

Gladstone Area Promotion Development Limited

Workplan Progress Report

Date Submitted:12/01/2023

22/23 Workplan Progress Update:

| Deliverable | Description | Outcomes | Measure | Progress |
|---|--|--|--|---|
| <p>1.</p> <p>Marine Tourism</p> | <p>Promotion of new onshore experiences aligned to cruise ships –</p> <p>Promotion of Gladstone as a key port for tourism/cruise ships</p> <p>Development and Promotion of marine tourism experiences delivered throughout the year.</p> | <p>Re-introduction of cruise ships</p> <p>New onshore activities available</p> <p>Revitalization of the Feast on East events</p> <p>Progress towards introduction of a Reef experience</p> | <p>Min. 8 cruise ships secured for the financial year.</p> <p>Uptake of onshore activities</p> | <p>We have met with 18 businesses and have outlines of their proposed excursions. These were presented to Bob Wood Cruise Group however their lack of staff meant they were not able to be implemented for the cruise ship visit in November.</p> <p>GAPDL are in the process of compiling our Cruise Ship Prospectus which includes the tour options available, port information and a welcome to Gladstone. This will then be presented to cruise liners in an effort to encourage them to visit Gladstone.</p> <p>New business 1770 Dive, Spear and Sport opened in December and they are also interested in operating reef tours from</p> |

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| | | | | Gladstone on cruise ship days. |
| 2. RV Tourism | In consultation with GRC (Gladstone Regional Council), develop a proposed strategic direction for free camping at Workman's Beach Campground. Assess and identify effectiveness of current facilities and required new facilities and table a report to Council outlining recommendations for the area. | Strategic direction will inform approach to: <ul style="list-style-type: none"> - Infrastructure - Amenities - Guidelines and can support the next steps of the RV strategy. <p>A more consistent approach to free camping in the Region will be achieved.</p> | Strategic Priorities/Directions paper will be tabled to Council to inform decision making. | The reopening of the Workman's campground is awaiting direction from GRC and whether or not a tender for the management of the area would be released. |
| 3. Turtle Tank | Growth and continuation of the successful Turtle Tank Tourism Innovation Fund to encourage new and innovative Tourism experiences. Ensure success of previous round applications | Previous successful projects delivered New round open to fund newer project Funding program administered with integrity and good Governance | # Successfully delivered projects from previous round # New applications # Successful round 2 applications | Of the 6 successful applicants from round 1 5 are on track for completion by June 2023. Regular follow up has occurred with all successful applicants. We have begun discussion around Round 2 and what this looks like. With the plan to continue these discussions in the New Year. |

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| <p>4.</p> <p>Public Art</p> | <p>Work with GRC to support and drive public art projects and investment and effectively promote the Gladstone Region's Public Art offerings.</p> | <p>Inclusion of public art itineraries and information in suite of marketing tools</p> <p>Encouragement of new public art proposals through GRC's defined process</p> | <p>Engagement with public art promotion and campaigns</p> | <p>We are yet to start on this project, as our main focus this past few months has been on marine/cruise. This is a project we envisage starting in the New Year.</p> |
| <p>5.</p> <p>Fishing Experiences</p> | <p>In line with the Marine Tourism deliverable, develop a focused/targeted campaign designed to uplift fishing tourism and highlight the Region's marine and fishing assets.</p> <p>Seek feedback from Visitors to inform future investment decisions in the marine and fishing tourism space.</p> | <p>Attraction of new fishing events and growth of existing events.</p> <p>Data Collection</p> <p>Leverage current fishing events including promotion and presence at Boyne Tannum Hookup</p> | <p>%age of growth in attendance at current fishing events (specifically growing out of region attendance and length of stay)</p> <p>Increase in profile of Gladstone Region as a Fishing Destination</p> <p>Informed decisions using reliable data</p> | <p>As fishing is a key topic for many stakeholders and the community we have begun working on a fishing/marine/cruise multiyear strategy for the region. The purpose of this is to identify the gaps and needs in this market and how we are best to go about addressing these to maximise our outcome.</p> <p>Work on the strategy commenced by engaging the Institute of Tourism Leadership (ITL) who have completed 1 on 1 Zoom calls with key parties involved. After these conversations The ITL and GAPDL then ran a 3 hour in person workshop with the key</p> |

