

## **Commonly asked questions of the partnership transition between Bundaberg (BT) & Gladstone (GAPDL)**

### **What does this mean for Gladstone/Bundaberg?**

A larger combined RTO will provide more bang for buck, being better resourced with a more consolidated and collaborative, high-performing team. A focus on more funding into marketing and industry development is good for your business.

### **How will this impact tourism in the region?**

A better resourced, strategic RTO with a bigger marketing spend across the expanse of our combined region. Enhanced industry engagement with a strong staff presence across the region.

### **What is the organisational structure going to look like?**

This is being mapped out for the immediate transition from April 2025. It will organically change over the following 18-24 months as it refocuses effort.

### **Why are Capricorn Enterprise not involved?**

Following 18 months of a comprehensive review and alliance enhancement projects, CE formally opted not to continue and withdrew from the process after the presentation of a Business Case. BT and GAPDL Boards opted to continue, with synergies across both organisations around values and motivations for the industry and the spirit of partnership.

### **What does this mean for the Southern Great Barrier Reef partnership?**

Geographically Capricorn Enterprise are still very much a part of the Southern Great Barrier Reef. We will be actively seeking strategic and cooperative marketing and development opportunities to promote the destination of the Southern Great Barrier Reef with our neighbouring regions and are hoping to have collaborative and transparent MOUs in place with all partners by the 1<sup>st</sup> July 2025.

### **What will membership look like?**

A comprehensive partnership offering is being worked on now for the new entity of SGBR Tourism Ltd. Similar to what is in existence now, just greater coverage and greater bang for buck for industry. We will also have some fantastic opportunities for founding partners.

### Is this driven by TEQ?

TEQ is a supporting partner, however, this is being driven by GAPDL and BT, with both Boards and teams highly motivated to make this successful.

### What was the driving force behind this?

The primary drivers are brand strength, scale as a regional organisation, finding efficiencies and long-term sustainability for the destination and RTO operations.

### What is TEQ's plan for future funding?

A state review is currently being undertaken which will determine future funding structures.

### Who is the new CEO going to be?

The two Boards will commence recruitment of a SGBR CEO early 2025. We need an experienced CEO based in the SGBR with a focus spread across the Bundaberg and Gladstone regions, and intensive interactions with key stakeholders in the industry and all levels of government.

### Will you lose staff members?

We are planning to merge our existing teams together in the first instance. There's a range of extraordinary complimentary skills and experience across both teams that we'll nurture and grow to deliver the best results for our regions.

**If you have more questions or are curious about the partnership and process, please submit your queries to the team at Bundaberg Tourism.**