

NORFOLK



ISLAND

**THE GOVERNMENT OF NORFOLK ISLAND**

**MEDIA RELEASE**

**Commonwealth and local contributions boost  
tourism promotion by \$500,000**

The Minister for Community Services, the Hon John Brown MLA, has welcomed the announcement by the Minister for Local Government, Territories and Roads, the Hon Jim Lloyd MP, of a Commonwealth grant of \$300,000 to assist with advertising Norfolk Island tourist attractions in rural and regional Australia.

Mr Brown said that the Commonwealth Regional Partnerships Programme grant would be supplemented with an additional \$100,000 from Norfolk Tourism and another \$100,000 from the Norfolk Island private sector. "This means an extra half a million dollars to promote Norfolk Island tourism in 2006/07", Mr Brown said. "I am most grateful to Minister Lloyd for this tangible support of our tourism promotion. I would also like to pay tribute to the Northern Rivers Area Consultative Committee for their assistance in securing this important funding".

Norfolk Tourism has prepared a promotional strategy to ensure maximum effect from the additional funds. Television advertisements are presently being produced, and the campaign will begin as quickly as possible through television and print media.

John Brown  
**Minister for Community Services**

2<sup>nd</sup> March 2007