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| | | | | <p>stakeholders to further these discussions and develop a clear scope for the strategy.</p> <p>We have introduced a dedicated 3-page fishing section in the upcoming 2023 Gladstone Region Visitor Guide.</p> |
| <p>6.</p> <p>Liveability</p> | <p>Actively contribute to Regional Livability strategies and campaigns.</p> <p>Involve ambassadors in liveability</p> <p>Host tours and famils</p> <p>Explore the re-introduction of 'Welcome to Gladstone Morning Teas'</p> | <p>Attraction of new residents to the Region</p> <p>Job vacancies</p> <p>Housing reports</p> | <p>Reportable involvement in strategies and campaigns, including with the Economic Development Practitioners Network and other initiatives.</p> | <p>Working with GRT and Gladstone Connects as well as GREDAG and GREDP.</p> <p>Communities for Children are also working with Integreat and Strong Communities to provide playgroups for our residents and our recent arrivals.</p> <p>An idea we are canvassing is the commencement of a Gladvocate Program to develop a multisite volunteer army to support community and events.</p> |
| <p>Ongoing & Business as Usual Activities</p> | | | | |

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| <p>1.</p> <p>ATDW and Best in QLD Experience</p> | <p>Increase Gladstone Operator's presence on the ATDW and improve performance in the Best in QLD Experience program</p> | <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>Our ATDW listings have decreased this quarter. However, this is typical at this time of year as many local events such as markets and park run have finished for the year, so the listings are disabled after the last reoccurring date.</p> <p>The 2023 BOQEP cut off is on 31 December, so we are doing a final push to operators to get their listings updated. In 2022 we had 29 operators classed as BOQE 2 more than 2021.</p> |
| <p>2.</p> <p>Advocacy</p> | <p>Continue advocacy work in: Improved air access Reef access Tourism funding</p> | | <p>Improved air access opportunities</p> <p>Progress in accessibility to reef for tours and marine activities</p> <p>Equitable funding allocations</p> | <p>Advocacy is a core function at GAPDL and we are always looking to advocate for projects and enhancements of the region.</p> |
| <p>3.</p> <p>Easter in Gladstone</p> | <p>Contribute to the destination marketing of the Easter in Gladstone campaign</p> | <p>Broader exposure of the Easter in Gladstone campaign</p> | <p>Increase in engagement with EIG campaign year on year</p> | <p>The EiG campaign planning has commenced for 2023. GAPDL will be assisting in</p> |

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| | Secure TEQ support for the Easter in Gladstone campaign. | Consistency in destination image | <p>Increase in visitation, overnight stays and spend during this period year on year</p> <p>Data captured and analyzed – recommendations received by Council</p> <p>TEQ support confirmed.</p> | <p>getting the TV commercial produced through StixPix Productions. Further to this we will also be developing a website landing page with all things EiG including operator deals. This webpage will then be promoted through a social media campaign. In 2023 we will also continue with the Children's Activity Booklets and advertising with Queensland Rail in their Roma Street station and on board their trains.</p> <p>The Queensland Weekender episode that was produced last year is also due to be aired in February to promote Easter 2023.</p> |
| 4. Southern Great Barrier Reef | Participate in SGBR promotion and activities. | Gladstone Region benefits from inclusion in the broader SGBR promotions and campaigns | <p>Increase in out of region visitation</p> <p>Increase in overnight stays</p> <p>Increase in visitor spend</p> | <p>We collaborated with the SGBR to have representation at the TEQ UK/Europe Roadshow in November. Loni from Bundaberg Tourism did a famil of our trade ready operators prior to departing on this mission.</p> |

