

Gladstone Area Promotion Development Limited

Workplan Progress Report

Date Submitted: 05/07/2022

21/22 Workplan Progress Update:

Deliverable	Description	Outcomes	Measure	Progress
1. Cultural Tourism	Early development of a cultural Tourism experience for the Gladstone Region.	Cultural Tourism Strategy or Business Case developed Consultation with Community, PCCC and Traditional Owners undertaken	Business Case/Strategy complete and presented Consultation outcomes recorded and reported	Working with Byalee Corporation on developing the Indigenous Cultural Harbour Tour. Along with working on the ongoing 10-year strategy with PCCC.
2. Cruise Ship Return	Actively promoting Gladstone to Cruise ship companies and developing the destination experience for their return	New shore activities ready to go Promotional document developed, in collaboration with TAG group and to market	Number new activities/offerings Promotional document developed and in circulation	Conducted an Agnes Water Cruise Consultation Workshop with operators. We are now working closely with Bob Wood Cruise Group and operators to get them set up and loaded in the shore ex program. Along with this we are working with GPC and GRC on a community cruise communications strategy.
3. CBD Re-activation	Collaborate with key stakeholders to contribute to the re-activation of the Gladstone CBD (Goondoon Street) precinct	A vibrant and 'open for business' CBD with increased visitation and satisfaction	Reduction in complaints New business investment/interest	GAPDL maintains a particularly good working relationship with the Goondoon Street traders. The return of cruise and the Busking

			activation of vacant shop fronts	Championships in July will enhance this relationship and increase business in the main street.
4. Drive and RV	Continue the work being undertaken to increase Gladstone Region's profile as a drive and RV destination in line with Council's RV Strategy	Increase in visitor stays Advocate for RV infrastructure investor interest Bookable packages developed	Increase in drive market; # visitors Length of stay #packages sold	In June we commenced our Drive Campaign targeting our 400km drive radius and SEQ. This campaign is predominantly socials that feed back to a new dedicated website landing page. We have created 3 new drive maps on this page, along with working with operators on constructing deals. We are also the featured region of the week with Caravanning Australia where we will receive significant exposure on their platforms.
5. Award Winning Destination	Develop an awards strategy that sees the Gladstone region and our Tourism Operators front and centre of annual Tourism Awards	The Gladstone Region and its operators recognised as an award-winning destination Promotion of award status	Increased recognition of the Gladstone Region's Tourism assets – Number of nominations Number of awards won	This year we have worked closer with our operators and stakeholders in promoting the various awards in the tourism industry. Some achievements have been that Gladstone was this year announced as a finalist in the QTIC Top Tourism Town awards

				<p>which was an endorsement of our cities progress in the tourism space. Along with this we have also had an additional 3 nominations compared to last year in the QLD Tourism Awards.</p>
<p>6. Attraction and Innovation</p>	<p>Attract a major Tourism innovation to the Region.</p>	<p>New, innovative tourism product</p>	<p>Minimum 1 new Tourism product secured</p>	<p>We have had various conversations with e-scooter companies, however these have all been stopped at GRC and GPC as the scooters will be riding on their land. Details have been passed onto both GRC and GPC and noted that GAPDL is happy to help where possible, however unable to sign up a trial as we do not have jurisdiction on the land.</p> <p>We are working closely with Carmen from 1770 Dive, Spear and Sport and really looking forward to her tourism business opening towards the end of this year. We are also assisting Carmen in potentially having her business offering reef trips</p>

				<p>out of Gladstone when cruise ships return.</p> <p>Other new tourism businesses that are unique to our region include At Ubuntu, an art gallery/workshop space in Baffle Creek. Along with the construction of Ward's Brewery due to open in Spring 2022.</p>
<p>7.</p> <p>Tourism Training</p>	<p>In partnership with GECC, develop the plan for a high-level tourism and events training masterclass or conference.</p>	<p>Improved capability of Tourism operators in the Region resulting in new product, improved delivery and innovation</p>	<p>Masterclass delivered</p> <p>Feedback and outcomes captured and reported</p> <p>Future plans discussed</p>	<p>We ended up deciding to roll out multiple training opportunities, oppose to our original idea of one major conference.</p> <p>Throughout the year we have provided Digital Marketing Workshops, Queensland Destination Events Funding Workshops, Best of Queensland Experience Program Information Sessions, Events Masterclass and TEQ's Tourism Experience Mentoring Program. All of these initiatives have been very successful,</p>

				with some still ongoing. The feedback we have received from members was that those who were 'non tourism' members were missing out on some of our opportunities, which was where the introduction of the digital marketing workshops came in, as this covered generic digital marketing across all sectors. Feedback from these sessions alone has been extremely positive.
8. Tourism Innovation Fund	Administer the Tourism Innovation Fund 'Turtle Tank'	Collaborative approach to the Tourism Innovation Fund	Fund expended and all acquitted # sustainable experiences resulting in funding from Tourism Innovation Fund Outcomes reported Future plans discussed	The Turtle Tank program was delivered in May 2022, from 13 applications 6 were successful. We have distributed all contracts and awaiting the results of the 6 innovative ideas.
9. Visitor Satisfaction	Measure and monitor meaningful data around visitor satisfaction that can be used to inform decision making.	Commence capturing qualitative data to help inform future decision making	Data captured and reported Decisions linked back to relevant data sets	The RTO data Dashboards provide great insights into visitor statistics and helix personas. The data

