



CORPORATE PARTNERSHIPS PROSPECTUS GLADSTONE REGION 2026/27



THE GLADSTONE REGION STANDS AT A DEFINING MOMENT

With strong industrial investment, expanding infrastructure and a growing national profile, the region is no longer competing solely within the Southern Great Barrier Reef corridor - it is competing nationally for talent, investment, visitation and reputation.

As the official Regional Tourism Organisation (RTO) for the Gladstone Region, GAPDL plays a critical role in shaping how our region is experienced, perceived and positioned.

We are responsible for promoting and strengthening the entire region - from the harbour precinct and island experiences, through Boyne Island and Tannum Sands, to the Discovery Coast including Agnes Water & 1770, and our inland communities of Calliope and the Boyne Valley to name a few.

OUR WORK SUPPORTS:

Tourism and visitor economy growth



Social license to operate and liveability



Environmental stewardship and sustainability storytelling



Collaboration and advocacy

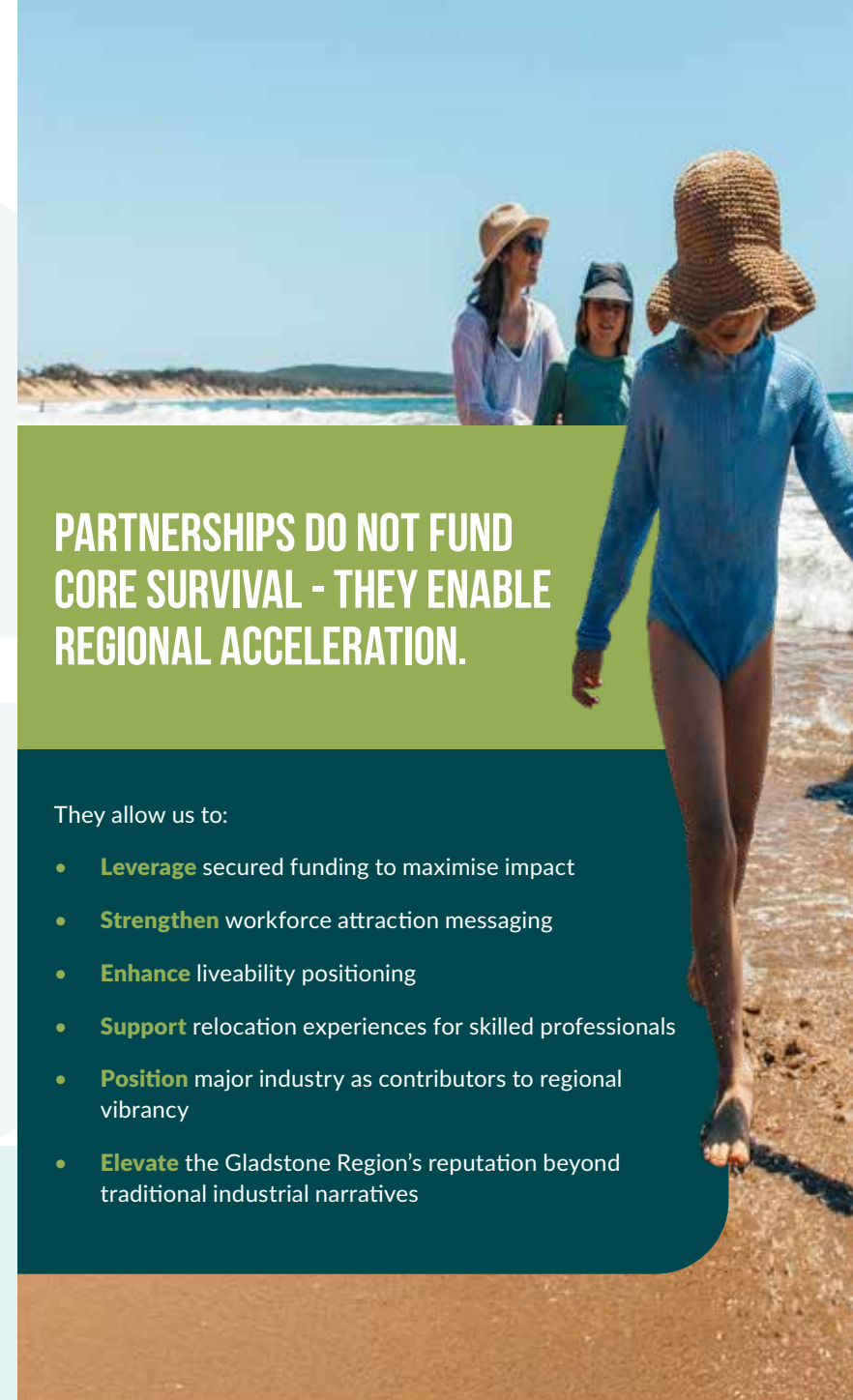


Importantly, GAPDL has secured State Government funding through to FY2028-29, providing stability and certainty in delivering long-term regional outcomes aligned with Queensland's Destination 2045 framework - the State's long-term tourism strategy guiding sustainable growth, investment and regional visitor economy development for the next 20 years.