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| | | | | <p>We have already had a successful lead with a German business wanting to develop fly fishing packages and has now been in contact with Justin Nye to see what we can create.</p> <p>We are also in the planning stages of a SGBR roadshow to Brisbane, Sydney and Melbourne to be held in March 2023. We put out expressions of interest to trade ready operators and we were overwhelmed with responses back from Heron/Wilson Island, 1770 LARC! Tours, Gladstone Region Tours, Central Apartment Group and Mantra Gladstone.</p> |
| <p>5.</p> <p>Represent the Region</p> | <p>Represent the Gladstone Region at industry trade shows, exhibitions and events</p> | | <p>Destination profile improved</p> <p>Business opportunities and leads shared</p> | <p>Queensland Tourism Awards</p> <ul style="list-style-type: none"> - Agnes Water VIC Awarded Bronze - 1770 LARC! Tours Awarded Bronze |

| | | | | |
|--------------------------------------|---|--|---|--|
| | | | | DestinationQ DestinationIQ Gladstone Best in Business CLIA Conference ACA Conference |
| 6. Tourism Training | Grow the capability and capacity of local and regional tourism operators to innovate, deliver and sustain business. | Improved capability of Tourism operators in the Region resulting in new product, improved delivery and innovation | Attendance at training sessions Feedback Feedback received on improved business results for participants Training and development opportunities identified into the future | Planning for this half day event is currently underway, we are looking at dates in early March at this stage. We are looking at a keynote speaker session followed by an interactive workshop style session. We want operators to get tangible outcomes from this session. |
| 7. Data | Measure and monitor meaningful data around visitor numbers and satisfaction that can be used to inform decision making. | Capture quantitative and where appropriate, qualitative data Demonstrate strategic planning towards improvement in low-performing areas | Trends, emerging issues and gaps identified and reported to Council Accurate reporting available and shared with Council at quarterly updates | Ongoing and some examples of this are shared throughout the report. |

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| | | | Strategic plans to address shortfalls available | |
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Contestable Project Fund:

| Project | Funded Amount |
|---|--------------------|
| AIME | \$6,200 |
| Australian Tourism Exchange | \$7,380 |
| Australian Cruise Assoc Conference | \$2,872.76 |
| Destination Australia | \$2,000 |
| Sanctuary Cove International Boat Show | \$5,000 |
| SGBR UK/Europe Trade Mission | \$2,500 |
| QICA Conference | \$1,780.13 |
| PCOA Conference | \$3,500 |
| Billboards x 2 | \$12,117.20 |
| Fishing/Marine/Outdoor Campaign | \$10,000 |
| Easter in Gladstone | \$15,000 |
| Content Creator – Sean Scott | \$10,522.55 |
| Reel Action Fishing Show | \$5,000 |
| Top Tourism Town submission, QICA hosting submission, QLD Tourism Town award | \$4663.64 |
| TOTAL: | \$88,536.28 |

Compliance:

No lost time injuries or major incidents reported

No compliance issues highlighted in audited financial statements

Annual Deliverables and Statistics Report:

Visitation Statistics:

| International visitation, night and expenditure | | | | | | | | | | | |
|--|---------------|----------------|----------------|----------------|-------------------------|----------------|------------------------|-------------------|-----------------|--|--|
| Year ending June 2022 | | | | | | | | | | | |
| Regions | Visitors | Change vs 2019 | Nights | Change vs 2019 | Expenditure (\$million) | Change vs 2019 | Average Length of Stay | Spend per visitor | Spend per night | | |
| Bundaberg | 6,000 | -85.9% | 180,000 | -79.8% | \$6 | -79.3% | 29.7 | \$984 | \$33 | | |
| Capricorn | 9,000 | -87.2% | 115,000 | -87.9% | \$7 | -85.9% | 13.0 | \$820 | \$63 | | |
| Gladstone | 8,000 | -86.4% | 87,000 | -64.5% | \$4 | -78.2% | 10.8 | \$495 | \$46 | | |
| Total | 19,000 | -86.4% | 382,000 | -81.7% | \$17 | -82.5% | 19.9 | \$898 | \$45 | | |

| Domestic visitation, night and expenditure | | | | | | | | | | | |
|---|------------------|----------------|------------------|----------------|-------------------------|----------------|------------------------|-------------------|-----------------|--|--|
| Year ending June 2022 | | | | | | | | | | | |
| Regions | Visitors | Change vs 2019 | Nights | Change vs 2019 | Expenditure (\$million) | Change vs 2019 | Average Length of Stay | Spend per visitor | Spend per night | | |
| Bundaberg | 601,000 | -20.9% | 1,686,000 | -36.9% | \$251 | -28.2% | 2.8 | \$418 | \$149 | | |
| Capricorn | 1,137,000 | -2.4% | 3,928,000 | -12.9% | \$809 | 31.2% | 3.5 | \$712 | \$206 | | |
| Gladstone | 511,000 | -9.3% | 1,780,000 | -4.8% | \$311 | 35.0% | 3.5 | \$609 | \$175 | | |
| Total | 2,065,000 | -10.8% | 7,394,000 | -18.3% | \$1,372 | 14.6% | 3.6 | \$664 | \$186 | | |

