

Gladstone Region

2025/2026

MEMBERSHIP PROSPECTUS





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

Position the Gladstone Region through promotion and development of tourism, lifestyle and liveability to the benefit of members and the community.

THE REGION

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, Lady Elliot Island and Lady Musgrave Island.

Our footprint extends from Ambrose to the north, 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.

Inspiring the Gladstone Region

As we step into another exciting year, we extend a heartfelt welcome to all prospective and returning members, our valued partners in shaping the future of the Gladstone Region.

This past year has been one of development, progress and shared success. The Gladstone Region is stronger than ever, and that strength comes from the unwavering support and contribution of our local businesses and tourism operators. You are the heart and soul of this region and the driving force behind everything we do.

GAPDL, alongside the broader tourism community, continues to proudly lead the charge in positioning our region as a premier destination within the stunning Southern Great Barrier Reef. From our unspoilt coastline and lush national parks to welcoming communities and inland views that continue to surprise, the Gladstone Region offers the kind of authentic, slow-paced experiences visitors are actively seeking. And it is our members who bring these experiences to life.

Over the past 12 months, we have welcomed national and international media, trade and cruise representatives into the region, rebuilding key relationships and unlocking new opportunities for our operators. We have strengthened partnerships with councils, government and industry stakeholders. Above all, we have kept our members at the centre of every initiative.

Championing local businesses and lifting operators up remains our top priority in everything we do.

Through our work with Communities for Children, GAPDL is also playing an active role in supporting local families and strengthening community connections. By delivering programs that promote wellbeing, development and opportunity, we are helping to ensure that the Gladstone Region is not just a great place to visit but an even better place to live, work and stay.

Our footprint stretches from Ambrose in the north to Rosedale in the south, west to the ranges of Krombit Tops and east to the reefs and waters of the Coral Sea. We are proud to represent such a diverse and vibrant part of Queensland, one that continues to inspire, surprise and deliver unforgettable experiences in a truly slow-paced, untouched setting.

As a membership-based organisation, we know our greatest strength is our members. Every campaign, every initiative and every conversation is guided by our commitment to support you. When you join GAPDL, you are not just becoming a member, you are joining a connected and collaborative community dedicated to growing the future of our region.

Whether you have been part of our journey for years or are considering joining for the first time, we are excited about what lies ahead. Let us continue building momentum, delivering meaningful outcomes and shining a light on everything that makes the Gladstone Region truly special.

We are proud to represent you and even prouder to walk alongside you.

Robert Gibb, GAPDL Chair



MEMBER PERKS {TIERED PACKAGES}

Member Testimonials

01

Opportunity to be involved in targeted international, domestic and local cooperative marketing campaigns

02

Tap into the 35,000+ visitors that come through the Visitor Information Centres & Hubs each by displaying your brochure and promotional video on centre TV's with your product bookable online or over the counter

03

Invitation to attend exclusive industry networking events, Sponsorship opportunities, Member Days and and business development opportunities such as workshops and mentoring

04

Contribute to the economic prosperity of our community

05

Members of GAPDL and their employees have exclusive access to discounted Yaralla Lifestyle Memberships which include unlimited golf, tennis, squash, aquatic and cinema access.

06

Stay up-to-date with the latest Industry News with our monthly newsletter, promote your own news or event and discover new opportunities for your business

07

Social Media packages and Event Management services available for members. Please enquire directly to GAPDL

08

Hold an Australian Tourism Data Warehouse (ATDW) listing. This national database tours over 35,000 tourism products which are shown on 150+ websites including: gladstoneregion.info, southerngreatbarrierreef.com.au, queensland.com. The Queensland.com website receives over 500,000 visitors per month



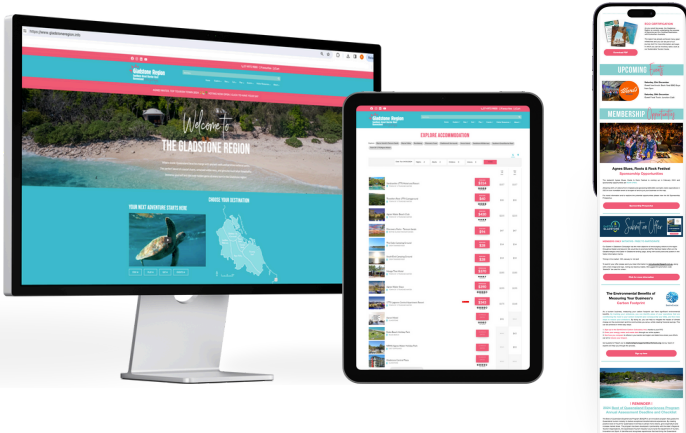
"GAPDL has supported us from day one, even before we launched. As newcomers to the tourism industry, their guidance was invaluable to our growth. They assisted us in understanding the tourism landscape, getting trade ready and navigating our pathway to becoming a High Standard Tourism Operator. Through mentoring, training seminars, educational events and media opportunities, they have provided us with the necessary tools to turn our reef products into transformational experiences."

