

GAPDL Membership Prospectus

2019/2020



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GAPDL[®]
The Gladstone Region



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



ABOUT US

GAPDL is a not-for-profit, membership based organisation that is officially recognised by Tourism and Events Queensland (TEQ) and the Queensland State Government, as one of the 13 accredited Regional Tourism Organisations (RTO's) in Queensland.

VISION STATEMENT

Advance the Gladstone Region through the promotion and development of business, industry and tourism for the benefit of our members and the community.

Gladstone Ports Corporation's Gladstone Marina

SUCCESS THROUGH PARTNERSHIPS

A key element to GAPDL's amazing success in the 2018/19 financial year is developing strong partnerships with Gladstone Regional Council, Tourism and Events Queensland, both the state and federal governments as well as our corporate partners, members and community organisations.

For the past 8 years GAPDL has been involved in a three-way partnership with Bundaberg Tourism and Capricorn Enterprise to form the Southern Great Barrier Reef (SGBR) Alliance.

This past 4 years has seen not only this brand grow and become a destination with the highest growth across the whole of Queensland through very strategic marketing of state, national and international markets.

Visitation numbers have grown by over 10% year on year and expenditure have been as high as 17% in some sectors.

Some notable highlights in the past 12 months include.

- Launching of the new Gladstone Regional Guide, local maps for Gladstone and the Discovery Coast with things to do on the reverse.

- The installation of 48 new tourism signs across the whole region on the highway and directing visitors to national parks and jump off points to the reef and more.
- Welcoming 14,000 passengers and crew from the visiting cruise ships through Feast on East.
- Delivering the first NRL competition game to Gladstone between the Gold Coast Titans and the Manly Sea Eagles.
- Showcased the Gladstone Region and the SGBR throughout 6 nationwide expos for Flight centre and the Caravan and Camping Expos in Melbourne, Sydney and Brisbane with over 230,000 attendees across the expos.
- Welcomed over 20 media and social influencers through the region reaching millions of people across Australia and the world.
- Presented the Gladstone Region to cruise lines at various meetings and events including the Australian cruise Association Conference and the Cruise Liner International Association expo.

GAPDL's collaboration and partnership within the Southern Great Barrier Reef Alliance with Capricorn Enterprise and Bundaberg Tourism has been pivotal in enabling the group to engage in cooperative marketing of the SGBR across Europe, UK, USA and New Zealand where we have seen a 55% growth in numbers and 17% growth in expenditure.

Domestically SGBR is the fastest growing sector in the whole of Queensland with consistently showing over 10% growth year on year.

Our members play a huge role with elevating the local experiences and together we work with our members and partners to promote the regions, 4wding, fishing, hiking, biking, snorkelling, diving, sailing, eateries, seafood, accommodation and most of all our lifestyle.

Our fishery within the Gladstone Region is world class where you can catch a plus one metre Barra in Lake Awoonga 12 months of the year and slip out to the local reef and catch the blue water fish of your dreams.

We need your membership to help us undertake that. Without your help none of this happens so please consider being part of the region's future.

- Darryl Branthwaite

THE REGION

Gladstone Area Promotion and Development Limited (GAPDL) is the official Regional Tourism Organisation (RTO) for the Gladstone Region. Our footprint spans from Ambrose to the north, to Rosedale on the Discovery Coast in the south, east out to the Southern Great Barrier Reef and west to the ranges of Kroombit Tops National Park. As the gateway to the Southern Great Barrier Reef, the Gladstone Region contains some incredible nature wonders, including Heron Island, Masthead Island, North West Island, Wilson Island & Lady Musgrave Island.

"As the core of Gladstone Regional Council's business is the community and collaborating with an organisation such as GAPDL ensures our region's continued, successful growth and development.

Their commitment to showcasing the vast wonders of our beautiful region to not only our nation, but the world, is commendable.

Through each of their four membership options, partnering with GAPDL presents local business and organisations the opportunity to network, feature and market themselves in both national and international campaigns.

The benefits that are experienced when working hand-in-hand with some of the region's greatest ambassadors is invaluable.

They truly display a 'by the community, for the community' attitude, and I thank them for the work they do for our region."

- Matt Burnett, Gladstone Region Mayor



“

GAPDL's commitment to our region is first class!

”

Gladstone Ports Corporation's East Shores – Gladstone Coal Exporters Maritime Precinct

"GAPDL's commitment to our region is first class! Their unwavering focus and passion for our amazing region provides ample ongoing opportunities and at times, immeasurable benefits for our business. Through regular networking events locally, interstate, working jointly with other local businesses, clear communication and exciting promotional opportunities, our GAPDL membership is a critical component of our business.

We would like to take this opportunity to sincerely thank GAPDL for their continued support to the Gladstone Mercure and for the many benefits we gain enjoying a strong working relationship."

-Craig Conley, General Manager, Mercure Gladstone

2017-2018 SNAPSHOT

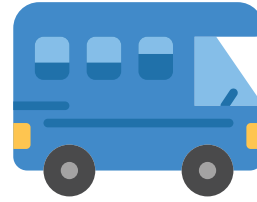
Trade Expos & Activity

The Gladstone Region, Southern Great Barrier Reef and tourism operators were represented at the following;



- Australian Tourism Exchange
- European Sales Mission
- Queensland on Stage – New Zealand
- Sydney Sales Missions
- Brisbane Sales Missions

Trade Expos & Activity



Caravan & Camping
Melbourne, Brisbane & Sydney

184,767
ATTENDEES



Flight Centre Shows
Melbourne, Brisbane & Sydney

76,634
ATTENDEES

Total Web Traffic



Social Media Followers

OVER
40,700
TOTAL VIEWS

8,289
FOLLOWERS



5,871
FOLLOWERS

Cruise Ships

18 CRUISE SHIPS
TO DATE

15 CRUISE SHIPS
IN 2019

48,000 PASSENGERS
& CREW

\$10.5 MILLION BOOSTED INTO THE
GLADSTONE REGION



Visitor Information Centres



55,000 VISITORS

Assisted over the counter and
on the phone at the visitor
information centres.

Visitor Expenditure (Year ending December 2018)



\$106.8M INTERNATIONAL
(INCREASE OF 16%)

\$1.2B DOMESTIC
(INCREASE OF 17%)

TOP 8 REASONS TO BE INVOLVED

1. Opportunity to be involved in targeted international, domestic and local cooperative marketing campaigns
2. Access to brochure distribution in Visitor Information Centres
3. Opportunity to display a business listing on key destination websites (gladstoneregion.info and southerngreatbarrierreef.com.au)
4. Invitation to attend industry networking events
5. Business development opportunities, through workshops and mentoring
6. Contribute to the economic prosperity of our community
7. Tap into the 50,000+ visitors that come through the Visitor Information Centres each year
8. Stay up-to-date with the latest industry news and discover new opportunities for your business

**benefits vary depending on membership level*

MEMBERSHIP BENEFITS

Website listing on GladstoneRegion.info

A full product listing for your business on GladstoneRegion.info, GAPDL's consumer website that attracts thousands of visitors, is available to GAPDL members. To be listed on our website, members are required to sign up as a Business Essential member or higher.

Australian Tourism Data Warehouse

The Australian Tourism Data Warehouse (ATDW) is the national database that stores over 35,000 Australian tourism products. These products are then distributed on up to 60 different websites including GladstoneRegion.info, SouthernGreatBarrieReef.com.au, Queensland.com and Australia.com!

GAPDL Gladstone Region Supporter members are eligible for a \$50 subsidy for listings on the ATDW. Business Essentials and Marketing Partner members will receive a full listing on the ATDW.

Visitor Services

Members of GAPDL may have the opportunity to display brochures in both of our Visitor Information Centres and our mobile information van (ivan), display promotional video on the TV's in the centres and provide product updates/familiarisations to staff and ambassadors. Members may also have their product bookable over the counter or online (via gladstoneregion.info).

Discounted Yaralla Lifestyle Package & Qantas Club

As a member of GAPDL, the business employees can enjoy the Yaralla Lifestyle Package and Qantas Club at an exclusive discounted rate! Contact GAPDL now for more information.

MEMBERSHIP TERMS AND CONDITIONS

1. Membership is subject to formal acceptance by GAPDL Board of Directors.
2. Applications for new membership are to be accompanied by payment. Credit or Debit Card and Bank Transfer are available. A tax invoice receipt will be issued for all payments.
3. GAPDL membership fees may be a deduction for tax purposes dependent on your individual circumstances, please seek advice from your tax specialist. GAPDL is registered for GST and has an obligation to collect GST on all fees.
4. GAPDL reserves the right to decline membership where the level nominated is considered inappropriate.
5. Individual Membership is not available to business operators.
6. GAPDL Membership aligns with the financial year with membership fees payable annually or monthly via Ezidebit instalments. Please refer to your invoice for payment terms. Membership status will be withdrawn should payment terms not be met.
7. In-Kind Membership – GAPDL will make provision for in-kind membership by negotiation and agreement for the supply of goods or services.
8. Where your product or service is being promoted and/or sold, members must submit a declaration that the operation holds adequate public liability insurance and if relevant, the appropriate operating permits upon request of GAPDL.
9. Business listings on gladstoneregion.info requires a membership level of Business Essentials or higher.
10. ATDW Subscriptions are the responsibility of each business operator to maintain. GAPDL will aid and support operators for registration and completion of their listing.

MEMBERSHIP PACKAGES

GAPDL Membership Benefits

GENERAL BENEFITS

- Subscription to monthly industry and consumer newsletters
- Invitation to attend business enterprise and networking events at discounted rates
- Voting entitlements at the Annual General Meeting

BUSINESS SUPPORT BENEFITS

- Discounted Yaralla Lifestyle Package and Qantas Club
- Ability to provide member to member deals via online portal
- Access to member portal with marketing and business support resources
- Support services including business logistics, marketing and letters of support
- A \$50 subsidy for listings on Australian Tourism Data Warehouse (ATDW)
- Opportunity to provide relevant content for monthly Industry News - subject to approval
- Invitation to attend industry development workshops

VISITOR INFORMATION CENTRES

- Ability to provide family opportunities to GAPDL staff and volunteers
- Brochure distribution in three Visitor Information Centres (1 brochure per member)
- An allocation of visitor resources including Gladstone Region maps
- Opportunity to supply appropriate video footage for display in VIC's
- Ability to sell relevant product in VIC's and on gladstoneregion.info (via Bookeasy)*
- Opportunity to submit monthly product updates to VIC staff and volunteers

CONSUMER MARKETING

- Business listing on gladstoneregion.info
- Opportunity to advertise in destination marketing collateral at reduced members rates*
- Opportunity to request use of Gladstone Region and Southern Great Barrier Reef logos*
- Opportunity to submit online holiday deals on gladstoneregion.info*
- Access to Gladstone Region image library
- Eligibility to participate in Gladstone Region marketing campaigns (domestic and international)*^
- Eligibility to participate in Southern Great Barrier Reef marketing campaigns (domestic and international)*^
- Digital marketing opportunities such as blog and newsletter features
- Full listing on Australian Tourism Data Warehouse (ATDW)

TRADE MARKETING

- Eligibility to participate in sales missions, trade mentoring and trade shows*
- Eligibility to be involved in Southern Great Barrier Reef trade campaigns (domestic and international)*
- Opportunity to submit content when relevant for Southern Great Barrier Reef trade manual and quarterly newsletter*
- Opportunity for product to be promoted by GAPDL staff to key distribution partners (ITOs wholesalers, TEQ & TA)*
- Opportunity to participate in international trade and media fairs*
- Opportunity to join the regional stand at relevant trade shows

MEMBERSHIP PACKAGES continued

Individual Membership \$120	Gladstone Region Supporter \$295	Business Essentials \$495	Marketing Partner \$770
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*Additional Costs May Apply.



Head to our website gapdl.com.au to
download our Application Form.

Where to send your completed form

Email: gapdl@gapdl.com.au

Mail: Complete the form and post to GAPDL, PO Box 5186, Gladstone QLD 4680