

Media Release

10 January 2022

Take on 'Turtle Tank' panel and pitch your innovative idea to boost tourism

A new tourism innovation fund, 'Turtle Tank' has been designed to support the Gladstone Region through the challenges of the COVID-19 pandemic and assist with the recovery of the tourism industry.

The purpose of Turtle Tank is to fund innovative ideas, campaigns and initiatives in the tourism space that benefit the region now and into the future.

A total of \$100,000 will be available, made up of \$50,000 from Gladstone Regional Council and \$50,000 from the Together Gladstone Fund.

Financial contributors of the Together Gladstone Fund include Boyne Smelters Limited, ConocoPhillips as downstream operator of Australia Pacific LNG, Queensland Alumina Limited, Rio Tinto Yarwun, Santos GLNG, Shell's QGC Business and other local industries.

Gladstone Region Acting Mayor Kahn Goodluck said the Turtle Tank fund is loosely based on the hit Network Ten show *Shark Tank* and involves a three-step application process.

"The final step in the process will see applicants invited to attend the 'Turtle Tank' to pitch their initiative to a panel of 'expert investors' made up Gladstone Regional Council, Together Gladstone and GAPDL representatives," Councillor Goodluck said.

"Prior to sinking their teeth in – or in this case, sliding into the Turtle Tank – applicants must attend the upcoming Tourism Innovation Fund information session.

"From there, they must submit a written application outlining the basics of their initiative to the panel for assessment.

"This is an exciting concept and one we hope will stimulate the tourism industry, while also increasing liveability and visitation in our region by growing tourism offerings."

Applications open from today (Monday 10 January) with the Tourism Innovation Fund information session to be held at Gladstone Entertainment Convention Centre on Thursday 20 January.

The Turtle Tank fund is an initiative of Gladstone Regional Council, Together Gladstone and GAPDL.

Please visit gladstoneregion.info for more information about the Turtle Tank fund.

Visit www.gladstone.qld.gov.au/tourism to access a copy of the Gladstone Region Visitor Economy Strategy 2025.

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Information for applicants

- Applicants can be a not-for-profit organisation, a business/commercial operator based in the Gladstone Region local government area or partnerships/consortiums
- Applicants must be incorporated (not applicable for businesses), have an Australian Business Number (ABN), be financially solvent and have an operational bank account for the funds to be paid in to
- Applicants must not be a religious or political organisation, a sporting club, an educational institution or a local, state or federal government agency
- Initiatives should be:
 - Innovative
 - Sustainable
 - Environmentally conscious
 - Aligned to the Gladstone Regional Council Visitor Economy Strategy and sub-strategies
 - Aligned to the GAPDL Destination Tourism Plan
 - Projects that leverage off current events and/or existing infrastructure in the Gladstone Region may receive preference.

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