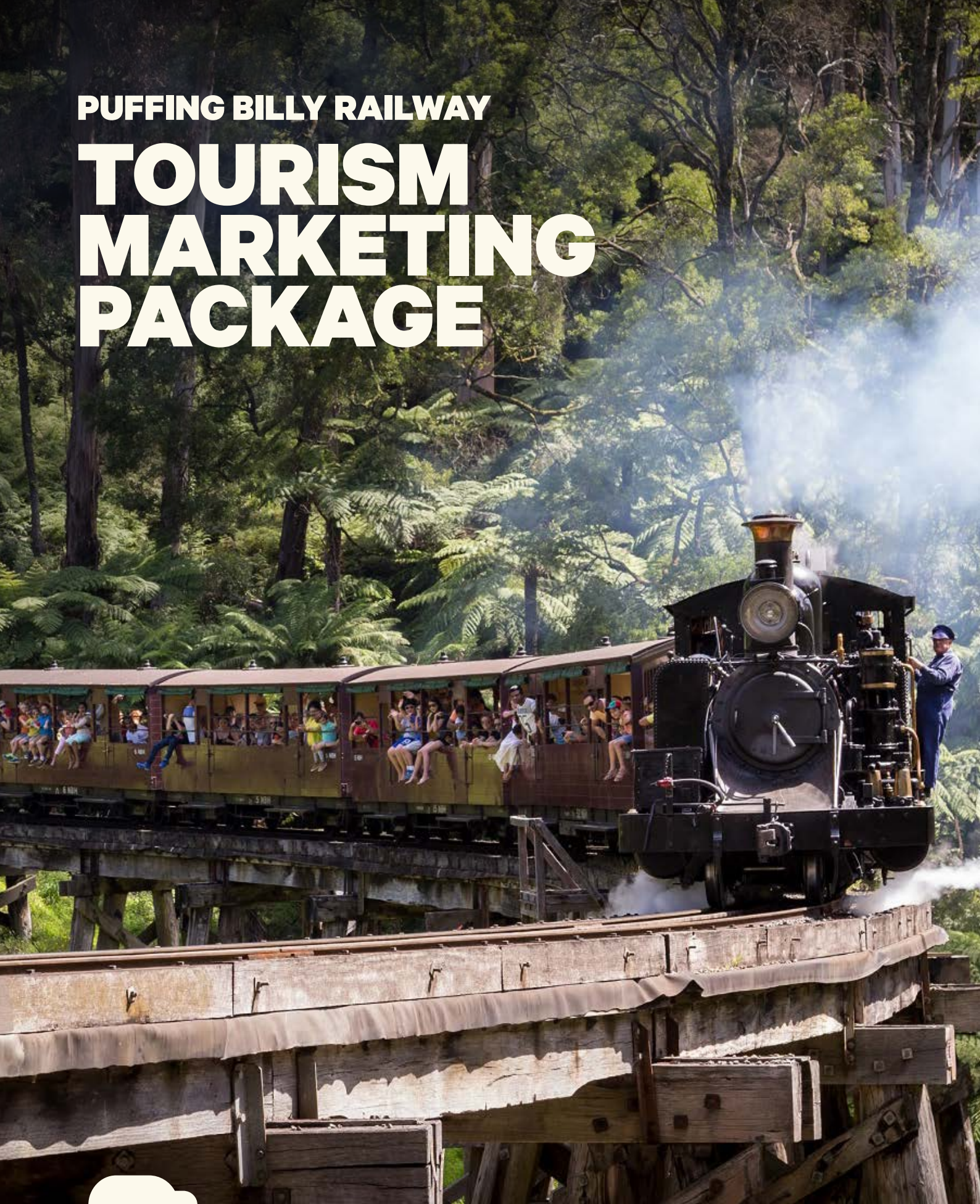


PUFFING BILLY RAILWAY

TOURISM MARKETING PACKAGE



Puffing Billy Railway is proud to offer a collaboration opportunity for tourism businesses in our region.

PUFFINGBILLY.COM.AU



WHO ARE WE

PUFFING BILLY RAILWAY 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 125 years. Remarkably, for more than half that span, it has operated as a volunteer-based not-for-profit body. Puffing Billy Railway is operated by the Puffing Billy 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 that drives the Puffing Billy 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, and foster and harness the passion our volunteers and staff have for heritage rail or community interaction.

ACKNOWLEDGEMENT STATEMENT

Puffing Billy Railway acknowledges the Wurundjeri and Bunurong people as the Traditional Custodians of the land on which Puffing Billy Railway operates, and pay our respects to their Elders past, present and emerging.

We respect and welcome people of all backgrounds, genders, sexualities, abilities, and cultures.

BENEFITS OF COLLABORATING WITH US



By collaborating with Puffing Billy Railway, your business will be aligning with a much-loved tourist attraction.

Together, we will aim to increase the awareness of our region and length of stay.

Puffing Billy Railway will recommend you as a place for our visitors to **STAY, DO or EAT** in conjunction with their visit.

THE TOURISM MARKETING PACKAGE IS FREE

As this is a collaboration between two aligned tourism businesses, there is no cost to you. The two tourism businesses promote each other, with the aim of increasing yield and length of stay in our region.

OUR REACH



WEBSITE TRAFFIC
1.3 MILLION WEB VISITORS PER YEAR



FACEBOOK 71,000+ FOLLOWERS



INSTAGRAM
65,000+ FOLLOWERS
86,000+ #PUFFINGBILLY POSTS



E-NEWSLETTER
49,000+ SUBSCRIBERS

HOW DOES IT WORK?



INCLUDED:

RECIPROCAL WEBSITE LINKS

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

SOCIAL MEDIA POSTS

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

POSTER DISPLAY

- **YOUR PARTNER BENEFIT:** Puffing Billy Railway will display a poster on our platforms encouraging visitors to explore places to EAT, STAY and DO nearby.

OPTIONAL:

COMMISSIONABLE PUFFING BILLY RAILWAY TICKETS

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

EMAIL COMMUNICATION:

- Puffing Billy Railway can promote your business in our e-newsletters.
- Partners can promote Puffing Billy Railway in their newsletters.

SPECIAL OFFERS AND GIVEAWAYS:

Partners can participate in seasonal campaigns by providing special offers and vouchers for Puffing Billy Railway to use when promoting to our customers and social media audience.

T&Cs apply.

HOW DO I QUALIFY?



All Puffing Billy Railway 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 Joint Marketing Agreement is valid for 12 months from the date of signing.

The inclusions of the tourism marketing package is subject to change.

All content provided will be reviewed by Puffing Billy Railway prior to publication.

All collaborators' businesses must be aligned with Puffing Billy Railway's branding and Safeguarding Children and Young People Statement of Commitment.

A collaborator is required to place a Puffing Billy Railway listing on their website and supply content for their listing on the Puffing Billy Railway website within 30 days of the commencement of the Joint Marketing Agreement.

A collaborator is required to post about Puffing Billy Railway on their social media channels twice during the twelve-month contractual period. The collaborator is expected to publish posts based on content received and at the times specified by the railway.

Puffing Billy Railway reserves the right to accept or refuse any collaborator Expression of Interest at their discretion.

After the initial twelve-month period, Puffing Billy Railway will consider an extension if the collaborator's obligations have been met.

Puffing Billy Railway reserves the right to cancel any Joint Marketing Agreement with a collaborator if their business practices during the period of the agreement conflict with the organisation's branding or Safeguarding Children and Young People Statement of Commitment.

EXPRESS INTEREST NOW

To start the process, please complete an Expression of Interest form on our website at

<https://puffingbilly.com.au/about/tourism-marketing-package/>



GET IN TOUCH

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

E: puffing.billy@pbr.org.au

PUFFINGBILLY.COM.AU

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