

Bundaberg
Southern Great Barrier Reef
Queensland *Where great begins*

BUNDABERG TOURISM

2020/21 *Annual Report*



CHAIR & CEO REPORTS

BOARD, TEAM & INDUSTRY

DESTINATION MARKETING

PRODUCT & EXPERIENCE DEVELOPMENT

VISITOR INFORMATION CENTRES

INDUSTRY SUPPORT & ADVOCACY

GOVERNANCE AND REPORTING

www.bundabergregion.org

@visitbundaberg



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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.

Our Role

Originally established in 1971 as a regional tourism and economic development body, today Bundaberg Region Ltd.'s key priority areas are focused on driving visitation to the destination, as we strive to build and maintain a healthy and sustainable regional tourism economy.

Organisational Mission

Bundaberg Tourism will lead the sustainable recovery and growth of the region's tourism industry, maximising economic benefits for our businesses and communities. We will be valued by members and stakeholders, and recognised as a leading destination management organisation which embraces best practice in delivery of our marketing, visitor servicing and destination development roles.

KEY FUNDING PARTNERS



Destination Tourism Plan 2019 - 2022

OUR VISION

To be the destination of choice for the Great Barrier Reef, home of Australia's premier turtle encounter as well as Queensland's world famous food and drink experiences.

KEY ECONOMIC GOALS

Increase Overnight Visitor Expenditure to \$440 million by 2022

Increase visitation to our commercial visitor experiences by 8%

Achieve an increase of 5% in average occupancy rates for commercial accommodation

FOUNDATIONAL PILLARS

GREEN AND MEANINGFUL

Sustainability is at the forefront of the visitor experience, with a strong community sense of responsibility for the land, for the turtle population and for the Great Barrier Reef.

REEF CUSTODIANS

As the southernmost gateway to the Great Barrier Reef, the Bundaberg region is committed to delivering an outstanding reef experience that is interactive, educational and sustainable.

OWN THE TASTE BUNDABERG BRAND

By sharing the vibrant stories of our people, place and produce, we will enhance the Bundaberg region's reputation as a quality agri-tourism destination.

ENABLERS OF SUCCESS

Data Driven Culture

United Team Bundaberg

Resourcing to Deliver

STRATEGIC PRIORITY AREAS

Marketing & Events

Product & Experience Development

Upskilling & Training

Visitor Experience

Identity & Influence

From the Chair

Anyone who doesn't understand that the past year has been a challenge simply hasn't been paying attention. But as the old saying goes – 'Never waste a good crisis'. All challenges can and should be seen as opportunities at the same time, and that's been our attitude.

The past 12 months the Bundaberg Tourism Board have witnessed the incredible tenacity of the Bundaberg Tourism team, and the tourism industry, as they navigate the constantly evolving business environments that COVID has presented.

Lead by CEO Katherine Reid, the team at BT have continued to deliver for the industry, through destination marketing, visitor services, business support and representation to local, state and federal government on behalf of the industry. The nature of the challenges of 2020 and 2021 have meant that we have had to be flexible and adjust to constantly changing circumstances in order to support hard-pressed tourism operators. In this we have succeeded. The Board sincerely thanks the team for their hard work, passion and commitment to the regions tourism industry this past year.

The Board recognizes that the team have taken on an extraordinary array of different tasks to assist the tourism industry and all stakeholders during these challenging times, with the team going over and above to ensure our industry felt supported and had the right information at the right time to enable them to do business.

The region's industry has been successful in obtaining more than \$3 million of tourism infrastructure and business development grants this year from both the state and federal government, with BT working with the businesses extensively to develop winning submissions. These projects once complete are estimated to bring a further \$56 million in visitor expenditure to the region per year, along with a conservative estimate of 44 additional jobs in tourism.

In the last financial year, Bundaberg Tourism's destination marketing campaigns and PR activity reached over 40million people around the world. The team welcomed over 360,000 unique visitors to the destination website in 2020/21, with over 65,000 of these visitors clicking through to members websites. Tourism Research Australia records a visitor to the region spends on average \$543 throughout their stay, so these website visitors alone represent over \$195 million in potential new money in the region's economy.

As the Regional Tourism Organisation, Bundaberg Tourism works in partnership with the industry and our key stakeholders including Bundaberg Regional



Council and Tourism and Events Queensland for many years to position the region as a desirable holiday destination. Strategic campaigns to key target markets, particularly in South-East Queensland, including our major Summer and Culinary campaigns, plus a content driven, always-on digital marketing strategy, have driven considerable growth in the region's tourism industry over the past 5 years. We are seeing consistent positive engagement across our channels from travellers, and we know that visitors are attracted to the Bundaberg region to experience the Southern Great Barrier Reef, our warm hospitality and of course, our abundant fresh produce and local drinks.

As a Board and as an organisation we are extremely appreciative of the extraordinary support by our partners in Tourism & Events Queensland, Queensland Tourism Industry Council and the Department of Tourism, Innovation and Sport at a state level. We also acknowledge that our CEO Katherine Reid has supplied us with a voice at state level through her membership of the Board of the Queensland Tourism Industry Council and her role as Deputy Chair of the Queensland Regional Tourism Network. Her success, and ours, is being noticed.

Locally, we acknowledge that we could not do what we do without the financial support and ongoing cooperation and partnership supplied by the Bundaberg Regional Council. We sincerely thank them for the collaboration and efforts of the past year.

We commit to continuing to work together with Council and all members of Team Bundaberg, to ensure that our partnerships are productive and

collaborative so that the roles and responsibilities of all stakeholders are participative and complimentary, rather than duplicated and competitive

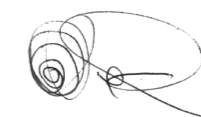
To deliver on our strategic priorities, we know that strong governance, a team resourced to deliver and a united team Bundaberg through productive partnerships are all integral to facilitate success for the region.

Finally, I want to thank our Board. Good Boards have a broad range of skills, deep and relevant experience and a good range of community connections. Bundaberg Tourism's Board has that, and the lively, informative and respectful conversations around the Board table over the past 12 months are proof. It would be wrong of course to single out any Directors from the team, but I do want to acknowledge our outgoing Treasurer Warrick Wright of Bundaberg Brewed Drinks. During his time as a Director and

Treasurer with BT he has not only managed our finances well as good Treasurers should, he has also improved our processes and left the organisation in a better place. Thank you Warwick.

I'd also like to acknowledge the huge contribution of past Director Tina McPherson who left the Board during the year.

Thank you everybody – thank you for your support, and here's to an even better year to come.



Ross Peddlesden
Chair of the Board, Bundaberg Region Ltd

Our Dedicated Board

Providing strategic direction to the organisation, is an elected Board of Directors, representing the industry. Board Directors meet monthly and give of their time on a voluntary basis. Director positions are based on a two-year rotation and fall due at each Annual General Meeting.



Ross Peddlesden
Field of Dreams Media
Chair



Teena Mammino
Community Advocate
Deputy Chair



Warrick Wright
Bundaberg Brewed Drinks
Treasurer



Ben Artup
Bundaberg Regional Council
Director from Sept 2020



Alex Cameron
Water St Kitchen
Director



Carly Clark
Splitters Farm
Director



Duncan Littler
Bundaberg Distilling Co
Director



Tina McPherson
Tinaberries
Director to Nov 2020



Jeff Messitt
TAFE Queensland
Director from April 2021



Daniel Reeves
PCCC Trust
Director from Dec 2020



Larine Statham-Blair
Crush Communications
Director from Sept 2020

From the Chief Executive

This last year...or 18 months, have been like no other. And it's the strength, positivity and resilience of our Bundaberg region tourism industry that has seen us through.

With a surge of people dreaming and researching holidays in the Bundaberg region during 2019/20, the easing of travel restrictions for the winter 2020 school holidays meant that the Bundaberg region experienced an incredible uplift of visitors early in July 2020 that has remained strong throughout the financial year.

While it certainly has not come without its challenges, with the COVID situation, the snap lockdowns in our core visitor markets, and the reduced tourism & hospitality workforce, our industry have continued to work hard and deliver.

With the support of our Board, and years of frugal financial management, we were able to extend to our Bundaberg and North Burnett businesses a year of complimentary membership with Bundaberg Tourism. At a value of \$92,332 in waived membership fees, we were pleased to be able to support our industry in this way. In addition to this COVID support, we also delivered more than \$489,000 in destination marketing activity, driving leads to industry.

This year saw 36,946 enquiries come through our Visitor Information Centres (VIC), a decrease of 18% in comparison to last financial year. With less travellers coming through the door, our VIC teams, passionately lead by Chantele Nelson, have focused on being a strong support for our industry and community, tracking business sentiment, checking in to see if business owners are okay and that they

have everything they need from us to help them do business. The monthly industry famil tours have also been a hit, bringing together staff, volunteers and industry to 'familiarise' themselves with attractions around the region, so that they can then share their personal experience when speaking with visitors, with confidence. It has warmed our hearts to see the positive comments come back from businesses reflecting their appreciation of this additional connection over the last 12 months, and this constant contact will continue as part of our business as usual.

