

Team BNBT

2017/18 *Annual Report*



VISITATION SNAPSHOT

CHAIRMAN'S REPORT

DESTINATION MARKETING

VISITOR SERVICES

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Our role

Bundaberg North Burnett Tourism, is one of Tourism and Event Queensland's (TEQ) officially recognised and accredited Regional Tourism Organisations (RTOs).

A membership based, not for profit organisation, BNBT's key objective is to build destination awareness through a targeted program of marketing and industry development, with the support of the local tourism industry, businesses and key stakeholders of Bundaberg Regional Council, North Burnett Regional Council and Tourism & Events Queensland.

Team BNBT also proudly operate 3 Visitor Information Centres in Bundaberg, Childers and Gin Gin.

Originally established in 1971 as a regional tourism and economic development body, today BNBT'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.

The organisations key role is:

- Destination Marketing, Product and Experience Development
- Industry and Advocacy
- Visitor Information Services

>> 1.31 million visitors in 2017

Domestic visitors

96% domestic visitors | 4.1 nights average stay

601,000 overnight domestic visitors | \$390 million spent in region by domestic visitors

International visitors

45,000 international visitors | 27.3 nights average stay

Top 5 International Source Markets (SGBR)

1. UK (28,000 visitors, an increase of 26%)
2. Germany (26,000 visitors, increase of 36.3%)
3. New Zealand
4. USA
5. France



48.6% increase in international visitor expenditure

\$52.1 million spent in region by international visitors

Domestic & International Visitor Stats - Year ending December 2017 Source: Tourism Research Australia
Top 5 International Source Markets - Year ending September 2017 Source: Tourism Research Australia

From the Chair and General Manager

Bundaberg North Burnett Tourism and the industry it supports continue to achieve remarkable results for the region. And it's these collective efforts that make a positive contribution to both the social and economic tapestry of our region.

Tourism in the Bundaberg region represents a contribution of 10.1% in gross regional product and collectively, the tourism industry generated \$449 million in visitor expenditure into our regional economy as at March 18.

This is money being spent in our region by those visiting from outside of our region. The stimulus of this new money generated by tourism is the highest we have seen and plays a significant role in driving forward our economy.

For every dollar local government invests in BNBT, its returning \$736 into the Bundaberg region economy.

This annual report is a brief review of the extraordinary work that team BNBT have undertaken this year on behalf of the region in the key priority areas of Destination Marketing, Industry Support and Visitor Services.

DESTINATION MARKETING

The strategic direction for Destination Marketing is focused on efforts to increase preference for and travel to Bundaberg, the North Burnett and the Southern Great Barrier Reef, in a way that optimizes budgets, builds quality content and storytelling of experience, leverages partnerships and is responsive to the dynamic tourism environment. Ellie Tonkin and the team have been running at 110% all year, delivering over and above for the region. With stakeholder support and a relatively small budget, we generated over \$7 million dollars' worth of earned media - that's extra advertising value earned by the team pitching stories, hosting journalists, and sending media releases. We have conveyed an impressive, content rich 'Always On' digital strategy delivering a \$1,078,218 potential on investment through the destination social channels, implemented 3 targeted advertising and publicity campaigns that drove conversion to participating operators and also lead a group of 13 event partners in the delivery of a successful Winterfeast event.

SOUTHERN GREAT BARRIER REEF

The Southern Great Barrier Reef (SGBR) destination partnership continues to be a strong, collaborative destination brand, with consistent growth in visitation and expenditure both domestically and internationally. The destination, encompassing Bundaberg, Gladstone and Capricorn demonstrated a 10.2% increase in visitation YE March 18, showing the strongest regional growth in Queensland and generating over \$1.1 Billion in visitor expenditure.

The RTO partnership has gone from strength to strength under the SGBR brand and together the group have represented the destination at 4 international trade events, 6 domestic consumer shows and on 3 sales missions this past year. Together the SGBR teams have continued to drive awareness that Bundaberg is where great begins, as the gateway to the world heritage listed Great Barrier Reef and establish our region as a bucket list destination on the global stage.

VISITOR SERVICES

Visitor Information Centres are a key element of the region's overall tourism investment. Visitor Information Centres continue to play a crucial role in informing and educating visitors and influencing visitor behaviour. They also offer a valuable contribution as a first point of call for local sporting clubs and community groups in welcoming their visitors with information packs, group bookings and regional content.



