



# MEDIA RELEASE

**SENATOR NICK SHERRY**

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

**GEOFF LYONS MP**

Member for Bass

---

## **GROWING UNIQUE TOURISM FOR FLINDERS ISLAND**

The Minister Assisting on Tourism, Senator Nick Sherry, and the Member for Bass, Geoff Lyons MP, have today launched two projects to improve tourism on Flinders Island by capitalising on its unique qualities.

One project, Sawyers Bay Shacks, gives the holiday maker the opportunity to live next to Bass Strait in way that is as close to the natural environment as possible. The other is a study into the potential of the island's nature-based attractions.

The projects have been made possible by \$110,000 funding through the Gillard Government's TQUAL Grants program.

"These two projects will go on paying dividends for tourism on Flinders Island and its wider community for years to come," said Minister Sherry while visiting the Island for today's launches.

"Widening the economic base through tourism is important for regional communities and tourism has the potential to be the dominant growth industry on Flinders Island.

"Many Australians want to do more than simply consume the Island's famous produce – they want to see the landscape that produces it."

The Australian Government provided \$100,000 towards the construction of the Sawyers Bay Shacks. The two holiday shacks give visitors an authentic experience of staying in an iconic feature of the Tasmanian landscape.

Another \$10,000 has gone towards the Flinders Island Nature-Based Tourism Market Feasibility Study. Mr Lyons said the study laid the groundwork for a three-year action plan to help the Island make the most of the opportunities from nature-based tourism.

"I have been to Flinders Island many times and I have a good understanding of how these projects will be beneficial," Mr Lyons said.

"These projects tap into what's becoming known as experiential tourism, where more travellers seek out unique activities.

"By staying in one of the Sawyers Bay shacks, travellers get a feel for the freedom that countless Tasmanians enjoyed over a century and a half.

"The Shacks offer more choice for travellers to Flinders Island alongside existing farm-stay, hotel, motel and rental accommodation. More choice attracts more visitors."

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](http://www.ret.gov.au/tqual)

FLINDERS ISLAND

20 April 2011

**Media contacts:** Courtney Miller (Sherry) 0458 088 227  
Carmen Eastley (Lyons) 0400 551 940