We know that the visitors are looking for experiences that share the story of people, place and produce. The Bundaberg and North Burnett regions are humble, authentic and real. And we know that tourism helps to tell our story, through experiences and through good marketing.

The marketing team have focused efforts on sharing these remarkable, authentic stories and visitor experiences, highlighting the destinations unique points of difference. With the COVID environment restricting visitation to domestic, and mostly Queensland (only 72 days of the year the Queensland border was open to our New South Wales & Victorian interstate markets), it was important for the Bundaberg region to play to our strengths. With a focus on our accessibility from the south-east Queensland market, the Great Barrier Reef, our food and drink icons and of course the turtles. Supported by a welcoming community, passionate operators, and our pristine natural environments.

Lead courageously by our Marketing Manager Ellie Tonkin, our marketing team surpassed their ambitious digital targets once again and have excitedly tracked campaign activity and consumer engagement right through to conversion to our industry. The destination marketing success has shown in the increase in visitation throughout this year, with some accommodation operators, and local restaurants reporting 25% increase on pre-COVID times.

Despite limited travel and international borders still closed, it has been important to us to continue to nurture our trade and distribution partners, both domestically and internationally. This last year, we have participated in 4 dedicated trade and sales missions, filmed 12 Bundaberg operator trade training webinars and delivered several destination webinars to Western hemisphere markets. This activity has seen high sentiment continue from our trade partners and increased interest in new Bundaberg region itineraries and experiences.

The region has generated media coverage worth over \$US7.2million in advertising value equivalency which reached over 24 million people worldwide. We have been buoyed by securing additional TV coverage for the destination this past twelve months, including Ch7's Sunrise Weather crosses, Ch9's Today show weather crosses, the Living Room and What's up Downunder. Further to the television appearances, Ellie has worked hard to pitch the region and its operators to a broad variety of national and international media, and attended a virtual international media marketplace, where she pitched our destination stories to Australia's top travel journalists, editors and broadcasters. In spite of travel restrictions and the impacts of COVID on the media industry, we have enjoyed hosting a range of travel media in region throughout the year.

This year at Bundaberg Tourism we launched a dedicated Culinary Marketing Campaign to further enhance the regions reputation as a food and drink destination of choice. As a result of our activity throughout the campaign, we were able to reach an incredible 24.8million people and the potential visitor spend from the leads to industry alone demonstrate an economic impact of \$1.4million, a return on investment of over 10:1 on campaign spend. The flow-on effects from the brand awareness, leads to industry and engagements made throughout this campaign, paints an exciting picture for the destination as we move forward and continue to build the Bundaberg region as a recognised food and drink destination.

Economist and author Kate Raworth tells us, "Humanity's 21st century challenge is to meet the needs of all within the means of the planet". We congratulate Bundaberg Regional Council for taking the challenge head on with their commitment towards ECO Destination accreditation and hope that real, authentic change is implemented across the region for the future of our people, place and planet. We're inspired by those businesses that have already achieved ECO certification and we encourage all businesses to explore either ECO or Climate Action Certification with Ecotourism Australia in the year ahead. For us, this regional certification means creating and supporting a business environment where ecotourism business can thrive, and for the region collectively, to nurture and promote the values of continuous improvement, to adopt sustainable practices, not just in our organisation, but as a way of life here in Bundaberg, and we're excited to be working on this with Bundaberg Regional Council.

We have loved learning more from our Traditional Owners of the precious country that we all live, work and play on, as we've spent valuable time talking with our local First Nations people. We have worked with Gidarjil extensively, with their aspirations for cultural tourism at Mon Repos, with the Taribelang Aboriginal Corporation with the development of Taribelang Bunda Cultural Tours and Taribelang Cultural Aboriginal Corporation in nurturing the 'Wan'di' event partnership with the Windmill Café. This activity has been driven by our passionate team, wanting to nurture and empower cultural tourism experiences, as well as the desire to acknowledge culture respectfully in our organisation, and through our work. Further activity was made possible this year by the Year of Indigenous Tourism funding from the Queensland government, where we very gratefully had the support of Russell Boswell from Savannah Guides. Our entire team work wholeheartedly, with a sense of responsibility to the tourism industry and business community of the Bundaberg region. I am incredibly proud of the work we have delivered this year and my teams unwavering commitment to support our industry.

Whilst the year has been constantly challenging, the collective efforts of all involved, the strong partnerships nurtured and the positive contribution to the regional economy is something to celebrate.

Yours in tourism,



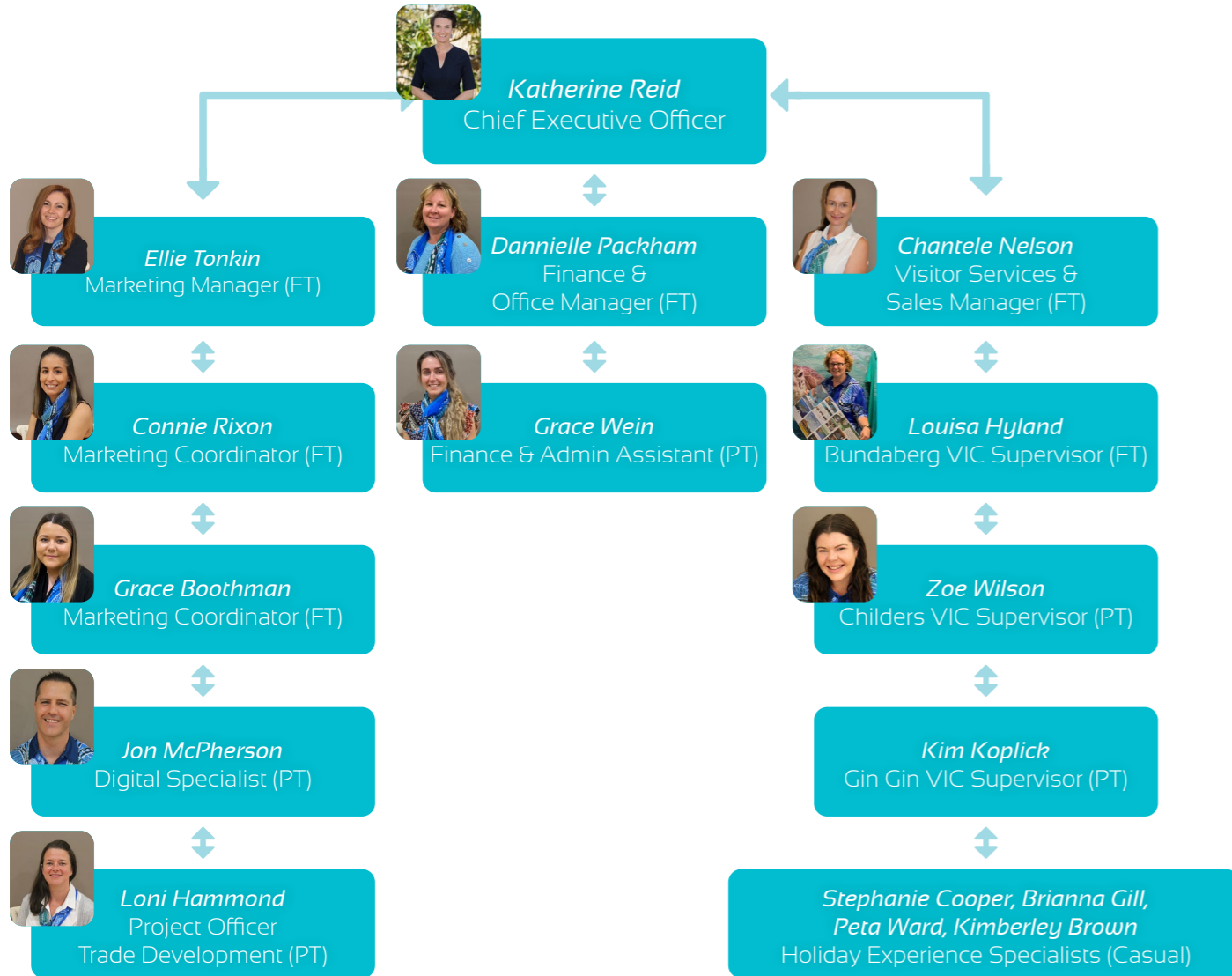
Katherine Reid
Chief Executive Officer



Committed Staff & Volunteer Team

Team BT is made up of a hard-working and passionate team of staff and volunteers who are motivated to make a difference for our tourism industry, our communities and the broader regional economy. With the upheaval of the tourism industry over the past 18 months, we have seen several staff members change industries and move from the region, with some new faces in the team as we came to the end of the 20/21 FY.