Right: Bundaberg Regional Council Mayor Jack Dempsey, Katherine Reid and Duncan Littler.



Above: Trade ready operators from Bundaberg, Gladstone and Capricorn regions representing the SGBR at ATE18.

In the three Visitor Information Centres, Emily Cleaver and the team of staff and volunteer ambassadors have assisted over 63,000 visitor enquiries this past financial year. We also congratulate the team on being recognised as the Wide Bay Volunteer Organisation of the Year.

ADDITIONAL PROJECTS

The team made a remarkable effort capitalizing on several extra projects this year for the Bundaberg region namely, the hugely successful Campervan and Motorhome Club of Australia (CMCA) Rally generating a huge injection into the local economy, the Silversea Cruise ship's 6 hour stopover to the Bundaberg Port and the exciting visit from His Royal Highness Prince of Wales creating international media coverage.

TASTE BUNDABERG STRATEGY

March saw the completion of the Taste Bundaberg – Culinary Tourism Strategy. The purpose of this plan is to strengthen Bundaberg's position as a destination where you can experience one of Australia's most productive, year round food producing regions, from the rich red soils to the shores of the Southern Great Barrier Reef. The strategy aims to bridge the gap between food and tourism and positions BNBT's role and strategic direction in culinary tourism, to maximise destination profile and visitor spend, aligning with the Queensland's tourism lifestyle pillars and Tourism Australia's Restaurant Australia campaign.



The success of this strategy is reliant on strong collaborative partnerships with industry and Council and the stakeholder committee are looking forward to 'plating up' some of the activity over the next 2 years.

We are extremely proud to see the connections in our business community grow, the cooperative partnerships, packaging and joint ventures generated by tourism are exceptional and contribute to the positive energy generated across the region. The strength of our tourism industry exists because of the great people and proactive businesses in our region making it happen.

Advocating on behalf of the tourism sector is also a fundamental component in building a strong tourism community and the team have worked proactively this past year on strengthening relationships for the benefit of the broader region.

In particular, we'd like to acknowledge the ongoing partnership and support of Tourism & Events Queensland, the robust and collaborative partnership with Bundaberg Regional Council and the contribution of North Burnett Regional Council. These key stakeholders help to shape the work that the organisation delivers and we are looking forward to continuing to work together.

We believe the more consolidated we are as industry, the greater the results we can achieve together. As a strong, confident and united industry, we have the ability to influence. Decision makers, community perceptions and the 1.3 million visitors that grace our businesses every year. So let's continue to work hard together to make sure that our influence is progressive, sustainable and visionary.

Duncan Littler
CHAIRMAN

Katherine Reid
GENERAL MANAGER

Our dedicated Board

The organisation is governed by a volunteer Board of Directors, providing strategic direction to the General Manager. The BNBT Board comprises up to ten Board Directors that 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.



Duncan Littler
Bundaberg Distilling Company
Chair



Ross Peddlesden
Deputy Chair



Michelle Comley
Budget Rent a Car
Treasurer/Company Secretary



Cameron Bisley
Bundaberg Regional Council
Director



Cr Rachel Chambers
North Burnett Regional Council
Director



Rhys Kummerow
Off the Wagon Tours
Director



Michael Owens
Bargara Beach Palms
Director



Teena Mammino
Director



Ross Morgan
Bundaberg Brewed Drinks
Director

Committed and passionate team

Team BNBT is made up of a hard working and passionate team motivated to make a difference for our tourism industry, our communities and the broader regional economy.

- Katherine Reid
- Ellie Tonkin
- Kylie Lane
- Gillian Jenney
- Emily Cleaver
- Greer Zunker
- Jon McPherson
- Michelle Stowe-Conner

- General Manager*
- Marketing Manager*
- Executive Assistant to Sept 17*
- Office Manager from Sept 17*
- VIC Coordinator*
- Marketing Assistant*
- Digital Specialist*
- Cane2 Coral to Feb 18*

VISITOR INFORMATION CENTRE HOLIDAY EXPERIENCE SPECIALISTS

- Elke Grieving, Kim Koplick,
- Zoe Murch, Leanne Holyoake,
- April Dingle, Barbara Rise,
- Sandi Davis, Christine Lin,
- Maddison Clerke, Cheryl Cooper,
- Maria Miles to April 18,
- Claire Habermann to Jan 18,
- Jamie McGraw to Feb 18



Left: Tourism Minister Kate Jones visiting the Bundaberg Visitor Information Centre.