Source: Tourism Research Australia

Social Media Statistics:

| 2022/23 Overview | | | | | | |
|---------------------|---------|---------|----------|-----------|---------|---------|
| Instagram | | | | | | |
| | Jul '22 | Aug '22 | Sept '22 | Q1 Totals | Oct '22 | Nov '22 |
| No of Posts | 16 | 16 | 8 | 40 | 15 | 15 |
| Follower Count | 14,285 | 14,303 | 14,384 | 42,972 | 14,392 | 14,416 |
| Follower Growth | 229 | 21 | 81 | 331 | 310 | 24 |
| Impressions | 84,311 | 77,269 | 31,891 | 193,471 | 61,449 | 49,361 |
| Reach | 63,149 | 55,987 | 24,404 | 143,540 | 48,806 | 38,705 |
| Total Likes | 2,137 | 2,324 | 1,091 | 5,552 | 2,937 | 1,745 |
| Total Comments | 40 | 48 | 18 | 106 | 50 | 27 |
| Saves | 119 | 215 | 68 | 402 | 163 | 33 |
| Shares | 129 | 247 | 49 | 425 | 59 | 56 |
| Avg Engagement Rate | 5.63% | 5.65% | 4.65% | 5.31% | 0.00% | 5.08% |
| Ad spend | \$ - | \$ - | \$ - | \$0 | \$ - | \$ - |

| Facebook | | | | | | |
|--------------------------------|---------|---------|----------|-----------|---------|---------|
| | Jul '22 | Aug '22 | Sept '22 | Q1 Totals | Oct '22 | Nov '22 |
| No. of Post | 17 | 17 | 7 | 41 | 15 | 15 |
| Follower Count | 13,940 | 14,211 | 14,857 | - | 15,062 | 15,151 |
| Follower Growth | 294 | 271 | 646 | 1,211 | 205 | 89 |
| Total Impressions | 992,728 | 823,922 | 179,862 | 1,996,512 | 194,757 | 227,490 |
| Total Reach | 897,230 | 753,703 | 162,972 | 1,813,905 | 172,156 | 203,235 |
| Total Reactions | 9,316 | 6,115 | 2,679 | 18,110 | 4,969 | 4,182 |
| Total Comments | 260 | 297 | 113 | 670 | 240 | 176 |
| Total Shares | 495 | 390 | 127 | 1,012 | 388 | 313 |
| Clicks Received | 8,988 | 16,351 | 5,979 | 31,318 | 8,600 | 14,621 |
| Average Engagement Rate / Post | 11.64% | 14.95% | 13.83% | 13.47% | 7.40% | 11.25% |
| Ad spend | \$ 455 | \$ 320 | \$ 140 | \$ 915 | \$ 378 | \$ 254 |

Website Statistics:

| Website | Jul-22 | Aug-22 | Sep-22 | Oct-22 | Nov-22 | Average |
|------------------------|--------|--------|--------|--------|--------|---------|
| Users | 11,839 | 8,269 | 5,787 | 5,458 | 5,541 | 7,379 |
| New Users | 11,126 | 7,921 | 5,606 | 5,281 | 5,342 | 7,055 |
| Sessions | 13,747 | 9,831 | 6,994 | 6,440 | 6,719 | 8,746 |
| Pageviews | 22,292 | 16,695 | 12,832 | 11,556 | 12,801 | 15,235 |
| Avg. Session Duration | 1:00 | 1:12 | 1:37 | 1:24 | 1:30 | 1:20 |
| Bounce Rate | 69.80% | 72.85% | 68.43% | 70.16% | 66.33% | 69.51% |
| External Clicks | 20.00% | 13.80% | 7.32% | 7.98% | 6.62% | 11.14% |
| Event Page Views | 2,565 | 3,251 | 3,010 | 2,261 | 2,241 | 2,666 |
| Event Session Duration | 1:12 | 1:24 | 1:44 | 1:06 | 1:08 | 1:18 |
| Event No. Bounce Rate | 66.31% | 63.25% | 58.21% | 63.69% | 65.44% | 63.38% |

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

| Visitation | July – November 2022 | July – November 2021 |
|--------------|---|---|
| Agnes Water: | July 2022 – Total 2318 (Domestic 2171 & International 147) August 2022 – Total 2348 (Domestic 2183 & International 165) September 2022 – Total 2020 (Domestic 1882 & International 138) October 2022 – Total 1504 (Domestic 1342 & International 162) November 2022 – Total 1226 | July 2021 - Total 2376 (Domestic 2367 & International 9) August 2021 – Total 1588 (Domestic 1569 & International 19) September 2021 – Total 1900 (Domestic 1897 & International 3) October 2022 – Total 1714 (Domestic 1704 & International 10) November 2022 – Total 1097 |

| | | |
|--|---|--|
| | (Domestic 1024 & International 202) | (Domestic 1087 & International 10) |
| Gladstone: | July 2022 – Total 1853 (Domestic 1733 & International 120) August 2022 – Total 1676 (Domestic 1574 & International 102) September 2022 – Total 1870 (Domestic 1766 & International 104) October 2022 – Total 1494 (Domestic 1322 & International 172) November 2022 – Total 1274 (Domestic 970 & International 304) | July 2021 - Total 1641 (Domestic 1609 & International 32) August 2021 – Total 1201 (Domestic 1198 & International 3) September 2021 – Total 1801 (Domestic 1788 & International 13) October 2021 – Total 1631 (Domestic 1628 & International 3) November 2021 – Total 1240 (Domestic 1235 & International 5) |
| <p>Commentary:</p> <p>Agnes Water: Our domestic visitation has stayed strong with only a very small drop of 22 people throughout the same period, with the main visitation difference clear in the international space. The increase of international visitors has been 763. The Agnes Water VIC welcomed Laura back from maternity leave in July 2022, with 2 days per week. The volunteer numbers are sitting at 7 with Sharon part time casual / volunteer based. We welcomed 2 new volunteers in this period – Rayleen Braddick & Mandy McKeesick. The extra volunteers were very welcomed after having our biggest month in August 2022. In the same month the team were able to execute a submission for QLD’s Tourism Awards. In November 2022 the Agnes VIC bought home Bronze in the visitor services category. The competition is tough and the feedback was great. For a small VIC with limited resources and trends in comparison to other VIC’s across the state we were extremely proud. In October, Melissa was successful in obtaining the QICA 2023 conference to be held in Agnes Water / 1770, which will bring over 70 delegates from across the state to educate them on our region. We anticipate our town to be at its best for this 3-4 day event & will be encouraging extra length of stay to make the most of the conference!</p> <p>Gladstone: In October we changed a few positions around in the organisation and one of these was the Gladstone Visitor Information Centre Coordinator’s position. Susan Gaerth is now the GAPDL Marketing and Graphics Coordinator and we have two volunteers who have stepped up into a paid position to joint manage the VIC – Val Gumley and Jenny Ellerton. At the same time we also changed the layout of the VIC to give it a fresh new look and feel. This has proven successful so far with sales well exceeding the same time in previous years.</p> | | |

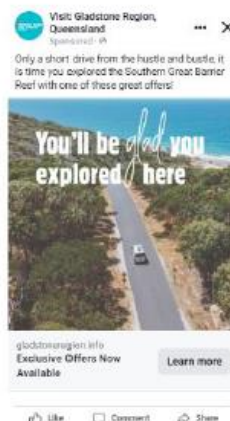
2. Actively contribute and support DCTC, BTABC, BVDC, BTHU

Gus Stedman is a committee member of Boyne Tannum Hookup, CQ Jobs Network, Gladstone Connects and GREDPG

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

Drive Campaign:

From the 24th June – 20th August we were in market with our Drive Campaign. This campaign included a dedicated website page on gladstoneregion.info that housed three suggested drive itineraries, operator deals, upcoming events in the region and a portal to encourage visitors to upload their travel photos. This campaign was predominantly marketed through our social media channels to our 400km drive radius market. The campaign reached over 263,999 people, generating over 13,000 clicks to our website with an average cost per click of \$0.54. Below is a selection of some of the social media tiles included in the campaign.

