

Appendix 1

GAPDL Funding Agreement Performance Framework Summary

Report Reference:

15 September 2026 – GAPDL Future Funding Agreement

PURPOSE

This Performance Framework establishes the strategic outcomes, performance measures and annual reporting requirements associated with Council's investment under the Funding Agreement with Gladstone Area Promotion and Development Limited (GAPDL).

The Framework has been developed collaboratively between Council and GAPDL following extensive consultation and negotiation and is designed to ensure accountability, transparency and measurable return on investment for the Gladstone Region.

The Framework focuses on the achievement of strategic visitor economy outcomes aligned with Council's Corporate Plan, Destination Management Plan and broader economic development objectives, while maintaining flexibility to respond to changing market conditions, emerging opportunities and industry priorities throughout the term of the Agreement.

STRATEGIC OUTCOME AREAS

Council's investment seeks to support outcomes across the following strategic themes:

- Growth in regional visitor expenditure.
- Growth in visitation to the Gladstone Region.
- Development and enhancement of tourism experiences and tourism products.
- Attraction of external investment, funding and strategic partnerships.
- Strengthening tourism industry capability and capacity.
- Building positive community awareness and support for tourism.

Achievement against these outcomes will be measured through the agreed performance framework and reported annually to Council.

STRATEGIC INVESTMENT PRIORITY – YEAR 1

As part of the Year 1 funding allocation, Council will support a strategic destination repositioning project for the Gladstone Region.

The project will establish a contemporary and differentiated destination position for the Gladstone Region, supported by new destination marketing assets, enhanced visitor economy data and market intelligence, and a refreshed suite of promotional tools that can be utilised across tourism, investment attraction, business attraction and event attraction activities.

The project will directly support implementation of priority actions identified within the Destination Management Plan and strengthen the Region's competitiveness as a visitor, lifestyle and investment destination.

Council's contribution forms part of a broader co-investment model, with GAPDL leveraging additional funding sources and project partners to maximise regional outcomes.

PERFORMANCE FRAMEWORK

Outcome Area 1 – Grow Visitor Expenditure

Strategic Outcome: Increase the economic contribution of tourism to the Gladstone Region through growth in visitor expenditure.

Performance Measure: Demonstrate annual growth in Total Visitor Expenditure (TVE) using the latest available Gladstone Region data published by Tourism Research Australia.

Annual Incentive Value: \$11,238

Outcome Area 2 – Grow Regional Visitation

Strategic Outcome: Increase visitation to the Gladstone Region to support local businesses, tourism operators and employment opportunities.

Performance Measure: Demonstrate annual growth in visitation to the Gladstone Region using the latest available regional tourism data published by Tourism Research Australia.

Annual Incentive Value: \$11,238

Outcome Area 3 – Grow Tourism Experiences

Strategic Outcome: Support development of new and enhanced tourism products and experiences that strengthen the region's visitor offering.

Performance Measure: Facilitate the development of a minimum of four new or enhanced tourism experiences and/or bookable tourism packages annually, including at least one outcome outside Gladstone or Agnes Water/1770.

Examples may include:

- New market-ready tourism products.
- New bookable tourism experiences.
- Tourism package development.
- Progression of operators through Best of Queensland accreditation levels to Gold.

Annual Incentive Value: \$11,238

Outcome Area 4 – Grow Tourism Investment and Funding Opportunities

Strategic Outcome: Increase external investment, funding and partnership opportunities that contribute to growth of the regional visitor economy.

Performance Measure: Identify, develop, submit and/or materially support a minimum of four external funding, investment or strategic partnership opportunities annually that align with regional tourism priorities.

Annual Incentive Value: \$11,238

Outcome Area 5 – Strengthen Tourism Industry Capability

Strategic Outcome: Build the capability and competitiveness of tourism operators and visitor economy businesses across the Gladstone Region.

Performance Measure: Deliver a minimum of six tourism industry development and capability-building activities annually. Activities may include:

- Industry training
- Workshops and information sessions
- Mentoring programs
- Accreditation and quality improvement initiatives
- Trade and distribution readiness activities
- Other industry development opportunities aligned with regional tourism priorities

Annual Incentive Value: \$11,238

Outcome Area 6 – Strengthen Community Support for Tourism

Strategic Outcome: Build positive community awareness and support for the role tourism plays in the region's economy, liveability and future growth.

Performance Measure: Establish an agreed baseline measure in Year 1 and demonstrate positive progress throughout the term of the Agreement, supported by community engagement and communication activities.

Annual Incentive Value: Included within the overall performance framework.

Annual Reporting Requirements

GAPDL will provide an Annual Performance Report to Council for each financial year of the Agreement.

The Annual Performance Report will include:

- Achievement against each strategic outcome area and associated performance measure.
- Progress against the destination repositioning project and associated strategic outcomes, where applicable.
- Commentary on visitor economy trends and market conditions.
- Evidence supporting achievement of performance outcomes where applicable.
- Lessons learnt identified throughout the reporting period including key achievements, challenges, opportunities and commentary on any performance outcomes that were not achieved.