ORGANISATIONAL CHART (AT 30 JUNE 2021)



We extend our gratitude to the following team members that have left the organisation during the 2020/21 financial year:

Maddison Clerke	Marketing Assistant to April 2021
Demi Giovannoni	Holiday Experience Specialist to April 2021
Jessicah Mann	Administration Assistant to December 2020
Richeal Paige	Holiday Experience Specialist to July 2020
Barbara Ries	Holiday Experience Specialist to September 2020
Colin Stollery	Finance Manager to March 2021
Terri Taylor	Industry Relations Officer to May 2021
Sheryl Thompson	Finance & Office Manager to July 2020
Susan Trew	Holiday Experience Specialist to April 2021

OUR 2020/21 VOLUNTEER AMBASSADORS

Connie Battley, Janet Blackmore, Brett Burgess, Evelyn Bury, David Corfield, Micheal Geaney, Norma Jensen, Judith Mason, Lyn McCarthy, Peter Mulachy, Judy O'Donoghue, Moya Vanags-Lang, Sheona Webster-Gorrie, Sandi Bennett, Cassie Davies, Marie Robinson, Karen Lawson, Paula Lavender, Ngaire McRae, Angus Watson, Barbara Grimes

Engaged & Supportive Industry & Community



GOLD PARTNERS

The Windmill Café Bargara Budget Rent A Car

ACCOMMODATION PARTNERS

- 1770 Lagoons Central Apartment Resort
- AOK Riverdale Caravan Park
- Absolute Oceanfront Tourist Park
- Acacia Motor Inn
- Alexandra Apartments
- Alexandra Park Motor Inn
- Bargara Beach Caravan Park
- Bargara Blue Resort
- Bargara Gardens Motel and Holiday Villas
- Beachcamp Eco Retreat
- Big 4 Cane Village Holiday Park
- Bundaberg East Cabin & Tourist Park
- Bundaberg Park Village
- Bundaberg Spanish Motor Inn
- Burnett Heads Lighthouse Holiday Park (BRC)
- Burnett Riverside Hotel
- Campervan & Motorhome Club of Australia (CMCA)
- Caravan & Camping in Queensland
- Chalet Motor Inn
- Charm City Motel
- Childers Oasis Motel
- Childers Tourist Park & Camp
- Coral Coast Cottage Association
- Coral Villa Motel
- Don Pancho by the Beach
- Dunelm House
- Elliott Heads Holiday Park (BRC)
- Glenlodge Caravan Village
- Grand Mecure C Bargara Resort
- Great Keppel Island Hideaway
- Hill of Promise Winery & Mango Hill B&B
- Kalua Motel
- Kellys Beach Resort
- Koola Beach Apartments
- Lady Elliot Island Eco Resort
- Mango Tree Motel
- Manta Bargara
- Matilda Motel
- Miara Holiday Park (BRC)
- Midtown Caravan Park
- Mon Repos House
- Moore Park Beach Holiday Park (BRC)
- Moore Park Beach Motel
- NRMA Woodgate Beach Holiday Park
- Pacific Sun Motor Inn
- Palm Lake Resort
- Platypus Park Riverside Retreat
- Rockpool 4
- Rocky Point Retreat
- RV Lifestyle Village Oceanside

- Sandcastles 1770 Resort & Motel
- Sandcastles on the Beach Bargara
- Sugar Country Motor Inn
- Sunrise at 1770
- Takalvan Motel
- The Point Resort
- Villa Mirasol Motor Inn
- Woodgate Beach First National Real Estate

- Multiplex Sports & Conference (BRC)
- Mystery Craters
- Snakes Downunder Reptile Park and Zoo
- Splitters Farm
- The Old Pharmacy, Childers (BRC)

CULINARY PARTNERS

- Alloway Farm Market
- Allowishus Delicious & Berts
- Aust Chilli
- Bargara Berries
- Bundaberg Schmeiders Cooperage
- Bundy Juice
- Bundy Limes
- Casablanca on See (BRC)
- Cha Cha Chocolate
- Gin Gin & Dry
- Grunskes By The River
- HOTI - Healthy on the Inside
- HSG At the Gardens & Last Stop Convenience
- Kalki Moon Distilling & Brewing Company
- Mamminos Gourmet Ice Cream
- Meant To Bee Tranquil Apiaries
- Mollydookers Café & Bar
- Nana's Pantry
- Ohana Cider House and Tropical Winery
- One Little Farm
- Red Shed Seafood
- Spring Eats and Treats

ATTRACTION PARTNERS

- Amandine Lavender
- Australian Sugar Cane Railway
- Bargara Golf Club
- Bundaberg & District Historical Museum (BRC)
- Bundaberg Regional Art Gallery (BRC)
- Bundaberg Brewed Drinks - The Barrel
- Bundy Bowl & Leisure
- CHARTS (BRC)
- Clockwork Curiosities
- Escape Grid
- Experience Altitude
- Fairymead House Sugar Museum (BRC)
- Flying High Bird Park
- Hinkler Hall of Aviation (BRC)
- Kinnon and Co (Outback Pioneers)
- Moncrieff Entertainment Centre (BRC)

- Street Bean Coffee Bar
- The Picnic Basket
- The Pocket Storehouse
- The Seafood Smokery
- Tinaberries
- Vintners Secret Vineyard
- Water St Kitchen
- Waterview Bundaberg Limited

EVENT PARTNERS

- Green Room Events
- Oceanfest
- Woodgate Community Events

SERVICES & OTHER PARTNERS

- Artisans 4670
- Ascot Homes & Garages
- Ascot Realestate
- Associate Media
- Barolin Travel Bundaberg
- Bundaberg Broadcasters
- Bundaberg Canegrowers
- Bundaberg Chamber of Commerce
- Bundaberg Fruit & Vegetable Growers
- Bundaberg Motor Group
- Bundaberg Port Marina
- Bundaberg Regional Youth Hub
- Bundaberg Shuttle Service
- City Printing Works
- Coastline Realty
- CQU University Bundaberg
- Creative Regions
- Crush Magazine
- Daniel Reeves
- DGZ Chartered Accountants
- Earth Circle Gallery
- Fiona Macaulay
- Friendly Society Private Hospital
- Gateway Marina
- Hervey Bay Fraser Island Tourist Guide
- Hinkler Central
- Jaydes Ridge

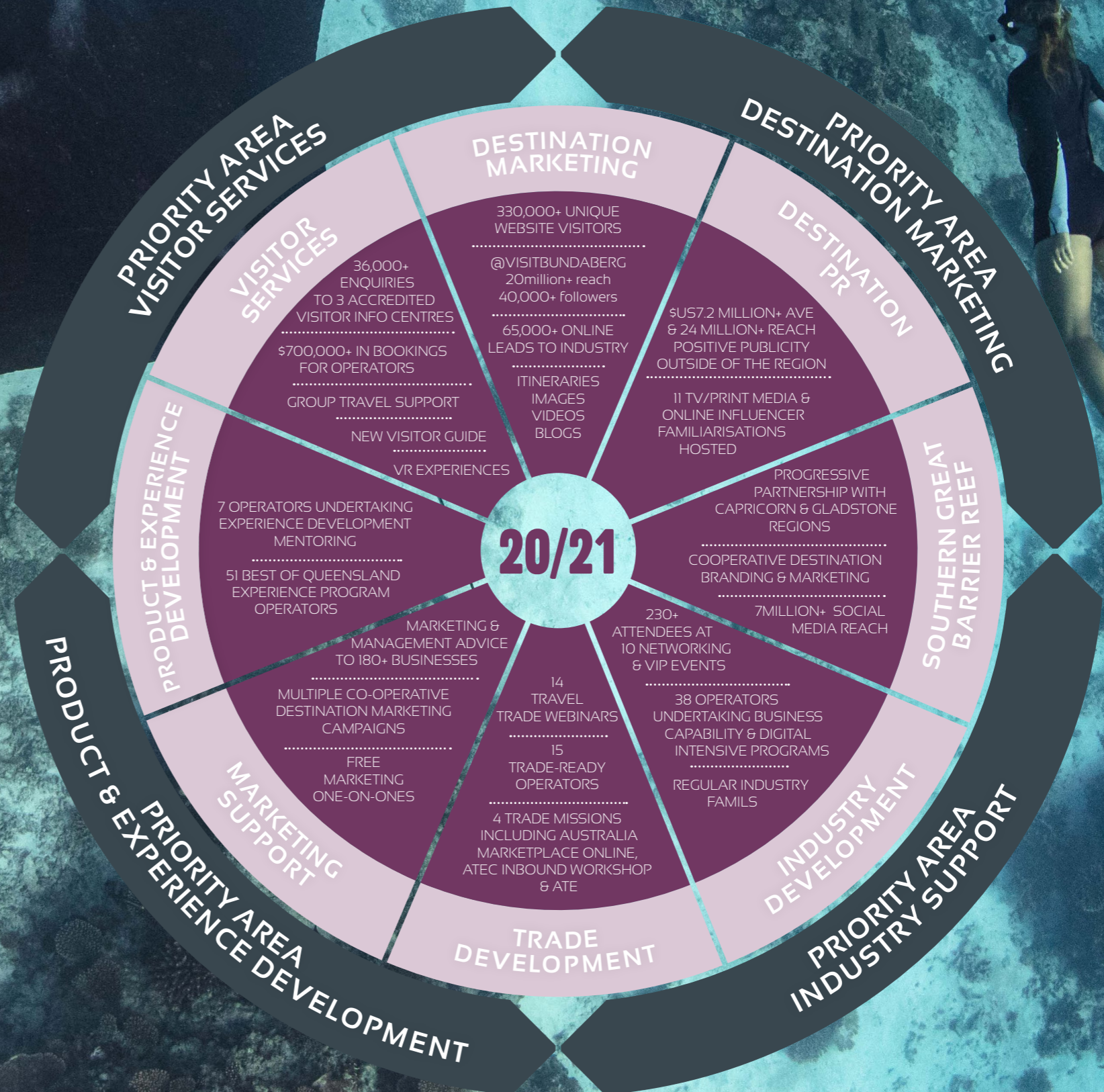
- Jim's Cleaning Services
- Le-Anne & Glen Allan
- North Burnett Regional Council
- Paul Beutel Photography
- Queensland Rail
- Regional Business HQ
- Rhys and Vanessa Kummerow
- Ross Peddlesden
- Sugarland Animal Hospital
- Tafe Queensland
- Takalvans
- Tayco Outdoor Advertising
- Teena Mammino
- The Friendship Force of Bundaberg Inc
- The Ideas Distillery
- The Property Styling Co
- The Waves Sports Club
- Time2Print
- Tribe Tropical
- Wonderland Movement
- Woodgate Beach Toys

