



Granite Belt wine country

20
26

⇒ **membership prospectus** ⇒

History

Granite Belt Wine & Tourism (GBWT) is the official local tourism association for the Granite Belt. A not-for-profit incorporated association, undertaking destination marketing, advocacy and industry capacity building since 2007.

Originally, the Granite Belt Tourist Association Inc and Granite Belt Wine Industry Association Inc were formed in 1999. Eight years on, they joined forces to become Granite Belt Wine and Tourism, as an official Queensland Local Tourism Organisation (LTO).

The Granite Belt is an officially recognised Geographical Indicator (GI) of around 1,156 square kilometres. It was registered in 2002 and is approved by Wine Australia and recognised internationally.

Strategic Goals

Brand Personality

- » Attract new visitors to the region
- » Generate destination publicity
- » Maintain the relationship with existing Granite Belt visitors

Destination Development

- » Grow the tourism product
- » Grow industry knowledge and capacity
- » Training and networking opportunities

Stakeholder Engagement

- » Build trust with members and local Government partners
- » Build mutually beneficial relationships with industry

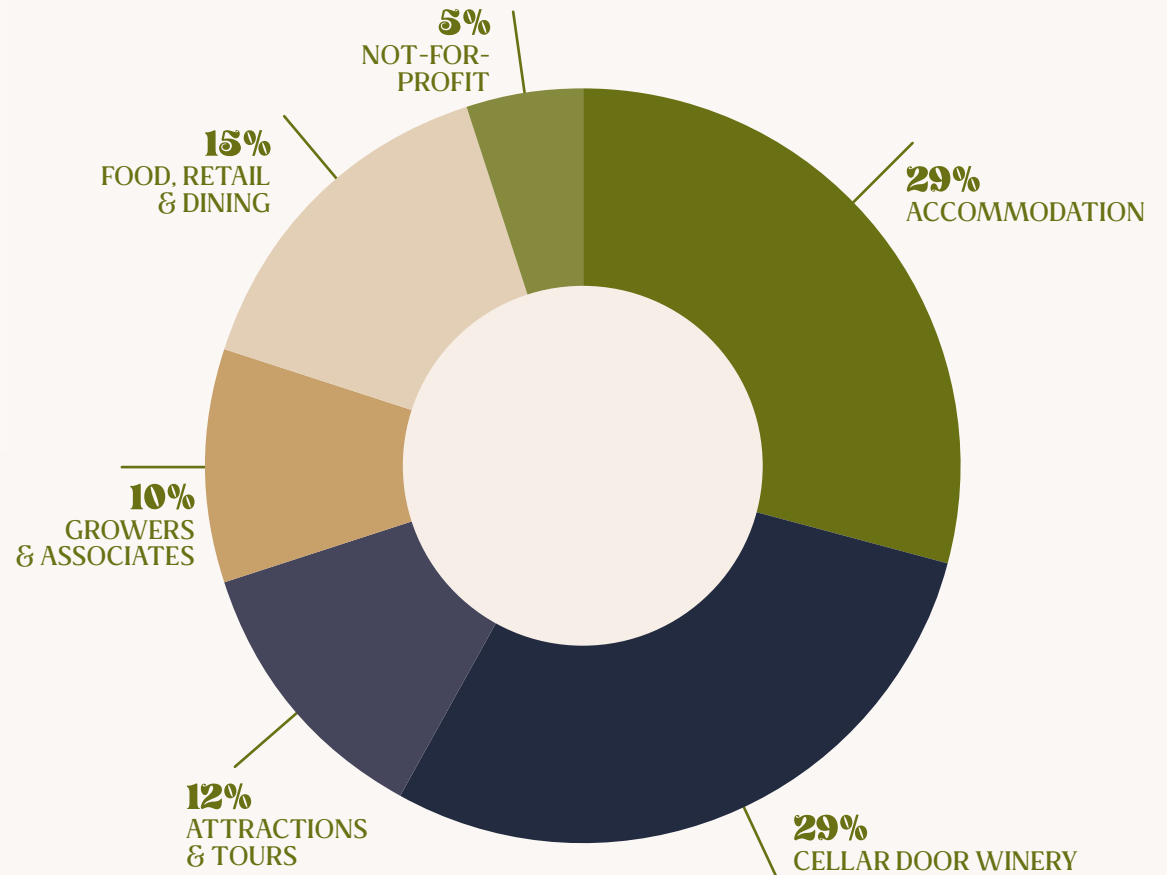
Strengthen our Association

- » Robust financial modelling
- » Excellence in governance and risk management

“
Our vision is to deliver destination marketing on behalf of a vibrant and sustainable Granite Belt wine and tourism industry
”

◆ Together we are greater

GBWT represents
*135 businesses and
organisations* from across
the visitor economy
and community



◆ Together we are greater

At a National, State, Regional & Local Level

A trusted and respected organisation, GBWT works with national, state and regional tourism bodies to leverage their destination campaigns and advocate for tourism in the Granite Belt including:

- » Queensland Country Tourism (QCT) Reciprocal Partnership
- » SDRC representative in monthly GBWT Board meetings
- » Media statements and interviews on behalf of the Granite Belt Tourism Industry



Southern Downs
REGIONAL COUNCIL

GBWT receives essential grant funding from SouthernDowns Regional Council to assist with funding our destination marketing efforts across the region.



