



BUNDABERG TOURISM

Volunteer Ambassador Handbook

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1. Introduction

WELCOME TO BUNDABERG TOURISM VOLUNTEER AMBASSADOR TEAM

Dear Volunteer Ambassadors,

Welcome to the Bundaberg Tourism team! We are absolutely delighted to have you join us as a Volunteer Ambassador. Your passion for our region and your willingness to share your time and knowledge are at the very heart of what makes the Bundaberg Region such a special destination for visitors.

As a valued member of our team, you play a vital role in creating memorable experiences for everyone who walks through our doors. Whether you're sharing local tips, helping someone plan their perfect day, or simply offering a friendly smile, your contribution helps shape the positive reputation of our region and supports our local tourism industry.

We are committed to supporting you every step of the way, providing training, resources, and a welcoming environment where your ideas and feedback are always appreciated.

Together, we can continue to showcase the very best of the Bundaberg Region and the Southern Great Barrier Reef.

Thank you for choosing to be part of our story. We look forward to working alongside you and celebrating the difference you make—every single day.

Sunny Southern Great Barrier Reef regards,

LHammond

Loni Hammond
Industry & Community Development Manager
Bundaberg Tourism

2. About Bundaberg Tourism

What We Do

Originally established in 1971 as a regional tourism and economic development body, today BT's key priority areas are focused on driving visitation to the destination, including:

- Destination Marketing
- Product & Experience Development
- Industry & Advocacy
- Visitor Information Services

BT is the peak tourism body for the Bundaberg and North Burnett, providing a strong collective voice for tourism for the region. We deliver an integrated brand, marketing, and destination development strategy across the region by working in partnership with the local tourism industry and businesses as well as key stakeholders such as Bundaberg Regional Council (BRC) and North Burnett Regional Council (NBRC).

Bundaberg Tourism (BT) is one of Tourism and Events Queensland's (TEQ) officially recognised Regional Tourism Organisations (RTOs), providing us with opportunities to leverage TEQ's destination marketing investment, as we strive to maintain a healthy and sustainable regional economy.

Our vision for the Bundaberg Region is to be known as a sustainable destination, where great care begins, with the collective assets of the Southern Great Barrier Reef, home of Australia's premier turtle encounters as well as Queensland's world-famous food and drink experiences at the heart of the community.

To deliver on this vision, we are guided by our strategic priorities. Providing a shared focus for our team, our ambassadors, members, and partners, ensuring that our work delivers real outcomes for the region. These below operational strategic priorities help us stay aligned, measure our progress, and keep our energy directed toward the initiatives that will have the greatest impact for our people, our place, and our industry.

- **Destination Brand & Marketing:** Building a powerful, consistent identity that inspires visitation, earns trust and drives conversion to our members
- **Destination Experience & Industry Engagement:** Creating unforgettable visitor journeys through empowered industry, inspired locals, and connected experiences.
- **Strategic Partnerships & Destination Advocacy:** Positioning the Bundaberg Region as a high-value tourism economy through bold advocacy, strong governance, and collaborative leadership.

Membership

Bundaberg Tourism is a membership based, not for profit organisation.

Members join Bundaberg Tourism to help build a prosperous tourism industry and to be a part of something bigger in #teambundaberg; Members can be a part of the destinations product offering on our website, holiday guide, map, marketing campaigns and have their brochures in our VICs, access our business and marketing resources, gain digital mentoring and support and network with other businesses

Bundaberg Tourism represents the regions of Bundaberg and North Burnett and supports its members.

We strive to be recognised for delivering excellent value for money to our members through high quality and cost-effective marketing, visitor servicing and industry development services.

Here at BT, we believe that membership is everyone's business. As ambassadors you play an integral role as the conduit between our members and the visitors that flock to our region every year. There is a new [Membership Prospectus](#) produced every financial year, and we encourage you to familiarise yourself with the levels and benefits of membership. Please ask if you have any questions about membership or our members.

BT Code of Conduct

(extract from HR Manual)

Purpose

This Code of Conduct outlines the standards of behaviour expected of everyone representing BT. It ensures our work is carried out with integrity, professionalism, and respect, reflecting both our obligations as a RTO and our commitment to living BT's values every day.

Scope

This policy applies to all employees (permanent, fixed-term and casual), contractors, consultants, interns and volunteers engaged with BT.

