



David Littleproud MP

Federal Member for Maranoa

Media Statement

March 5, 2018

Coalition Federal Government funds sustainability, digital marketing in Southern Downs

Maranoa MP David Littleproud announced today that the Southern Downs region has secured funds through Building Better Regions Fund (BBRF) to provide social media training and develop strategic plans to protect natural assets and attract families to the area.

“Granite Belt Wine and Tourism secured \$20,000 to train local businesses on effective presentation of their businesses through social media,” Mr Littleproud said.

“Digital marketing has grown phenomenally in urban Australia and there is absolutely no reason why rural and regional areas can’t be just as successful at marketing their brand and product to tourists from all around the world.”

Southern Downs Regional Council has secured two rounds of funding to deliver a strategic plan that focuses on better management and protection of the region’s natural assets, \$75,000, and a plan to attract families to live and work in the region, \$19,090.

“Having a plan that manages our natural assets involves being as resourceful as possible with water, making sure our rivers, creeks and forested areas are all sustainable and in the best health possible,” Mr Littleproud said.

“Plans to attract families to the area are a priority because we need younger people to stay in regional and remote areas and provide jobs for them.

“It is projects such as these two strategic plans that make our regional communities even better places to live, work and raise a family and I’m excited to see the positive difference this funding will make to the community.

“Without BBRF, investment projects – such as these three in the Southern Downs region – often struggle for funding but this Coalition Federal Government has invested more than \$4.85 million for 14 projects in my electorate in this current round of funding.”

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Media Contact:

Martin Volz

M: 0475 160 465

E: martin.volz@aph.gov.au
