Arrivals area of the airport has been selected and will be trialed.

The Volunteer Ambassadors thoroughly enjoyed a full day training with Amanda Kruse of Success Matrix, which was well attended with almost 40 taking part. The emphasis on delivering customer service, selling experiences and some ideas and expectations for the implementation of the Airport Ambassador Program.

Feedback from the program received a 100% satisfaction rate from an attendance of 37.

The Gladstone Airport hosted two inductions over two days, giving those who were keen to volunteer as Airport Ambassadors, an insight into the behind-the-scenes operations of the airport.

Resilient Leadership Training

Due to COVID 19 and the subsequent lock-down and cancellation of event gatherings, the focus has been on events via virtual format of which there has been a plethora in the form of training and collaborative informative seminars to offer our Members.

Examples include the Resilient Leader Training which was predominantly delivered via online format during April and May, which culminated in a face-to-face COVID-safe gathering workshop in June, held at GEA. The programme was enjoyed immensely and the results of which are demonstrated both internally and through our interaction with the community. A networking evening was held in July at The Lightbox giving attendees and other guests a chance to discuss the findings of the program in a relaxed environment.

Consumer Experience Development Program

A series of three Consumer Experience Development Workshops were held in Agnes/1770 and Gladstone, hosted by Amanda Kruse of Success Matrix.

Amanda Kruse, Managing Director of Success Matrix, offers over 25 years industry experience in tourism. Having actively been involved not only through ownership of her own accommodation and tour businesses she also provides consultancy services and support to tourism operators and tourism bodies. Amanda's passion is creatively driving innovation and business growth through experience/product development, market intelligence and accessing diverse trade distribution channels.

Amanda provided fabulous support and guidance for operators in the region.

This Workshops focussed on developing:

- Visitor experiences
- Finding the hidden gems and memorable experiences
- Creating more profit and repeat visitation
- Understanding the difference of being a Product vs Experience

- Creating a memorable experience
- Knowing guests and what they want
- Bringing experiences to life.
- Creating moments of surprise and delight
- Following the workshops attendees are able to contact the facilitator for a 1 x 1 to discuss their business

The events had over 20 attendees at each session and the survey received a 100% satisfaction rate.

GAPDL Charity Golf Days

Agnes Water / 1770:

Inaugural golf ay in this area which was very well received with a full course. Over \$3,000 was raised for the Local Ambulance Committee.

Gladstone:

Very welcomed and thoroughly enjoyed by the Members and the community – with a full course (sold out 1 week prior to the event -108 players).

Over \$7,000 was raised, with \$2,000 donated to The Gladstone Junior Golf Club and the remainder to The Smith Family.

City Plaza Sundown Markets

GAPDL organised two Sundown Markets in December and these events exceeded all expectations in terms of visitation; there was a huge community turnout. Live music kept the locals entertained and they loved the al fresco casual dining opportunity alongside the wealth of variety the stallholders had to offer. The stallholders were raving about how busy the markets were and the tenants who stayed open in the Plaza were busy right until the end of the event e.g. Cotton Mill, Deli Plate and the Thai Classic Restaurant.



10. Content Creation – Blogs, images and videos

| Date Published | Items | Outcomes |
|----------------|---|---|
| August 2020 | East Shores 1B blog | To promote the opening of the GPC 1B precinct as a major attraction for locals and tourists |
| August 2020 | Lady Musgrave Island Video | To promote Lady Musgrave Island and the operators who can get visitors there. This was published on our socials, YouTube Channel, EDM's and on our website. |
| September 2020 | Wilson Island | GAPDL Famil to Wilson Island – produced a blog, member competition and over 50 images. |
| October 2020 | Wilson Island blog | Sharing content gathered on a famil and used to inspire locals to explore their own backyard as well as promote a member driven competition encouraging spending local. |
| October 2020 | Curtis Island Information Video | A video with Adam Balkin from Curtis Ferry Services, informing visitors of some tips and tricks when travelling to Curtis Island. This was published on our YouTube Channel, EDM and on our website. |
| November 2020 | Lady Elliot Island highlights video and educational video with Custodian Amy Gash | Two videos compiled showcasing Lady Elliot Island, which is now accessible by day trip from Agnes Water. The day trips have been extended until March 2022, so we produced more collateral to increase marketing of this fantastic reef trip. These videos were published on our YouTube Channel and EDM. |

11. Coordinate and host famils and media oppourtunities for the benefit of Tourism in the Region

| Dates | Proponents | Outcomes |
|---------------------|---|---|
| July – October 2020 | Resort News | Gladstone Region sentiment published in Resort News monthly |
| October 2020 | The Mad Hueys - week long fishing/surfing charter on the MV Mikat from Gladstone. | 1 x editorial in Surfing Life Magazine 1 x video highlights reel from MV Mikat Charter 1 x EDM with World Surfari's 50 + Images Introduction of surfing charters from Gladstone to the Southern Great Barrier Reef Social media exposure on The Mad Hueys, World Surfari's and Surfing Life Magazine |
| November 2020 | Club Marine Magazine | Editorial on fishing/boating in the Gladstone Region – commissioned out and written by Darryl Branthwaite. |
| December 2020 | One Road / Our Town Visage Productions | Visage Productions came to the region to shoot two TV Shows. One Road focusing on a road trip we collaborated with Banana Shire and Rockhampton Regional Council with. Our Town focusing on Gladstone and the many facets that make it tick. |
| December 2020 | Reel Action TV Show | Came to the Gladstone Region for one episode of Reel Action, and plan on coming back again in February to shoot the second episode. Highlighting the vast areas we have to fish. |
| Weekly | 4CC | GAPDL CEO Tourism Update |

Report Due Dates:

November 2020

February 2021

May 2021

August 2021

Report Submitted: Gus Stedman, CEO

Report Presented to Council Date:

Feedback Due to GAPDL By: