

BUNDABERG TOURISM

2022/23 Partnership Prospectus



Acknowledgement of Country

Bundaberg Tourism respectfully acknowledges the Taribelang Bunda, Gooreng Gooreng, Gurang, Bailai, Wakka Wakka, Wulli Wulli, Djaku-nde, Jangerie Jangerie, and Kabbi Kabbi Peoples as the Traditional Custodians of the precious land, water and sea country on which we all love to work, live and play.

We recognise the thousands of generations of continuous culture that have shaped this country and the people on it.

And we pay our respects to Elders past, present and emerging and look forward to working with all First Nations People in the Bundaberg and North Burnett regions in sharing culture through tourism, in the spirit of mutual respect and reconciliation.

Welcome

Bundaberg Tourism is the peak tourism body for the Bundaberg and North Burnett regions; geographically, this takes in an area from Lady Elliot Island in the east to past Mundubbera in the west, and from Burrum River in the south to Baffle Creek in the north.

Our key priority areas are focused on driving visitation and therefore visitor expenditure, to the Bundaberg region, as we strive to build and maintain a healthy and sustainable regional tourism economy.

Bundaberg Tourism, established in 1971, is one of Tourism and Events Queensland (TEQ) officially recognised and accredited Regional Tourism Organisations (RTO's) and is a membership based, not for profit organisation. Activities are with the support of key industry stakeholders as well as Bundaberg Regional Council and Tourism & Events Queensland.

Tourism plays a vital role in the region's development, generating economic growth and employment opportunities whilst also encouraging investment into infrastructure, benefiting both visitors and the community. Pre COVID, the visitor economy injected more than \$507 million dollars into the Bundaberg region, positively impacting a variety of sectors and we will continue to work hard, with your support to not only increase visitor expenditure to surpass the pre COVID levels, but to also manage the destination and visitor economy sustainably to ensure the Bundaberg region is the place to be for generations to come.

As an independent organisation, Bundaberg Tourism plays a role that no others are able to do: bringing together industry, community and all three levels of Government at a destination level to champion a positive future for the sector. We can only continue to do this with your support through membership and engagement.

Bundaberg Tourism is governed by a volunteer Board of Directors, elected from the industry to set and drive

the strategic priorities for the organisation and the success of tourism in the Bundaberg region. Within the first few weeks of this new financial year the Directors will be inviting you to contribute to a new Destination Management Plan, as we look toward 2032 and the possibilities for the Bundaberg region. With your help, ideas and energy, we will be exploring ways to both drive demand and grow supply, along with a highly capable, passionate and strategic tourism ecosystem to support it. This next Destination Management Plan for the Bundaberg region needs to be vibrant, bold and future-focused, and will be built on collaborative consultation with consideration to both the micro and macro environments the region will play in over the next 10 years. As a partner of Bundaberg Tourism, you are a key stakeholder and contributor to how we do business and how the tourism industry influences economic, cultural, social and environmental outcomes for the broader region. We can't wait to tackle this with you, to co-design a visionary and progressive action plan for the Bundaberg region.

Your investment in membership is a valuable contribution to the efforts of Bundaberg Tourism and a commitment to a strong visitor economy for the region.

We look forward to another year of partnership and industry growth with you.



Katherine Reid
Chief Executive Officer

*A strong tourism economy drives
community prosperity*

OUR FOCUS



Destination
marketing



Supporting
our industry



Visitor
services

Work with Bundaberg Tourism

Joining Bundaberg Tourism means your business will be part of Team Bundaberg – a passionate community working together to build an innovative industry and to deliver economic growth to our region.

Your support of Bundaberg Tourism through membership, co-operative marketing and being actively engaged is an investment in a sustainable future for the Bundaberg region.

Your membership contribution goes towards stimulating visitation, increasing visitor expenditure and increasing length of stay through

- marketing the region to key target markets;
- delivering services to visitors on arrival;
- developing the capacity of the Bundaberg tourism industry; and
- supporting the tourism industry to build relationships and grow opportunities at all levels locally, domestically and internationally.

Your membership is a valuable contribution to a strong tourism economy, driving community prosperity...as well as giving you access to a myriad of resources, business support and marketing opportunities with Bundaberg Tourism.



Member Testimonials

From the first time I contacted Katherine about our ideas for a Indigenous cultural tour in the Bundaberg region, we have received such fantastic support from Bundaberg Tourism. Going into a market that we didn't really have much experience in, it was pretty nerve wracking, but we knew that we had people that we could lean on, to get support, ideas and expert advice.