		Improved ratings on Trip Advisor and other satisfaction forums		<p>project is still working on a weighted dashboard.</p> <p>A visitor survey has been compiled across the region with the Institute of Tourism Leadership. We have provided some of the initial results in this report.</p>
<p>10.</p> <p>ATDW and Best in QLD Experience</p>	Increase Gladstone Operator's presence on the ATDW and improve performance in the Best in QLD Experience program	<p>Greater exposure on the ATDW</p> <p>Improved performance in the Best in QLD Experience program</p>	<p>%age increase of entries on ATDW year on year</p> <p>Higher quality of ATDW listings, attracting greater # of inclusions in the Best in QLD Experiences Program, year on year</p> <p>Improved performance in the Best in QLD Experiences Program year on year</p>	<p>GAPDL are continually updating and managing the ATDW data base. Year on year increase of 36%.</p> <p>This year we have 29 BOQEP – 1 more than last year.</p>
<p>11.</p> <p>Easter in Gladstone</p>	<p>Contribute to the destination marketing of the Easter in Gladstone campaign.</p> <p><i>This activity is appropriate to be funded from the contestable fund</i></p>	<p>Broader exposure of the Easter in Gladstone campaign</p> <p>Consistency in destination image</p>	<p>Increase in engagement with EIG campaign year on year</p> <p>Increase in visitation, overnight stays and spend during this period year on year</p> <p>Data captured and analysed – recommendations received by Council</p>	<p>Easter in Gladstone was a great success. With predominantly a social media campaign focus we reached over 526,000 people and generated over 7,000 clicks through to our dedicated Easter in Gladstone website page.</p>

				<p>Along with the social media campaign we created the website landing page which showcased more information on EiG along with accommodation deals and event information linking back to the GRC website.</p> <p>We also coordinated Channel 7's Weekender to come to region where we will have a full 30 minute episode feature on EiG and Heron Island. This is due to air in early February to encourage people to visit for Easter 2023.</p> <p>Further to this we also engaged with Stuart McKay from Stix Pix Media to shoot various video content over the Easter weekend to utilise in future marketing.</p> <p>We also created and printed 2,000 children's activity booklets which were distributed in the</p>
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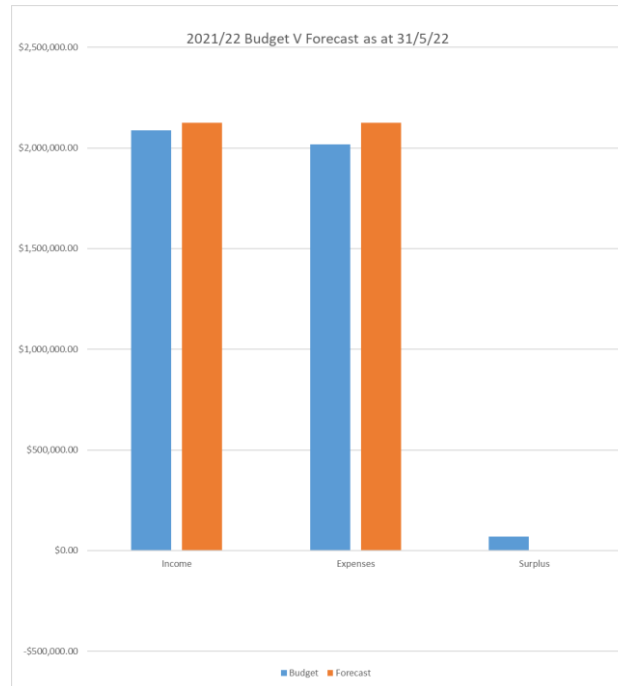
				Information Centre's, Gladstone Airport, region libraries, Gladstone Harbour Festival and various small businesses.
12. Southern Great Barrier Reef	Participate in SGBR promotion and activities.	Gladstone Region benefits from inclusion in the broader SGBR promotions and campaigns	Increase in out of region visitation Increase in overnight stays Increase in visitor spend	Partnered with SGBR for brochure distribution and running of the SGBR social media channels. We held an SGBR planning session in March, outlining where we see SGBR in the next year and planning more collaborative international and interstate pieces together. We are currently partnering on the UK/Europe Trade Mission and working on getting some pages in the Trade Manual translated into multiple European languages now that international travel is resuming.
13. Fishing Tourism	Continue the work being undertaken to increase the Gladstone Regions share of the Fishing Tourism sector.	Attraction of new fishing events and growth of existing events.	%age of growth in attendance at current fishing events (specifically growing out	The number of anglers from Southeast Queensland launching from 1770 and Gladstone is increasing. The amount

			<p>of region attendance and length of stay)</p> <p>Increase in profile of Gladstone Region as a Fishing Destination</p>	<p>of interest in the regions fishing assets at the Sanctuary Cove International Boat Show was very encouraging.</p> <p>We are still working on what the fishing/marine tourism space looks like going forward and we have started engaging with the Institute for Tourism Leadership Australia to look at the potential of developing a dedicated Fishing/Marine/Cruise strategy for us in 22-23.</p>
<p>14.</p> <p>Represent the Region</p>	<p>Represent the Gladstone Region at industry trade shows, exhibitions and events</p>			<p>Recently we have attended the following events representing the Gladstone Region:</p> <ul style="list-style-type: none"> - Sanctuary Cove International Boat Show - Australian Tourism Exchange - Top Tourism Town Awards

Contestable Project Fund

Project	Funded Amount
Caravanning Queensland Membership	\$4,000
Australian Cruise Association – Bronze Membership	\$1,100
Billboards	\$9731.03
Agnes Water Maps	\$3,049.75
4 Boys and a Caravan	\$2,277.17
Sally Sees	\$3,200
Superyacht Membership	\$650
Google Adwords	\$12,000
Instagram Highlights	\$600
Easter Activity Booklet	\$2,790
Easter Weekender Accommodation	\$2543.49
Airport Billboard	\$3967.52
Australian Tourism Exchange	\$3,064.80
Get Local Sydney	\$2322.95
Sanctuary Cove Boat Show	\$10,823.70
Easter in Gladstone Social Media Campaign	\$10,000
Gladstone Maps	\$2,271
Gladstone Region Guide	\$11,003.01
Drive Campaign	\$7,605.58
TOTAL:	\$93,000

GAPDL Finances:



	Budget	Forecast
Income	\$2,087,481.79	\$2,125,322.01
Expenses	\$ 2,017,996.15	\$ 2,125,496.91
Surplus	\$69,485.63	-\$174.90

Compliance:

No lost time injuries or reportable incidents for the quarter.