TOUR PARTNERS

- 1770 LARC! Tours
- 1770 Reef Great Barrier Reef Eco Tours
- Agnes Water Beach Club
- Australian Sunset Safaris
- Bundaberg Coaches
- Bundy Ferry Company
- Bundy Food Tours
- Fraser Island Boat Charters
- Fun Over Fifty Pty Ltd
- Gladstone Region Tours
- Great Ocean Helicopters
- Hervey Bay Boat Club Inc
- Jo Jo's Day Tours
- Lady Musgrave Experience
- Littabella Alpaca's
- Mon Repos Turtle Centre
- Reality Cruises
- Spirit of Hervey Bay
- Tasman Venture
- Truansea Charters
- Turtle Town Scuba
- Undertow Surf & Kite



BUNDABERG TOURISM 2020/21 IN REVIEW









Destination Marketing

DESTINATION TOURISM PLAN STRATEGIC PRIORITY AREA - MARKETING & EVENTS

Bundaberg Tourism focuses on sharing remarkable, authentic visitor experiences that highlight the destinations point of difference in a crowded global marketplace, through targeted and strategic destination marketing.

With the COVID environment restricting visitation to domestic guests, and with intrastate and interstate destination marketing competition fierce, it was important for the Bundaberg Region to play to our strengths, stay true to our successful strategy while remaining flexible in the face of changing consumer trends and needs, and being proactive in a rapidly evolving environment. Our marketing strategy continued to focus on Great Barrier Reef, our food and drink icons and turtles, supported by a welcoming community, passionate operators and pristine natural environments.

ACTIVITY	RESULTS		
<p>BRC Tourism Partnership Agreement</p> <p>Present a unified and consistent brand for Bundaberg region and the Southern Great Barrier Reef to key target audiences, implementing an effective annual Destination Tourism Plan, in accordance with the Business Plan provided to Council; Provide a strong online presence for the destination.</p> <p>Operate as a destination marketing organisation to drive outside of the region visitation through year-round destination presence, seasonal campaign activity and delivery of destination marketing support for significant events, as per agreed marketing plan and budget.</p> <p>Develop, maintain, and distribute a suite of online and hard marketing resources and collateral for the promotion of the region.</p>	<p><i>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 strategic distribution of key printed marketing collateral. These activities drive significant benefits to the region by engaging travel intenders at multiple stages within the path to purchase in order to influence decision making.</i></p> <p>Destination Website</p> <ul style="list-style-type: none"> • 363,000+ unique visitors (+53.9% YOY) • 1,155,000+ page views (+49.7% YOY) • 7 min 33 sec average length of stay • 36,000+ referrals to operator websites (10% website traffic) • 29,000+ visitors to deals page (+70% YOY) • New format with integrated content on all pages continues to engage travel intenders <p>Consumer EDM (E-Newsletter)</p> <ul style="list-style-type: none"> • 10,600+ subscribers (25.4% yoy) • 12 strategic EDMs sent to high value traveller segments with above average engagement rates • 1 automated EDM sent to all Mon Repos Turtle Encounter ticket holders after purchase • 39.5% open rate (industry average 33.7%) • 13.4% click rate (industry average 5.0%) <p>Printed Marketing Resources</p> <ul style="list-style-type: none"> • 'Bundaberg Region Visitors Guide' - new 52 page glossy magazine • 40,000 copies distributed throughout the Australian VIC network and relevant consumer shows • All magazines and maps are available to view online on the destination website (see p23 for more details & to view) 	<p>Destination Blogs & Content Creation</p> <ul style="list-style-type: none"> • 37 new blogs, itineraries and listicles • 13 refreshed blogs, itineraries and listicles • 207,000+ blog readers (+161.9% YOY) • 4 destination photoshoots and 1000+ new images created • 1 destination videography project with 4 culinary videos and hours of destination footage created • Development of strategic content suites around themes including <ul style="list-style-type: none"> • Accessible Travel • Sustainability • Reef Health • Hinterlands - Childers & Gin Gin <p>External Digital Marketing Resources</p> <ul style="list-style-type: none"> • Management of Trip Advisor accounts for Bundaberg VIC, Childers VIC, Gin Gin VIC and Mon Repos Turtle Centre • Google listings for Bundaberg VIC, Childers VIC, Gin Gin VIC • Management of 101 destination ATDW listings including free attractions, parks, areas of interest and destination information feeding to up to 50 national websites including Queensland.com • Management of leisure and corporate YouTube channels • Management of corporate Facebook and LinkedIn channels 	<p>@VisitBundaberg Social Channels</p> <ul style="list-style-type: none"> • 20,195,000+ reach across social media (+359.2% YOY) • 40,495 social media followers (+29% YOY) • 174,000 engagements on posts (likes, comments, shares and click throughs) <p>DESTINATION CHANNELS</p> <p>bundabergregion.org</p> <p> @visitbundaberg</p> <p> @visitbundaberg</p> <p> Visit Bundaberg</p> <p>#visitbundaberg</p> <p>#tastebundaberg</p> <p>CORPORATE CHANNELS</p> <p>bundabergregion.org/corporate</p> <p> @bundabergtourism</p> <p> Bundaberg Tourism</p> <p> Bundaberg Tourism</p>
<p>BT Business Plan</p> <p>Cement Bundaberg's position as the start of the Great Barrier Reef – through content creation, brand awareness, GBR partnership activity.</p> <p>Grow the Summer campaign results by 10% (1 September – 30 March)</p> <p>Continue to grow Bundaberg brand awareness and drive leads to industry through 'Always On' strategy for the destination's digital channels. Increase engagement with new content that engages consumers at all stages of the traveller cycle.</p> <p>Increase available drive itineraries and themed journeys, amplifying to key drive markets</p>	<p><i>Bundaberg Tourism's integrated marketing 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.</i></p> <p>Summer Campaign (September 2020 – March 2021)</p> <p><u>Target Markets</u></p> <p>Geographics - South East Queensland & 400km Drive Distance</p> <p>Psychographics - Travelling with kids; 18-49 travelling without kids</p> <p><u>Channels</u></p> <p>Digital / Destination Website / Facebook / Instagram / EDM</p> <p><u>Key Results</u></p> <ul style="list-style-type: none"> • 6,500,000+ total campaign reach (+103.6% YOY) • 4,500,000+ social media reach (+103.6% YOY) • 110,000+ social media engagements • 207,000+ unique visitors to website (+39.3% YOY) • 21,000+ Leads to Operators (+136.6% YOY) • \$346,000+ bookings for operators 	<p>Culinary Campaign (April – August 2021)</p> <p><u>Target Markets</u></p> <p>Geographics - South East Queensland & 400km Drive Distance</p> <p>Psychographics - 18-49 travelling without kids; 50+ travelling without kids</p> <p><u>Channels</u></p> <p>Digital / Destination Website / Facebook / Instagram / EDM</p> <p><u>Key Results</u></p> <ul style="list-style-type: none"> • 24,800,000+ total campaign reach • 17,000,000+ social media reach (+768.8% YOY) • 8,200,000+ digital advertising reach • 620,000 influencer reach • 92,000+ social media engagements • 101,000 unique visitors to website (+95.3% YOY) • 5,290 Leads to operators 	<p>Hinterlands Campaign</p> <p><u>Target Markets</u></p> <p>Geographics - South East Queensland & 400km Drive Distance</p> <p>Psychographics - 18-49 travelling without kids; 50+ travelling without kids</p> <p><u>Channels</u></p> <p>Destination Website / Facebook / Instagram</p> <p><u>Key Results</u></p> <ul style="list-style-type: none"> • 175,000+ social media reach • 3000+ social media engagements • 6,800+ unique page views across campaign content • 6 minutes 29 seconds average length of stay on website • Over 230 images commissioned of 9 Childers operators (5 members, 4 non-members) • 7 individual stories & 1 itinerary created

ACTIVITY

BT Business Plan (continued)

Raise the profile of the region as a culinary destination (measured April August 2021).

