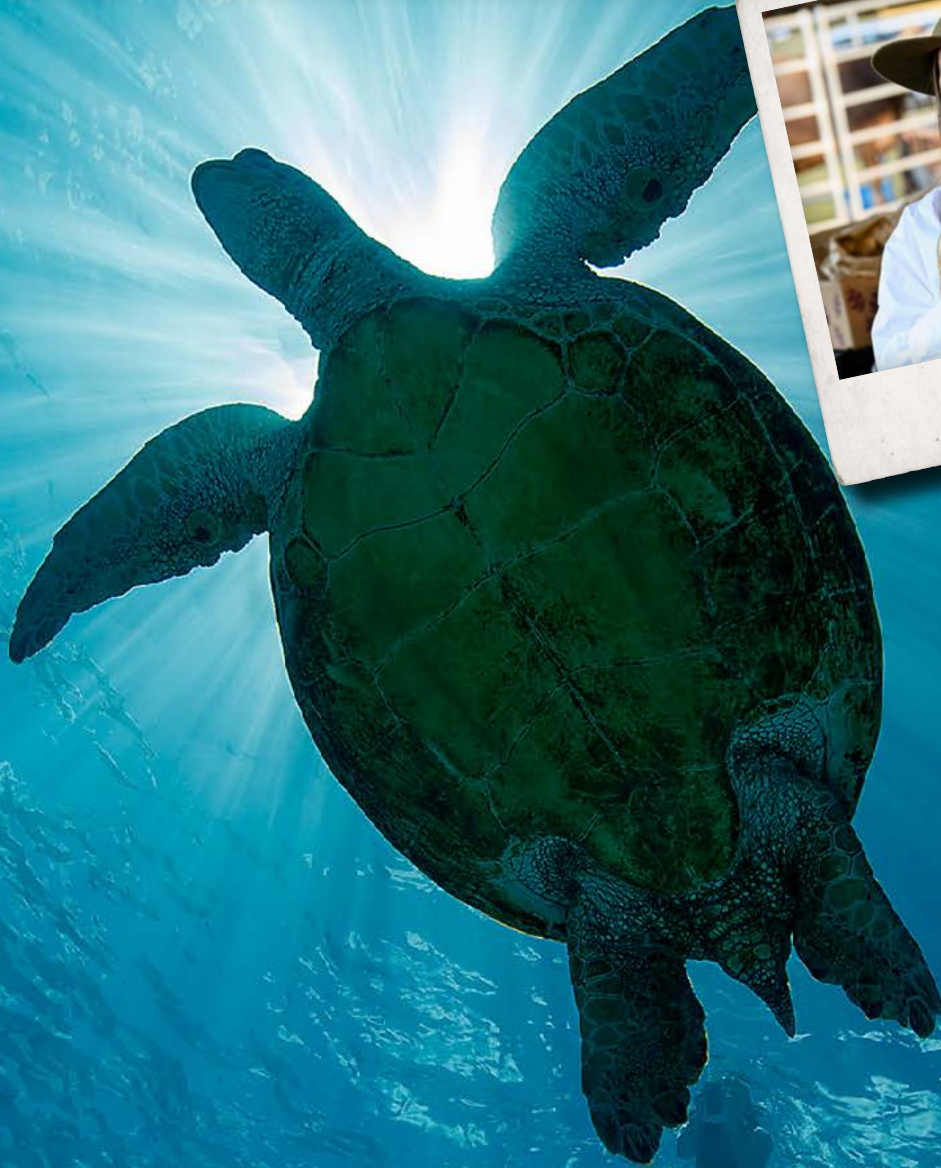


**Bundaberg**
Southern Great Barrier Reef
Queensland *Where great begins*

BUNDABERG TOURISM

2025/26 Partnership Prospectus



bundabergregion.org
[@visitbundaberg](https://www.instagram.com/visitbundaberg)

About Us

Established in 1971, BT is one of the thirteen Regional Tourism Organisations as recognised by Tourism and Events Queensland (TEQ). BT's key priority areas are focused on driving visitation and economic benefit to the destination, as we strive to build and maintain a healthy and sustainable regional tourism economy.

BT is a member-based, not-for-profit organisation working in partnership with over 130 member businesses. These include traditional tourism businesses like accommodation, tours and attractions, but also include more general businesses including retailers, the hospitality sector, and service providers like fuel stations, taxis and transport.

Our Destination Vision

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.