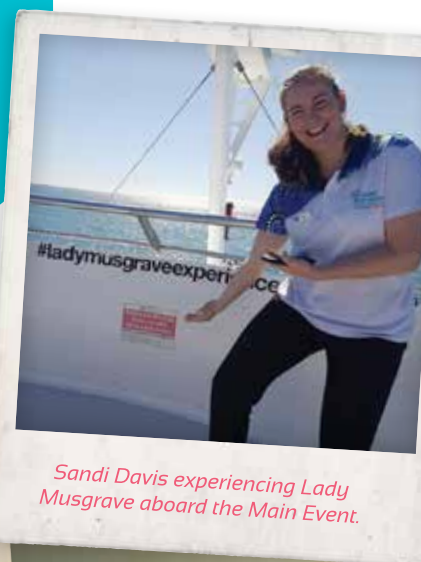
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FINANCIAL
MEMBERS

Engaged and supportive members

Leading a strong, united tourism industry, connecting like-minded people, providing learning and business development opportunities and assisting businesses achieve exposure domestically and internationally. The Bundaberg region has an extraordinary group of tourism businesses working together for the region.

Clockwise from right:

1. Peter & Evelyn from Villa Mirasol, Chris & Alan from Koola Beach and Loni from Kelly's Beach Resort enjoy a BNBT Networking Event.
2. Peter from Queensland Rail and Joey from the Windmill.
3. Media launch of the new Bundy Drinks Tour.
4. Bundaberg tourism industry celebrating their wins and a fantastic year at the Queensland Tourism Awards.
5. Stephen Bennett MP, Brett Lakey, Ross Peddlesden, Brett Hensler.



Sandi Davis experiencing Lady Musgrave aboard the Main Event.



Racheal Klitscher, TEQ and Shane Emms, Zen Beach Retreat at a BNBT Networking Event.



Peter and Amy Gash, Lady Elliot Island celebrating a well deserved win at the Qld Tourism Awards.



DESTINATION MARKETING

Consumer

MARKETING COLLATERAL

Brochures are distributed to accredited QLD Visitor Information Centres, and selected intra and interstate consumer travel shows. All of our collateral is also available to download from bundabergregion.org including:

- Bundaberg North Burnett Visitors Guide
- Bundaberg Region Visitors Map
- Southern Great Barrier Reef Destination Guide
- Great Barrier Reef Drive Brochure

In addition to the glossy printed magazines, the team have developed a suite of local information brochures available in region at the Bundaberg, Childers & Gin Gin information centres, including:

- 4WD Adventures
- Gin Gin - District Map & Places of Interest
- Gin Gin - Goodnight Scrub National Park
- Boolboonda Tunnel
- Gin Gin – Historical Complex and Map



- Lake Monduran and Paradise Dam
- Childers CBD Historical street walk

CONSUMER SHOWS

Camping and Caravan Consumer Shows

Melbourne - 21-26 Feb	Attendance 49,711 visitors
Sydney - 24-29 April	Attendance 58,856 visitors
Brisbane - 6-11 June	Attendance 49,200 visitors

Flight Centre Shows

Brisbane - 3-4 Feb	Attendance 24,731 visitors
Sydney - 10-11 Feb	Attendance 27,332 visitors
Melbourne - 17-18 Feb	Attendance 27,571 visitors



Above: The SGBR team representing the destination at the Brisbane Caravan & Camping Show.

Ellie Tonkin representing the region at an international trade event.



DESTINATION MARKETING

DIGITAL MARKETING

Social Media

BNBT has implemented an 'Always On' digital and social strategy this past year to reach today's digital savvy traveller that seek to influence decision making throughout the traveller cycle.



Electronic Direct Mail (EDM)

Launched the Bundaberg region's consumer focused EDM, capitalising on the opportunities with data collection through our digital and booking channels.