Annual Deliverables and Statistics Report:

Visitation Statistics:

International visitation, night and expenditure									
Year ending March 2022									
Regions	Visitors		Nights		Expenditure (\$million)		Average Length of Stay	Spend per visitor	Spend per night
Bundaberg	2,000		28,000		np		16.7	np	np
Capricorn	2,000		28,000		np		12.5	np	np
Gladstone	2,000		11,000		np		5.8	np	np
Total	5,000		66,000		np		13.8	np	np
Domestic visitation, night and expenditure									
Year ending March 2022									
Regions	Visitors		Nights		Expenditure (\$million)		Average Length of Stay	Spend per visitor	Spend per night
Bundaberg	609,000		1,772,000		\$259		2.9	\$425	\$146
Capricorn	1,066,000		3,631,000		\$697		3.4	\$654	\$192
Gladstone	505,000		1,685,000		\$303		3.3	\$600	\$180
Total	1,989,000		7,089,000		\$1,259		3.6	\$633	\$178
Source: Tourism Research Australia									

Occupancy (%)	2022											Year To Date			Running 12 Months		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2020	2021	2022	2020	2021	2022
This Year	65.0	50.4	66.2	65.2	60.6	51.9	48.8	51.0	55.1	59.9	58.0	32.1	55.5	54.5	45.6	53.2	58.3
Last Year	50.1	53.4	62.1	49.5	53.2	57.1	53.9	55.0	53.1	55.5	59.8	47.9	32.1	55.5	48.6	45.6	53.2
Percent Change	29.7	-5.5	6.7	31.6	14.0	-9.1	-9.6	-7.3	3.6	8.0	-3.1	-33.0	73.0	-1.7	-6.1	16.6	9.5
ADR	2022											Year To Date			Running 12 Months		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2020	2021	2022	2020	2021	2022
This Year	144.06	135.83	154.95	144.77	139.54	175.82	175.08	140.94	136.53	164.03	137.46	116.98	147.54	150.64	118.12	141.30	148.13
Last Year	126.26	123.68	135.17	140.23	137.96	169.85	174.41	133.20	136.32	158.79	134.99	112.11	116.98	147.54	112.28	118.12	141.30
Percent Change	14.1	9.8	14.6	3.2	1.1	3.5	0.4	5.8	0.2	3.3	1.8	4.3	26.1	2.1	5.2	19.6	4.8
RevPAR	2022											Year To Date			Running 12 Months		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2020	2021	2022	2020	2021	2022
This Year	93.59	68.51	102.58	94.37	84.55	91.20	85.37	71.83	75.19	98.28	79.66	37.52	81.86	82.16	53.92	75.22	86.37
Last Year	63.25	66.03	83.90	69.44	73.36	96.93	94.05	73.25	72.45	88.12	80.73	53.65	37.52	81.86	54.59	53.92	75.22
Percent Change	48.0	3.8	22.3	35.9	15.3	-5.9	-9.2	-1.9	3.8	11.5	-1.3	-30.1	118.2	0.4	-1.2	39.5	14.8
Supply	2022											Year To Date			Running 12 Months		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2020	2021	2022	2020	2021	2022
This Year	57,443	57,443	55,590	57,443	55,590	57,443	57,505	51,688	56,172	54,630	56,451	279,725	267,343	276,446	675,532	659,525	672,988
Last Year	57,536	57,536	55,680	57,536	53,220	54,994	54,994	49,420	54,715	53,220	54,994	278,897	279,725	267,343	674,155	675,532	659,525

Percent Change	-0.2	-0.2	-0.2	-0.2	4.5	4.5	4.6	4.6	2.7	2.6	2.6		0.3	-4.4	3.4		0.2	-2.4	2.0
Demand							2022					Year To Date			Running 12 Months				
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May		2020	2021	2022		2020	2021	2022
This Year	37,318	28,974	36,802	37,446	33,685	29,797	28,041	26,343	30,934	32,731	32,716		89,720	148,333	150,765		308,362	351,103	392,388
Last Year	28,821	30,716	34,560	28,490	28,299	31,385	29,654	27,179	29,079	29,533	32,888		133,468	89,720	148,333		327,782	308,362	351,103
Percent Change	29.5	-5.7	6.5	31.4	19.0	-5.1	-5.4	-3.1	6.4	10.8	-0.5		-32.8	65.3	1.6		-5.9	13.9	11.8
Revenue							2022					Year To Date			Running 12 Months				
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May		2020	2021	2022		2020	2021	2022
This Year	5,376,186	3,935,676	5,702,571	5,420,894	4,700,336	5,239,036	4,909,362	3,712,737	4,223,301	5,368,995	4,497,118		10,495,136	21,885,467	22,711,511		36,425,097	49,610,824	58,125,999
Last Year	3,638,964	3,798,844	4,671,640	3,995,089	3,904,043	5,330,674	5,172,038	3,620,257	3,964,019	4,689,562	4,439,593		14,963,360	10,495,136	21,885,467		36,802,661	36,425,097	49,610,824
Percent Change	47.7	3.6	22.1	35.7	20.4	-1.7	-5.1	2.6	6.5	14.5	1.3		-29.9	108.5	3.8		-1.0	36.2	17.2

Social Media Statistics:

2021/22 Overview																
Instagram																
	Jul '21	Aug '21	Sept '21	Q1 Totals	Oct '21	Nov '21	Dec '21	Q2 Totals	Jan '22	Feb '22	Mar '22	Q3 Totals	Apr '22	May '22	Jun '22	Q4 Totals
No of Posts	16	16	16	48	16	16	16	48	16	16	16	48	16	16		32
Follower Count	12,681	12,827	12,992	-	13,128	13,267	13,377	-	13,590	13,681	13,713	-	13,766	13,812		27,578
Follower Growth	232	146	165	543	136	139	110	385	213	91	32	336	53	46		99
Impressions	414,016	121,228	98,683	633,927	101,878	110,900	108,462	321,240	106,969	74,376	160,195	341,540	390,430	52,409		442,839

Reach	371,643	99,520	74,305	545,468	80,159	89,504	89,632	259,295	81,608	61,872	134,066	277,546	336,986	41,371		378,357
Total Likes	5,052	4,993	3,584	13,629	4,268	3,179	2,010	9,457	3,451	3,048	2,520	9,019	2,401	2,164		4,565
Total Comments	94	73	52	219	87	62	17	166	43	54	57	154	41	29		70
Avg Engagement Rate	2.68%	2.56%	1.81%	2.35%	2.16%	1.63%	1.04%	1.61%	1.86%	1.58%	1.30%	1.58%	1.20%	1.08%		0.76%
Avg Engagement Rate (on reach)	4.22%	4.80%	4.67%	4.56%	5.76%	4.53%	3.77%	4.69%	4.64%	4.58%	4.23%	4.48%	4.84%	5.59%		3.48%
Ad spend	\$90	\$60	\$80	\$230	\$15	\$75	\$45	\$135	\$30	\$-	\$-	\$30	\$-	\$-		\$-

Facebook																
	Jul '21	Aug '21	Sept '21	Q1 Totals	Oct '21	Nov '21	Dec '21	Q2 Totals	Jan '22	Feb '22	Mar '22	Q3 Totals	Apr '22	May '22	Jun '22	Q4 Totals
No. of Post	16	16	17	49	17	16	16	49	16	16	16	48	16	16		32
Follower Count	12,681	12,712	12,747	-	12,860	12,924	12,968	-	13,058	13,155	13,247	-	13,381	13,473		-
Follower Growth	99	31	35	165	113	64	44	221	90	97	92	279	134	92		92
Impressions	1,396,495	102,697	215,002	1,714,194	1,429,292	1,118,232	746,123	3,293,647	406,805	287,303	979,993	2,748,495	2,054,387	261,052		2,315,439
Reach	1,140,861	93,940	188,183	1,422,984	1,282,536	979,156	662,315	2,924,007	354,685	250,846	721,453	2,169,174	1,563,643	224,203		1787846
Total Reactions	1,798	1,255	3,918	6,971	3,260	2,086	1,456	6,802	2,239	3,174	3,319	7,987	2,574	8,159		10,733
Total Comments	114	136	129	379	262	97	65	424	225	273	316	660	162	315		477
Total Shares	175	137	244	556	268	149	82	499	174	285	223	692	233	478		711
Clicks received	4,050	2,265	4,544	10,859	4,692	4,599	2,827	12,118	9,714	9,804	10,725	26,854	7,336	8,513		15849
Average Engagement Rate / Post	4.20%	2.60%	5.71%	4.17%	5.48%	4.76%	3.05%	4.43%	8.50%	9.33%	10.06%	8.31%	7.11%	12.08%		6.40%
Ad spend	\$245	\$105	\$300	\$650	\$315	\$310	\$275	\$900	\$300	\$355	\$385	\$655	\$540	\$775		\$1,315

Website Statistics:

Website	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-21	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Average
Users	12,771	5,380	7,355	11,864	8,553	7,980	6,733	4,686	6,387	7,568	5,270	7,316	6,733
New Users	12,186	5,164	7,101	11,521	8,321	7,721	6,470	4,499	6,194	7,252	4,984	6,833	6,470
Sessions	14,944	6,370	8,973	13,608	10,209	9,658	8,157	5,663	7,616	9,039	6,193	8,773	8,157
Pageviews	23,544	12,038	16,769	22,318	18,336	17,033	14,500	9,920	13,057	14,875	10,967	15,684	14,500
Avg. Session Duration	1:01	1:34	1:37	1:06	1:23	1:27	1:36	1:40	1:27	1:26	1:20	1:19	1:36
Bounce Rate	72.72%	68.35%	68.25%	74.68%	71.12%	69.50%	68.89%	69.03%	68.38%	73.34%	64.80%	63.36%	68.89%
External Clicks	5.99%	6.89%	6.21%	5.08%	4.83%	5.90%	7.06%	6.05%	9.53%	9.74%	6.44%	10.61%	7.06%
Event Page Views	5,001	3,259	2,490	3,226	2,471	1,955	1,616	2,208	2,435	3,695	2,523	2,510	1,616
Event Session Duration	1:12	1:30	1:23	1:25	1:40	0:56	1:20	1:52	1:34	1:32	1:32	1:21	1:20
Event No. Bounce Rate	64.82%	57.02%	57.72%	57.40%	57.97%	60.98%	57.89%	56.09%	60.79%	56.66%	63.64%	66.43%	57.89%

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	April – June 2022	April – June 2021
Agnes Water:	Apr 2022 – 1,503 May 2022 – 1,270 Jun 2022 – 2,007	Apr 2021 – 1,200 May 2021 – 1,484 Jun 2021 – 1,830
Gladstone:	Apr 2022 – 1,238 May 2022 – 1,041 Jun 2022 – 1,500	Apr 2021 – 1,021 May 2021 – 1,326 Jun 2021 – 1,487

Commentary:

The Agnes Water VIC has seen an increase in visitation compared to the Apr-Jun 2021 period. Agnes Water / 1770 is increasingly being heard about and we are receiving large numbers of calls relating to future visitation and information around camping and caravanning in the region. The Agnes Water VIC is also receiving more local foot traffic than ever before from new residents needing access to information on services in the region. We currently have 2 staff, and 5 volunteers operating at full hours & 7 days per week.