Establish clear Taste Bundaberg Festival campaign benchmarks

RESULTS

Taste Bundaberg Festival Campaign

Target Markets

Geographics - South Easy Queensland & 400km Drive Distance
Psychographics - 18-49 travelling without kids; 50+ travelling without kids

Channels

Destination Website / Facebook / Instagram

Key Results

- 1,537,000+ social media reach
- 5000+ social media engagements
- Program distributed in Crush Magazine in partnership with Bundaberg Regional Council with readership of 30,000
- 592,000+ digital advertising reach + 0.08% click through rate (industry average 0.03-0.05%)

- 3 EDMs sent to 1,500+ subscribers with 34.6% average open rate and 4.8% average click through rate
- OOH banners along Bourbong St
- 1 media famil - Natascha Mirosch
- \$5,000+ AVE
- Random Acts of Tastiness local awareness campaign delivered with 6 local businesses participating

The Southern Great Barrier Reef (SGBR) is a cooperative destination marketing and development partnership between Bundaberg Tourism and the Regional Tourism organisations in the Gladstone (GAPDL) and Capricorn (CE) regions, encapsulating the southern gateway of the world heritage listed Great Barrier Reef.

@SouthernGreatBarrierReef Social Media Channels

- 6million+ reach across social media
- 70,000+ social media follower
- 250,000+ engagements on posts (likes, comments, shares and click throughs)

Southern Great Barrier Reef Consumer Campaign - June/July 2021

Target Markets

Geographics - South Easy Queensland
Psychographics - SINKS; DINKS; Couples; 18+ HVTs

Channels

Pedestrian TV / Facebook / Instagram / EDM

Key Results

- 95,575 social & site impressions (59.3% above forecast) + 267 engagements
- 70,715 RON roadblock impressions + 0.15% CTR (150% above industry benchmark)
- 36,043 display impressions (44.2% above forecast) + 1.3% CTR
- 11,640 page views to native content (+11.6% above forecast)
- Bonus EDM - 10,747 impressions + 157 clicks

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 influencer and operating familiarisations conducted in the Bundaberg Region in partnership with tourism partners, Tourism & Events Queensland and Tourism Australia.

Publicity

Media Coverage

- \$7.2million+ advertising value equivalency
- 24million+ people reached worldwide
- Destination coverage in publications including:
 - Escape (National print and online)
 - Australian Geographic
 - Australian Traveller
 - Holidays with Kids
 - Qantas Magazine & Qantas Travel Insider
 - Sunday Mail
 - Sydney Morning Herald
 - The Age
 - The Australian
 - Traveller (National print and online)
- UK publications including Sheilds Gazette & Herald Scotland
- Women & Home (UK)
- Yahoo! 7 Lifestyle
- Inclusion in Good To Go coverage including Pedestrian TV, Escape, Urban List, AWOL - Junkee
- Inclusion in Taste Farm Life (DAF) coverage including Pedestrian TV, Get Out With Kids, Families

Media FAMILs

- The EcoTraveller
- Londoner in Sydney
- Courier Mail / Escape
- Sunshine Coast Daily

TV Coverage

- Eat with Dan + Steph
- Ch7 Sunrise – live weather cross
- What's Up Downunder
- Ch10 The Living Room
- Ch9 Today Show – live weather cross
- Ch9 Today Show – live weather cross

Media Events & Engagements

- Annual partnership with TravMedia, a comprehensive platform trusted by travel PR professionals and media to network and share press releases, stories and ideas, as well as to collaborate and develop long-lasting relationships with journalists and trusted digital influencers.
- TravMedia's IMM Virtual meeting 16 journalists, editors and broadcasters one-on-one



ACTIVITY SPOTLIGHT

Southern Great Barrier Reef Content Creation Project

This year at Bundaberg Tourism we launched a dedicated Culinary Marketing Campaign aimed towards establishing the Bundaberg regions brand as a food and drink destination of choice and further enhance the regions reputation for its quality culinary offerings among Queenslanders.

To gain maximum impact and reach for the campaign, we strategically partnered with Tourism and Event Queensland's media agency, iMate, in order to leverage TEQ's already engaged audiences and tap into new ones.

Key Partners

- IMATE (Tourism & Events Queensland media agency)
- Hypetap Influencer Agency
- 22 x Bundaberg region operators (Member and non-member)
- 5 x local talent
- Paul Beutel Photography
- Associate Media
- Jess Marsellos

Key Activities

- 4 x hero videos
- New suites of culinary images
- 11 x blogs
- 5 x display ads
- 4 x influencers delivering 17 posts, 150 stories and 91,580 followers
- Social media paid advertising

Key Outcomes

- 24,800,000+ total campaign reach
- 17,000,000+ social media reach (+768.8% YOY)
- 8,200,000+ digital advertising reach
- 620,000 influencer reach
- 92,000+ social media engagements
- 101,000 unique visitors to website (+95.3% YOY)
- 5,290 Leads to operators
- Engaged 22 local operators throughout the campaign



ACTIVITY SPOTLIGHT

The Living Room

In partnership with Bundaberg Regional Council and Lady Elliot Island, Bundaberg Tourism hosted the renowned Australian vet Dr Chris Brown as he showcased the Bundaberg Region through Lady Elliot Island to more than one million viewers on Network 10's The Living Room over the Easter 2021 break.

Key Outcomes:

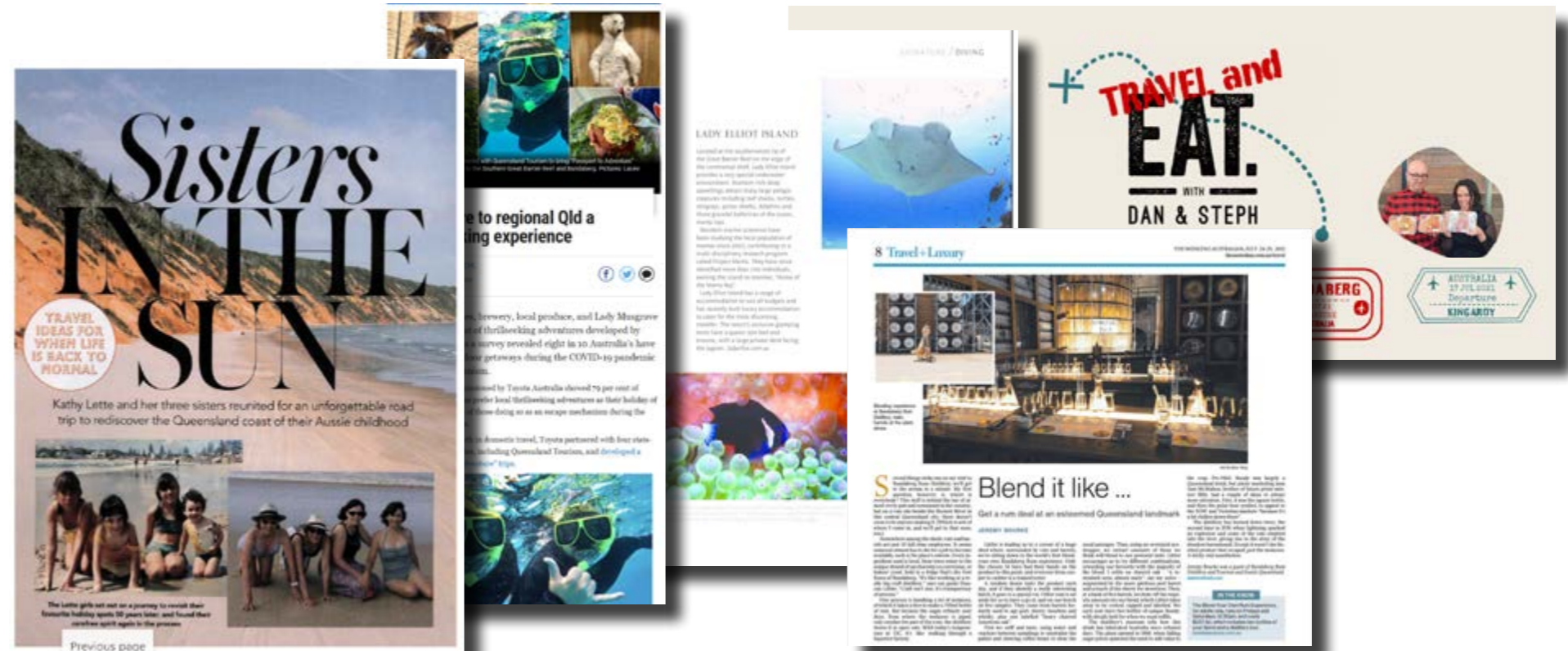
- Six minute segment on Channel 10's Living Room had an audience in excess of 1 million.
- Partnership between Bundaberg Tourism, Bundaberg Regional Council and Lady Elliot Island Eco Resort, with support from Bundaberg Rum Visitor Experience and Bundaberg Brewed Drinks
- National coverage provided extraordinary publicity for the Bundaberg Region and the Southern Great Barrier Reef
- Increase in web traffic on www.bundabergregion.org during the time it aired and over the weekend