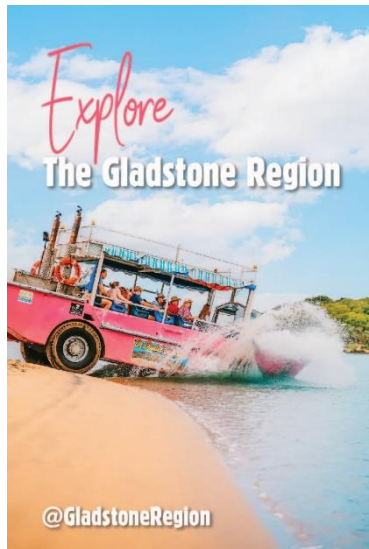


Gladstone Region Guide:

We are currently in the process of updating the 2023 Gladstone Region Visitor Guide. This year along with updating the images and content we have also introduced some new colours and fonts to our branding. Major changes to the guide include the addition of 3 fishing specific pages, adding in 2 dedicated drive pages which include 3 suggested drive itineraries, revamping our events page, reproducing region maps to cartography versions, the addition of our Membership Directory and changing the paper stock to a matte paper finish oppose to the gloss. The guide is in production phase, with the hope to have it printed and distributed in January.

Bishopp Billboards:

We have recently started advertising on the local digital billboards with Bishopp. For these billboards we alternate between regional branding and member's branding. We ran a competition with Member's to get their business advertised on the billboards and we had 3 lucky winners. In December we will also be looking at promoting a thank you message to our key funding partners and corporate members. A selection of three of the billboards are shown below:



Sean Scott:

In July we welcomed content creator Sean Scott to the region to shoot some new content for us and to advertise his trip on his social media channels, where he has a following of over 333,000. This was part of a Tourism and Events Queensland initiative of driving the Great Barrier Reef. Sean visited Heron Island, Gladstone, Tannum Sands and the Boyne Valley and we will be utilising many of his shots in the upcoming Gladstone Region Visitor Guide. A selection of his images are shown below:



Bruce Highway Trivia Signage:

We recently ran a community wide competition to gain potential new region focused trivia questions to update on the Bruce Highway signs. This competition proved popular with over 20 entries, which are now back with GRC to make a final decision on the winning entries.

Caravanning Australia:

As an extension to our Drive Campaign we submitted an editorial to Caravanning Australia which focused on our diverse range of unique camping options. You can view our editorial and advert below:



Spicers Tamarind Retreat Restaurant
Image © Tourism and Events Queensland

QUEENSLAND ✓

The secrets of the Gladstone Region

Gladstone Region, the gateway to the Southern Great Barrier Reef, offers a diverse range of unique experiences and camping options – from untouched wilderness with breathtaking ranges and national parks, to coral reefs and some of Queensland's greatest fishing spots, including Lake Awoonga, just eight kilometres off the Bruce Highway.

Nearby Boyne Island and Tannum Sands have beautiful protected beaches, an esplanade along the foreshore, and fully serviced camping grounds. The Discovery Coast Agnes Water, and the Town of 1770 – which together were awarded 2021 Queensland Top Small Tourism Town – are blessed with Queensland's most northern surf beaches, walking trails, and picturesque waterways. They have fully serviced camping grounds with wonderful water views and easy beach access, and the nearby Eurimbulla National Park is a paradise for outworkers and boaties.

If you prefer to forgo the fancy facilities and escape to a secluded spot with stunning scenery of the open ocean and coastline, rugged and isolated Curtis Island National Park will not disappoint. With its raw natural beauty, the national park is accessible via Curtis Ferry Services. Its long beaches and sweeping sand dunes provide solitude for the adventurous



SUNSET, CURTIS ISLAND

campers, with four-wheel-drive-accessible camping at Joey Lees and Turtle Street.