In June 2022, The Agnes Water VIC including 2 staff and 4 volunteers along with 3 Gladstone GAPDL staff ventured off to the Baffle Creek region. The famil included a visit to members Rocky Point Retreat and Broadwater Haven. We also visited our new member Jody Keyworth at the Gallery At Ubuntu – which included the gallery, a lunch experience and also a painting workshop. The feedback was somewhat overwhelming as we received the most beautiful emails post event. We believe the attention to detail played a huge part in making the day one to remember!

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

QTIC – Top Tourism Town Awards, QLD Tourism Awards
Tourism Climate Action Plan
First Nations Tourism
National Action Plan for Disaster Risk Reduction
TEQ RTO Meetings
TNF strategy day inc. Kantar Brand Health
Domestic Aviation Funding
Visitor Centre Audits
GREDPG
ACA
Cruise Updates

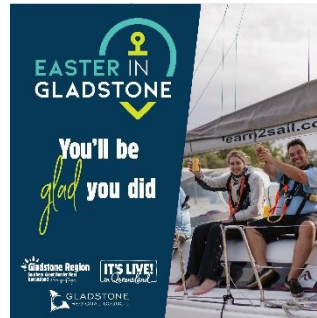
3. Actively contribute and support DCTC, BTABC, BVCDC, BTHU

Events Queensland B2GV
Fun run Good Friday
DCTC 1770 Festival
Calliope Historical Village
BVCDC Trailer

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

Easter in Gladstone

Our major campaign this quarter was Easter in Gladstone. This campaign was multifaceted with social media, billboard, TV, print and content all forming part of it. Our main focus was in the social media space where we developed eight pieces of content to promote the events. This campaign was a great success reaching over 526,432 people with 2,580,810 impressions and over 7,290 clicks to our website averaging \$1.47 per click. The social media tiles reverted back to our dedicated Easter in Gladstone landing page. The landing page covered itinerary ideas over Easter, the history of the Brisbane to Gladstone Yacht Race, Top 10 things to do in the Gladstone Region over Easter, the downloadable version of the Easter Activity Booklet, options/suggestions on where to extend your Easter stay in the Gladstone Region, special offers from tourism operators and a list of the Easter events which linked back to the GRC website. Part of our campaign was to capture our drive market, so we also installed a billboard south of Childers on the Bruce Highway. Another major aspect and aim of this campaign was to capture content that we could utilise in future years. Therefore, we engaged with Channel 7's Weekender team to shoot a whole half an hour episode of the Easter in Gladstone festivities, which will be aired in February to encourage visitation to Gladstone for Easter 2023. We also engaged with Stuart McKay from Stixpix Media to shoot content across the Easter events which will be utilised in the marketing of the event next year. On the back of this campaign we had a discussion with Tourism and Events Queensland and they suggested applying for QDEP funding to gain additional state support of this event. We will be looking into this with GRC for 2024.



EASTER IN GLADSTONE

You'll be glad you did!



Visit the Gladstone Region for Easter and beyond

Celebrate Easter in Gladstone and enjoy the long weekend – even better, invite your friends to do the same! With such an array of events and activities on offer in the Gladstone Ports Corporation's Parklands, you're spoilt for choice! Need some suggestions where to start? Consult our suggested itinerary below.

LONG WEEKEND IDEAS

Looking for some ideas on activities over the long weekend? We've got you covered!

<p>JUNCTION CAFE</p> <p>FREE LARGE COFFEE</p> <p>Purchase any product from the breakfast or lunch menu and receive a free large coffee</p>	<p>AGNES WATER BEACH CLUB</p> <p>10% OFF ROOMS</p> <p>Book accommodation for 2 or more nights and receive 10% off</p> <p>Phone 4974 7355 to book</p>	<p>CQ MOTEL</p> <p>Rooms for \$99</p> <p>Book an Executive Queen Room for \$99 per night</p> <p>Phone 4904 1871 to book</p>
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[Click here for more info](#)

[Click here for more info](#)

[Click here for more info](#)

<p>TRAVELLERS REST 1770</p> <p>CAMP FOR FREE</p> <p>Book a BushTracks tour and receive one night's free camping</p> <p>Phone 4974 9185 to book</p>	<p>GLADSTONE REGION TOURS</p> <p>HAVE A "SQUIZ" TOUR</p> <p>Enjoy an exclusive sneak peak tour of Gladstone for only \$30</p> <p>Click below to book</p>	<p>CENTRAL APARTMENT GROUP</p> <p>10% OFF</p> <p>Apply Promo Code "CAGDIRECT" for 10% off at checkout</p> <p>Click below to book</p>
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EASTER EVENTS

Celebrate Easter in Gladstone and holiday at home this Easter long weekend. Enjoy an array of activities on offer, there is something for everyone. Easter in Gladstone – you'll be glad you did!


