



Australian Government

## Fiona Nash

Minister for Regional Development  
Minister for Local Government and Territories  
Minister for Regional Communications  
Deputy Leader of The Nationals

## David Littleproud

Federal Member for Maranoa

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# Joint Media Release

September 22, 2017

## Building Better Regions Fund boosts Southern Downs and Granite Belt tourism

- **Southern Downs and Granite Belt Tourism to receive \$20,000 for targeted market research to identify, grow and expand opportunities to drive tourism activity in the region.**
- **Fund supports key community projects in regional and remote communities.**
- **Nationwide, 147 projects will share in \$6.9 million which spurs and extra \$5.4 million in investment.**

FUNDING to help cement the Southern Downs and Granite Belt as a go-to tourism destination has been secured under the Coalition Government's Building Better Regions Fund, announced today.

Maranoa MP David Littleproud said Southern Downs and Granite Belt Tourism will receive \$20,000 for targeted market research to identify, grow and expand opportunities to drive tourism activity in our region.

"We know our region is vibrant and exciting and this Building Better Regions funding will help the Southern Downs and Granite Belt to better engage with, attract and increase tourism in our region," Mr Littleproud said.

"A recent Tourism Research Australia survey found domestic and international tourism spending has hit a record of \$121 billion dollars. This is great news for the Australian economy, workers and small business so I anticipate this funding will help our region to grab a larger piece of this tourism action.

"Without the Building Better Regions Fund, community investment projects – such as this one for the Southern Downs and Granite Belt – often struggle for funding but this government has invested \$168,525 for six projects in my electorate."

Minister for Regional Development Fiona Nash said the Building Better Regions Fund Community Investment Stream was investing \$6.9 million in community projects throughout regional Australia.

"I aim to help build the kinds of regional communities our children and grandchildren either want to stay in or come back to and this project will help to do that," Minister Nash said.

The Building Better Regions Fund is investing \$500 million to foster economic growth in rural, regional, and remote communities.

**The following projects will receive funding under the Federal Government's Building Better Regions Fund in Maranoa:**

Project Title	Applicant	Grant Amount Sought	Project Cost	Project Description
Southern Downs and Granite Belt Tourism - Target Market Research	Southern Downs Regional Council (Warwick)	\$20,000	\$20,000	At the conclusion of this research project, we will get to know and focus on developing our potential marketing channels, methods, targets, products and opportunities based on the information we discover about: What motivates these markets to choose a destination? What do they want when they get here? How do we reach them? How can we communicate with them effectively?
Fishing for our Region's future	Qld Murray-Darling Committee (Condamine )	\$19,725	\$19,725	This project will provide the assistance needed to support regional communities develop native fish and tourism strategies for the Murray-Darling Basin region by supporting key stakeholders to develop long and short term strategic plans. At least three strategic planning events will be conducted, as well as significant engagement work in between.
Dalby on the Catwalk	Dalby Welcoming Community (Dalby)	\$14,250	\$14,250	The overall goal is to host a professionally organised multicultural fashion parade but there will be a number of outputs. These include: skilling the committee on how to organise a multicultural fashion parade in future years; engaging local people, especially children; parade organisation and growing the event for future years; and making connections to ensure sustainability of the project.
Strategic Development Plan for the Diamantina Shire Council	Diamantina Shire Council (Bedourie)	\$43,200	\$48,000	Our project will deliver the following: 1. A comprehensive strategic plan that will be a living document and will be open to review and change. 2. A plan that Council can use to attract new businesses to the shire and assist the current business operators to grow and expand their own businesses. 3. Provide quality town planning and plot future population and housing growth. 4. The delivery

				of future community infrastructure growth especially in the areas of power, water and sewerage. 5. Objective outlooks into the long term transportation needs and maintenance. 6. The long term growth in tourism that can be expected due to the development of new accommodation infrastructure and tourism attractions presently unfolding.
WEstern DOWns Food and Fibre Festival	Western Downs Regional Council (Dalby)	\$25,000	\$50,000	The WEstern DOWns Food & Fibre Festival is a free community festival that celebrates the contribution of our local agricultural and creative industries by showcasing the end products in the form of a signature dish competition, fashion show, artisan workshops and markets. An anticipated 10,000 people are expected to attend this event, establishing strong foundations for which to grow as a future bi-annual event.
Winton Shire Tourism & Economic Development Strategy	Winton Shire Council (Winton)	\$46,350	\$61,800	The Tourism and Economic Development Plan will form the road map for Winton looking towards 2030. The plan will focus on not only business opportunities for the commercial retail assets and tourism, but also will give consideration to new business opportunities for both existing and new business enterprises that delivers people who will increase the long term population growth and long term quality and sustainability of the communities.
	<b>Total FG funding</b>	<b>\$168,525</b>		

### Media Contacts

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