Our Corporate Vision

To lead the sustainable growth of Bundaberg Region's tourism industry for the economic benefit of our members and community, and be valued by our partners as a leader in destination management embracing best practice in marketing, visitor servicing and destination development.



**Queensland
Government**

Acknowledgement of Country

Bundaberg Tourism respectfully acknowledges the Taribelang Bunda, Gooreng Gooreng, Gurang, Bailai and the Wakka Wakka and Auburn Hawkwood (Wulli Wulli) Peoples as the Traditional Custodians of the precious land, water and sea country on which we all love to work, live and play.

We recognise the thousands of generations of continuous culture that have shaped this country and the people on it.

And we pay our respects to Elders past, present and emerging and look forward to working with all First Nations People in the Bundaberg and North Burnett regions in sharing culture through tourism, in the spirit of mutual respect and reconciliation.



Welcome

Your support of Bundaberg Tourism is an investment in a sustainable future for the Bundaberg region.

Your membership contribution goes towards stimulating visitation, increasing visitor expenditure and increasing length of stay through

- marketing the region to key target markets;
- delivering services to visitors on arrival;
- developing the capacity of the Bundaberg tourism industry; and
- supporting the tourism industry to build relationships and grow opportunities at all levels locally, domestically and internationally.

Your membership is a valuable contribution to a strong tourism economy, driving community prosperity...as well as giving you access to a myriad of resources, business support and marketing opportunities with Bundaberg Tourism.



Katherine Reid
Chief Executive Officer

Maximise Your Membership



Our organisation exists for the collective success of the region and its vibrant tourism industry, and a successful membership relies on you being actively involved with BT - the more you share, the more we can work together!

Membership is like a gym membership - you only get out what you put in.

In 2023/24, our passionate team of highly experienced marketers, tourism experience and trade specialists, business development professionals and visitor services staff have delivered the following outcomes.

Marketing

MARKETING CAMPAIGNS

- Reached **4.1 million people** through our Southern Great Barrier Reef Agritourism Trails and winter Culinary marketing campaigns;
- Reached **3.7 million people** through our Summer marketing campaign;
- Reach **5.6 million people** through our Bundaberg Southern Great Barrier Reef - Where the Reef Begins interstate marketing campaign;
- Reach **6.2 million people** through our Destination Events campaigns;
- Partnered with Drive Queensland to attend eight (8) national 4x4 Outdoor Shows and Caravan Camping & Outdoor Shows across Australia.
- Participated in two (2) whole-of-Queensland marketing campaigns
- Partnered with the Southern Great Barrier Reef RTOs to deliver two international trade campaigns.

ALWAYS-ON DIGITAL ACTIVITY

- The destination website welcomed **330,000+ unique visitors** across **447,000+ sessions**
- Drove **51,900+ leads to regional operators** from the destination website
- Reached **17.5 million people** across our @visitbundaberg social media channels

Your membership can include:

- ✓ Free and paid inclusion in destination marketing campaigns and activities;
- ✓ Website listings and inclusion in our blogs and content pages;
- ✓ Bespoke marketing packages for your business;
- ✓ Content creation initiatives;
- ✓ Access to destination image and video gallery and destination content

PR & Media Coverage

- Reached **1.5 billion people** through domestic media coverage;
- Reached **800 million people** through international media coverage;
- Hosted **12 journalists** in region on familiarisations;
- Attended **2** major media events to pitch to domestic and international journalists.

Your membership can include:

- ✓ Inclusion in media pitches and familiarisations;
- ✓ Opportunities to leverage our media networking for your product launches and announcements;
- ✓ Media training and PR support;
- ✓ Media monitoring

Business & Industry Development

TRADE DEVELOPMENT

- Attended 5 sales missions & trade events
- Engaged with more than 650 trade partners
- Hosted 15 tourism buyers on familiarisations in region;
- Delivered training & mentoring to 9 operators;
- Worked with 20 trade-ready operators;
- Partnered with 14 trade partners to deliver new deals, packages and destination listings;
- Nominated as Most Popular Tourism Office at 2023 National Travel Industry Awards (NTIA)
- SGBR a finalist in "Partner of the Year" category of the Australian Tourism Export Council (ATEC) Awards.

INDUSTRY DEVELOPMENT PROGRAMS

- Delivered the SGBR Agritourism Development program to 5 regional operators worth \$50,000;
- Delivered accessibility training and development;
- Partnered with TEQ to deliver Transformative Experiences Mentoring Program for 2 operators;
- Supported 53 operators to achieve Best of Queensland Experiences status;
- Provided one-on-one support for the development of 4 products.