View via the QR code or at facebook.com/livingroomtv



MEDIA COVERAGE



Product & Experience Development

DESTINATION TOURISM PLAN STRATEGIC PRIORITY AREA - PRODUCT & EXPERIENCE DEVELOPMENT

Visitors and looking for experiences that share the story of people, place and produce. The Bundaberg and North Burnett regions are humble, authentic and real and tourism helps to tell that story.

The Bundaberg Region aspires to be a destination of quality and authentic products, experiences and infrastructure that showcase the Bundaberg region, drive overnight visitor expenditure (OVE), deliver on the visitor experience and increase length of stay.

ACTIVITY	RESULTS
<p>BT Business Plan</p> <p>Encourage businesses to be a Best of Queensland Experience by facilitating and supporting the accreditation process— ensuring the destination has a strong presence</p>	<p>Destination ReviewPro Global Review Index (GRI) score of 87.86% <i>GRI scores are used to benchmark tourism operators, compare results against competitors and track the evolution of an operator's performance over time. GRI scores are based on review data collected from 175 online travel agencies (OTAs) and review sites in more than 45+ languages</i></p> <p>60% of regional operator identified as Best of Queensland Experiences</p> <p>51 businesses accredited as Best of Queensland Experiences (+31% YOY)</p> <ul style="list-style-type: none"> 4 businesses scoring 100 <ul style="list-style-type: none"> Bargara Beach Caravan Park <ul style="list-style-type: none"> Hinkler Hall of Aviation Grand Mercure C Bargara Resort Lady Musgrave Experience 17 businesses scoring 95 or higher 16 new businesses
<p>BT Business Plan</p> <p>Working with Bundaberg Regional Council towards Eco Destination certification with EAA</p>	<ul style="list-style-type: none"> EcoBiz audit completed and report recommendations implemented Partnered with Council to produce Sustainable Tourism ECO Destination brochure Supporting businesses to build awareness and implement procedures for environmentally, socially and culturally sustainable business operations. Created a Sustainability section on our Consumer website
<p>BT Business Plan</p> <p>Cultivate Culinary Tourism Experiences to integrate local food and drink, and the stories of local producers into every touch point for the visitor experience</p>	<ul style="list-style-type: none"> Macadamias Australia support with new Visitor Centre including launch, PR and marketing planning for 2021/22 FY Major Culinary campaign into SEQ (see Destination Marketing) First year of formal partnership with Bundaberg Regional Council to develop and promote the Taste Bundaberg Festival (see Destination Marketing) Promotion of culinary content and self-drive farm gate and cellar door trails across print and digital advertising

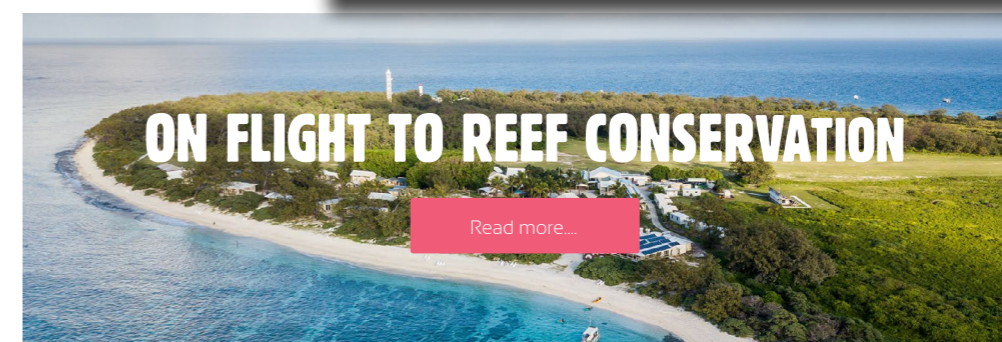
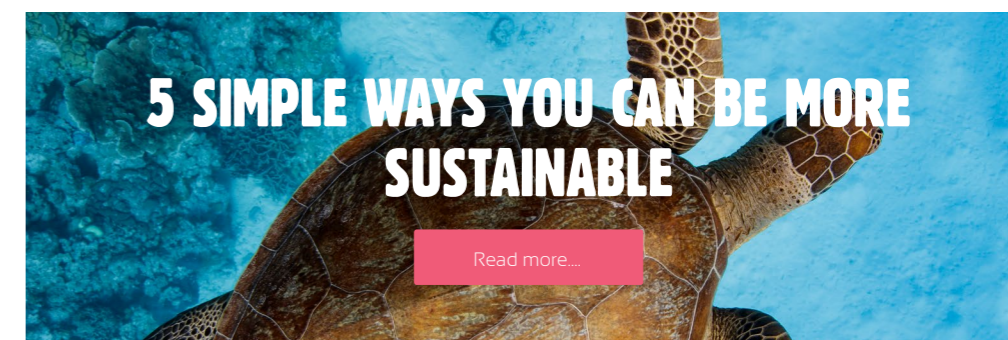
ACTIVITY SPOTLIGHT

Sustainability in the Bundaberg Region

Key Outcomes:

- Consumer-facing content promoting sustainability during their time in the Bundaberg region
- 15 operators and initiatives featured:
 - Lady Elliot Island (Advanced EcoTourism accredited)
 - Lady Musgrave Experience (Advanced EcoTourism accredited)
 - Kellys Beach Resort (Nature Tourism certified)
 - Austchilli
 - Alowishus Delicious
 - Bundaberg Rum Visitor Experience
 - Greensill Group
 - Kalki Moon Distilling & Brewing Co
 - Macadamias Australia
 - Ohana Ciderhouse
 - Sea Turtle Alliance
 - The Pocket Storehouse
 - The Windmill Bargara
 - Cut The Glow
 - Ecotourism Australia Destination Certification
- Dedicated blog content (both delivered and commissioned) to make a sustainable experience attainable for destination visitors

View the Sustainability page via the QR code or visit bundabergregion.org/sustainability