Our Values in Action

At BT, our values guide how we work, make decisions, and interact with others. This code connects those values to clear expectations:

- **Gratitude** – Appreciate and respect the people, place, and opportunities that make our region special. Acknowledge the contributions of colleagues, members, and community.
- **Trust** – Act with honesty, integrity, and transparency. Keep commitments and respect confidentiality.
- **Collaboration** – Work together with openness and curiosity. Share information generously and support others to succeed.
- **Leadership & Influence** – Be bold and innovative, using your role and voice to create positive impact for our organisation, industry, and region.
- **Agility & Creativity** – Be adaptable and resourceful. Seek new ideas and approaches while remaining aligned to BT's strategy and capacity.
- **Dynamism** – Bring energy, passion, and momentum to your work. Represent BT with professionalism and pride.

Expected Behaviours

All BT representatives are expected to:

- Treat others with courtesy, dignity, and respect at all times.
- Uphold a safe, inclusive, and harassment-free workplace.
- Protect BT's reputation by acting professionally, including when representing BT in uniform, at events, or online.
- Use respectful and professional communication, whether in person, by phone, or digitally.
- Declare and appropriately manage conflicts of interest.
- Use BT's resources, property, and information responsibly and only for legitimate purposes.
- Comply with all applicable laws, funding agreements, and BT policies.

You must not:

- Engage in bullying, harassment, discrimination, or victimisation.
- Misuse BT funds, assets, or confidential information.
- Represent BT publicly (including on social media) without appropriate authorisation.
- Accept gifts, benefits, or hospitality that could improperly influence your decision-making.

Responsibilities

- All staff, volunteers, and contractors are responsible for knowing, understanding, and living this Code.
- Managers and the CEO are responsible for modelling the Code and addressing breaches fairly and consistently.
- The Board is responsible for oversight and ensuring this Code reflects BT's mission, values, and governance standards.

Reporting Concerns

- Concerns about breaches of this Code should be raised with The Visitor & Community Engagement Coordinator, or the CEO
- Serious concerns (e.g., fraud, misconduct, or unlawful activity) may be raised under BT's Whistleblower Policy directly to the CEO.
- All reports will be treated confidentially and investigated fairly.

Consequences of Breaches

Breaches of this Code may result in disciplinary action, up to and including, cessation of volunteer engagement or cancellation of contract.

Culture of feedback

We are so grateful for your time and support at the Bundaberg Region Visitor Information Centres as Volunteer Ambassadors and we appreciate your perspective. If you see an area or activity that we could be improving in, as a team or an organisation, we encourage you to share with us in a constructive way. There are volunteer meetings monthly where you can do this in an open forum and we have an [Online Form](#) that can be accessed anytime.

Organisational Chart

Board – Our Board of Directors comprises volunteer industry leaders elected annually by our members at the AGM. The Board guides Bundaberg Tourism’s long-term strategic direction and ensures strong governance across all operations. Under our Constitution, both BRC and NBRC appoints a representative to serve as a Director, strengthening alignment, transparency and partnership between our organisations.

Staff – We are a small, high-impact team based at our Regional Tourism Office in Bundaberg East. United by pride in our people, place and produce, our team is driven to elevate the visitor economy, champion local operators, and create positive outcomes for our community.

Follow this link to meet the Board and staff: [Bundaberg Region - Meet Our Team](#)

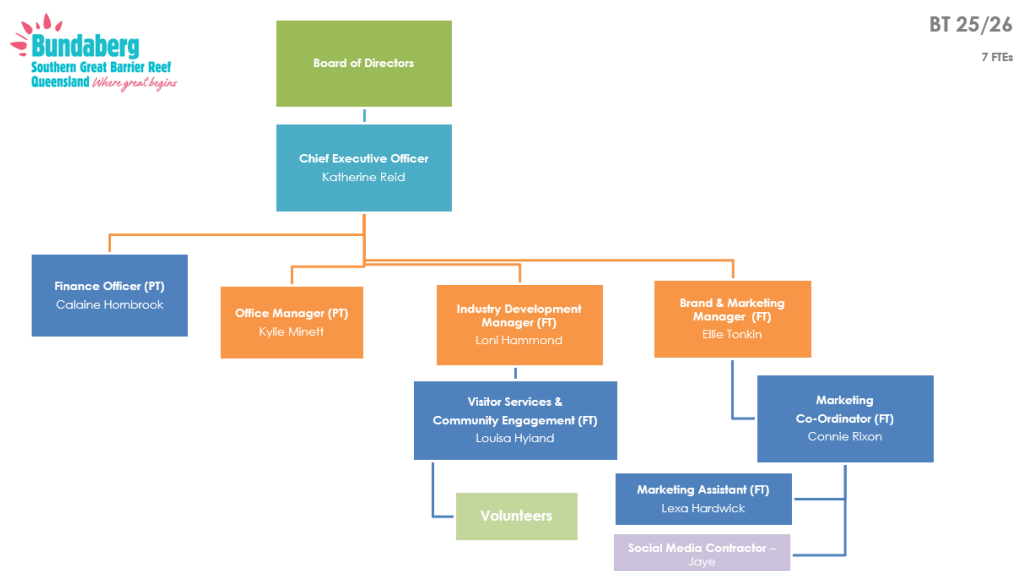
Ambassadors - Our Local Ambassadors bring the heart of the region to life. These passionate volunteers provide a warm welcome and meaningful local connection to visitors across the Bundaberg, Childers and Gin Gin Visitor Information Centres.