2967 recipients
31.3% open rate (industry avg. 21.3%)
17.4% click rate (industry avg. 2.5%)



Social Media Stats

Social Media Followers 2017/18		
12,346	Visit Bundaberg North Burnett Facebook	+20.3% YOY
5,584	Visit Bundaberg North Burnett Instagram	+36.3% YOY
4,828	Winterfeast Facebook	+29.3% YOY
1,040	Winterfeast Instagram	+99.8% YOY

Visit Bundaberg North Burnett Tourism Facebook		Winterfeast Facebook*	
2,009,262	Reach	691,976	Reach
27,847	Post Engagements	8,025	Post Engagements
238	Total Posts	83	Total Posts

Visit Bundaberg North Burnett Tourism Instagram		Winterfeast Instagram*	
23,343	Post Likes	3,243	Post Likes
469	Post Comments	75	Post Comments

Blogs

55	Total Blogs	674,562	Facebook Reach
42,326	Hits	8,725	Post Engagements
19,811	Link Clicks		



* Winterfeast statistics from 2017 event only
 ** Calculated using Destination Think's POI formula

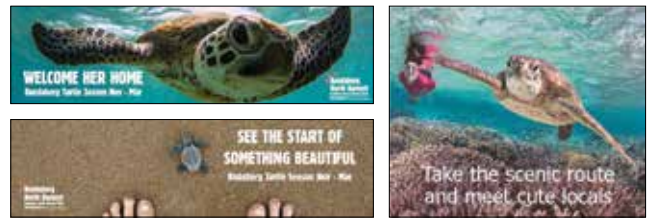


CAMPAIGN ACTIVITY

Turtle Season (Sept 17 - Feb 18)

Sharing the magnificent experience of the Mon Repos Turtle Encounter over the summer season from Nov – March by QPWS, the turtle campaign included:

- Targeted social media campaign across Facebook and Instagram with a reach of 1,639,575
- Refresh of the turtle pages on www.bundabergregion.org with campaign partner MREC's and 998 hits on the turtle page in the first 24 hours of launch.
- APN campaign - full page advertisement
 - Sunshine Coast Daily
 - Gold Coast Bulletin
 - Toowoomba Chronicle
 - Fraser Coast Chronicle
- RACQ Road Ahead - full page advertisement
- Sunday Mail "Your Place" lift out - full page advertisement
- Queensland Rail Embark Magazine Summer feature (6 pages plus front cover)
- Queensland Consumer edm to 979,319 recipients with a 13.87% open rate



- RACQ Living Digital Campaign including:
 - Newsletter banner
 - MREC
 - Leaderboard
 - Mobile Banner
- Road trip itinerary racqliving.com.au/road-trip/ultimate-bundaberg-turtle-holiday/
- Bourbong St, Bundaberg Street banners
- Bundaberg Airport baggage carousel advertising
- Co-ordinated PR for the launch of the Hinkler Centre Turtle Mural
- Coordinated PR for the launch of the "Too Bright Tonight" Children's book, sponsored by Hinkler Centre Shopping Centre.
- Local toolkits to support the turtle campaign - available for any business, including email footers, MREC's for their own website and window stickers



DESTINATION MARKETING

Winterfeast 2017

13 events held across the Bundaberg region over 10 days, attracting an attendance of 21,000 people. Key to the event were the partnerships that emerged between event partners and other businesses including Austchilli and Bundy Limes partnership for the Chilli and Lime Fiesta at Riverfeast, and the presence of new boutique distillery Kalki Moon at multiple events.

A clearly defined marketing strategy saw intrastate and interstate audience's increase and brand awareness throughout key target markets grow. Social media was the event's main hero, with considerable growth in Winterfeast following and, more importantly, in engagement with marketing activities.



