



David Littleproud MP

Federal Member for Maranoa

Media Statement

November 25, 2016

RAI & Google reveal outback fitness *Off The Track Training* as a finalist in the Regional Online Heroes programme: David Littleproud MP

FINDING motivation to get to the gym is hard enough but what if you live in remote Queensland and the nearest town is more than 100km away?

Isolation is no obstacle for Off The Track Training and Maranoa MP David Littleproud said the inspirational online fitness support has attracted attention from Google and the Regional Australia Institute (RAI) which has shortlisted the outback training portal for a coveted award.

“Personal trainer Joy McClymont founded Off The Track Training from her family’s property – more than 100km from their closest town of Longreach – and this rural online business has just been announced a finalist in the Regional Online Heroes programme,” Mr Littleproud said.

“Advancements in technologies and connectivity in rural Australia has given small businesses a boost into new and emerging markets right across the region and the world.

“Off The Track Training is a great example of breaking barriers by celebrating this rural community’s natural resilience and entrepreneurial spirit by not only creating a successful online business but also promoting health and wellbeing.

“The winner will be announced in in Sydney on December 6 and I wish Off The Track Training all the very best.”

Small Business Minister Michael McCormack said the RAI presents an annual award to recognise outstanding regional innovators, with the winner then partnered with Google, where new tools and strategies for further growth and development are realised.

“As the first Small Business Minister from The Nationals with a country electorate, I know stories such as those the Regional Australia Institute draw out from the Regional Online Heroes programme showcase the best of what rural and regional people know to be true,” Minister McCormack said.

“You don’t have to be in Silicon Valley or even Sydney to make a success of a modern, online business. You can do that from Swan Hill, from South Australia or from the Daintree or the Darling Downs.

“The 10 finalists demonstrate this culture once again and I look forward to helping judge such an exciting and inspiring competition.”

The 10 finalists for the 2016 Regional Online Heroes ten finalists are:

- AGDATA Australia, Toowoomba, QLD
- Blackbooks Tea, Cairns, QLD
- Corporeal Health, Northam, WA
- Crowd Carnivore, Pambula, NSW
- George The Farmer, Penola, SA
- Local Farm Produce, Bundaberg, QLD
- **Off The Track Training, Longreach, QLD**
- Penny Evans Art, Lismore NSW
- Rabbit Hop Films, Moree, NSW
- Simply Rose Petals, Swan Hill, VIC

For more information on the finalists, judges and competition, visit the website at:
<http://regionalaustralia.org.au/regionalonlineheroes2016/>.

The finalists will be judged by a panel including Minister McCormack, founder of Cooma's Birdnest Jane Cay, Robert Ravens – who founded Bridestowe Lavender estate in Tasmania, John Ball who is the Head of Small Business at Google and the RAI's chief executive Jack Archer.

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