



MEDIA RELEASE

SENATOR NICK SHERRY

Minister for Small Business
Minister Assisting on Deregulation
and Public Sector Superannuation
Minister Assisting on Tourism

SID SIDEBOTTOM MP

Member for Braddon

TOURISM GRANTS REVIVE CRADLE COAST MINING HERITAGE

An innovative tourism project to recreate the Cradle Coast's mining heritage and help attract more visitors to the region is up and running, with the launch in Zeehan today of *Living in a Wild World*.

Member for Braddon, Sid Sidebottom MP, officially launched the interactive audio-visual project - made possible with funding of \$432,250 from the Australian Government's *TQUAL Grants* program.

"Mining runs through the heritage of the West Coast like a thread and this initiative puts the spotlight on the people, their lives and struggles over the past 120 years," Mr Sidebottom said.

"This project will bring new life to our region's mining history and present it in a way that will capture the interest of visitors as they move around the West Coast.

"Celebrating our heritage is good for tourism, and the 90 or so businesses in the West Coast region that rely on tourism," Mr Sidebottom said.

Living in a Wild World uses interactive film clips to reveal the suffering and ingenuity of mining pioneers.

Visitors are able to navigate for themselves through audio-visual presentations in a number of venues, with the Gaiety Theatre as the main centre.

There are also satellite sites at the Corinna Hotel at Corinna, the Mt Lyell Mine Queenstown, the Stamper Mill at Waratah and at Rosebery and Tullah.

The experiences include the recreation of performances at the Gaiety Theatre during the boom era, the human suffering of accidents at the Mt Lyell Mine and the celebrations on the discovery of gold at Corinna.

The Minister Assisting on Tourism and Labor Senator for Tasmania, Nick Sherry, said looking to the past can have economic benefits for the future.

"More than a quarter of a million visitors spent \$214 million in our region last financial year," Senator Sherry said.

"Today's travellers increasingly want new and engaging experiences, more to see and do, more to enjoy - they're more likely to stay longer and spend more in places that provide those things," he said.

The *TQUAL Grants* program has already allocated more than \$8 million and the Australian Government has committed an additional \$40 million.

Information on *TQUAL Grants* funding is available at www.ret.gov.au/tqual

ZEEHAN

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