One thing we knew that we had to do was to market ourselves professionally. Again we reached out to the team to see what their ideas were. We loved them! That's why we engaged Bundaberg Tourism to be able to deliver our marketing strategy. The team really took the time to learn about us. Us as individuals, us as an organisation, us as a community. They did not hesitate when we said we wanted to have a meeting in our office, in nature, in the bush. The time spent getting to know us and our why's really reflects in our marketing strategy and the results so far we are super excited about!

All the BT team are so welcoming and accepting. We have a dream to be able to educate people on the Indigenous history of the Bundaberg area and now this is becoming a reality. We really appreciate all the time that the team has dedicated into our business especially Katherine, Connie, Grace and Ellie.

Bec Domaille, Taribelang Aboriginal Corporation

We have had the privilege of working with Bundaberg Tourism for some time now. During this time, we have grown from a small holiday park company with a park in Bargara, to a national company owning parks across Australia, including two holiday parks in the Bundaberg region.

Throughout our transition, Bundaberg Tourism has always been there to promote, support and cheer us on – they're our biggest fans and the feeling is mutual!

Cassie Jackson, Breeze Management Group

Visit www.bundabergregion.org/corporate/become-a-member to begin or renew your membership with Bundaberg Tourism

Top Reasons To Work with Bundaberg Tourism



BUILD OUR ECONOMY

Membership is an investment in your business and the economic prosperity of our community.



BE SEEN BY OUR VISITORS

In 2021/22, the Bundaberg region welcomed over 330,000 unique visitors to the destination website, reached over 13million people and had over 46,000 followers on the Visit Bundaberg social media channels, delivered over \$400million in media coverage worldwide, and have 28,000 visitors engage through our Visitor Information Centres.



WE'RE HERE TO HELP

Our team can help you - from a simple question to involvement in our international, domestic and local cooperative campaigns to crisis support, we're here to help you grow.



BUILD YOUR BUSINESS CAPABILITY

Grow with the multiple business development opportunities including trade and experience mentoring and digital and marketing training you can access through Bundaberg Tourism's members programs.



CONNECT WITH YOUR INDUSTRY

Take part in tourism industry networking events for members, attend familiarisations to understand other products around you, and build value by being part of targeted packages for co-operative campaigns.



BUILD TRADE CONNECTIONS

As a region, we are building domestic and international markets with our thousands of trade partners worldwide through strategic, collaborative activities including trade missions, famils, training and contracting with partners and strategic involvement in state committees.



BE HEARD

Connect your voice to Bundaberg Tourism's united voice of communication to local, state and federal government, including Tourism & Events Queensland, Tourism Australia, QTIC and ATEC.



BE SUPPORTED

We are as passionate about the Bundaberg and North Burnett regions as you are and our team is available to support you and your business for success.



**KEY TO REGIONAL
TOURISM SUCCESS**



**BUNDABERG TOURISM
INITIATIVES**

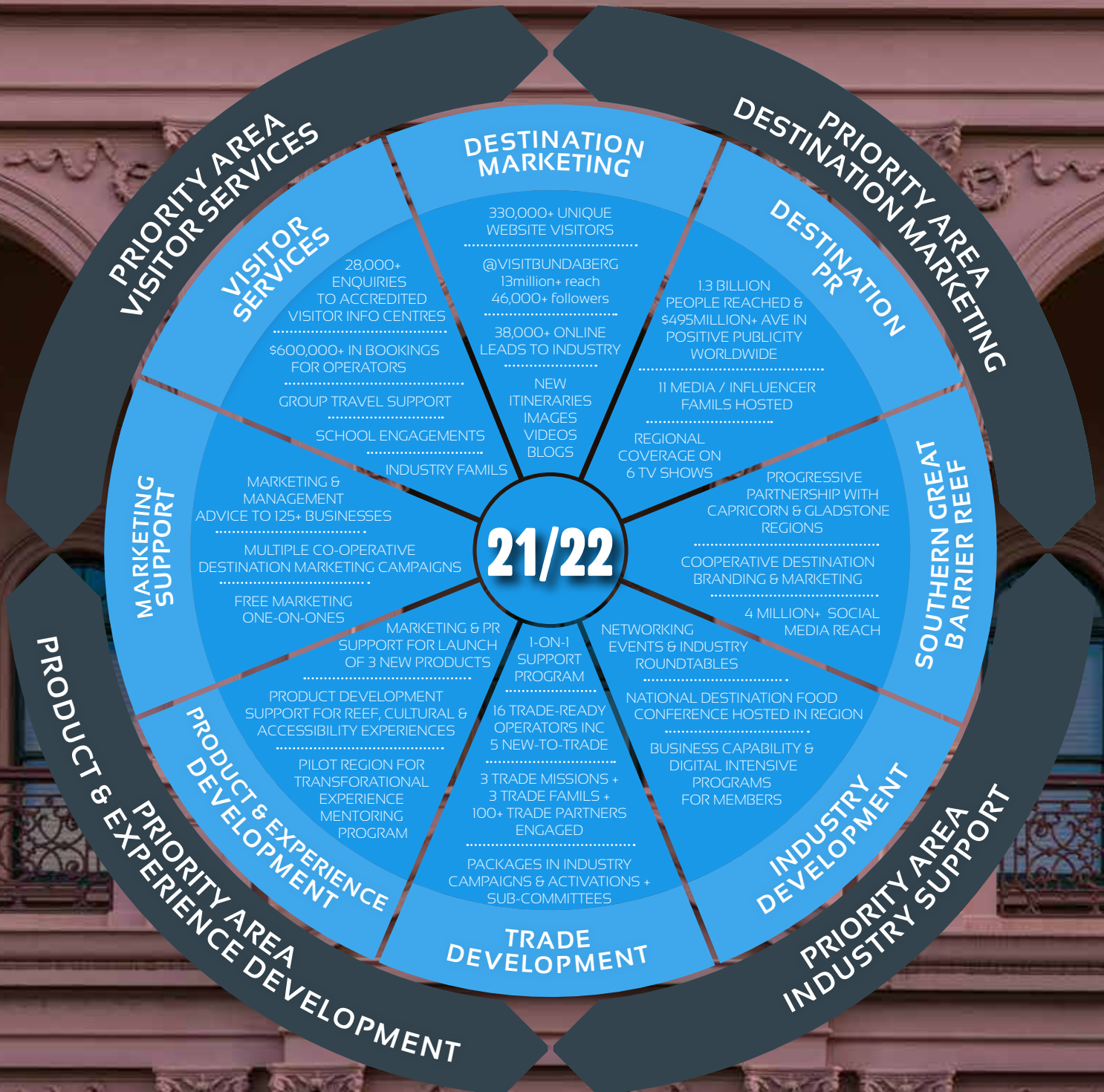


**INPUT & INVOLVEMENT
FROM MEMBERS**



**INCREASED
VISITATION TO
BUNDABERG REGION**

BUNDABERG TOURISM 2021/22 IN REVIEW



SCHOOL of ARTS

Resources & Opportunities

PRIORITY AREA - DESTINATION MARKETING

Bundaberg Tourism engages in continual destination marketing activity to promote our region and impact potential guests' travel behaviour.

Our integrated campaigns targeting key markets have an emphasis on digital presence, including an 'Always On' digital and social strategy and major seasonal campaigns. The activities drive significant benefits to the region by engaging travel intender's, and influencing their decision making at multiple stages within their path to purpose.

Your membership with Bundaberg Tourism contributes to our work, promoting our region and supporting the business community, which helps drive business through your doors and builds a stronger economy for the Bundaberg region.

Partnering with Bundaberg Tourism through additional co-operative marketing activity gives you the opportunity to talk directly to our engaged audiences, driving conversion to booking.

Major Campaigns

Bundaberg Tourism's annual summer and winter campaigns leverage our region's hero experiences of Reef, Turtles and Culinary experiences to drive regional awareness and conversion. The comprehensive marketing activities cast a spotlight right across the region to build a deeper understanding of our holiday offering, which in turn encourages visitor dispersal in region, increased length of stay and overnight visitor expenditure.

Region's experiences are showcased as part of these campaigns and co-operative marketing packages are available for members to leverage the reach of these campaigns.

PR & Media Opportunities

Did you know that Bundaberg Tourism generated over \$495million of editorial for the region that reached over 1.3billion people in 2021/22? Chances are the article you see about the region in a magazine has been generated or managed through our office!

TOURISM CUSTOMER JOURNEY



Resources & Opportunities

Bundaberg Tourism's PR strategy leverages our national and international media network to disperse positive promotion of the region through partnerships with trusted and influential traditional media and digital outlets. Key activities include pitching destination story ideas to targeted media and influencers and operating familiarisations conducted in the Bundaberg Region in partnership with tourism partners, Tourism & Events Queensland and Tourism Australia. It's important to keep Bundaberg Tourism informed.

Region's experiences are showcased as part of the whole-of-destination story.

Website

The destination website expands our digital footprint and enhances our capacity to deliver meaningful digital experiences to those considering and visiting the Bundaberg region. In 2021/22, the website has welcomed over 330,000 unique visitors who stay for over 8 and a half minutes on average to engage with destination content. The website drives conversion to bookable product both online and direct, as well as over 38,000 unique referrals to operator websites.

Where appropriate, member's products are integrated throughout the content of the pages, with co-operative marketing opportunities available for members to increase awareness of actively engaged audiences and drive conversion.

Social Media

The Visit Bundaberg Facebook and Instagram channels have used inspiring organic content and targeted advertising to reach more than 13million people who have engaged more than 150,000 times in 2021/22.

Region's experiences are showcased organically and in paid promotions, with co-operative marketing opportunities available for members to leverage these trusted channels.

Destination Collateral

Bundaberg Tourism's ongoing regional collateral distribution strategy aims to promote dispersal of visitors within the Bundaberg region. Collateral includes the Southern Great Barrier Reef Holiday Planner, the Bundaberg SGBR North Burnett Official Visitors Guide 2021, the Bundaberg Region Visitors Map and the Great Barrier Reef Drive.

Advertising packages are available for members prior to publication. Co-operative marketing packages are available for members.

Media Library

Leverage Bundaberg Tourism's considerable image and video galleries for the positive promotion of the region and bring your product's story to life.



Member Testimonial

Lady Elliot Island has been a member of Bundaberg Tourism for more than 20 years, we have found our membership to be worth its weight in gold, it has given us many opportunities to grow our business, gain more exposure and to play an active role in promoting the Southern Great Barrier Reef region.

Vicki Mullins, Lady Elliot Island Eco Resort

Resources & Opportunities

PRIORITY AREA - VISITOR SERVICES

Visitor Information Centres

Bundaberg Tourism run accredited Visitor Information Centres (VIC) at Bundaberg and Childers servicing 28,000 visitor enquiries and booked over \$600,000 in tour and attraction tickets and accommodation for operators in 2021/22.

Member's brochures are displayed in the Information Centres and the region promoted by volunteers and staff. Co-operative advertising opportunities within the Information Centres are available for members.

Event Support Services

The VICs support community and business events bringing visitors to town through the coordination of accommodation and experience booking services and providing destination collateral to event guests to encourage regional dispersal, increased length of stay and overnight visitor expenditure.

PRIORITY AREA - INDUSTRY SUPPORT

Bundaberg Tourism collaborates with partners to promote the region while representing the local industry on issues affecting tourism at the local, state and national level.

Research & Statistics

Bundaberg Tourism provides the most up-to-date statistical data and analysis available to assist the regional tourism industry. Members receive the latest trends in domestic and international tourism arrivals to the region, marketing research including market segments, tourism sentiment, consumer behaviour trends and insights.

Marketing Advice & Support

Members have access to our marketing professionals for advice and support, whether you need to know where to start, are seeking market insights and fresh eyes over your existing marketing initiatives, or want to leverage our campaigns and our experience and expertise.

THE ROLE OF TOURISM

A VISITOR



DRIVES RESIDENT
PRIDE IN THE
COMMUNITY



A VISITOR'S \$ IMPACTS THE
COMMUNITY'S ECONOMIC
BOTTOM LINE



LOCALS SPEND MONEY
EARNED IN THE
COMMUNITY



REPEAT TOURISM



MOVE OR
START A BUSINESS



TOURISM \$ DRIVE BUSINESS
GROWTH IN THE COMMUNITY



CREATES A PROSPEROUS ECONOMY



POTENTIAL WORKFORCE

Resources & Opportunities

Partnerships

Bundaberg Tourism prides itself on the strength of its strategic partnerships and has strong working relationships with local, state and federal government, industry associations and community groups for the benefit of the development of the visitor experience and the management of the destination.

Bundaberg Tourism works in partnership with the Queensland Tourism Industry Council (QTIC) as the peak industry body for tourism in Queensland. Providing the Voice of Tourism as a dedicated advocacy body, BT has leveraged an annual membership of QTIC especially for Platinum, Gold and Silver level BT members. In addition to advocacy support, this provides a range of other benefits including grants gateway access, accreditation support, industry workshops and importantly input into conversations and policy submissions influencing the tourism industry at a state and federal level.

PRIORITY AREA - PRODUCT & EXPERIENCE DEVELOPMENT

The continued development of regional tourism experiences is crucial to establishing the Bundaberg region as a must do holiday experience in Queensland.

Business assistance is available in several different formats including 1:1 mentoring, business coaching, workshops and online programs.

Trade Activity

Bundaberg Tourism undertakes significant activity with our tourism trade partners to grow domestic visitation, navigate the future return of international markets, extend length of stay and expenditure, and continue to build our region's reputation as the start of the Great Barrier Reef.

Bundaberg Tourism remains part of the Southern Great Barrier Reef (SGBR) cooperative destination partnership with the Regional Tourism organisations in the Gladstone and Capricorn regions, leveraging our resources to collectively promote and develop the southern-most section of the Reef.

Activities include trade missions, sales trips, trade training, industry famils and collaborative campaigns with other regions.

Members must undertake a trade mentoring program or be established as a trade ready product before being eligible to participate.

Capability Building Programs

Each year, Bundaberg Tourism facilitates a variety of programs, workshops and mentoring opportunities to assist members to deliver exceptional customer experiences, create positive word of mouth, help to attract more visitors, grow expenditure and increase market share.

Some of these include the Transformational Experiences Mentoring Program, digital coaching, trade ready mentoring, distribution ready and yield management.



Visit www.bundabergregion.org/corporate/become-a-member to begin or renew your membership with Bundaberg Tourism

Member Levels

Silver, Gold and Platinum

These levels represent a serious partnership with Bundaberg Tourism and your business' commitment to being active in the tourism industry.

These memberships are specifically for businesses that have a direct interface with visitors to the destination and play a role in the destination development. Gold, Silver and Platinum members are looking to work with Bundaberg Tourism to leverage co-operative marketing and PR activities, trade partnerships and digital reach, as well as tapping into strategic partnerships. The Silver, Gold and Platinum members also will receive a QTIC partnership.

Bronze

This level will suit small businesses looking to contribute to the growth of the tourism industry, and who want to benefit from the Visitor Information Centres, the reach of the destination website and participate in workshops and networking events.

Visitor Services

The Visitor Services level is for businesses purely wanting brochures and engagement with Visitor Information Centres, but are not looking for further destination marketing or advocacy benefits.

Tourism Supporter

Catering for individuals, not for profit and community organisations that want to connect with the tourism industry and support the destination marketing efforts of the region.

Ultimately, the benefits are up to you

Every business takes away something different from membership with Bundaberg Tourism. What you gain depends on what opportunities you take advantage of and how you leverage the member benefits we can provide.

- >> Maintain an active involvement with our team and tell us what's happening in your business;
- >> Attend market briefings, workshops and networking functions. Get to know other members;
- >> Read the information we send to you, distribute to your team and take action where relevant;
If you're unsure, give us a call!

How to join or renew your membership

Visit www.bundabergregion.org/corporate/become-a-member to begin or renew your membership with Bundaberg Tourism.



IMAGES CREDITS

Paul Beutel, Tracy Olive, Nathan White, Tourism & Events Queensland, & Bundaberg Rum Visitor Experience

Membership Benefits

	Tourism Supporter \$155	Visitor Services \$355	Bronze \$780
	✓	✓	✓
Valued contribution to destination marketing of the region	✓	✓	✓
Membership certificate & window sticker	✓	✓	✓
Subscription to industry e-newsletter	✓	✓	✓
Eligibility to vote at the AGM	✓	✓	✓
Total number of votes at the AGM	1	1	1
Membership Induction toolkit with resources for your business success	✓	✓	✓
Invitation to attend member events, networking functions & workshops (costs may apply)	✓	✓	✓
Opportunity to host a networking function to showcase your business			✓
Bundaberg Visitor Maps and Visitor Guides free to all businesses who wish to use them for the positive promotion of the Bundaberg region	✓	✓	✓
Opportunity to attend famils with the VIC Team throughout the year*	✓	✓	✓
Opportunity to present to the VIC staff and volunteers at monthly product updates		✓	✓
Brochures displayed in three Visitor Information Centres reaching over 30,000 visitors per year (Size restrictions apply, \$65 per extra brochure on display)		1	1
Ability to sell tour, attraction & accommodation products through Visitor Information Centres via Bookeyasy (commissions apply)		✓	✓
Eligibility to buy into additional advertising opportunities in the Visitor Information Centres		✓ Costs apply	✓ Costs apply
Consumer listing on destination website (over 325,000 unique visitors in 2021/22) * Applies to businesses within the Bundaberg and North Burnett LGA boundaries only		\$140	✓
Business Directory listing on destination website www.bundabergregion.org (over 325,000 unique visitors in 2021/22)			✓
Eligibility to buy into co-operative marketing campaigns and activities			✓ Costs apply
Opportunity to advertise in the Destination Visitor Guides & Maps * Applies to businesses within the Bundaberg and North Burnett LGA boundaries only			✓ Costs apply
Use of destination logos and brand toolkit			✓
Access to destination image gallery and destination content			✓
Australian Tourism Data Warehouse (ATDW) listing subsidy			✓
Consideration for relevant media opportunities where appropriate to market			✓
RTO membership points towards Best of Queensland Experiences Program			✓
Access to destination statistics, research and insights			✓
Eligible to apply for Queensland Tourism Industry Council (QTIC) Tourism Supporter membership at RTO members rates			✓ Costs apply

All prices are exclusive of GST

*Conditions apply

**Subject to completion of the Trade Mentoring Program

Your membership is tax deductible

Visit www.bundabergregion.org/corporate/become-a-member
to begin or renew your membership with Bundaberg Tourism

Membership Benefits

		Silver \$1,150	Gold \$2,400	Platinum \$5,500
VISITOR SERVICES	ALL BRONZE LEVEL MEMBERSHIP INCLUSIONS PLUS:	✓	✓	✓
	Total number of votes at the AGM	2	3	4*
	Additional brochures displayed in three Visitor Information Centres (Size restrictions apply)	1 additional brochure	2 additional brochures	3 additional brochures
MARKETING & MEDIA	Consumer and Business Directory website listings for additional businesses under company banner	Listings for 1 additional business	Listings for 2 additional business	Listings for 3 additional business
	Opportunity to promote events/specials within consumer and corporate e-news & social media*	✓	✓	✓
	Consideration for relevant media opportunities where appropriate to market*	✓	✓	Preferred
	Access to detailed market research data and insights to assist with sales & marketing activities		✓	✓
	Inclusion of product collateral in conference & events packs		✓	✓
	Priority participation in co-operative marketing campaigns and activities		✓ Costs apply	✓ Costs apply
	Priority inclusion in destination marketing campaigns			✓
	Logo included as platinum partner in fortnightly corporate EDM			✓
	Quarterly report of media coverage for your product and/or organisation*			✓
	Exclusive opportunity to leverage Bundaberg Tourism's national media network for product launches, announcements and events			✓
	Eligibility to apply for trade mentoring*	✓	✓	Preferred
	Eligibility to apply for experience development mentoring	✓	✓	Preferred
TRADE & DEVELOPMENT	Eligibility to submit content for SGBR published trade manual**	✓	✓	✓
	Eligibility to submit content for SGBR trade e-news**	✓	✓	Preferred
	Eligibility to participate in destination sales missions, webinars, trade shows & roadshows**	✓	✓	Preferred
	Eligibility to participate in SGBR trade sales missions, trade shows & roadshows**	✓	✓	Preferred
	Consideration for relevant trade famil opportunities where appropriate to market**	✓	✓	Preferred
	Opportunity to be involved in destination domestic & international trade campaigns**		✓	Preferred
	Opportunity to be involved in the SGBR domestic & international trade campaigns**		✓	Preferred
	Eligibility for featured inclusion in Bundaberg Region Business Events Guide & relevant marketing, PR and/or famil activity*		✓	Preferred
	Complimentary Queensland Tourism Industry Council (QTIC) Tourism Supporter membership - Advocacy support and input into topics - Gain access to QTIC's expert staff, networks and business development resources - Exclusive access to QTIC's Grants Gateway online portal to search for funding opportunities - Discounted rate for Quality Tourism Accreditation and Star Ratings registration & renewal fees - Discounted rates on QTIC events and industry workshops - Discounted nomination fee to enter the Queensland Tourism Awards	✓	✓	✓
INDUSTRY	Invitation to attend VIP media and trade functions, Ministerial, Executive, and Board roundtable discussions & private briefings	✓	✓	Preferred
	Complimentary use of the Bundaberg Tourism boardroom (subject to availability)			✓
	Access to BT CEO and leadership team for high-line input into business cases, funding applications and submissions			✓
	Access to BT CEO and leadership team for high-line support for high level tourism recruitment including collaborative development of position descriptions, vetting of applicants & interview assistance			✓