<p>Easter in Gladstone You'll be glad you did!</p> <p>EASTER IN GLADSTONE 14-17 APRIL 2022</p> <p>Watch on YouTube</p>	<p>B2G VILLAGE OPENING PARTY</p> <p>YACHTSMAN'S LONG LUNCH</p> <p>BRISBANE TO GLADSTONE YACHT RACE LIVE STREAM</p> <p>FESTIVAL OF SUMMER SOUNDS</p> <p>HARBOUR CRUISE BREAKFAST</p> <p>SEAFOOD FESTIVAL</p> <p>B2G VILLAGE LINE CROSSING PARTY</p> <p>GLADSTONE HARBOUR FESTIVAL</p> <p>Click here for event info</p>
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10 things to do in the Gladstone Region this Easter!

- 1 Kick off the Easter long weekend in style at the Brisbane to Gladstone (B2G) Village Opening Party. Enjoy live music, impressive food stalls, and a major prize giveaway! Bring the kids along too, it's family-friendly!
- 2 Enjoy a stroll or relax and enjoy the waterfront surroundings at GPC's pristine parklands at Gladstone Marina, East Shores, and Spinnaker Park.
- 3 Make magical memories at the annual Gladstone Harbour Festival where you'll find free entertainment, thrilling rides, spectacular firework displays, and much more!
- 4 Hop onboard the famous pink amphibious vehicle, 1770 LARC! Tours. Experience 1770 from a whole new perspective, on the water and on land!
- 5 Snorkel the Great Barrier Reef with 1770reef Great Barrier Reef Eco Tours. Spend the day at Lady Musgrave Island and enjoy the picturesque, crystal-clear waters.
- 6 Enjoy the many varieties of seafood at the B2G Village Seafood Festival with live music, kids' entertainment, crab races, and seafood eating competitions.
- 7 Be part of the celebration and excitement of Easter in Gladstone at the GPC Brisbane to Gladstone Yacht Race and the B2G Village Line Crossing Party with talented musicians, food stalls, and a licenced bar.
- 8 Experience the Gladstone Port Corporation Brisbane to Gladstone Yacht Race via live stream, from the comfort of your home. You'll feel like you're on board one of the leading boats with a 360-degree camera streaming action as it happens!
- 9 Enjoy a seafood-inspired four-course meal by the water at the B2G Village Yachtsman's Long Lunch, whilst listening to guest speakers discussing the history of the event and Gladstone's past, present, and future as a port city.
- 10 Gladstone Regional Council's Festival of Summer Sounds (FOSS) is a great opportunity for teens aged 13-17 years to enjoy a festival-like atmosphere with live entertainment, food, and fun with friends.










EASTER IN GLADSTONE

ACTIVITY BOOK



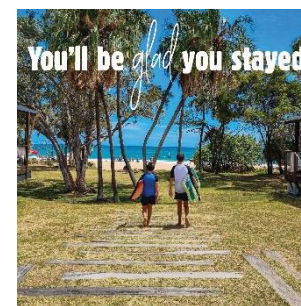
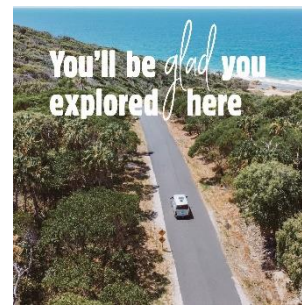
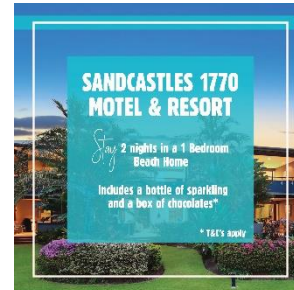
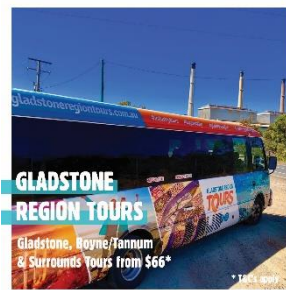
BROUGHT TO YOU BY

Drive Campaign

On the back of Easter in Gladstone we began working on our Drive/RV Campaign, which was launched in June. This campaign will run over winter, finishing towards the end of August. For this campaign a strong focus was to have bookable packages/deals on our website that were able to be booked through our site and not revert the customer off of our site to complete the booking. The purpose of this was to shorten the booking chain for the consumer and to hopefully convert more bookings. This campaign also has a strong social media focus, with our target market being those in Rockhampton, Emerald and Bundaberg, however we have also stretched our marketing down to the southeast corner. As this campaign has only just begun, we do not have results yet however we can present these in our next report. The social media adverts we created are all reverting back to a dedicated Drive landing page on gladstoneregion.info. Not only do we have operator deals on this dedicated website page, however we have also created

three drive itinerary maps to encourage visitors to explore further afield and spend longer in region. Aside from digital marketing we have also updated two billboards targeted at our drive market and these are situated within our 400km drive radius. We have also tapped into print media with Caravanning Australia where we have a full page feature on camping in the Gladstone Region. Caravanning Australia has 15,000 copies distributed and a readership of over 50,000 as their publications are in areas such as the Qantas and Virgin lounges.





SUGGESTED DRIVE ITINERARIES

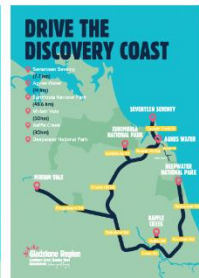
PLANNING YOUR NEXT GLADSTONE REGION ADVENTURE? TAKE INSPIRATION FROM ONE OF THE THREE SUGGESTED ITINERARIES BELOW.

DON'T FORGET TO #GLADSTONEREGION ON YOUR TRAVELS!

YOU'LL BE GLAD YOU STOPPED IN AND STAYED!



