



GAPDL
The Gladstone Region



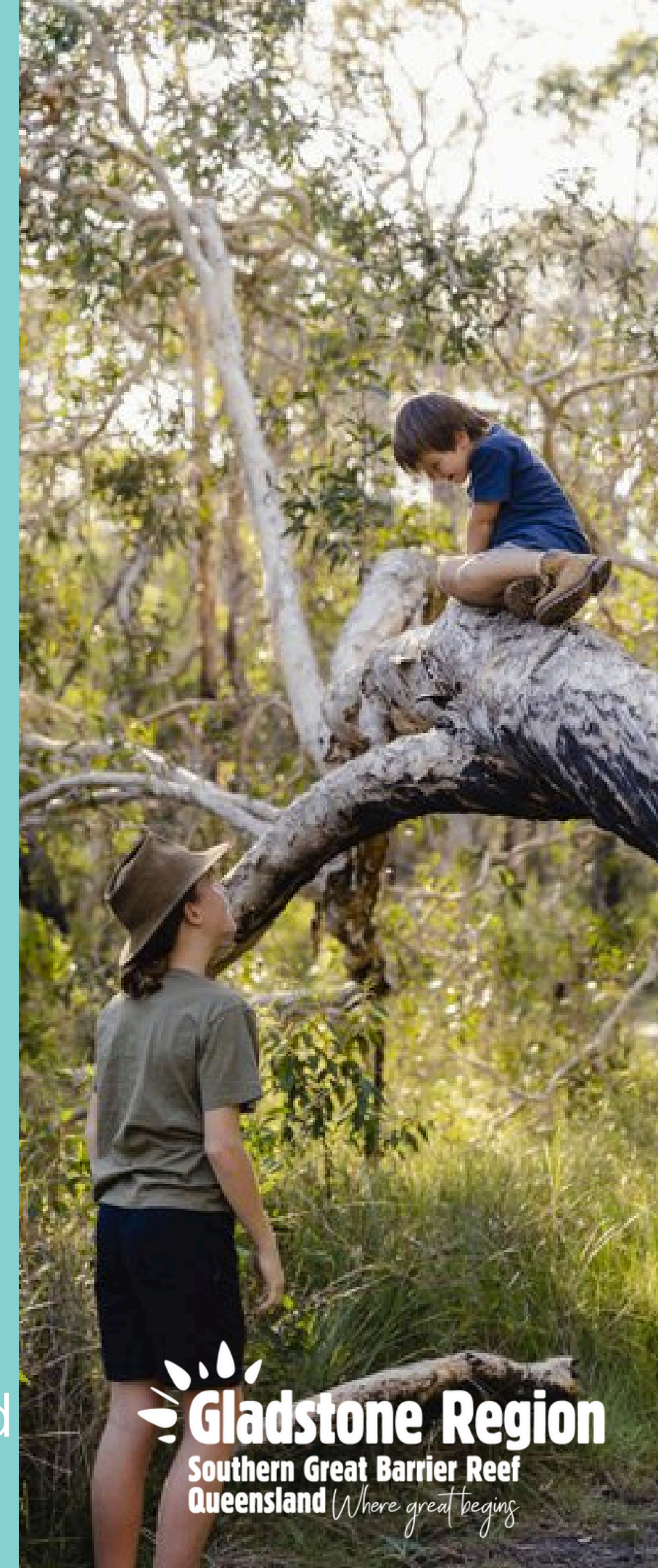
Gladstone Region

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

WORKPLAN REPORT DELIVERY JANUARY-JUNE 2025

Key highlights:

- Delivered eco-tourism trails, interactive maps and promotional content
- Completed accessibility audits, with operator workshops scheduled for September
- Ran major campaigns including Easter in Gladstone, TEQ's *That Holiday Feeling* and Channel 7 Weekender
- Represented the region at key trade events: ATE25, ATEC QLD Showcase and SGBR Roadshows
- Increased ATDW participation and hosted member networking events across the region
- Delivered six targeted famil programs showcasing experiences from reef to ranges
- Continued growth across digital channels, boosting regional reach and engagement



LOOKING AHEAD, OUR PRIORITIES INCLUDE:

Key highlights:

- Driving organisational transformation – team redesign and stronger culture
- Finalising 2025–2035 Strategic Plan
- Finalising the Gladstone Region DMP – informed by broad consultation
- Strengthening collaboration with Council, industry, operators and RTO partners
- Delivering national exposure via Queensland's Holiday Highway campaign, Carrie & Tommy radio and The Great Outdoors
- Enhancing visitor servicing, digital infrastructure and volunteer support
- Deepening data and insights to guide investment, growth and planning



OUR VISION

“By 2035, GAPDL and the Gladstone Region will be established as a leading force in Queensland’s visitor economy - recognised for bold destination marketing, authentic experiences and collaborative partnerships that drive sustainable growth, community pride and global appeal.”



STRATEGIC OVERVIEW



DRAFT DMP Engagement

Online survey 1- 14 September

Community Info Session

Agnes Water - Tuesday 9 September

Stakeholder Info session

Gladstone (Word Tourism Day)

Wednesday 10 September

Community Info session

Gladstone (Word Tourism Day)

Wednesday 10 September



OUR STRATEGIC PILLARS

Experience

- We champion our operators and unforgettable visitor moments

Partnerships

- Industry collaboration drives everything we do

EcoTourism

- Proudly grounded in place, people and Country

Brand

- We want the world to see the real Gladstone Region

People

- The heart and drive behind our purpose



GAPDL TRANSFORMATION

Phase 1 – Internal Reset (*Complete*)

- Engagement with team and volunteers
- Co-designed vision, purpose, values + approach
- Strategic Pillars:
Experience | Partnerships | EcoTourism | Brand | People

Phase 2 – Stakeholder Engagement (*Current*)

- Engagement with partners, members + community
- Employee + volunteer planning days → key strategies

Phase 3 – Rebrand & Relaunch (*Upcoming*)

- Refreshing name + brand identity
- Marketing campaigns: domestic & international
- Pre-positioning ahead of Brisbane 2032



OUR BRAND PROMISE

GLADSTONE REGION. COME CURIOUS, LIVE DELIBERATELY, LEAVE GLAD.

Our destination brand invites visitors to uncover the unexpected - from iconic Southern Great Barrier Reef adventures to hidden charm within our ranges. We market experiences that are raw, real and rich in story - showcasing the people and places that make our region unforgettable.