



# SENATOR RICHARD COLBECK

## LIBERAL SENATOR FOR TASMANIA

# MEDIA RELEASE

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## Funding Boost for Cradle Coast Tourism Industry

The Cradle Coast region will receive \$100 000 from the Federal Government's Sustainable Regions Program to implement new touring route strategies jointly developed by the Cradle Coast Authority, Tourism Tasmania and local Councils.

The two-year project, funded under the tourism component of the \$12 million Cradle Coast Sustainable Regions Investment Plan, will guide investment in signage, tourist infrastructure and marketing of the region's major tourist routes over the next five years.

Announcing the funding today, Senator Richard Colbeck said the project would help ensure the whole region benefits from the influx of interstate tourists arriving with their cars.

'With the new Spirits and Federal rebates providing for cars, campervans, caravans and motorcycles to travel free across Bass Strait, Tasmania is attracting unprecedented numbers of self-drive visitors', he said. 'This project will help the Cradle Coast region develop the experiences, facilities and services needed to build this region's reputation as a must-see component of their holiday'.

The project will involve the Cradle Coast Authority working with local Councils, tourism operators and State agencies to develop marketing and investment priorities for each of the touring routes promoted in the region's new touring guide.

The Authority's Tourism Development Manager, Ian Waller, said planning for major items like signage, public toilets and information bays in each Council area will be based on visitor needs identified through surveys and focus groups in key market segments.

'The touring routes will bring people into our region and show them what we have to offer', he said. 'Now we need to make the journey safe, convenient and rewarding for them so they come back time and again. This is a customer service exercise – we are doing at regional scale what all tourism businesses do to attract repeat customers'.

Tourism Tasmania will provide \$50 000 for the project through its partnership with the Cradle Coast Authority and a further \$50 000 will be contributed by the Authority's member Councils, on a proportional basis.

Senator Colbeck said the project is an excellent example of how the Sustainable Regions Program and the Cradle Coast Authority provide ways for all levels of government to work together to ensure the long-term sustainability of the region.

'The benefits of this partnership approach will flow throughout the region as projects target major economic and social issues to help build a stronger future', he said.

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