Membership - Our members are regional champions who invest in growing visitation, enhancing visitor experiences, and amplifying the profile of the Bundaberg and North Burnett across Australia and the world.

Partner Organisations – Tourism is a team sport, and Bundaberg Tourism is privileged to collaborate with a strong network of partners who amplify our impact. This includes our core funding and strategic partners (TEQ, BRC & NBRC), as well as media partners, community organisations, industry associations, and local leaders who help us deliver world-class visitor experiences.

We also work closely with the Childers Chamber of Commerce (CCC) and the Gin Gin Community Broadcasters (GGCB), who operate the Childers and Gin Gin Visitor Information Centres respectively. These partnerships ensure each centre reflects the authentic voice of its community and delivers exceptional service to visitors.

Together, this ecosystem of people underpins a connected, future-focused tourism network that drives regional pride, economic growth, and a best-practice visitor experience.



3. Visitor Information Services for the Bundaberg Region

Mission Statement

Enhancing a visitors stay by providing a warm, friendly welcome, proactively promoting the regions diverse tourism experiences & products with a strong knowledge of the local area, a passion for communicating, a thirst for continual improvement and a desire for the delivery of exceptional customer service at every touchpoint.

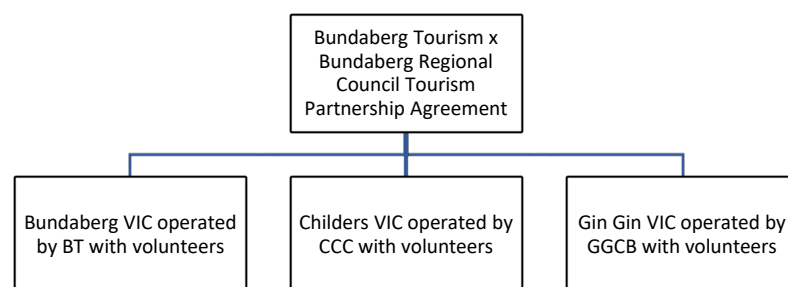
The service we provide and values we uphold will always be:

- **Timely** – Our staff and ambassadors will assist you as responsibly and as quickly as possible.
- **Courteous & Respectful** – Our staff and Ambassadors will always greet you warmly and engage in a positive, dynamic and respectful manner.
- **Correct** – Our staff and Volunteer Ambassadors will endeavour to provide accurate information with integrity, honesty and confidence.
- **Professional** – Our staff and Volunteer Ambassadors will strive to be up to date with information on the tourist attractions, operators and businesses in the local region.
- **Commitment** – Our staff and Ambassadors are community minded, passionate advocates for the region and dedicated to delivering exceptional visitor experiences.

Role of Visitor Information in the Bundaberg Region

BT has a strong working partnership with community groups, local, state and federal government departments, working together to build and maintain a healthy and sustainable regional tourism economy.

The Bundaberg Region welcomed more than 1.6 million visitors in 2024, spending more than half a billion dollars in our regional economy, and with your support, this number will continue to grow, building a stronger economy for the Bundaberg region.



Bundaberg Information Centre: The Visitor Information Centres are directly managed by the Industry Development Manager with support from the Visitor Services & Community Engagement officer.

Within the Hinkler Hall of Aviation
6 Mt Perry Road, Bundaberg Queensland 4670
Open Monday - Sunday 9am-3pm
Public Holiday Trading – 10am – 3pm
Closed New Years Day, Good Friday, ANZAC Day, Christmas Day and Boxing Day

Childers Information Centre: The Visitor Information Centre is managed by the Childers Chamber of Commerce with support from the Industry Development Manager and the Visitor Services & Community Engagement officer at BT.