You'll be glad you discovered the secrets of the Gladstone Region!

Gladstone Region
Southern Great Barrier Reef
Queensland *Where great things begin*

You'll be glad you stopped in ... and stayed!

- 📍 Southern Great Barrier Reef
- 📍 Agnes Water & Town Of 1770
- 📍 Gladstone & Surrounds
- 📍 Boyne Island & Tannum Sands

QR Code

gladstoneregion.info



Facebook icon
Instagram icon
@GladstoneRegion

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

| Event | Outcomes |
|--|---|
| Destination IQ | Destination IQ aims to inform and bring together all sectors of the community to discuss and showcase the year that was, and the future for First Nations Tourism. |
| DestinationQ | The annual DestinationQ Forum is Queensland's leading tourism industry event, bringing government and industry leaders together to consider the future of the industry, and discuss key tourism and events issues and priorities to ensure Queensland remains competitive as a destination. |
| QLD Tourism Awards | Agnes Water VIC awarded Bronze in Visitor Information Services 1770 LARC! Tours awarded Bronze in Tour and Transport Operator |
| Australian Cruise Association Conference | The ACA Conference provided a much-needed gathering of the minds to ensure the execution of the restart program is successful and that we can create as much consistency around our Australian ports and destinations as possible with positive outcomes. |
| CLIA Cruise360 Conference | As the largest conference for the cruise industry, Cruise360 brings together travel professionals, cruise line representatives, ports and destinations, industry suppliers and CLIA preferred partners for a truly panoramic view of the cruise industry. |

5. Participate in SGBR promotion and activities

We collaborated with the SGBR to have representation at the TEQ UK/Europe Roadshow in November. Loni from Bundaberg Tourism did a famil of our trade ready operators prior to departing on this mission. We have already had a successful lead with a Swedish business, Soderhavsresor who are wanting to develop fly fishing packages. We have connected this business with Justin Nye from Gladstone Sport and Fly Fishing to see what we can create.

We are also in the planning stages of a SGBR roadshow to Brisbane, Sydney and Melbourne to be held in March 2023. We put out expressions of interest to trade ready operators and we were overwhelmed with responses back from Heron/Wilson Island, 1770 LARC! Tours, Gladstone Region Tours, Central Apartment Group and Mantra Gladstone.

We are also working on an RTO Australian Tourism Exchange trade mentoring program with our trade ready operators. The project objectives are to develop and diversify, motivate and inspire, increase capability and to strengthen international engagement. The mentor chosen for the SGBR is Amanda Kruse from Success Matrix and we plan on working on the delivery of this program in the New Year.

6. Increase the Region’s presence on the ATDW website

| Current Participation | Last Quarter Participation |
|------------------------------|-----------------------------------|
| 143 | 167 |

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

| I-Van Locations/Apearances | |
|-----------------------------------|--|
| <i>Feast on East Markets</i> | At the Feast on East Markets, we had the I-Van as the first market stall at East Shores. We had 2 volunteer ambassadors assisting throughout the day handing out maps and providing information to cruise passengers as they passed through. This was a really great asset to the event. |