Your membership can include:

- ✓ Access to heavily subsidised mentoring, training and development programs;
- ✓ Participation in sales missions & trade events;
Input into business cases, funding applications and submissions
- ✓ Detailed consumer data, market research data and insights

Advocacy & Partnerships

ADVOCACY, DEVELOPMENT & INFRASTRUCTURE PRIORITIES

- Provided key insights, data and case studies into the destination's tourism infrastructure and destination development conversations with all levels of Government:
- Agritourism advocacy to support increased economic complexity and employment opportunities in the agriculture, tourism and hospitality sectors, and an increased industry capability for future diversification
- Hosted key Queensland Government, TEQ and QTIC representatives in the region
- Input into Wide Bay Burnett Regional Plan review
- Active participant in Bundaberg Region Investment Facilitation Network to provide tourism infrastructure input at a state and federal level

INDUSTRY VOICE

- BT had a seat on influential committees and groups including :
 - Queensland Regional Tourism Network (QRTN)
 - QRTN Tourism Climate Action Steering Committee
 - Australian Tourism Export Council (ATEC) South Queensland Committee
 - Jobs Bundaberg Committee
- Participation in Tourism Australia's Destination Australia and National RTO Forum
- Partnered with Bundaberg and Childers Chamber of Commerce and Regional Business HQ

Your membership can include:

- ✓ Eligibility to sit on the BT Board & vote at the AGM;
- ✓ Networking functions & events;
- ✓ Invitations to sit on industry advisory groups to influence regional tourism;
- ✓ Invitations to VIP media and trade functions;
- ✓ Invitations to Ministerial, Executive and Board roundtable events
- ✓ Advocacy support on issues and policies affecting tourism industry from Leadership team

Testimonials



Work With Bundaberg Tourism

Top Reasons To Work with Bundaberg Tourism



CONTRIBUTE TO THE GROWTH OF OUR ECONOMY

Membership is an investment in your business and the economic prosperity of our community.

YOUR MEMBERSHIP GIVES YOU: Access to Team Bundaberg – a passionate community working together to build an innovative industry and to deliver economic growth to our region



BE SEEN BY OUR VISITORS

In 2023/4, the Bundaberg Tourism reached X.X million people through our marketing campaigns and X.X million people through our social media activity; welcomed over 330,000 unique visitors to the destination website; assisted 51,000 visitors a year through our Visitor Information Centres; and connected with over 39,000 followers on the Visit Bundaberg social media channels.

YOUR MEMBERSHIP GIVES YOU: Exclusive free and paid opportunities to leverage our marketing campaigns and digital channels for your business' benefit.



INVEST IN & GROW YOUR BUSINESS

BT's broad range of business development programs, workshops, initiatives and mentorships are designed to help you increase your business revenue.

YOUR MEMBERSHIP GIVES YOU: Support to grow your business in the short- and long-term.



GET YOUR BUSINESS SOLD ACROSS AUSTRALIA AND THE WORLD

As a region, we are building domestic and international markets through strategic, collaborative activities with thousands of trade partners worldwide.

YOUR MEMBERSHIP GIVES YOU: Access to business development opportunities to open your business to new markets, create sales and increase your competitiveness.



CONNECT WITH YOUR INDUSTRY

Take part in tourism industry networking events for members, attend familiarisations to understand other product around you, and build value by being part of targeted packages for co-operative campaigns.

YOUR MEMBERSHIP GIVES YOU: Opportunities to meet with industry experts, thought leaders, and like-minded professionals to foster connections, inspire growth, and unlock new possibilities.



BE HEARD

Join your voice to Bundaberg Tourism's united voice of communication to local, state and federal government, including Tourism & Events Queensland and Tourism Australia.

YOUR MEMBERSHIP GIVES YOU: Opportunity to have your say on advocacy topics.



BE SUPPORTED

We are as passionate about the Bundaberg and North Burnett regions as you are and our team is available to support you and your business for success. From a simple question to involvement in our international, domestic and local cooperative campaigns, we're here to help you grow.

YOUR MEMBERSHIP GIVES YOU: Help when and where you need it.