CARMEN BOLTON
DIVE SPEAR AND SPORT @ 1770



"Since opening in 2022, Ward's Brewery has thrived with GAPDL's support. Their workshops, promotions, and Information Centre referrals bring visitors through our doors. We truly appreciate GAPDL's genuine interest in our business and community, and we're proud to be part of Gladstone's tourism story alongside them."

MICHAEL COMLEY
WARD'S BREWERY





COMMUNITIES FOR CHILDREN

You may not be aware, but GAPDL have a second portfolio – Communities for Children. While the Tourism team work hard to promote and support businesses, activities and events in the region, the Communities for Children team work hard to promote and support the services and opportunities available for parents and carers around the job of raising children. We believe that a region that works hard to develop a culture of inclusion and support for the people living there, is an attractive region to visit. Whether visitors are coming for a holiday or for work, being welcomed by the locals always makes for a great experience.

GAPDL are contracted by the Federal Department of Social Services and are known as the Facilitating Partner for the Communities for Children (CfC) project. The CfC staff are tasked to stay connected to all sectors relevant to children pre-birth to 12 years, identifying gaps in services and/or new emerging needs for our community. They then subcontract organisations or individuals – known as Community Partners – to deliver programs and services to meet the identified needs.

We are very thankful for the Federal funding however we are also aware that the needs in our region exceed what that funding can provide. By taking GAPDL CfC Membership, you will contribute to the provision of programs and supports such as Circle of Security Parenting, Tuning In To Kids, Little Steps Multicultural Playgroup and other evidence based programs. 100% of membership fees are used for contracting the delivery of programs/supports and the provision of the Nutchee Building (including consumables) at the Philip Street Families and Children Precinct.