Campaign included:

- News Corp Queensland Magazine "Your Place" back cover
- Design and print of a 16 page A4 program featuring the stories of the events and the event coordinators with links back to the Winterfeast website and full page images
- A3 & A4 posters distributed to event partners, cafes and local businesses in the lead up to the event
- Double sided flyer in partnership with Childers Festival for distribution at the Brisbane Caravan and Camping Show
- Billboards
- Bourbong St, Bundaberg light pole banners

Media attention attracted for Winterfeast 17:

- The Wanderer Magazine, Wonderful Winterfeast
- Queensland E-news Queensland: The Food Edition
- Delicious, Bundaberg
- This Magnificent Life
- Australian Good Food Guide, A Winter Feast In Bundaberg
- The Senior, Fresh Flavours on show at Winterfeast





Australian Traveller

In partnership with TEQ, and 4 proactive local businesses, Bundaberg participated in a digital and print campaign including:

- Online advertorial content hosted online for 12 months
 - 3,068 page views*
 - 267 page clicks*
 - Average time on page 1 min 42 sec*
- Full page brand placement in the May/Jun/Jul issue of Australian Traveller (Circulation 35,000; quarterly readership 100,000 nationally)
- Display banners across Australiantraveller.com
 - 74,847 impressions
 - 76 clicks
- Inclusion in a Queensland one week takeover of Australiantraveller.com
- Hot Deal inclusions sent to 56,000 engaged travellers
- Hot deal website placement
 - 94,751 impressions*
 - 211 impressions*

* May 18 - July 18 results



Above: The marketing team produced a comprehensive guide to the marketing and promotional activities available exclusively to BNBT members for the 17/18 year. The packages and co-operative opportunities were crafted with the key target markets and seasonality in mind. Including a full years activity overview and competitive pricing, the guide released in August 2017 allowed businesses to plan their marketing spend for the year more effectively.



queensland's best kept secrets
BUNDABERG, SOUTHERN GREAT BARRIER REEF

Come to the coast, the water, the reef, where the girls, manta rays, and the best kept secrets are. Come to the place where you'll find a rum that's different, long, smooth, and where the rum is made. Come and share the best kept secrets at our Great Barrier Reef.

bundabergregion.org/bestkeptsecrets

Partnership from State Tourism | Lucy Elliot | Sydney | Ben Bush | Sydney | Sydney | Sydney



DESTINATION MARKETING

Media

VISITING JOURNALIST PROGRAM

The team have attracted and hosted a record number of media this past year, creating positive media coverage outside of the region and driving over \$7million in media value.

Here's just a few:

- October 2017 SBS - Arne Vanhaecker the Busker
- October 2017 NZ Herald - Ewan McDonald
- November 2017 Paging Fun Mums Blog
- December 2017 Thifty Family Travels Blog
- January 2018 The Weekend Australian Magazine
Trent Dalton
- February 2018 RACQ Road Ahead & Eat, Drink & Be Kerry
Kerry Heaney
- February 2018 Food Wine Travel.com.au
Christine Salins
- February 2018 @_markfitz digital influencer
- February 2018 Courier Mail, QWeekend
Rachel Hancock
- March 2018 9Travel and Family Travel blogs
as part of the World Science Festival
turtle PR
- May 2018 @Haylsa and @melissafindley
digital influencers
- May 2018 @mattography
photographer and digital influencer
- June 2018 News Ltd, Escape Travel
Christine Retschlag
- June 2018 @tripinavan digital influencers

TELEVISION

- September 2017
Today Show live weather broadcast
A total of 7 crosses



Circa Crush performing for the Today Show Sept 17.



Above: Greg Grainer and Suzie Clarke filming for Travel Oz at Grunskes by the River.

Showcasing Bundaberg's sugar cane, fresh, local produce and Circa Crush - as a lead in to the 2017 Crush Festival. *The publicity value of a national Morning Show broadcast is huge. Every 15 mins the Today Show have around 300,000 viewers which gives approx 1.3 million daily on the Nine network and another 40% or so on the Nine regional network across Australia.*

Advertising Value Equivalent - estimated \$62,390 per cross, reaching 156,000 people each. Therefore, it is estimated that 7 crosses is a total value of \$436,730

October 2017

River to Reef full season

Foxtel (29 March - 31 May 2018)

Channel 44 Adelaide (6 March - 8 May 2018)

Channel 31 (3 March - 5 May 2018)

BNBT developed and coordinated the 5 day itinerary for River to Reef that included over 20 operators, from Woodgate Beach, Bundaberg Railway Museum, Indulge Café, Lady Elliot Island, Bundaberg Brewed Drinks and Childers Festival.