Product & Experience Development

ACTIVITY	RESULTS
<p>BT Business Plan</p> <p>Targeted Trade Development Program</p>	<p>Trade Trade Development Program & Support</p> <ul style="list-style-type: none"> Facilitated businesses to participate in the state gov't funded Tourism Business Capability Building Program (see Industry Support & Advocacy) Engagement of a Project Officer with a strong background in SGBR travel trade distribution and development Development of operator resources <ul style="list-style-type: none"> Accommodation Fact Sheet Template Tour Fact Sheet Template Accommodation Rate Sheet Template Tour Rate Sheet Template Domestic Trade Action Plan Development of regular Trade Blogs distributed to key trade-ready operators and industry Participation in key Industry Briefings including: <ul style="list-style-type: none"> Global Market Briefing Dec 20 North America Market Briefing April 21 SEA Market Briefing April 21 UK & EU Market Briefing May 21 ATEC Restart Roundtable May 21 <p>Travel Trade Distribution Resources</p> <ul style="list-style-type: none"> 14 Bundaberg region operators listed in the SGBR Trade Manual 4 Quarterly Trade EDM sent through SGBR partnership <ul style="list-style-type: none"> 1,464 domestic and international trade distribution subscribers 250 new contacts (+20.6% YOY) 26.4% open rate (down from 31.2% pre-COVID average) 3.6% click through rate (down from 5.2% pre-COVID average) Re-development of SGBR website to direct consumers to RTO websites SGBR images, presentations and visual assets updated 3 new SGBR itineraries for travel trade use <p>Trade Training Webinar Series</p> <ul style="list-style-type: none"> 12 webinars developed and delivered with Bundaberg's trade-ready operators engaging with more than 400 trade partners world-wide; 2 UK webinars in partnership with TEQ to Flight Centre and TrailFinders agents in the UK 1 Tourism Australia's Aussie Specialist Program webinar to retail travel agents in Germany with German-speaking BT and Lady Musgrave Experience representatives giving key product updates 1 webinar for Mobile Travel Agents (MTA) <p>Trade Sales Missions and Relationship Development</p> <p>Attendance at and comprehensive reporting to trade-ready operators</p> <ul style="list-style-type: none"> Australian Marketplace Online (Nov 2020) One-on-one virtual meetings with travel agents and buyers from Europe and the UK <ul style="list-style-type: none"> Attended by Bundaberg Tourism, Kellys Beach Resort, Lady Musgrave Experience and Lady Elliot Island Eco Resort Dedicated Bundaberg Sales Mission to Brisbane (February 2021) Planned and executed by Bundaberg Tourism to engage with 120 key contacts across Southeast Queensland for delivery of training and industry updates on the Bundaberg region across a series of appointments and networking functions <ul style="list-style-type: none"> Attended by Lady Musgrave Experience and Lady Elliot Island Eco Resort Supported by Bundaberg Rum, Villa Mirasol Motor Inn and Kellys Beach Resort <p>ATEC Southern Queensland Inbound Workshop (March 2021) Industry updates and presentations followed by B2B appointments with buyers and sellers;</p> <p>Australian Tourism Exchange (June 2021) Peak business-to-business tourism trade event organised by Tourism Australia, Hybrid format of in-person and virtual appointments to build relationships and do business with hundreds of key buyers domestically and internationally <ul style="list-style-type: none"> Attended by Bundaberg Tourism, Bundaberg Rum, Kellys Beach Resort Lady Elliot Island Eco Resort, Lady Musgrave Experience and Villa Mirasol. Delivery of considerable operator preparation support </p> <p>Industry Partnership Outcomes Proactive work with retail, online and wholesale travel trade to encourage the development of new itineraries and packages in the Bundaberg and SGBR regions <ul style="list-style-type: none"> MTA - Lady Elliot, Kellys Beach Resort contracted Intrepid Travel Group - itinerary and package negotiations underway Ignite (MyQldHoliday.com) - Bundaberg Rum Visitor Experience, Kellys Beach Resort, The Point, Lady Elliot Island Eco Resort contracted with Lady Musgrave Experience and Hinkler Hall of Aviation in progress <i>Note: Due to key destination products withdrawing from trade contracts, there were very limited opportunities to leverage the Good To Go campaigns which relied on conversion partners, as limited Bundaberg product was contracted and/or were unwilling to provide the 30-40% discounts plus commissions required to be part of campaigns</i> </p>



Congratulations

YOU ARE A NATIONAL INDUSTRY LEADER WITH THIS TYPE OF MARKET COMMUNICATION ABOUT REASONS TO VISIT YOUR DESTINATION

**NORM WHITE
ADVANCE TOURISM, VIC**

Visitor Information Centres

DESTINATION TOURISM PLAN STRATEGIC PRIORITY AREA - VISITOR EXPERIENCE

The visitor experience reflects a united Bundaberg region that delivers on the promise of our foundational pillars of sustainability, reef custodians and Taste Bundaberg.

Visitor Information Centres are a key element of the region's overall tourism investment. The Bundaberg, Childers and Gin Gin VICs continued to play a crucial role in informing and educating visitors; influencing visitor behaviour and trip decisions; contributing to economic benefits derived from tourism; inspiring community pride; and acting as a key touch point for locals.

ACTIVITY	RESULTS		
<p>BRC Tourism Partnership Agreement</p> <p>The RTO will be responsible for all costs associated with normal business operations (i.e. electricity, water, waste) at each of the three VICs and Council will be responsible for the reasonable maintenance of Council assets (i.e. Building) within approved budget.</p> <p>BT Business Plan</p> <p>Continue to deliver a high-quality accredited Visitor Information service with excellent customer service.</p>	<ul style="list-style-type: none"> Supported 36,496 visitor enquiries, with border restrictions impacting visitor numbers with a 18% decrease from previous year 34,000 booking transactions managed on behalf of our operators, generating over \$500,000 in direct bookings to operators Customer satisfaction survey introduced on iPad at all 3 VICs, with average of 92% satisfaction Volunteers supported the delivery of visitor information, through 6500 of volunteer hours Supplied over 1500 information packs for local community events and groups 	<ul style="list-style-type: none"> Bundaberg, Gin Gin, Childers Centres successfully achieved full accreditation maintaining Visit Queensland Audit requirements. The standards include specific criteria in the areas of: <ul style="list-style-type: none"> business and management business hours centre facilities staff and training networking information and displays; and signage and identification Presented to 9 primary and secondary schools to talk about tourism within the community 	<ul style="list-style-type: none"> Maintained a weekly Tourism Chat segment with Triple M to highlight experiences and events within the region and strengthen community engagement
<p>BT Business Plan</p> <p>Development and installation of a Virtual Reality Experience building the connection of experience with the consumer</p>	<ul style="list-style-type: none"> Bundaberg VIC secured funding to be 1 of 11 Queensland VICs to launch new Virtual Reality experiences for visitors, thanks to the Outback Tourism Infrastructure Fund, an initiative of the Queensland Government, Department of State Development, Tourism and Innovation. 	<ul style="list-style-type: none"> 2 x VR headsets & station installed 4 x films created covering the following experiences: <ul style="list-style-type: none"> Culinary Cania Gorge North Burnett Art Trail 	<ul style="list-style-type: none"> Childers Wildlife Experiences 1 x film commissioned covering Southern Great Barrier Reef experiences 25% of customers to BVIC using headset.
<p>BT Business Plan</p> <p>Continue an educational famil program for staff, ambassadors and front of house industry to upskill in local area knowledge – connecting with the overarching regional ambassador program.</p>	<ul style="list-style-type: none"> Delivered 6 local educational familiarisation tours for staff, volunteers and local industry, assisting people to talk about the local regions attributes with confidence, in partnership with and thanks to the following operators: 1770 LARC Tours, Alloway Farmers Market, Australia Whale Experience / Lady Musgrave Experience, Bundaberg Brewed Drinks, Childers Old Pharmacy, Gin Gin community, 	<p>HSG at the Gardens, Kalki Moon, Mon Repos Turtle Centre, Nanna's Pantry, Ohana's, One Little Farm, Platypus Park Riverside Eco Retreat, Pocket Storehouse, Snakes Down Under, Splitters Farm, Tinaberries, Visit Woodgate Beach</p> <ul style="list-style-type: none"> Avg. 10 x attendance 100% satisfaction rate 	<p><i>Note: Famil schedule impacted by COVID: with decrease of volunteer attendance due to impacts of COVID, and decrease of tourism operator attendance due to workforce shortage.</i></p>
<p>BT Business Plan</p> <p>Develop a visitor experience led regional ambassador program – focused on customer service, COVID Safe practices and policy, local area knowledge – tourism is everybody's business.</p>	<ul style="list-style-type: none"> Program development completed Funding opportunities to enable delivery currently in progress 		



Download the Visitor Guide via the QR code or visit bundabergregion.org/explore/travel-information



Industry Support & Advocacy

DESTINATION TOURISM PLAN STRATEGIC PRIORITY AREAS - IDENTITY AND INFLUENCE; UPSKILLING & TRAINING

The region's tourism industry will grow their capacity as a strong business community. Tourism unites the region through collaborative leadership and a sense of pride for the Bundaberg spirit of warmth, resilience and creativity.

Business as usual isn't a consideration in a post COVID industry, therefore our industry support has to be agile enough to move with the needs of the industry and deliver the right programs at the right time. We know economic recovery will be a long road and as Team Bundaberg, we need to be proactive, positive and focused to ensure that Bundaberg region businesses can take on the best in the world and win. And that the visitor experience and tourism value is a consideration in all economic development activity.

As an organisation, we continue to lead with integrity and compassion, creating leverage and mutual benefits for our stakeholders, our greatest advocates.

