

GAPDL Membership Prospectus

2020/2021

   @gladstoneregion  Visit Gladstone Region  gladstoneregion.info  G.A.P.D.L

#gladstoneregion #visitagnes1770 #southerngreatbarrierreef



GAPDL[®]
The Gladstone Region

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



ABOUT US

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

VISION STATEMENT

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

THE REGION

Gladstone Area Promotion and Development Limited (GAPDL) is the official Regional Tourism Organisation (RTO) for the Gladstone Region. Our footprint spans from Ambrose to the north, to Rosedale on the Discovery Coast in the south, east out to the Southern Great Barrier Reef and west to the ranges of Krombit Tops National Park.

As the gateway to the Southern Great Barrier Reef, the Gladstone Region contains some incredible natural wonders, including Heron Island, Masthead Island, North West Island, Wilson Island and Lady Musgrave Island.

SUCCESS THROUGH PARTNERSHIPS

The 2020-2021 financial year presents the Gladstone Region and organisation with some unique and unprecedented challenges and opportunities.

Our Region possesses some extraordinarily beautiful natural attractions and it is our mission to promote the Region to attract an increasing number of visitors. As well as increasing visitation and of course expenditure in our Region, we are also focusing on the 'Holiday Here This Year' campaign and encouraging our Gladstone Region residents to explore and discover more in our own backyards.

We are here to support our GAPDL members and to help their businesses prosper and grow through our promotion of the Gladstone Region.

Recently we announced a half-price membership from 1st July 2020 - 30th June 2021 to support our members and we encourage you to reach out to our organisation for advice and assistance whenever you need to.

GAPDL are looking to prosper through partnerships and we value your input and suggestions on how we can improve our offering to the Region's businesses and tourism operators.

Being a membership based organisation, GAPDL are only as strong as our Members so we are here to assist you on your journey and are looking forward to partnering with and promoting your business for not just the year ahead, but many years to come.

- Gus Stedman, CEO GAPDL



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

Our fantastic Region will be tested throughout this year as we overcome challenges as a result of the COVID-19 health emergency, but we are a resilient community and will we bounce back once again.

During this time GAPDL remains committed to showcasing the vast wonders of our beautiful region to not only our nation, but the world.

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

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

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

- Matt Burnett,
Mayor Gladstone Region

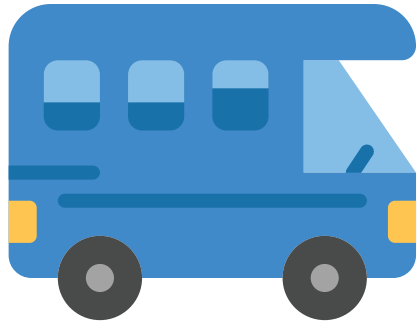


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2019-2020 IN REVIEW

Visitation



494,000

DOMESTIC VISITORS

1,490,000

DOMESTIC NIGHTS

3

NIGHTS
DOMESTIC
LENGTH OF STAY



54,000

INTERNATIONAL VISITORS

236,000

INTERNATIONAL NIGHTS

4.4

NIGHTS
INTERNATIONAL
LENGTH OF STAY

Visitor Expenditure (Year ending December 2019)



\$244M

DOMESTIC

\$409 SPEND PER VISITOR
\$123 SPEND PER NIGHT

\$15M

INTERNATIONAL

\$308 SPEND PER VISITOR
\$74 SPEND PER NIGHT

Cruise Ships

36 CRUISE SHIPS
TO DATE

11 CRUISE SHIPS
IN 2019/2020

62,000 PASSENGERS
& CREW



Visitor Information Centres



30,000 + VISITORS

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

Total Web Traffic



123,306

visitor sessions on our
website gladstoneregion.info

Social Media Followers



23,853

SOCIAL MEDIA FOLLOWERS



COMMUNITIES FOR CHILDREN

As a GAPDL member, you will have the opportunity to support and participate in programs that Communities for Children provide, strengthening the Gladstone Region as a great place to live.

For the past sixteen years, GAPDL have been the Facilitating Partner of the Communities for Children (CfC) project in the Gladstone Region.

The Communities for Children project supports our Region through early intervention and prevention programs aimed at children 0-12 and their families.