PARTNERSHIPS DO NOT FUND CORE SURVIVAL - THEY ENABLE REGIONAL ACCELERATION.

They allow us to:

- **Leverage** secured funding to maximise impact
- **Strengthen** workforce attraction messaging
- **Enhance** liveability positioning
- **Support** relocation experiences for skilled professionals
- **Position** major industry as contributors to regional vibrancy
- **Elevate** the Gladstone Region's reputation beyond traditional industrial narratives



WE ARE NOT SEEKING SPONSORSHIP. WE ARE INVITING STRATEGIC COLLABORATION.

This prospectus reflects a shift in thinking. We are not seeking sponsorship. We are inviting strategic collaboration.

The organisations operating in our region - including major industry, infrastructure providers and energy producers - are foundational to our region's economic strength. At the same time, the success of those organisations relies on attracting and retaining skilled people who choose to live, work and raise families here, and this is where GAPDL provides measurable value.

Through destination marketing, liveability storytelling, visitor servicing, workforce welcome initiatives and regional advocacy, we help position the Gladstone Region as a place people choose - not just a place they are deployed.

Our 2026-27 Corporate Partnership Framework introduces a tiered structure designed to reflect varying levels of engagement and influence.

The distinction between collaborative partnership levels is not simply one of visibility - it is one of depth - support, promotion, activation and strategic influence.

At the highest level, collaborative partnership moves beyond marketing exposure into executive engagement, workforce attraction alignment, ESG storytelling collaboration and regional advocacy inclusion.

We are deliberate in positioning our top tier as limited and premium - reserved for one organisation whose investment, workforce and infrastructure are central to the region's future growth and competitiveness.



Through collaborative partnership with GAPDL, your organisation becomes part of a coordinated regional narrative - one that strengthens economic resilience, builds community pride and enhances the Gladstone Region's standing as a place of opportunity, lifestyle and long-term prosperity.

We look forward to working collaboratively to shape the next chapter of the Gladstone Region's growth.

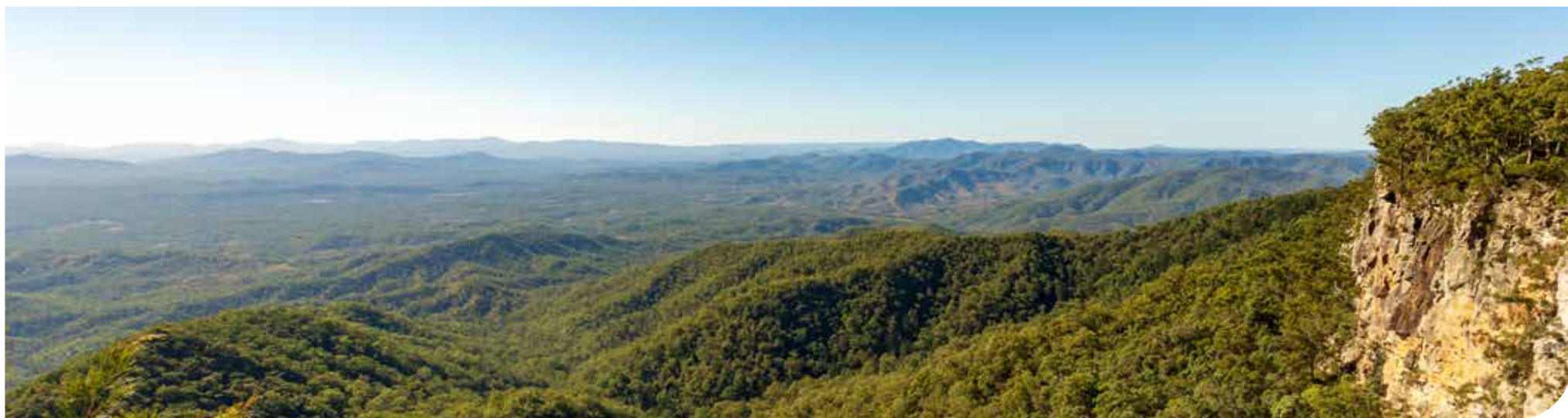



PRIORITIES	OPTION 1 COMMUNITY PARTNER* \$5,000 (+GST) (4 AVAILABLE)	OPTION 2 SUPPORTING PARTNER* \$10,000 (+GST) (3 AVAILABLE)	OPTION 3 MAJOR PARTNER* \$20,000 (+GST) (2 AVAILABLE)	OPTION 3 STRATEGIC PARTNER* \$40,000 (+GST) (1 AVAILABLE)
BASELINE INCLUSIONS	<ul style="list-style-type: none"> ✓ AGM voting rights ✓ Inclusion in corporate partner listing ✓ Invitations to industry briefings, launch events and tourism networking opportunities ✓ Letters of support (upon request) ✓ Visitor Information Centre brochure distribution across all regional VIC Hubs ✓ Inclusion in tourism network communications ✓ Quarterly Partnership Breakfasts hosted by the CEO and tourism leadership team, providing: ✓ Access to key industry and government stakeholders (where relevant) ✓ Access to regional tourism, visitation and campaign insights shared by GAPDL (where available) 	<p style="text-align: center;">Regional Promotion & Engagement Partner</p>	<p>In 2026–27, GAPDL will be progressing a refreshed destination brand and positioning for the Gladstone Region. Major/Strategic Partners will be included in the communication and rollout of this repositioning, ensuring alignment between destination narrative and industry representation.</p>	



PRIORITIES	<div data-bbox="331 102 461 233">OPTION 1</div> COMMUNITY PARTNER	<div data-bbox="645 102 775 233">OPTION 2</div> SUPPORTING PARTNER	<div data-bbox="1142 102 1272 233">OPTION 3</div> MAJOR PARTNER	<div data-bbox="1639 102 1769 233">OPTION 3</div> STRATEGIC PARTNER
TOURISM AND VISITOR ECONOMY GROWTH 		INCLUDES ALL OPTION 1 ACTIVITY, PLUS: <ul style="list-style-type: none"> ✓ Inclusion and acknowledgement across GAPDL visitor economy and destination marketing channels ✓ Inclusion within relevant digital content on gladstoneregion.info ✓ Inclusion of partner assets in visitor servicing and familiarisation programs (where appropriate) ✓ Recognition in initiatives supporting regional tourism and visitor economy growth 	INCLUDES ALL OPTION 1 AND 2 ACTIVITIES, PLUS: <ul style="list-style-type: none"> ✓ Strategic visibility across GAPDL destination marketing and visitor economy initiatives ✓ Featured storytelling content highlighting partner contribution to the region ✓ Inclusion in itinerary planning, visitor servicing conversations and hosted experiences (where appropriate) ✓ Access to GAPDL destination imagery and video assets for aligned brand use ✓ Participation in integrated campaign activity aligned with seasonal and strategic priorities 	INCLUDES ALL OPTION 1, 2 AND 3 ACTIVITIES, PLUS: <ul style="list-style-type: none"> ✓ Premium positioning across aligned GAPDL visitor economy and destination marketing initiatives ✓ Priority inclusion in major destination campaigns, strategic content and digital visitor planning tools ✓ Ongoing collaboration on itinerary development, visitor engagement opportunities and regional promotion initiatives ✓ Participation in high-level familiarisation programs, stakeholder visits and hosted experiences ✓ Recognition as a strategic contributor to the growth and sustainability of the Gladstone Region visitor economy
SUPPORTING SOCIAL LICENSE TO OPERATE AND LIVEABILITY 		<ul style="list-style-type: none"> ✓ Recognition in GAPDL initiatives highlighting partner contribution to the region's lifestyle, workforce and community outcomes ✓ Inclusion in digital communications promoting industry-community coexistence and regional attractiveness ✓ Participation in strategic discussions relating to workforce, lifestyle and regional positioning initiatives 	<ul style="list-style-type: none"> ✓ Opportunity for co-branded storytelling showcasing responsible business practices, workforce support and community contribution ✓ Strategic visibility in communications positioning the Gladstone Region as a desirable place to live and work ✓ Alignment of partner messaging with regional workforce attraction and lifestyle positioning priorities 	<ul style="list-style-type: none"> ✓ Leadership positioning in GAPDL communications relating to workforce, liveability and regional reputation ✓ Executive-level consultation on initiatives supporting workforce attraction, community connection and regional growth ✓ Priority inclusion in strategic storytelling and communications highlighting partner contribution to regional outcomes ✓ Recognition as a strategic stakeholder supporting long-term regional liveability and community wellbeing

PRIORITIES	OPTION 1 COMMUNITY PARTNER	OPTION 2 SUPPORTING PARTNER	OPTION 3 MAJOR PARTNER	OPTION 3 STRATEGIC PARTNER
ENVIRONMENTAL STEWARDSHIP AND SUSTAINABILITY STORYTELLING 		<ul style="list-style-type: none"> ✓ Recognition of partner sustainability initiatives through GAPDL communications and destination channels ✓ Inclusion in digital storytelling highlighting responsible industry and sustainable regional development ✓ Alignment with regional destination messaging focused on environment, sustainability and authentic experiences 	<ul style="list-style-type: none"> ✓ Co-branded storytelling connecting partner ESG initiatives with regional sustainability and tourism priorities ✓ Inclusion in destination narratives promoting low-impact, nature-based and experience-led visitation ✓ Strategic visibility across GAPDL platforms supporting sustainability and environmental stewardship outcomes 	<ul style="list-style-type: none"> ✓ Leadership positioning in GAPDL communications relating to environmental stewardship and sustainable tourism ✓ Priority inclusion in destination storytelling showcasing partner contribution to regional sustainability outcomes ✓ Executive-level collaboration on initiatives supporting sustainable tourism growth and regional environmental priorities ✓ Opportunities to support and align with First Nations tourism development and storytelling initiatives across the region ✓ Recognition as a leader in ESG and responsible industry practices supporting the region's long-term sustainability and reputation



PRIORITIES	OPTION 1 COMMUNITY PARTNER	OPTION 2 SUPPORTING PARTNER	OPTION 3 MAJOR PARTNER	OPTION 3 STRATEGIC PARTNER
COLLABORATION AND ADVOCACY 		<ul style="list-style-type: none"> ✓ Opportunities for collaboration on aligned marketing and communications initiatives ✓ Engagement with GAPDL stakeholder and networking opportunities supporting regional tourism and economic development 	<ul style="list-style-type: none"> ✓ Opportunity to provide input into destination storytelling themes, campaign focus areas and emerging initiatives ✓ Coordinated media and communications opportunities aligned with partnership activity ✓ Engagement in strategic discussions relating to destination positioning, regional reputation and visitor economy growth ✓ Annual partner spotlight profiling organisation contribution to the Gladstone Region <p>Destination Repositioning:</p> <ul style="list-style-type: none"> ✓ Engagement in strategic discussions relating to destination positioning, regional reputation and visitor economy growth ✓ Alignment with initiatives positioning the Gladstone Region as a destination for nature, lifestyle, slow travel and authentic regional experiences 	<ul style="list-style-type: none"> ✓ Executive-level engagement and consultation throughout destination rebranding, strategic communications and marketing initiatives ✓ Annual CEO-to-CEO strategic planning session and quarterly executive engagement meetings ✓ Opportunity to contribute strategic insights into destination priorities, advocacy initiatives and regional positioning ✓ Invitation to attend one GAPDL Board meeting annually as an observer ✓ Early visibility of emerging destination initiatives, campaigns and advocacy priorities ✓ Inclusion in relevant regional, State and tourism industry advocacy conversations aligned with partnership objectives <p>Destination Repositioning & Strategic Influence:</p> <ul style="list-style-type: none"> ✓ Executive-level engagement and consultation throughout destination rebranding, strategic communications and marketing initiatives ✓ Alignment with regional initiatives supporting destination competitiveness, investment attraction and growth opportunities leading into Brisbane 2032

PARTNERSHIP CONFIRMATION

Thank you for your interest in partnering with Gladstone Area Promotion and Development Ltd (GAPDL). Please confirm your preferred partnership level below and return this page to progress invoicing and onboarding.

ORGANISATION DETAILS

Organisation Name:

Primary Contact Name:

Position:

Email:

Phone:

ACKNOWLEDGEMENT

By signing below, we confirm our intention to enter into a Corporate Partnership with GAPDL for the 2026/27 financial year, aligned to the inclusions outlined in this prospectus.

We understand that an invoice will be issued upon receipt of this confirmation. We agree that: the use of the words partnership and partner reflects the collaborative nature of the program and does not denote a legal partnership under Partnership Act 1891 (Qld), a joint venture or agency; and neither party has any entitlement to the income or assets of the other nor can a party incur any liability on behalf of the other.

Authorised Representative Name:

Signature:

Date:

NEXT STEPS

Upon receipt of this signed confirmation:

- An invoice will be provided for payment
- Partnership onboarding and activation will commence, including alignment on communications, storytelling and engagement opportunities

PARTNERSHIP SELECTION

Please select your preferred partnership tier:

- Community Partner – \$5,000 (+GST)
- Supporting Partner – \$10,000 (+GST)
- Destination Partner** – \$20,000 (+GST)
- Strategic Partner** – \$40,000 (+GST)

Partnerships are limited to ensure meaningful engagement and strong return on investment.



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