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UNITED TOURISM RECEIVES AUSINDUSTRY TQUAL GRANT

United Tourism has been successful in an application for funding through the highly competitive AusIndustry TQUAL Grants Program.

Minister for Tourism Hon Martin Ferguson AM MP announced the funding of 70 projects across Australia totalling almost \$8.3 million.

United Tourism was one of the successful applications and will receive \$375,000 to deliver projects including a Tourism Development Strategy, a Tourism Leadership Program, marketing collateral and investigate links between the equine and tourism industries.

United Tourism Executive Officer Amanda McCulloch says this funding announcement will allow the board to deliver a range of important projects that will boost the quality and diversity of tourism.

“We are thrilled the United Tourism partnership and its projects are gaining recognition and funding to help aid the development, innovation and economic benefit of tourism across the region,” explains Ms McCulloch

“United Tourism has already secured the 2010 Great Victorian Bike Ride and it is fantastic to be able to announce \$375,000 towards additional projects that will make a real difference to the fabric of the tourism industry.

“This funding will fund projects including the development of a regional Holiday Planner to encourage regional dispersion, the development of an overarching tourism website and the implementation of a Leadership Program to develop the skills of tourism leaders across the region.” adds Ms McCulloch.

The AusIndustry TQUAL Grant received was earmarked for projects that enhance the overall tourism appeal of a large area by encouraging inter-regional collaboration to achieve greater tourism benefits.

For more information please contact United Tourism’s Executive Officer Amanda McCulloch on 0488 776 733.

United Tourism was established in August 2009 an initiative of the Greater Shepparton, Mitchell, Murrindindi and Strathbogie Councils to encourage a cooperative approach to grow the economic return from tourism through tourism development, skills training, product development and marketing.