



# MEDIA RELEASE

**NICK SHERRY**

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

**ROB MITCHELL**

Member for McEwen

12 August 2011

## ECO-CABINS BOOST MACEDON RANGES TOURISM

The *TQUAL Grants* program has increased the stock of distinctive tourism accommodation in Victoria's Macedon Ranges.

Member for McEwen, Rob Mitchell MP, officially launched the Gisborne Peak Winery accommodation project today on behalf of the Minister Assisting on Tourism, Senator Nick Sherry.

The Australian Government provided \$100,000 towards the cost of three 5 star energy-rated eco-cabins in the 2009 round of funding. These units allow visitors to source their power from the sun and the wind. The investment at the winery will attract more overnight visitors to the Ranges.

"The case for investing in local tourism is strong," said Minister Sherry.

"Distinctive accommodation alongside the food and wine experience can be a magnet for local economic growth.

"In the wake of Victoria's fires and floods, investing in innovative tourism attractions such as Gisborne Peak Winery is especially important for regional economies.

"Visitors want all sorts of accommodation to suit their needs. These cabins add to the stock of distinctive accommodation in the Macedon Ranges," said Mr Mitchell at today's launch.

"Visitors typically spend around \$73 million in the Macedon region in a single year. That's a lot of income for more than 1,700 tourism business in this region that rely on tourism to an extent.

"Since nearly half of those employers have fewer than 20 staff on the payroll, the small business sector as a whole benefits from new investment in tourism," Mr Mitchell said.

"In the most recently available annual figures, visitors spent 461,000 nights in Victoria's Macedon region. With these new cottages, there's scope to attract even more. Extra capacity means visitors are more likely to come back and bring other visitors with them," Minister Sherry said.

In the latest round of funding announced last month, the Australian Government committed nearly \$8.5 million to 117 projects right across Australia to help regional tourism industries be more innovative and competitive.

For more information visit [www.ret.gov.au/tqual](http://www.ret.gov.au/tqual)

**Media contacts:** Courtney Miller (Sherry) 0458 088227,  
Jinane Bou-assi (Mitchell) 0457 703 067