TOURISM AUSTRALIA



Queensland
AUSTRALIA



Southern Downs
REGIONAL COUNCIL

Queensland
Country
TOURISM



Granite Belt
wine country

Our Brands

Brand Hierarchy

All sub-brands are anchored by the destination brand, Granite Belt Wine Country.

Sub-brands include:

- » Granite Belt Wine & Tourism
corporate brand
- » Grazing the Granite Belt
event brand
- » Strange Bird
wine brand



Granite Belt wine country

DESTINATION BRAND



CORPORATE BRAND



EVENT BRAND



WINE BRAND

Our Strategic Marketing

With increased competition in the domestic market and the downturn in leisure spending nationally, by working together as a region we can ensure:



Consistent, long term, year round targeted strategy with real results



Further growth in our audience to engage potential and repeat visitors to remain competitive



Continued capacity building working business to business to increase your capacity online and encourage innovative new experiences like nowhere else.

◆ How We Deliver Marketing



Developing seasonal activity with a digital, social and media PR focus



Promoting our website, seasonal offers, events and encouraging bookings



Distribution of our Visitor Guide:
The Little Black Book



Partnering with Southern Downs Regional Council, Queensland Country Tourism and Tourism and Events Queensland to maximise marketing initiatives.

Media PR Reach

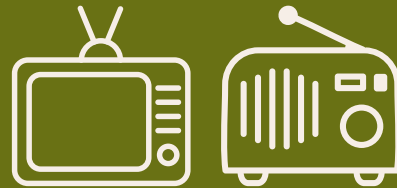
212M

TOTAL MEDIA REACH



209.7M

ONLINE NEWS REACH*



1.63M

TV+RADIO REACH*



885,600

FACEBOOK REACH**



278,000

INSTAGRAM REACH**

SOURCES:

* MELTWATER MEDIA MONITORING 1 OCT 2024 - 30 SEPT 2025

** META INSIGHTS (FACEBOOK/INSTAGRAM) 1 OCT 2024 - 30 SEPT 2025

◆ Member Professional Development

Each sector of our membership – wine, accommodation, food, tours and attractions – have specific service and development requirements that are addressed and assisted by relevant sub committees. These sectors meet regularly to participate in accommodation ambles, vineyard walks, dinners and casual networking events.

Annual General Meeting (AGM) is held towards the end of the year and is your opportunity to nominate for an executive or board position or participate in one of the sub committees.

◆ Product & Business Development

◆ Continuous development and quality growth is essential for competitiveness and prosperity in the region

◆ GBWT lobbies and fosters quality infrastructure and product development to build our destinational strengths and unique selling points

◆ GBWT delivers research, workshops, training and tourism events both in and outside the region designed to amplify our reach and increase exposure to our target markets





Membership Matters

“I invite you to become a member of this vibrant association today. The benefits of membership are many, however the most valuable being connection with other like minded business owners who genuinely care about growing their business and the region as a whole as much as you do.

Your membership contributes towards GBWT’s ongoing efforts to raise the profile, promote the destination and supports the sector.

Membership is not just about what GBWT can do for you, it is about collaboration, development and believing in our tourism community.

I look forward to welcoming you.”

Rachael Lang,
GBWT President

For more information email:
membership@granitebeltwinecountry.com.au

14 Great Reasons to join as a full member:

\$700
PER ANNUM

- 1. NEWS:** Stay up to date with the region via seasonal newsletter.
- 2. WEBSITE:** Feature on granitebeltwinecountry.com.au through your ATDW listing.
- 3. EVENTS:** Monthly What's On Social Post, events calendar on website, invite GBWC to co-host event on Facebook.
- 4. SOCIALS:** 1 guaranteed post on Facebook and Instagram per financial year.
- 5. SEASONAL DEALS:** Featured on website, e-news and social media posts.
- 6. BLOG:** Inclusion in relevant seasonal and special interest blogs on website, and shared on social media and e-news.
- 7. LITTLE BLACK BOOK:** Free A-Z listing with contact details, website and opening hours. Invitation to purchase full page advertisement in publication.
- 8. FAMILS:** Opportunities to participate in media familiarisation visits and flow on media coverage.
- 9. CONSUMER EVENTS:** Showcase your business at tourism shows and participate in Granite Belt consumer events such as Grazing the Granite Belt and Good Food and Wine Show.
- 10. STRANGE BIRDS:** Inclusion on wine trail map for winery members.
- 11. NETWORKING:** Attend GBWT industry networking and business development events relevant to your sector.
- 12. CONNECTING:** Stay connected with colleagues on the Granite Belt through Member Jungle platform.
- 13. COLLATERAL:** Show off your membership with certificate, door stickers, merch and more! Access to a suite of collateral including GBWC Brand Guide, logos, seasonal email footers and image library.
- 14. DESTINATION MARKETING:** Most importantly, collectively contributing to the overall destination marketing of Granite Belt Wine Country.



Apply for your membership today at granitebeltwinecountry.com.au/membership