Within the Palace Building
72 Churchill St, Childers QLD 4660
Open Tuesday - Friday 9am-2pm
Open Saturday 9am – 1 pm
Closed Sunday & Monday
Public Holiday Trading – 10am – 3pm
Closed Over Christmas period (eg 25 Dec – 2 January), Good Friday & ANZAC Day

Gin Gin Information Centre: The Visitor Information Centre is managed by the Gin Gin's Own 104.9 radio volunteers with support from the Industry Development Manager and the Visitor Services & Community Engagement officer.

Mulgrave St, Gin Gin QLD 4671
Open Monday – Friday 9am-3pm
Open Saturday & Sunday 9am – 2 pm
Closed Christmas Day – 28 December & New Years Day, Good Friday, ANZAC Day,

Rosters

BT provides an online 'Expressions of Interest form' for Ambassadors, including highlighting preferred days for rostering, and also preferred location – either Bundaberg, Childers or Gin Gin.

The EOI form is located on the publicly available website here:

<https://www.bundabergregion.org/corporate/volunteer-ambassador-application>

And then for any holidays or changes there is the [Online unavailability form](#).

The Visitor Services & Community Engagement officer produces the Ambassador roster for the Bundaberg VIC on a monthly basis and provides this roster, along with templates for Childers and Gin Gin in the Team Bundaberg Volunteer Ambassador SharePoint files online.

So that records can be maintained and for ease of supporting, BT requests that all rosters produced by the community organisations delivering Visitor Services (whether utilising the template or not) be saved in the Team Bundaberg Volunteer Ambassador SharePoint files online.

Role of Pop Ups

As part of Bundaberg Tourism's Visitor Information Services strategy, BT aim to activate what we call Pop Up VICs at local events and at certain locations during peak seasons. This enables us to connect with visitors where they are. When an event is coming up, we will reach out to volunteers to seek interest, developing a separate event volunteer roster for that event. If you think events are something you would enjoy, let us know.

Accuracy of information

Every interaction you have as a Volunteer Ambassador is a chance to showcase the very best of the Bundaberg Region and the Southern Great Barrier Reef. By sharing information that is **accurate, fair, and up to date**, you help visitors feel confident in their choices and proud of their experience in our region. This commitment reflects not only on Bundaberg Tourism, but also on our members, our community, and the State of Queensland, which provides our accreditation.

Visitors have many avenues to share feedback, positive or negative, so it's vital that every interaction leaves them with a welcoming and positive impression. To ensure this, please keep the following principles in mind when assisting visitors in our Centres:

1. **Stay neutral:** A Visitor Information Centre is not about personal opinion; it's about giving visitors the right information so they can make their own choices.
2. **Be collaborative:** We work closely with our neighbouring regions, especially Gladstone, Fraser Coast, Capricorn, and the North Burnett, to provide seamless, helpful advice.
3. **Be positive and professional:** Deliver information in a way that is unbiased, friendly, and uplifting.

If unsure of something, jump online and find out together with the visitor!

4. Training

Induction & Orientation

As part of induction and orientation, you will have 2-4 training day sessions. After this, if you are feeling comfortable, you will have your own shift.

Meetings

As part of the ongoing training and development of Ambassadors, BT carry out monthly meetings that include guest speakers, organisational updates and changes and the opportunity for ambassadors to provide feedback, share experiences and connect as part of Team Bundaberg.

BT visit the Childers and Gin Gin VICs bi-monthly to provide on the ground support to CCC and GGCB.

Famils

There will be a variety of opportunities to be involved in Ambassador familiarisation tours, or 'famils,' which allow you to experience tourism products in the Bundaberg region first-hand. By attending these, you are continually building your product knowledge while also networking with other Ambassadors and members of Bundaberg Tourism.

As a Bundaberg Tourism Volunteer Ambassador, you are required to attend meetings and famils as part of your ongoing training and commitment to Team BT. If a famil falls on your rostered day on and you'd really like to attend the famil,

please post in our Facebook group to see if another volunteer can cover your shift. If the shift cannot be filled, we will work with you to find an alternative opportunity for you to experience this attraction.

Famils (short for “familiarisations”) are a valuable way to learn about the region. Staff and Volunteer Ambassadors are encouraged to participate in visits, trips, and meetings to familiarise themselves with the tourism products and services of our region. Group famils are organised on a quarterly rotation, and participation is encouraged as part of your ongoing training and to ensure you are meeting the requirements of your role.