February 2018

Today Show live weather broadcast

A total of 4 crosses

The focus of this broadcast was all about the Turtles and the Southern Great Barrier Reef, including Ranger interviews, researcher Dr Col Limpus and Brett Lakey from Lady Musgrave Experience.

April 2018

Hosting for May 18 Airing

Grainger TV - Travel Oz

Driving the Southern Great Barrier was broadcast on 7 Network Australia and featuring Lady Musgrave Experience, Bundaberg Rum and Bundy Food Tours. This feature was commissioned by the SGBR partnership.



Right: The Queensland Happy Hour at ATE18 showcased Bundaberg Rum products.

Trade

BNBT continued to focus on growing our key international market visitation, length of stay and expenditure through the strong Southern Great Barrier Reef partnership and destination brand.

The United Kingdom, Germany, New Zealand, USA and France make up our region's Top 5 international source markets, with these being our priority for targeted marketing and in-market representation.

TRADE EVENTS & TRAINING

15 x SGBR Product Trade training video's produced

2018 Australian Tourism Exchange (ATE)

ATE is the largest tourism trade event in the Southern hemisphere conducted by Tourism Australia. It offers training opportunity with approximately 550 international and domestic sellers in attendance.

- The SGBR booth conducted 80 appointments representing the destination and its trade ready operators.
- Bundaberg region operator attendance with own booth: Lady Musgrave Experience, Lady Elliot Island, Bundaberg Rum, 1770 Reef Great Barrier Reef Eco Tours; attending as mentees on the SGBR booth were, Bundy Food Tours and Zen Beach Retreat.

Aussie Specialist Training Webinar

SGBR conducted a training webinar to all 'Aussie Specialists' in the UK and Northern Europe. The event was facilitated by Tourism Australian and Tourism & Events Queensland.

Corroboree (Western)

SGBR was represented at this biannual event which brings together more than 300 Western hemisphere international Aussie Specialist travel agents.

Queensland on Tour NZ

SGBR, along with a group of 40 QLD tourism operators attended this event in Auckland meeting with over 50 product managers and highly experienced travel agents.

2017 SGBR German Sales Mission

14 SGBR trade ready operators invested in and were represented at the first ever SGBR German sales mission. Including:

- 2 x 25 min Workshops with Best of Travel Group (80 participants)
- 6 x Product Manager Appointments
- 4 x Retail Training Appointments
- Presentations to the Tourism Australia and Tourism & Events Queensland Europe teams

TRAVEL TRADE FAMILS

Visits to region are a great opportunity for our trade partners to familiarise themselves with the destination and product, and a fantastic chance for our operators to build relationships with our travel trade partners.

The 17/18 trade famil program included:

- STA Travel UK
- Pacific Destinations
- ATS Pacific
- Pan Pacific
- A & A Travel Services
- Equity Travel
- ETA
- Best of Travel Group (Germany)
- Helloworld - QR & Sunlover Holidays (16 agents)



Ellie Tonkin representing the SGBR destination & Bundaberg products at Qld on Tour NZ



DESTINATION MARKETING

Content creation

This year saw a strong focus on content creation for Bundaberg and the Southern Great Barrier Reef, enhancing our image library, video production and written content.

NATHAN WHITE

Acclaimed landscape photographer was commissioned by team SGBR to travel into each region over several weeks. Resulting in 355 images for Bundaberg region including 15 hero images.

HUGHIE SIMMONS

A videographer accompanied Nathan White to take video footage of the region for use in future campaigns.

CHRISTINE RETSCHLAG

Journalist and blogger Christine Retschlag was commissioned to write a series of blogs on Southern



Great Barrier Reef experiences for visitors which will be rolled out on social media and online over 18/19.

PAUL BEUTEL

Paul Beutel was commissioned to grow the culinary image library for Taste Bundaberg, with photo shoots focusing on the people and the stories behind the food & drink visitor experiences available. These images have been used for the Winterfeast events and for food focused future campaigns.





MATT WILLIAMS

Photographer and journalist Matt Williams was commissioned to spend three weeks in the national parks of the SGBR photographing and blogging about his experience. The blogs will be released over 18/19.

VIDEO PRODUCTION

Mad Dog Productions have been commissioned to create 15 videos. 4 are dedicated to the Bundaberg region content on set hero experiences and a further 3 will incorporate broader SGBR themes of Drive/camping, Reef & Islands, Top things to do /must see experiences in the SGBR. Result: 15 new fully produced videos, creating fresh new content to amplify through social media.



DESTINATION MARKETING

Projects

CMCA RALLY



The Campervan and Motorhome Club of Australia (CMCA) held its 32nd National Rally in Bundaberg from Sunday 8 - Monday 16 October 2017. As the largest RV Club in the southern hemisphere with over 70,000 members, the Rally was an excellent

opportunity for Bundaberg, with approximately 2000 visitors attending this event from around Australia and spending time in the region in the weeks surrounding the event dates.

BNBT worked closely with the tourism industry to provide tours to iconic attractions in the region, including coach transfers with Bundaberg Coaches

In total, 1097 individual tours were sold with 824 unique persons attending the tours and events.

Additionally, BNBT supported the visit by:

- Provided written editorial content and complimentary imagery for the Wanderer magazine for the 12 months leading up to the Rally in Bundaberg.
- Supplied hero imagery for CMCA Rally organisers for their dedicated rally magazine, social media channels and Rally T-Shirts.
- Launched the CMCA webpage with touring options, relevant blog posts and information crafted especially for the CMCA Rally market
- Created a pop-up information centre and booking desk that was at the CMCA Rally for the 8 days, manned by staff and volunteers
- Skinned a dedicated billboard on the Bruce Highway,



welcoming CMCA members to the Bundaberg North Burnett region

- Created a marketing toolkit for businesses to support the visit and welcome the CMCA members to the region, including an overview of the activity, downloadable posters and social media resources.

SILVERSEA CRUISE SHIP VISIT

'Silver Discoverer', a 338-foot luxury cruise ship part of Silversea Cruises' expedition fleet, called into Bundaberg on Saturday 16 June as part of its 15-day Port Vila to Cairns cruise. This was the ships first port of call in Australia.

BNBT worked with TEQ, Akorn Destination Management and Gladstone Ports Corporation (GPC) to secure Silversea into the Port of Bundaberg and develop 4 land based touring options for the short 6 hour stopover, including the Bundaberg Drinks Experience, a Bundaberg Heritage Tour, Budget Bundaberg self-drive touring and a free shuttle bus.

Extra Collateral delivered by BNBT

- Welcome bags for all guests including a Welcome letter from the Mayor, a small pack of macadamia nuts, a re-usable Bundaberg branded drink bottle and a SGBR destination guide.
- Welcome to Bundaberg, Southern Great Barrier Reef large banner - hung on GPC fencing at Port
- Welcome posters for shops in Bargara
- Bargara map and information for Shuttle Bus passengers
- Independent Touring Options A4 information sheet through to Silversea, with shuttle bus timetable & Budget hire car.

Visitor Information Centres

BNBT operates the Bundaberg, Childers and Gin Gin Visitor Information Centres on behalf of the Bundaberg Regional Council and our members.

In 2017/18 we talked to a total of **63,585 people** in the 3 centres

And our volunteers delivered over **12,000 hours of service** for the tourism industry

In May 2017, our Visitor Information Centres were awarded the **Wide Bay Volunteer organisation of the year**

With thanks to our volunteer ambassadors in 17/18:

Mr Don Ash	Ms Connie Battley
Mr Jim Baulch	Mrs Val Baulch
Mr Brett Burgess	Miss Maddison Clerke
Mrs Lindy Cockerill	Mrs Cheryl Cooper
Mr David Corfield	Mr Ken Evans
Mrs Jean Fassott	Mrs Diane Foley
Mr Michael Geaney	Mrs Janet Hermann
Mrs Patti Holden	Ms Louisa Hyland
Mr Ian Kidd	Mr John Kronenburg
Mrs Paula Lavender	Mrs Christine Lin
Mrs Judith Mason	Ms Maria Miles
Ms Kym-Maree Murphy	Mrs Judy O'Donoghue
Mrs Delma Page	Mr Robert Page
Mrs Margaret Petersen	Ms Kristy Poulter
Mrs Bettina Scherer	Mr Ronald Walsh
Mrs Beth Watson	Ms Allison Webb
Mrs Sheona Webster-Gorrie	Miss Eleisha Wilson

Childers

Mr Athol Rankin	Mrs Barbara Grimes
Mrs Jillian O'Brien	Ms Tracey Jackson

Gin Gin

Mrs Cassie Davies	Mr Scott McCarthy
Mrs Marie Robinson	



Industry and advocacy

INDUSTRY DEVELOPMENT

BNBT has delivered the following capacity building and industry development programs over this past year:

- Advanced Trade development workshop*
- 9 months of 1 on 1 trade mentoring*
- Growing Events Bootcamp*
- 1 on 1 events mentoring in Bundaberg and the North Burnett*
- Project Asia Workshop
- Empowering Women in Leadership - Leadership Clarity & Confidence
- Empowering Women in Leadership - Creating a High Performance Team
- Digital Workshop - Online Reputation & Social Media Management Strategies*
- Digital Workshop - Creating Content that engages and grows your audience*
- Digital Workshop - Being found on Google*
- Digital Workshop - Increase Website Effectiveness*

**with thanks to extra Federal funding made available through TDDI and administered by the Queensland government.*

STRATEGIC PARTNERSHIPS

Bundaberg Chamber partnership

A formal partnership through MOU was established in 17/18, which serves to address opportunity to collaborate and align for the benefit of the broader region.

Southern Great Barrier Reef

The formal partnership between the 3 RTO's of BNBT, Gladstone (GAPDL) and Capricorn (CE) work together under the destination marketing banner of the Southern Great Barrier Reef. A project that originally started with a focus on international trade development, has grown to include combined cooperative campaigns, joint media events in and outside of region, both international and domestic trade missions, consumer show presence, content creation projects and the launch of the www.southerngreatbarrierreef.com.au website and supporting consumer social media channels.

The 'Team SGBR' partnership also created the Destination Leaders Program, which extended industry business partnerships, packaging and comradery. This partnership is growing from strength to strength and a fantastic example of collaboration working, in pooling resources and extending reach for the destination.



*Left: The Southern Great Barrier Reef RTO teams.
Below: BNBT delivered the Empowering Women in Leadership series in partnership with CQU this year.*



Low Glow Collaboration

BNBT has joined forces with Greenfleet, Walt Disney Australia, Prince's Trust Australia, Sea Turtle Alliance and the Bundaberg Regional Council in the Low Glow Collaboration, with the goal to: facilitate the measurable reduction in lighting glow around Mon Repos to create better survival rates for sea turtles, through community activation. BNBT is involved as it believes the tourism industry has a responsibility towards the sustainability of the nesting turtle population and an opportunity to have a positive increase awareness with visitors.



Visit Woodgate Beach Inc

Worked with the tourism operators and businesses in developing the foundations of the Woodgate Beach Local Tourism Organisation and then an MOU to define the working relationship between the RTO & LTO. This document clarifies what the partnership means to each party to ensure that we align strategies and both work collaboratively towards a common vision of growing tourism for the region.

Below: The BNBT Board and Destination leaders hosting the TEQ Board and Executive at Zen Beach Retreat.



Thank you both Katherine & Duncan for a very positive two days in Bundaberg with the Tourism & Events Queensland Board & Exec and for being so generous with your time and knowledge.

Yesterday on tour, and last night at Zen with your destination leaders, was an experience which was powerful in helping our board and exec understand what it is that is special and unique about the region, and how powerful the spirit of collaboration is for the industry. In fact, we talked multiple times on the bus and again today about how strong the collaboration is, and how your leadership Katherine has influenced that. We also talked about the value of the Bundaberg brand: you should both be proud of what you are achieving for the region.

RACHEAL KLITSCHER DIRECTOR

Great Barrier Reef
Destination & Global
Partnerships
Tourism & Events
Queensland

Below: Federal Member for Hinkler Keith Pitt with Bundaberg region tourism industry at tourism roundtable discussion.



The 3 RTO CEO's of Team SGBR: Darryl Branthwaite, GAPDL, Mary Carroll, Capricorn and Katherine Reid, Bundaberg.



For Destination information about Bundaberg North Burnett

    @visitbundaberg www.bundabergregion.org
#visitbundaberg #northburnett #southerngreatbarrierreef #tastebundaberg

For Corporate information about Bundaberg Tourism  @bundabergtourism

