

Drought Assistance Initiatives

Name of initiative	Drought Relief Tourism Marketing Campaigns
Description	<p>Regional Victorian communities are suffering economically through the impact of drought in their regions. Tourism offers the opportunity to bring new spending into regions most affected by the drought.</p> <p>Existing tourism brand marketing and tactical marketing campaigns for the most severely drought affected regions of Victoria will be expanded and developed to grow tourism spending in the regions.</p> <p>The Victorian Government will provide funding grants totalling \$300,000 to regional Victoria to expand regional tourism brand and tactical marketing campaigns with the aim of boosting tourism spending.</p> <p>Included in this funding will be \$125,000 to be provided by the Government to the Murray campaign committee to undertake drought relief marketing and to address the issue of blue-green algae on the Murray River. These funds will be provided for marketing of “off-river” tourism activities such as golfing, heritage attractions, wineries and food tourism attractions that do not rely specifically on water based river activities for consumption.</p> <p>This new additional marketing funding will allow the regional tourism industry to expand its marketing programs and hence bring new tourism spending into drought affected local communities.</p>
Who is eligible?	Grants for drought relief tourism marketing campaigns will be made by Tourism Victoria to regional tourism campaign committees.
How to apply / access	<p>The drought tourism marketing program will be managed by Tourism Victoria through the regional tourism campaign committees and will be implemented during the 2007/08 year.</p> <p>Enquiries may be directed to Don Richter, Director of Marketing, Tourism Victoria on 9653 9764.</p>
Website link	www.tourism.vic.gov.au

Updated October 2007



For general drought information contact DPI on 136 186 or visit www.dpi.vic.gov.au/drought