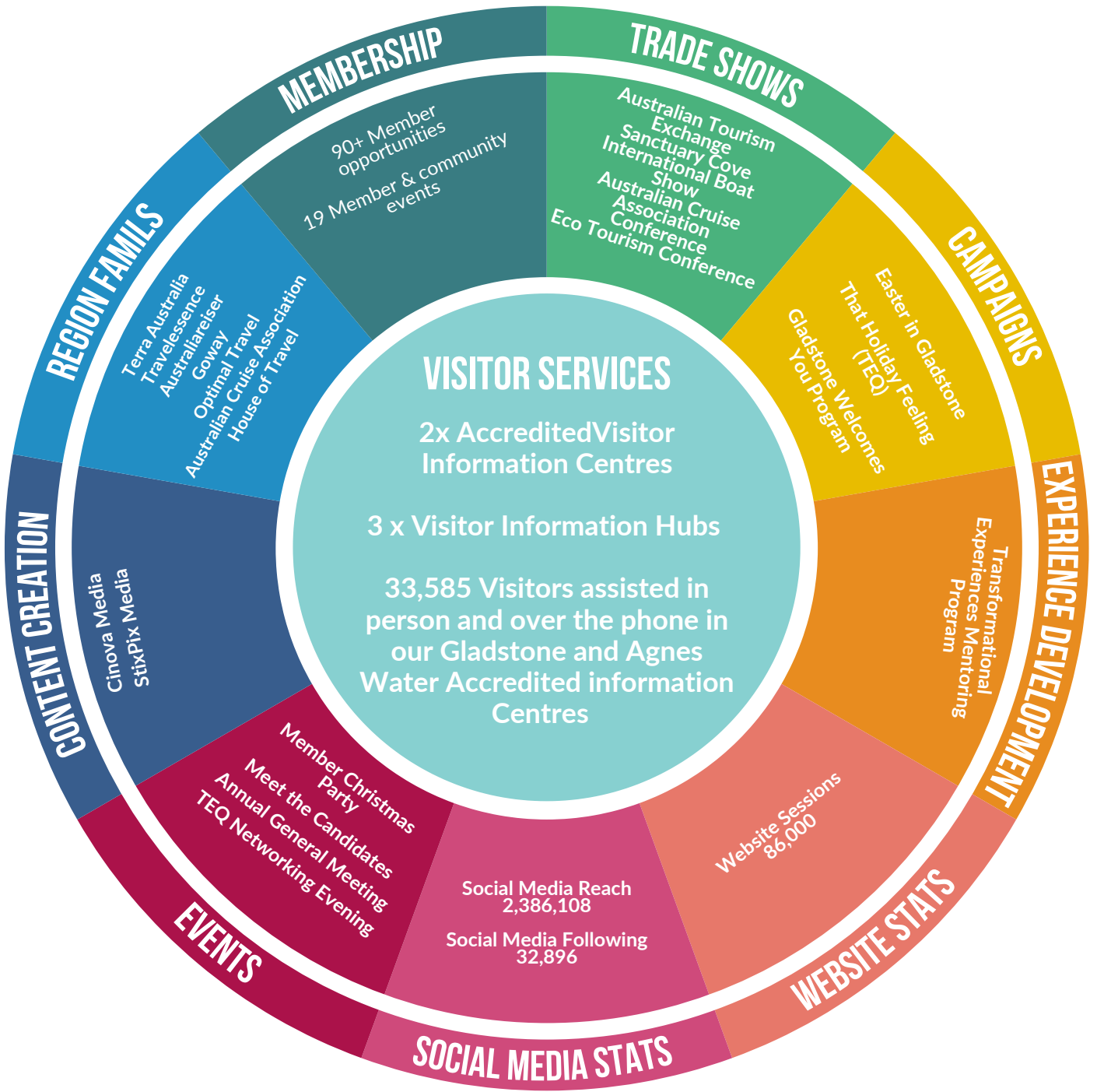


MEMBERSHIP PACKAGES

GAPDL MEMBER BENEFITS	GLADSTONE REGION NFP OR COMMUNITY GROUP	GLADSTONE REGION SUPPORTER	BUSINESS ESSENTIALS	MARKETING PARTNER	CORPORATE PARTNER
GENERAL BENEFITS					
RTO accreditation points (5) towards Best Of Queensland Experiences Program.	✓	✓	✓	✓	✓
Business directory listing on Gladstone Region's destination website	✓	✓	✓	✓	✓
Subscription to monthly industry & consumer news	✓	✓	✓	✓	✓
Opportunity for discounted Yaralla lifestyle packages*	✓	✓	✓	✓	✓
Invitation to attend business & networking events	✓	✓	✓	✓	✓
Voting entitlements at annual General meeting	✓	✓	✓	✓	✓
GAPDL badge to display on your company website or email footer	✓	✓	✓	✓	✓
BUSINESS SUPPORT BENEFITS					
Opportunity to provide group collateral in our welcome to Gladstone Region bags	✓	✓	✓	✓	✓
Letters of support	✓	✓	✓	✓	✓
Invitation to meet with industry experts, attend workshops, mentoring sessions, and webinars relevant to your business	✓	✓	✓	✓	✓
Access to Gladstone Region image library	✓	✓	✓	✓	✓
ATDW Business/Group listing on gladstoneregion.info	✓	✓	✓	✓	✓
VISITOR INFORMATION BENEFITS					
Opportunity to submit relevant event marketing material to be displayed in the Visitor Information Centres and on our social media	✓	✓	✓	✓	✓
Access to Gladstone Region collateral including the destination guide, maps & liveability marketing material	100 ✓	100 ✓	200 ✓	300 ✓	400 ✓
Opportunity to increase bookings via the visitor centre booking platform (Bookeasy)	✓	✓	✓	✓	✓
Opportunity to host networking functions	✓	✓	✓	✓	✓
Ability to provide famil opportunities to GAPDL staff and volunteers	✓	✓	✓	✓	✓
Opportunity to submit monthly product updates to Visitor Information Centre staff & volunteers	✓	✓	✓	✓	✓
Opportunity to collaborate with other GAPDL Members on business opportunities and Member to Member Deals, along with the opportunity to be the host or guest speaker at GAPDL Networking Evenings	✓	✓	✓	✓	✓
CONSUMER MARKETING					
Exclusive opportunity to advertise in destination marketing collateral at competitive rates			✓	✓	✓
Opportunity to be featured in trade & media familiarisation programs			✓	✓	✓
Opportunity to provide relevant content for industry news – subject to approval			✓	✓	✓
Access to Gladstone Region and GAPDL branding toolkit to assist with marketing and promotion material assets			✓	✓	✓
First choice in advertising opportunities for Gladstone region marketing initiatives and cooperative marketing campaigns			✓	✓	✓
Opportunity to provide experience for competitions & promotions to raise awareness for your product			✓	✓	✓
Distribute to GAPDL's database a joint media release (1 x per year) if you have a newsworthy development within your product			✓	✓	✓
First choice in advertising opportunities for the Southern Great Barrier Reef marketing campaigns				✓	✓
TRADE MARKETING					
Eligibility to participate in sales missions, trade mentoring & trade shows*				✓	✓
Eligibility to be involved in Southern Great Barrier Reef trade campaigns (domestic and international) *				✓	✓
Opportunity for product to be promoted by GAPDL staff to key distribution partners (Inbound Tourism Operators, wholesalers, Tourism and Events Queensland & Tourism Australia) *				✓	✓
ACKNOWLEDGMENTS & VIP					
Receive exclusive invitations to serve as a guest speaker at events, if suitable					✓
Enjoy VIP introductions to the Gladstone Region at the Gladstone or Agnes Water Visitor Information Centres, specially arranged for new employees					✓
Showcase in our GAPDL Industry Newsletter with a full feature to promote your business					✓
Be featured on the GAPDL Corporate Social Media page					✓
Be recognised as a prominent member in introductions at GAPDL events					✓
	\$99	\$310	\$515	\$795	\$1000

Corporate Partnerships can be tailor made to suit your organisations requisites. All memberships are tax deductible.

2024/2025 YEAR IN REVIEW





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

YOU'LL BE *glad* YOU DID

 @GLADSTONEREGION {DESTINATION}

 @GAPDLGLADSTONE {CORPORATE}

 @THEGLADSTONEREGION

 @GLADSTONEREGION