Importantly, when attending a famil, please remember:

- **You are representing Bundaberg Tourism.** Your conduct reflects on our organisation, our members, and the region as a whole.
- **Be respectful and show gratitude.** Operators and businesses often donate their time, expertise, and hospitality to host famils. Always extend thanks and appreciation to them for their generosity.
- **Make the most of the opportunity.** Be attentive, ask questions, and absorb the experience so you can share what you’ve learned with visitors in a genuine and helpful way.

Many of these experiences are donated by the operators or businesses you visit, so there is no cost to you other than your time. On occasion, Bundaberg Tourism may also supply transport to access these experiences.

Every famil is not just training, it’s also a celebration of community pride, building stronger connections between Ambassadors, our tourism operators, and the region we are proud to share with the world.





Bundaberg Region Welcomes You Program


As a BT Volunteer Ambassador, we appreciate your support in completing the Bundaberg Region Welcomes You Program (WYP). This has been developed to inspire and educate locals welcoming guests to become proud hosts and deliver exceptional experiences so that our guests become passionate advocates for our region.

The Bundaberg Region Welcomes You Program is a five-module learning program covering topics including world-class hosting principles; accessibility and inclusion; storytelling; and regional specific content on our Aboriginal and Torres Strait Islander Peoples culture and environmental sustainability, and local experiences and tourism products.

What you’ll learn

There are five modules in the online program covering topics such as

-  World-class hosting principles to deliver exceptional service.
-  Accessibility and inclusion, ensuring everyone feels welcome.
-  Storytelling that brings our region to life.
-  Regional insights, including our Aboriginal and Torres Strait Islander culture, and environmental sustainability.

 Local experiences and tourism products.

The five modules vary in length from 5 to 40 minutes to complete and the overall course duration should take approximately 1.5 hours.

What you'll gain

- ✓ Increase your knowledge of our region to create stories and unique experiences to share with guest.
- ✓ Be recognised as a regional host and an important part of a broader Queensland network of welcoming hosts.
- ✓ Receive a certificate of completion to use in promoting your regional host status and part in the network of hosts Queensland-wide.

Note about the Bundaberg Region Welcomes You tool: this was created as part of a Queensland government funded project. We know there is so much more information that it could have on it and are aiming to source further funding each year to enable us to continually update. When undertaking the program, if you have suggestions for future additions, please share them with us [here](#)

5. Health & Safety

Emergency procedures

Bundaberg VIC

You will be inducted to Hinkler Hall of Aviation's Emergency Procedures at your orientation.

Childers VIC

You will be inducted by BRC CHARTS Emergency procedures.

Gin Gin VIC

Is managed by Gin Gin's Own 104.9

Insurance

Adequate insurance for volunteer accident/injury in the workplace is provided through Bundaberg Tourism. A copy of the insurance policy and certificate of cover is available on request.

ACCIDENT or INJURY

Your Centre will provide a well-maintained First Aid Kit for minor injuries. Should a more serious injury occur, the Volunteer Ambassador should immediately refer the injured person to the centres management organisation, BT for Bundaberg, CCC for Childers and GGGCB for Gin Gin or dial 000.

Personal Contact Details

From time-to-time incidents occur and it is necessary that all Volunteer Ambassadors provide BT with up-to-date contact details of suitable persons to be notified in the event of an emergency. All incidents that may occur during your shift, staff need to be made aware of.

Volunteer Ambassadors are responsible for keeping BT informed of any change in these details as they may arise.

This information will always remain strictly confidential and will only be used in an emergency.

6. Leaving or terminating your Bundaberg Region Ambassador position

We understand that circumstances change, and sometimes volunteers need to step back from their role. Either you or Bundaberg Tourism may decide to bring your volunteer service to an end.

If you ever feel dissatisfied in your role, we encourage you to talk it through with the organisation managing the operations of the Visitor Centre you volunteer with, or Bundaberg Tourism. Often, a simple conversation can resolve issues or help find a solution that works for you.

If you decide you are no longer able to continue as a Volunteer Ambassador, please let us know by speaking with the organisation managing the operations of the Visitor Centre you volunteer with. While two weeks' notice is appreciated, we understand that this isn't always possible.

When finishing your time with us, we kindly ask that you return your uniform and name badge, as these remain the property of BT and if appropriate can be re-used for other volunteers.

Most importantly, we want to thank you for the time, energy, and heart you have given to representing the Bundaberg Region and the Southern Great Barrier Reef.

Your contribution makes a real difference!