

MEDIA RELEASE

Building the Country:

Funding awarded to market small communities on the web

Tuesday 23 June 2009

NSW Minister for Regional Development Phil Costa today announced the first round of funding to promote small communities in rural and remote areas via the world wide web.

Mr Costa said grants of up to \$5000 have been awarded to 18 small communities through the \$85 million Building the Country package.

“This money will help small towns in rural and remote NSW develop a web site that showcases what their attractions, tourist and business investment opportunities,” said Mr Costa.

“Small towns are the economic and cultural backbone of country NSW.

“Smaller towns and villages can struggle to distribute their tourist and business information amongst the wide range of marketing collateral produced by larger centres.

“These communities are often quite close to a larger centre and have features which would attract visitors and tourists, but they need to be able to reach an audience in the most cost-effective way.

The successful communities for this round are:

Barraba, Wilcannia, Batlow, Ebor, Millthorpe, Carcoar, Greenethorpe, Bonalbo, West Wyalong, Deniliquin, Coolah, Lake Cargelligo, Culburra Beach, Bulahdelah, Gloucester, Mungindi, Henty and the Freshwater Anglers Council to promote small towns and villages across the state who are highly dependant on tourism created by freshwater angling.

The Ebor Community for example will use their grant to promote the village, its history and in particular the many natural heritage wonders in the local area,” said Mr Costa.

“About 80,000 people a year pass through the village totally unaware of the spectacular scenic views to be had right on the town’s doorstep,” he added.

The Small Communities Awareness Fund will provide \$450,000 over five years, allowing small communities to supplement or establish a website that promotes local tourism and businesses.

For more information visit www.business.nsw.gov.au