ACTIVITY	RESULTS
<p>BRC Tourism Partnership Agreement</p> <p>Adopt a proactive approach to securing additional funding, as required, to enable the partnership to deliver its agreed objectives.</p>	<p>Additional project funding achieved in 2020/21 was \$484,168.00, funding the following activity:</p> <ul style="list-style-type: none"> Marketing & PR for Food & Drink and the Southern Great Barrier Reef Cultural tourism development <ul style="list-style-type: none"> Event Marketing for Taste Bundaberg Festival An agri-tourism & food conference Regional leadership program
<p>BRC Tourism Partnership Agreement</p> <p>Build business capability, through industry development activity to enhance visitor experience and a strong, sustainable tourism industry for the Bundaberg region.</p> <p>BT Business Plan</p> <p>Enhance the capabilities of the tourism industry, through delivery of training and development opportunities.</p>	<p>Funded 18 businesses to participate in a three-month intensive digital coaching program including workshops and 1:1 coaching.</p> <ul style="list-style-type: none"> Bundaberg East Cabin & Tourist Park Bundaberg Park Village Bundy Limes Cha Cha Chocolate Don Pancho by the Beach Bargara Kellys Beach Resort Lady Elliot Island Eco Resort Lady Musgrave Experience Mamminos Gourmet IceCream Ohana Cider House Rocky Point Retreat Taribelang Bunda Cultural Tours Tinaberries Truansea Charters & The Seafood Smokery Villa Mirasol Motor Inn Woodgate Beach First National RE Windmill Café Bargara <p>Facilitated 20 businesses to participate in the state govt funded Tourism Business Capability Building Program.</p> <ul style="list-style-type: none"> Bundaberg Brewed Drinks - The Barrel Bundaberg Multiplex Sport & Convention Centre Bundaberg Rum Burnett Riverside Hotel C Bargara Resort Childers Eco-lodge Pty Ltd Coral Villa Motor Inn H2O Restaurant and Bar Kellys Beach Resort Lady Musgrave Experience Macadamias Australia Mundubbera Motel Ohana Cider House RM Williams Australian Bush Learning Centre Splitters Farm Stewart and Sons Coaches and Engineering Tinaberries TravelManagers Bundaberg Woodgate Beach Houses Villa Miroso Motor Inn <ul style="list-style-type: none"> Tailored marketing & PR support and training provided to members as required Toolkits and training provided to members in line with major BT and TEQ campaign activity to allow for maximum engagement
<p>BRC Tourism Partnership Agreement</p> <p>Provide strategic destination and industry leadership for the Bundaberg region, including partnering with regional, state and federal organisations and representing the interests of the Bundaberg Region.</p> <p>BT Business Plan</p> <p>Engage with industry stakeholders, as the lead tourism, marketing and destination development organisation</p>	<p>Membership & Industry Engagement</p> <ul style="list-style-type: none"> Increased membership numbers by 20% (to 185) driven by the waived membership fees for Bundaberg region businesses for the 20/21 FY as a COVID support measure – at the value of \$92,332. <p>Corporate Communications</p> <ul style="list-style-type: none"> Deliver fortnightly corporate edm with 34% open rate and 675 subscribers. 2,520 engaged followers on FB, increase of 13.3% or 295 new subscribers Further development of corporate blog with focus on communication with industry and community Ongoing commitment to COVID-responsive communication <p>including interpretation and dispersal of Government comms and directions, funding and support opportunities, advocacy</p> <p>Strategic Leadership & Partnerships</p> <ul style="list-style-type: none"> Actively partnered with Queensland RTOs for strategic leadership, destination marketing and industry support. CEO is engaged in the following groups, representing the interest of the Bundaberg region: <ul style="list-style-type: none"> Deputy Chair, Queensland Regional Tourism Network (elected by RTO colleagues) Director, Queensland Tourism Industry Council (elected by RTO colleagues) Member of Wide Bay Burnett Regional Community Forum <ul style="list-style-type: none"> Committee Member of Queensland Tourism Industry Business Capability Building Program Invited regional tourism advisor to the First Nations Tourism Working Group Queensland Tourism Workforce Steering Committee Queensland Nature Based tourism strategy advisory group Visitor Services Manager is engaged with the following: <ul style="list-style-type: none"> Queensland Information Centre Association Marketing Manager is engaged with the following: <ul style="list-style-type: none"> Creative Region board
<p>BT Business Plan</p> <p>Develop resilient leaders across industries to strengthen the regions capacity to bounce back and thrive.</p>	<ul style="list-style-type: none"> Developed phase 2 of program Awarded \$44,000 funding in June 2021 to deliver in 21/22, with the addition of a mentoring development program for phase 1 alumni.
<p>BT Business Plan</p> <p>Increase collaboration & networking across tourism industry and wider business community</p>	<p>Networking Events</p> <ul style="list-style-type: none"> 5 x Coffee Catch ups, avg. 13 members registered to attend (Bundaberg x 3, Childers, Bargara) 5 x Networking Events, avg. 42 attendees per event <ul style="list-style-type: none"> 1 x Bundaberg SGBR Trade Operators networking evening (11 attendees) 1 x SGBR Trade Operators networking dinner (35 total attendees including 10 Bundaberg representatives)

Governance and Reporting

Continuous improvement throughout governance and service delivery has underpinned BT's performance as an organisation. A commitment to ongoing improvement in all aspects of governance is a key enabler. The ASPIRE benchmarking program for Queensland's Region Tourism Organisation has demonstrated incremental progress over the previous three year period.

ACTIVITY	RESULTS
BRC Tourism Partnership Agreement Provide annual reporting of the performance of Bundaberg Region Limited and the active participation of its stakeholders as agree in the annual business plan.	<ul style="list-style-type: none"> Annual Report & audited financials delivered at Annual General Meeting on 17 September 2020 Quarterly updates of activity delivered to Council: 30 March 2021 and 9 November 2020 Monthly updates of activity delivered to Council representative
BT Business Plan Continually update the risk management and crisis management plans for the organisation.	<ul style="list-style-type: none"> Quarterly audit & risk committee meetings Crisis Management Plans updated throughout pandemic
BT Business Plan Continue to update and improve corporate governance procedures, including a review of BT's constitution.	<ul style="list-style-type: none"> Board skills matrix completed annually Achieved ASPIRE RTO benchmarks in 19/20 report Board Evaluation Survey completed annually
BT Business Plan Continue to review and update HR procedures on an ongoing basis, in line with best practice.	<ul style="list-style-type: none"> HR Manual continually updated with guidance from Ultons HR specialist. Employee satisfaction stable
BT Business Plan Follow industry approved COVID Safe Planning incorporating continual risk mitigation and best practice health direction.	<ul style="list-style-type: none"> Minimal disruption to business caused by COVID-19 to staff, customers and stakeholders Established working from home policies and cloud-based software so all staff have ability to WFH if and when needed. Initiated QLD Check in within 24 hours if it being established at all VICs Assisted businesses to understand and implement COVID Safe Practices

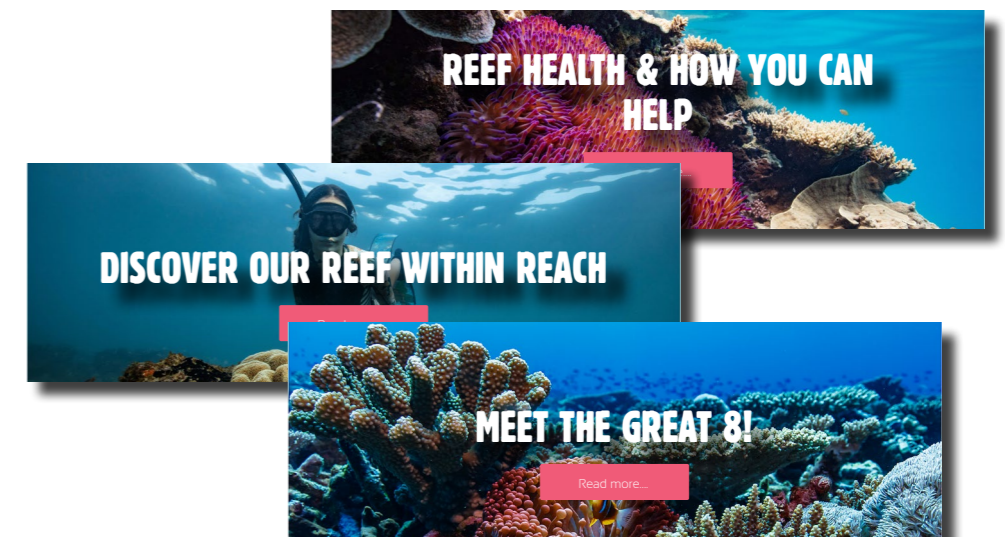
ACTIVITY SPOTLIGHT

Southern Great Barrier Reef Content Creation Project

Engaged Natalie Lobartolo, Marine Biologist and Master Reef Guide to inspire and inform visitors about the incredible reef experiences accessible from Bundaberg – a balance between combining education and marine biology with consumer needs/interest.

- 11 blogs created
- Image and video assets utilised
- Content integrated across website and blog
- Reached approximately 90,000 people throughout campaign

View the campaign assets via the QR code or visit bundabergregion.org/play/southern-great-barrier-reef





DESTINATION INFORMATION

bundabergregion.org

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 Visit Bundaberg

#visitbundaberg #tastebundaberg

CORPORATE INFORMATION

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 Bundaberg Tourism