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

| Event | Purpose | Outcomes |
|----------------------------|---|--|
| Golf Pro Amp | Rick Nevin and Richie Hynes from Avis coordinated this event while GAPDL handled all administration for this event including - budget, ticket sales and marketing | 68 amateur and 40 PGA Pro players registered for this event. This event was successful and brought something different to the region. There was a surplus of \$5,716.68 which has been journaled for future PGA Legend events. |
| Busking Competition | GAPDL hosted this event for the second year | We had 28 Buskers perform throughout the day at various locations (Art Matters, Yacht Club, Central Lane, Library Square, Harbour Sails and 3 stations along East Shores). There were some last-minute challenges with this event. We lost power along East Shores; we were able to bring in a generator and the staff at GPC were very quick to ensure we had little disruption. We had the wonderful help of 9 Rotary Volunteers and 11 GAPDL staff and volunteers who sold 2681 tokens for \$1 each. This event brought in a large crowd and helped support many local businesses. However, this event was not profitable and had a lack of interest from local businesses to sponsor. At this stage we won't be continuing with the event in future. |
| Agnes Charity Golf Day | GAPDL annual Agnes Water Golf Day | A wonderfully successful event to support the Agnes Water/1770 Local Ambulance Committee. \$2,700 was raised for the charity. 18 teams, 63 players. We had 4 main sponsors – Avis, Efex, Arma Insurance, 1770 Larc! There were also 20 amazing raffle prizes. |
| Gladstone Charity Golf Day | GAPDL annual Gladstone Golf Day | A great turn out we had 105 players, 35 teams. Raising \$10,000 for Stronger Communities. BBQ Fairy served lunch to the players which was very well received. 24 raffle prizes were donated including a trip to Heron Island and Family of 4 SeaLink Whitsunday Big Island Day Tour. Our sponsors included Avis, Efex, Glenn Butcher, Conoco Phillips, Homeground, Jobs Today and Gladstone Airport Corporation. |

| | | |
|--|--|---|
| GAPDL Annual General Meeting | Annual Meeting to farewell board members and vote in new board members | We farewelled board members Brent Jordison, Neville Hughes and Tony ward. A vote was held, and we welcomed new board members - Shelly Stormonth (Treasurer), Chantale Lane (Director), Tess Groen-int-would (Director). |
| Communities for Children membership launch | CFC Membership Launch event | A wonderful event hosted by Amy Sorrensen and the team at CFC. A great opportunity for the community to visit the precinct and learn about how their membership supports the organisation and to gain new members. |
| Feast on East Market | Gladstone Cruise Ship Arrival | We welcomed back our first cruise ship since 2020 Holland America Ms Noordam. This ship had over 2000 passengers. They were greeted off the ship by our wonderful volunteer Gladstone Ambassadors. We had over 50 stall holders which lined the East Shores access road. We received phonemical feedback from the cruise ship passengers. We held a welcome ceremony as this was the first cruise back which was well received from the Captain and crew as well as local public. There was limited shuttle buses and tours which was disappointing. The shore excursion company was unable to facilitate these. Overall, it was a great event and incredible to have cruise ships back to the region however we did not cover our costs. |

9. Membership Update:

GAPDL members continue to remain engaged in membership benefits. This quarter has seen numerous positive outcomes including great retention in membership renewals, members continue to remain engaged with GAPDL & feedback from members has been positive. GAPDL members have particularly enjoyed the leveraging success workshop held this quarter aimed at supporting small business growth and innovation, this workshop was held in conjunction with GEA.

GAPDL's Membership Officer has conducted over 80 in person member visits this quarter to members place of business, this face-to-face support for members has proved valuable as members feel the stress of skilled staff shortages.

GAPDL have also launched a new Communities for Children membership with hopes that this will aid towards bridging the funding gap for our supported playgroups, all of which are at capacity & have significant waitlists. GAPDL have also added a new not-for-profit membership to allow further collaboration & support for not-for-profit groups within the Gladstone Region.

GAPDL continue to focus on building confidence for tourism operators to include their business on ATDW, while our ATDW listings have declined this quarter this is expected given many local events and markets etc have ceased for the remainder of the year which results in a decline in ATDW listings within the Gladstone Region.

10. Coordinate and host famils and media oportunities for the benefit of Tourism in the Region

| Dates | Proponents | Outcomes |
|--------------|---------------------------------|--|
| August | Tourism and Events Queensland | Conversations with Industry event with events held in Gladstone & Agnes Water |
| September | HitFM | Gladstone Region update |
| November | ABC / Channel 7 | Cruise ship coverage |
| November | Kentos Comms | Cruise ship coverage |
| November | ATEC Meeting Place Famil | Hosting of 5 buyers attending ATEC as part of a pre-famil |
| November | Bundaberg Tourism Trade Liaison | Organised a famil for Loni Hammond prior to her representing the SGBR at the TEQ UK/Europe Trade Mission |
| Weekly | 4CC | CEO Update weekly with 4CC announcer Hammo |

Report Submitted: Gus Stedman, CEO

Report Presented to Council Date: 12/01/2023

Feedback Due to GAPDL By: