



PUFFING BILLY RAILWAY

PARTNERSHIPS



PROSPECTUS

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

WHO WE ARE

Puffing Billy Railway is a not for profit, community-based organisation. Our 600 friendly and passionate volunteers are instrumental to our success in the visitor industry in Victoria.

Puffing Billy Railway is a narrow gauge tourist heritage steam railway and Victorian icon that has been operating in the Dandenong Ranges for over 118 years. Puffing Billy operates up to six trains a day, every day except Christmas Day on its original mountain track between Belgrave and Gembrook.

The Railway welcomes visitors from not only Australia, but also international destinations including China, South East Asia, Japan, Korea, UK, and USA. It is promoted through a range of channels including but not limited to digital marketing and social media, tour operators, bloggers and print media.



BENEFITS OF BEING A PARTNER

- By partnering with Puffing Billy, your business will be aligning with a strong, respected organisation which welcomes over 510,000 visitors from both Australia and around the world.
- 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
510,000+



Website traffic
634,000 unique visitors
per year



Facebook
41,000+ followers
1.2m reached (last 12 months)



Instagram
8,100+ followers
59,300+ #puffingbilly posts



Wechat
5,500+ followers



Weibo
7,300+ followers



Newsletter
40,000+ subscribers



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.

EXPRESSION OF INTEREST – BECOMING A PARTNER

To start the process, please complete the *Expression of Interest Form* available on the Puffing Billy website. The details provided in the form will enable familiarisation with your business and determine whether there is strong alignment with Puffing Billy Railway's family branding. The purpose of this partnership is to provide a value add to partners and visitors alike.

If you have any questions prior to submitting the *Expression of Interest*, please don't hesitate to get in touch.

PARTNERSHIPS CONTACT

KINE HAUGLAND

Marketing Executive -
Business Development and Projects

partnerships@pbr.org.au

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.

BROCHURE DISPLAY

- **Your partner benefit:** Puffing Billy will display your brochure at one of our stations.
- **Your commitment:** Display Puffing Billy's brochure at your business.

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 20% commission on pre-booked Puffing Billy Railway Excursion Train and Steam & Cuisine Luncheon tickets.
T&Cs apply.



TERMS & CONDITIONS

- This partnership is valid for twelve months from date of contract.
- 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 Puffing Billy's brochures at their property.
- Puffing Billy Railway reserves the right to accept or refuse any partner Expression of Interest at their discretion.
- 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.

