

PUFFING BILLY RAILWAY

PARTNERSHIPS PROSPECTUS



Puffing Billy is proud to offer a collaborative partnership opportunity for tourism businesses in our region.

PUFFINGBILLY.COM.AU



WHO ARE WE

PUFFING BILLY is Australia's foremost operating steam railway, and one of the largest narrow-gauge heritage steam railways in the world. Its history spans a period of 120 years. Remarkably, for more than half that span, it has operated as a volunteer-based not-for-profit body. The Puffing Billy Railway (PBR) is operated by the Emerald Tourist Railway Board.

The narrow-gauge line between Belgrave and Gembrook in Victoria survives as one of the most intact examples of pioneering railway infrastructure in Australia. Its steeply graded banks, trestle bridges, line-side telegraph, signalling and rolling stock are of an era elsewhere replaced by modern technology. This railway takes its "era of significance", dating from 1900 to 1930, seriously. This emphasis has held the Organisation in good stead over the years and is the key to understanding the philosophy which drives the Emerald Tourist Railway Board in achieving preservation goals.

OUR PURPOSE

To preserve and share Puffing Billy Railway, its stories, community, and environment.

OUR VISION

To preserve and share a world renowned, community-based heritage rail experience, which captures both the natural beauty and rich social history of Victoria's Dandenong Ranges.

OUR MISSION

We provide a unique opportunity for visitors to immerse themselves in our rich local history, environment, and communities; foster and harness the passion our volunteers and staff have for heritage rail or community interaction.

BENEFITS OF BEING A PARTNER



- By partnering with Puffing Billy, your business will be aligning with a strong, respected organisation which welcomes over 320,000 visitors per year.
- Puffing Billy will endorse your business by recommending you as a place for our visitors to **EAT, STAY OR DO** in conjunction with their visit.
- There is no cost to you as a partner.

OUR REACH



ANNUAL VISITORS
329,000+



WEBSITE TRAFFIC
554,000+ UNIQUE VISITORS
PER YEAR



FACEBOOK 46,000+
FOLLOWERS



INSTAGRAM
11,500+ FOLLOWERS
67,100+ #PUFFINGBILLY POSTS



WECHAT
7,300+ FOLLOWERS

HOW DOES IT WORK?



RECIPROCAL WEBSITE LINKS

- **YOUR PARTNER BENEFIT:** Showcase your business on the Puffing Billy website with a high-resolution image, 150-word description and website link.
- **YOUR COMMITMENT:** To list Puffing Billy on your website. We will provide you with a high-resolution image, 150-word description and website link.

POSTER DISPLAY

- **YOUR PARTNER BENEFIT:** Puffing Billy will display a poster on our platforms encouraging visitors to explore places to EAT, STAY and DO nearby.
- **YOUR COMMITMENT:** To display a minimum A4 size Puffing Billy poster on your premises.

SOCIAL MEDIA

- **YOUR PARTNER BENEFIT:** Puffing Billy will promote your business via 2 x specific posts per year across our social media platforms.
- **YOUR COMMITMENT:** To publish 2 x posts promoting Puffing Billy on your social media channels. Puffing Billy will provide you with content.

COMMISSIONABLE PUFFING BILLY TICKETS

- **YOUR PARTNER BENEFIT:** Exclusive access to online agent portal. Receive a commission on pre-booked Puffing Billy Excursion Train and other applicable products.

T&Cs apply.

HOW DO I QUALIFY?



All Puffing Billy partners will fall into one of the following categories:



EAT

Restaurants and cafes located in the Dandenong Ranges.



STAY

Accommodation providers including Bed & Breakfasts, hotels, motels, caravan parks whose location makes them a suitable base for visitors to Puffing Billy Railway.



DO

Attractions, gardens, villages, wineries, breweries and other points of interest which are easily enjoyed in conjunction with a visit to Puffing Billy Railway.

TERMS & CONDITIONS

- The partnership agreement is valid for 12 months from the date of signing.
- The content of the partnership program is subject to change.
- All content provided will be reviewed by Puffing Billy Railway prior to publication.
- All partners' businesses must be aligned with Puffing Billy's family branding and Safeguarding Children and Young People Statement of Commitment.
- A partner is required to adhere to their obligations including placing a Puffing Billy listing on their website, posting about Puffing Billy on their social media channel(s) and displaying a Puffing Billy poster at their property.
- Puffing Billy Railway reserves the right to accept or refuse any partner Expression of Interest at their discretion.
- After the initial twelve month period, Puffing Billy Railway will consider an extension if the partner obligations have been met.
- All partners are required to have a COVIDSafe Plan. Evidence of this must be produced at the time of the prospective partner's Expression of Interest.
- Puffing Billy Railway reserves the right to cancel any partnership if the partner's business practices during the period of the contract conflicts with the organisation's family branding or Safeguarding Children and Young People Statement of Commitment.

BECOMING A PARTNER

To start the process, please complete an Expression of Interest form at puffingbilly.com.au/partnerships



GET IN TOUCH

To find out more about partnering with Puffing Billy Railway, feel free to get in touch and arrange a time to meet with us.

P: 03 9757 0700

E: partnerships@pbr.org.au

PUFFINGBILLY.COM.AU

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