[Click here to download](#)



[Click here to download](#)



[Click here to download](#)

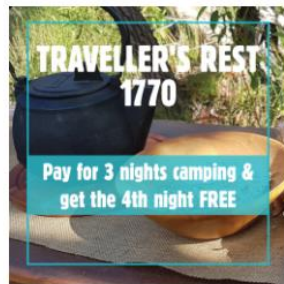
SPECIAL DEALS



[CLICK HERE FOR MORE INFORMATION](#)



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[CLICK HERE FOR MORE INFORMATION](#)



[CLICK HERE FOR MORE INFORMATION](#)

The Gladstone Region

UPCOMING EVENTS IN THE GLADSTONE REGION

14TH JULY LUMINOUS
23RD JULY ANBC GLADSTONE BUSKING CHAMPIONSHIPS
21ST AUGUST GPC PORT TO PARK FUNN RUN

Click [HERE](#) for more upcoming Gladstone Region Events

Watch on YouTube

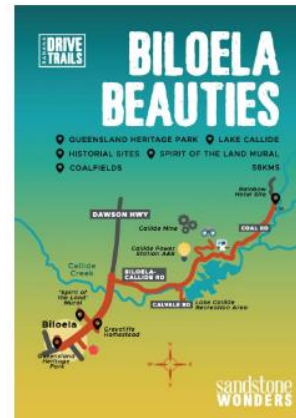


For more *inspiration*

Don't forget to stop into one of our 2 accredited Visitor Information Centres or Information Hubs!

Accredited Information Centres
Gladstone Visitor Information Centre
Ames Water Visitor Information Centre

Information Hubs
Mount Lonsom Gate
Cool Beach Cafe Mission Side
Callings Historical Village
The Beachton Gate Tassam Sands



Have time to explore further afield? [Click here](#) for inspiration on the Sandstone Wonders

Keen to share the images of your top spots and experiences during your drive adventures in Gladstone Region AND a chance to feature in our marketing material?

Upload them here!

Upload your files to
GAPDL Drive Campaign 2022
or drag them here
Add up to 5 GB

[Accepted File Types](#)

By uploading content into GAPDL Drive Campaign 2022's collection, you agree that you have all the necessary rights and permissions to do so.



Gladstone Region Visitor Guide

We are currently in the process of updating the Gladstone Region Visitor Guide for 22/23. Like last year the guide will include membership advertising, as will our Gladstone Region maps. New to the Visitor Guide this year we are working on adding in:

- A dedicated drive page with three suggested mapped itineraries,
- A dedicated fishing/boating section, roughly 3-4 pages on fishing in the region,
- The inclusion of content on Baffle Creek & Rosedale
- More naming of operators/businesses rather than generic information

The guide will also be getting a new look and feel, as we felt it was starting to look dated. Watch this space as this continues to develop. We anticipate going to print in August.

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

Event	Purpose	Outcomes
Sanctuary Cove International Boat Show	Boating and Marina promotion	GAPDL partnered with GPC in attending the Sanctuary Cove International Boat Show. The Gladstone Marina has an outstanding reputation amongst the boating fraternity and the region including the SGBR especially Lady Musgrave Island. During the 4 day show we managed to talk to over 200 people. It was a great success and we have plans to return in 2023.
Top Tourism Town Awards	Gladstone was announced as a finalist in the Top Tourism Town Awards.	Attended the awards in Brisbane and proudly represented the Gladstone Region.
Australian Tourism Exchange	Selling/promoting the Gladstone Region to trade partners both domestically and internationally.	Attended ATE in Sydney in May, representing the Gladstone Region and our trade ready operators. With over 60 meetings in person followed by 10 online meetings it was a great success. The world is beginning to reopen and in particular the European market is very interested in our product and experiences here on the SGBR.

6. Participate in SGBR promotion and activities

Ongoing work and discussion with Bundaberg Tourism and PCCC on our upcoming digital drive project with Alpaca. We have also partnered with Bundaberg Tourism on promotion in Petite Fute and Crush Bridal magazine. Looking into next FY the SGBR have also supported coming together to send Loni from Bundaberg Tourism to the UK/Europe Trade Mission to represent the SGBR.

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

Current Participation	Last Quarter Participation
167	178

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

I-Van Locations/Appearances	
<p>9 April 2022 <i>Boyne Valley Country Music Campout</i></p>	<p>This was a great event for GAPDL to have exposure in the Boyne Valley as we don't facilitate this area as frequently as others. A craft station was set up to make turtles for the children during the day. Attendees were booked on day tours which greatly assisted the event and local operators.</p>
<p>15 April 2022 <i>Gladstone Road Runners Easter Friday Fun Run</i></p>	<p>GAPDL was in attendance with the Information Van. We handed out 200 bottles of water to the runners as they finished the event. It was great for GAPDL to show their support at this fun event.</p>
<p>17 May 2022 <i>EQUIP Gladstone Careers Expo</i></p>	<p>This was a really great event for GAPDL to be a part of and showcase the tourism industry to students. Schools from across Gladstone attended in bus loads from grade 10-12. We were able discuss with students the different career opportunities available in our industry, what subjects they were able to take in grade 11 and 12 and what we studied to get us into the industry.</p>
<p>20-22 May 2022 <i>1770 Festival</i></p>	<p>After travelling to Agnes 1770, unfortunately this event was rained out and we had to travel back to Gladstone due to road closures. Melissa attempted to setup the Ivan on Sunday however the grounds were too flooded.</p>

