

RURAL AND REGIONAL MARKETING ASSISTANCE SCHEME, NORTH WEST

1029. Mr L. Graham to the Minister for Tourism

I refer to the recent announcement of a marketing initiative to promote the Great Southern Region with an allocation of \$50,000 as part of the Western Australian Rural and Regional Marketing Assistance Scheme, a \$2million commitment over four years, and I ask -

- (a) how much of the proposed \$2million over four years is to be spent on programs to support new marketing and promotional initiatives in the North West of the State;
- (b) in which towns and communities will the funds be spent;
- (c) who will be responsible for administering the funds; and
- (d) when will the programs commence operation in each town referred to above?

Mr C.M. BROWN replied:

I am advised that:

- (a) Since the inception of the Western Australian Rural and Regional Marketing Assistance Scheme (WARRMAS) there have been two rounds of funding. The 2001/2002 WARRMAS round concluded in May 2002 and the 2002/2003 round in July 2002. Under WARRMAS there are two types of funding available:

Type A – funds up to a maximum of \$50,000 on a \$ for \$ basis was available to applications for additional marketing of significant infrastructure projects/attractions e.g.: Tree Top Walk.

Type B – funds up to maximum of \$100,000 on a \$ for \$ basis was available for new marketing initiatives promoting a regional experience or tourism packages. Type B funding is only available to Regional Tourism Associations for marketing activities that demonstrate benefit to and support from two or more of Western Australia's ten regions.

In the 2001/2002 round of WARRMAS funding, a total of \$320,500 was allocated to five separate projects. In the 2002/2003 round of WARRMAS funding, a total of \$342,947 was allocated to 12 projects.

The total allocation for the North West of the State of the proposed \$2 million over four years is unknown at this stage, as more than \$1.33 million in WARRMAS funding is yet to be allocated.

However, the initiatives directly related to the North West of the State that have been approved to date are:

- Type B - Gascoyne Murchison Midwest Pathways Project - \$50,000
- Type B - Indian Ocean Tourist Drive - \$28,000

Therefore, a total of \$78,000 to date has been allocated to spend on programs to support new marketing and promotional initiatives in the North West of the State.

- (b) The funds already allocated in each instance will be spent to promote local destinations, their attractions and facilities to encourage and motivate a greater length of stay by the visitor. The key towns and communities that will benefit from the increased marketing include towns on the inland route from the Gascoyne coast inland as far as Leinster and all the coastal towns and communities from Cervantes through to Exmouth. These towns and cities include: Carnarvon, Cervantes, Jurien, Greenhead, Leeman, Dongara-Denison, Greenough Hamlet, Geraldton, Northampton, Horrocks, Gregory, Kalbarri, Denham, Carnarvon, Coral Bay and Exmouth.
- (c) The funds that have been allocated will be administered by the following entities:
 - Gascoyne Murchison Midwest Pathways Project – Tourism Mid West (Inc.)
 - Indian Ocean Tourist Drive – Geraldton Regional Tourism Association Inc.
- (d) Under the WARRMAS funding guidelines the funds must be substantially spent within 12 months of the date of signing the funding contract. Both the aforementioned entities signed their individual contracts on 25 October 2002.