Membership Levels



I AM AN INDIVIDUAL



COMMUNITY MEMBERS, STUDENTS & INTERESTED PARTIES

MY BUSINESS WORKS ALONGSIDE THE TOURISM INDUSTRY



NOT-FOR-PROFIT & COMMUNITY ORGANISATIONS



CORPORATIONS OR PROFESSIONAL SERVICES



We value the contribution of BT to the regional economy through destination marketing and PR, visitor services, product and experience development, industry support and destination stewardship and we want to support BT's work

I WANT ...

... TO BE INVOLVED

- I want to stay current on industry information
- I want to attend networking events
- I do not need marketing, advocacy or business development support

... TO CONNECT & CONTRIBUTE

- We want to stay current on industry information
- We want to attend networking events
- We want access to BT's media library and research & statistics
- We want a business listing on the BT corporate website and to promote my services to other members
- We do not need marketing, advocacy or business development support

... TO PARTNER FOR REGIONAL GROWTH

- We want to have a strategic and collaborative partnership between our two organisations for long-term benefits of the region
- We want a tailor-made corporate partner package that will suit our needs, that is future-focused and that will deliver long-term benefits for our business, the community & the regional economy

TOURISM SUPPORTER
\$180

CORPORATE SUPPORTER
\$480

CORPORATE PARTNERSHIP POA

MY BUSINESS IS A TOURISM BUSINESS OR EVENT



ACTIVITIES, TOURS & ATTRACTIONS

A product or experience that locals and visitors to our region can participate in



ACCOMMODATION

Locals and visitors stay overnight at our property



HOSPITALITY, VENUES & ENTERTAINMENT

We host locals and visitors for dining, events and/or live performances and entertainment



TRANSPORT

We provide transport options for locals and visitors to our region



RETAIL

We sell products to locals and visitors to our region



MAJOR & REGIONAL EVENT

We are an event that attracts locals and visitors and encourages them to stay in the region



INDUSTRY ASSOCIATION

We are a representative group, peak body or marketing organisation



We value the contribution of BT to the regional economy through destination marketing and PR, visitor services, product and experience development, industry support and destination stewardship and we want to support BT's work

I WANT ...

... VISITORS TO GET TO KNOW MY BUSINESS

- We want to engage with the Visitor Information Centres
- We want to appear on the destination website
- We do not need other marketing, advocacy or business development benefits

Also suits out-of-region operators who hold a primary membership with another RTO

VISITOR SERVICES
\$550

... TO PROMOTE MY BUSINESS

- We are a small business
- We want to participate in industry networking, events & activities
- We want to appear on the destination website
- We want to engage with destination marketing & media activity
- We are not ready for advocacy or business development benefits

BRONZE PARTNERSHIP
\$900

... TO GROW MY BUSINESS

- We are a small to medium business
- We want to engage with destination marketing & media activities
- We are ready to grow our business through development & trade distribution activities
- We want industry benefits including networking opportunities

SILVER PARTNERSHIP
\$1,300

... TO BE A REGIONAL TOURISM LEADER

- We are an established tourism business & wish to work with the SGBR leaders
- We want to align and engage with destination marketing & media activities, industry development & trade distribution activities
- We want industry benefits including networking and advocacy
- We may want to promote two arms of our business separately

GOLD PARTNERSHIP
\$2,750

... TO BE A STATE OR NATIONAL TOURISM LEADER

- We consider ourselves an SGBR leader and invest time & energy into tourism
- We enjoy all the benefits of our high-performing membership
- We value deeper industry benefits including the opportunity to attend VIP industry roundtables & exclusive events
- We want access to special reports, insights, data & research

PLATINUM PARTNERSHIP
\$6,200

Membership Benefits 2025/26

		PLATINUM	GOLD	SILVER	BRONZE	VISITOR SERVICES	CORPORATE SUPPORTER	TOURISM SUPPORTER
ADVOCACY & INDUSTRY ENGAGEMENT		VALUE						
Valued contribution to destination marketing & development of the region		✓	✓	✓	✓	✓	✓	✓
Membership certificate, digital membership badge and window sticker		✓	✓	✓	✓	✓	✓	✓
Subscription to newsletter with news and updates about business support, events and activities, and funding/grant opportunities		✓	✓	✓	✓	✓	✓	✓
Opportunity to promote business within corporate e-news & social media *		✓	✓	✓	✓		✓	
Vote at AGM and nominate for the Board		✓	✓	✓	✓	✓	✓	✓
Discounted or free tickets to BT functions and networking events	Prices vary	✓	✓	✓	✓	✓	✓	✓
Opportunity to sit on industry advisory groups to influence regional tourism		✓	✓					
Invitation to attend VIP media and trade functions, Ministerial, Executive and Board roundtable events		✓						
Advocacy support on issues and policies affecting tourism industry from Leadership team		✓	✓	✓	✓		✓	
BUSINESS DEVELOPMENT & SUPPORT		VALUE						
Partnership Toolkit with resources for your business		✓	✓	✓	✓	✓	✓	
RTO membership points towards Best of Queensland Experiences Program		✓	✓	✓	✓	✓	✓	
Eligibility to apply for trade mentoring *	\$2,500+	✓ FREE	\$100	\$200				
Eligibility to apply for experience and business development mentoring *	\$2,500+	✓	✓	✓				
Eligibility to submit content for SGBR trade manual and e-news *		✓	✓	✓				
Eligibility to participate in trade sales missions, webinars, trade shows and roadshows *		✓ PREFERRED	✓	✓				
Consideration for relevant trade famil opportunities where appropriate to market *		✓ PREFERRED	✓	✓				
Opportunity to be involved in domestic & international trade marketing campaigns *		✓ PREFERRED	✓	✓				
Access to detailed market research data and insights to assist with sales & marketing activities	From \$500/ report	3 PER YEAR	1 PER YEAR					
Access to destination statistics and analytic insights	From \$50/report	✓ MONTHLY	✓ QUARTERLY	✓ ANNUALLY	✓ ANNUALLY	✓ ANNUALLY		
Strategic 1:1 sessions with relevant RTO staff	From \$100/hr	✓						
High-line input into business cases, funding applications and submissions from Leadership team	From \$200/hr	✓						

* Conditions apply
 ✓ Included in membership
 \$ Costs apply

		PLATINUM	GOLD	SILVER	BRONZE	VISITOR SERVICES	CORPORATE SUPPORTER	TOURISM SUPPORTER
MARKETING & PR	VALUE							
Use of destination logos and brand toolkit, destination image gallery and destination content		✓	✓	✓	✓	✓	✓	
Consumer listing on Destination Website	\$150/listing	4	3	2	1	1		
Business Directory listing on Destination Website	\$50/listing	4	3	2	1		1	
Eligible to buy into co-operative marketing campaigns and activities *		✓ PREFERRED	✓	✓	✓			
Credit to apply to 2025/26 co-operative marketing campaigns packages *		\$1,000	\$250					
2025/26 content creation packages		FREE	50% OFF	\$	\$			
Free digital ad on high-performing pages of Destination Website - 1 month duration	Up to \$299	2 PER YEAR	1 PER YEAR					
Free "Featured Deals" on deals page of Destination Website	\$50/deal	2 PER YEAR	1 PER YEAR					
Eligible to advertise on the Destination Map at reduced members rates *	Min. 20% saving	✓	✓	✓	✓	✓		
Eligible to advertise in the Destination Visitor Guides at reduced members rates *	Min. 20% saving	✓	✓	✓	✓	✓		
Eligible for bespoke operator campaigns across destination website, consumer e-news and social media	From \$500	✓	✓	✓	✓			
Eligible for inclusion in destination media kit		✓ PREFERRED	✓	✓	✓			
Consideration for relevant media opportunities where appropriate to market *		✓ PREFERRED	✓	✓	✓			
Eligible to leverage Bundaberg Tourism's national media network for product launches and announcements	From \$300	✓	✓	✓				
Dedicated media monitoring reporting	\$300/report	ON REQUEST	\$					
Eligibility for inclusion in Bundaberg Region Business Events Guide and relevant marketing, PR and activity		✓ PREFERRED	✓	✓				
Inclusion of product collateral in conference and events packs		✓ PREFERRED	✓	✓				
VISITOR SERVICES	VALUE							
Brochures displayed in Bundaberg Visitor Information Centres reaching over 10,000 visitors per year	\$50/brochure	1	\$	\$	\$	1		
Bundaberg Visitor Maps and Visitor Guides free for the positive promotion of the Bundaberg region		✓	✓	✓	✓	✓	✓	✓
Opportunity to present industry updates at monthly Ambassador workshops		✓	✓	✓	✓	✓		
Opportunity to attend/send staff to attend Ambassador famils throughout the year		4	2	1	\$	\$	\$	\$

* Conditions apply
✓ Included in membership
\$ Costs apply