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

Event	Purpose	Outcomes
Digital Marketing Workshop for Members (Gladstone and Agnes Water)	5 workshops provided by ASS Digital Solutions Queensland. Providing member with valuable digital marketing training.	Great level of attendance across Gladstone and Agnes Water. Members had the opportunity to develop their marketing skills across social media for business and creating marketing content. This was very well received from the members.
Gladstone Minister Visit (Breakfast)	Round Table Breakfast event hosted at GEA. GAPDL hosted Stirling Hinchliffe - Minister for Tourism, Innovation and Sport and Minister Assisting the Premier on Olympics and Paralympics Sport and Engagement.	GAPDL hosted the Minister for Tourism along with many key people in Gladstone including councillors, the Mayor, industry advisors and indigenous community representatives. We had a round table discussion with an insightful presentation from the minister with the members able to address their tourism suggestions and concerns and what they would like to see for Gladstone in the future.
Tourism Minister Visit Agnes Water (Lunch)	GAPDL hosted Stirling Hinchliffe - Minister for Tourism, Innovation and Sport and Minister Assisting the Premier on Olympics and Paralympics Sport and Engagement.	GAPDL hosted a lunch at 1770 Getaway with all the key tourism operators in Agnes Water. We had a great turnout of 17 operators attend. Here they could hear from the Minister of Tourism and were able to present what they do and what they would like to see in the future for Agnes Water.
Brisbane to Gladstone Yacht Race	Assist Gladstone Ports Corporation to welcome the yacht race attendees.	Our wonderful volunteers assisted GPC and handed out welcome bags to the yachts as they reached the finish line in Gladstone.
Long Lunch - B2GV Village	Events Queensland hosted the Long Lunch event for Easter in Gladstone.	An incredible event. Gus assisted Events Queensland where he auctioned off 3 items and raised over \$10,000 for Young Care.
TEQ Presentation and Q&A	GAPDL hosted TEQ to Gladstone for 2 days. We held a round table discussion for local event organisers.	We had 15 event organisers from the Gladstone Region attend a round table Q&A and presentation from the Tourism Events Queensland team. They learnt valuable information on how and when to apply for TEQ's QDEP Funding. It was a great opportunity to bring main event organisers from Gladstone together.
Member Networking Event Gladstone	GAPDL member networking hosted at Auckland House. TEQ guest presenters.	Our first member networking event for 2022. Very well attended. TEQ was in attendance and made a speech on the Best of Queensland Experience program which was very well received.

TEQ Tourism Experience Mentoring Program	For eight leading operators to receive mentoring to take their experiences to the transformational level.	This program is still ongoing, however GAPDL organised for the two launch programs (one in Agnes Water and one in Gladstone) to start the program off. The operators are now working through their plans 1 on 1 with mentor Amanda Kruse from Success Matrix.
TEQ Member Networking Event Agnes	GAPDL member networking function - Agnes Water Tavern	Agnes Water members came away with valuable information on how and when to apply for event funding and understanding the QDEP program. A great networking function however low attendance due to start time of 4pm.
Volunteer Week	GAPDL hosted volunteers on Curtis Ferry to celebrate National Volunteer Week.	A wonderful morning and very much appreciated by the volunteers. A great event to recognise the hard work they put in. We shared some food platters and a carrot cake on board.
World of BBQ/Flourish	GAPDL hosted the World of BBQ event in conjunction with Flourish multicultural event.	Very well attended (roughly 250 people). We had great feedback from this event. Food vendors were happy with their sales. GAPDL staff and volunteers ran the rotary trailer BBQ which was a great success. Leftover sausages were donated to Roseberry. However, this event was a lot of work trying to co-ordinate 2 organisations to work together and lack of organisation on Integreat's side. Integreat now has substantial funding to take these events to the next level in future.

10. Membership Update:

This quarter we have welcomed 10 new members and launched our Communities for Children Membership. Along with this we have also introduced a new level of membership aimed at our not-for-profit community groups. We hosted 5 digital marketing workshops in both Gladstone & Agnes Water, all were well attended and provided members skills on digital marketing to contribute towards business growth and development for their products/experiences. We also hosted 2 networking events that were incredibly well attended with a focus on increasing the regions ATDW listings & Best of Queensland Experiences eligibility. GAPDL's Membership Officer visited over 50 members in their businesses and shared with them the many projects the wider GAPDL team has been working on. A new financial year has seen membership renewals taking place with only 3 members to date deciding not to renew whose core business was not tourism, in previous years we had seen an average of 15% membership loss so to see this percentage hugely reduced is very impressive. We have also been working on our new Gladstone Region Guide & have seen many members take advantage of the marketing opportunity having sold almost \$9,000 in advertising within the first week we have already achieved over 50% of our target. We have also begun working directly with members in preparation for the return of cruise ships and assisting them in putting together new products and experiences. Overall, membership this quarter has continued to grow and is showing no signs of slowing down. Feedback received from members has been incredibly positive as they praise the proactiveness of GAPDL as an RTO.

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

Dates	Proponents	Outcomes
May – July	Tourism Australia NECI Shoots	Coordination of a Tourism Australia COVID recovery initiative where we were able to select 10 operators to receive new video/photo content for their businesses. These full day shoots were undertaken from May onwards and we expect to receive the collateral in July/August. This content will be used by TA, TEQ, GAPDL and the operator. A wonderful initiative to increase our content libraries.
April	Channel 7's Weekender	A full 30 minute episode plus an additional Heron Island segment. The Heron Island segment will be airing in August and the 30 minute Easter in Gladstone special will air in early February.
May	Pre ATE Agnes Water Famil	Organisation of a pre ATE famil for travelling French agents. Unfortunately due to the flooding this famil had to be cancelled the day before they arrived.

Report Submitted: Gus Stedman, CEO

Report Presented to Council Date:

Feedback Due to GAPDL By: