



MEDIA RELEASE

SENATOR NICK SHERRY

Minister for Small Business
Minister Assisting on Deregulation
Minister Assisting on Tourism

KELVIN THOMSON MP

Federal Member for Wills

MARKETING VISION FOR GOULBURN RIVER VALLEY TOURISM

The Greater Shepparton, Murrindindi, Strathbogie and Mitchell Shire Councils have joined forces to form the Goulburn River Valley Tourism organisation and deliver a marketing and tourism development strategy for regions along the Goulburn River Valley.

Australian Government funding of \$375,000 contributed towards development of the marketing and tourism development strategies, which were officially launched today in Nagambie Victoria by the Member for Wills, Kelvin Thomson MP.

“These strategies are the first step in planning the marketing initiatives which will help raise awareness of the Goulburn River Valley region’s attractions and encourage more visitors to the area,” Mr Thomson said.

Minister Assisting on Tourism, Senator Nick Sherry, said the project was another great example of the Australian Government investing in Australia’s tourism industry through the *TQUAL Grants* program.

“The Australian Government has so far provided over \$8.3 million in competitive grants through the *TQUAL Grants* program and announced a further \$40 million at the election last year.”

“*TQUAL Grants* is assisting communities throughout Australia to develop innovative new ways to attract more visitors to their region.”

“In the Goulburn River Valley region, funding has assisted to give local government and tourism operators better market insights so they can direct their investments and marketing initiatives to the areas which will give the best results,” Senator Sherry said.

The Goulburn River Valley strategies coincide with the \$70 million of publicity generated in Australia after the filming of the Oprah show in December 2010.

“The Oprah visit received unprecedented exposure in Australia, and hopefully will encourage more Australians to discover the wealth of attractions we have in Australia, including those in the Goulburn River Valley,” Senator Sherry said.

For further information visit www.goulburnrivervalley.com.au

NAGAMBIE

31 January 2011

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