The project also supports local workers by providing the latest professional development right here, at home!



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

FUNDING

- Funding of Evidence Based Programs as assessed by the Australian Institute of Family Studies
- 1,628 clients in 12 months
- 14 Parenting Programs
- 6 Community Engagement Events
- 5 Professional Development Programs
- 1500 My Safety Steps resources distributed
- 180 Safe Sleep Space resources distributed



- www.facebook.com/grc4c
- c4admin@gapdl.com.au
- 105 Toolooa St, Gladstone



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

MEMBERSHIP TERMS AND CONDITIONS

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

TOP 8 REASONS TO BE INVOLVED

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

**benefits vary depending on membership level*



MEMBERSHIP BENEFITS

Website listing on GladstoneRegion.info

A full product listing for your business on GladstoneRegion.info that attracts thousands of visitors, is available to all GAPDL members.

Australian Tourism Data Warehouse

The Australian Tourism Data Warehouse (ATDW) is the national database that stores over 35,000 Australian tourism products. These products are then distributed on up to 150 different websites including GladstoneRegion.info, SouthernGreatBarrierReef.com.au, Queensland.com and Australia.com! The Queensland.com website receives over 500,000 visitors per month

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

GAPDL Member Portal

All members have access to a GAPDL Online Membership Portal. Member can access business resources, a media hub, submit member to member offer, holidays deal and much more.

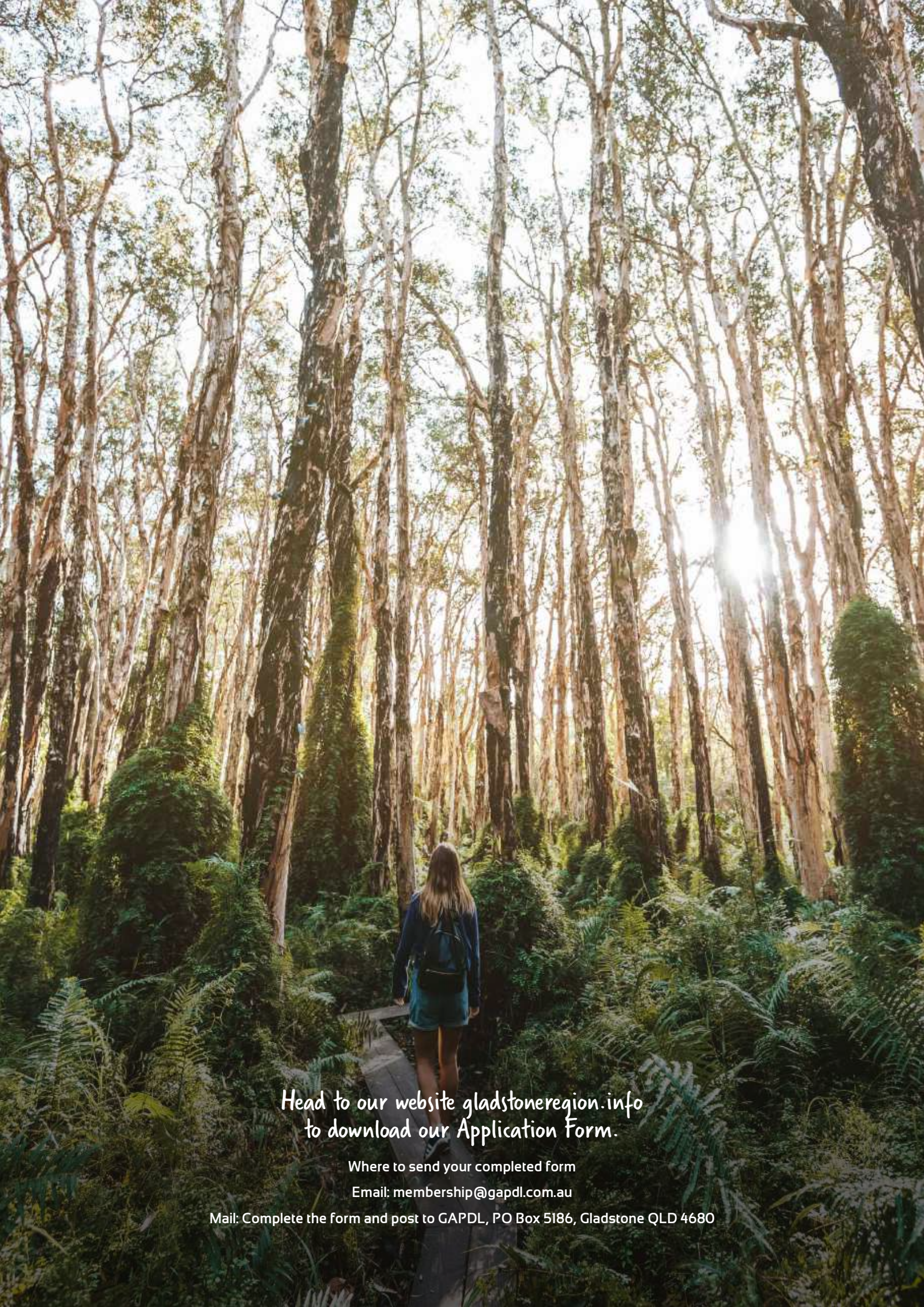
Visitor Services

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

MEMBERSHIP PACKAGES

*Terms and conditions apply. ^ATDW listing may be required to participate.

GAPDL Membership Benefits	Gladstone Region Supporter	Business Essentials	Marketing Partner
GENERAL BENEFITS			
Subscription to monthly industry and consumer newsletters	✓	✓	✓
Discounted Yaralla Lifestyle Package and Qantas Club	✓	✓	✓
Invitation to attend business enterprise and networking events at discounted rates	✓	✓	✓
Voting entitlements at the Annual General Meeting	✓	✓	✓
BUSINESS SUPPORT BENEFITS			
Ability to provide member to member deals via online portal	✓	✓	✓
Access to member portal with marketing and business support resources	✓	✓	✓
Support services including business logistics, marketing and letters of support	✓	✓	✓
A \$50 subsidy for listings on Australian Tourism Data Warehouse (ATDW)	✓		
Opportunity to provide relevant content for monthly Industry News - subject to approval	✓	✓	✓
Invitation to attend industry development workshops	✓	✓	✓
VISITOR INFORMATION CENTRES			
Ability to provide famil opportunities to GAPDL staff and volunteers	✓	✓	✓
Brochure distribution in three Visitor Information Centres (1 brochure per member)	✓	✓	✓
An allocation of visitor resouces including Gladstone Region maps	✓	✓	✓
Opportunity to supply appropriate video footage for display in VIC's		✓	✓
Ability to sell relevant product in VIC's and on gladstoneregion.info (via Bookeasy)*		✓	✓
Opportunity to submit monthly product updates to VIC staff and volunteers		✓	✓
CONSUMER MARKETING			
Business listing on gladstoneregion.info	✓	✓	✓
Opportunity to advertise in destination marketing collateral at reduced members rates*		✓	✓
Opportunity to request use of Gladstone Region and Southern Great Barrier Reef logos*		✓	✓
Opportunity to submit online holiday deals on gladstoneregion.info*		✓	✓
Access to Gladstone Region image library		✓	✓
Eligability to participate in Gladstone Region marketing campaigns (domestic and international)*^		✓	✓
Eligability to participate in Southern Great Barrier Reef marketing campaigns (domestic and international)*^		✓	✓
Digital marketing opportunities such as blog and newsletter features		✓	✓
Full listing on Australian Tourism Data Warehouse (ATDW)		✓	✓
TRADE MARKETING			
Eligability to participate in sales missions, trade mentoring and trade shows*			✓
Eligability to be involved in Southern Great Barrier Reef trade campaigns (domestic and international)*			✓
Opportunity to submit relevant content for Southern Great Barrier Reef trade manual and quarterly newsletter*			✓
Opportunity for product to be promoted by GAPDL staff to key distrubution partners (ITOs wholesalers, TEQ & TA)*			✓
Opportunity to participate in international trade and media famils*			✓
Opportunity to join the regional stand at relevant trade shows			✓
Regular Price	\$295	\$495	\$770
Your investment for GAPDL Membership in 2020/21	\$147.50	\$247.50	\$385



Head to our website gladstoneregion.info
to download our Application Form.

Where to send your completed form

Email: membership@gapdl.com.au

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