

Media Release

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Turtle Tank funded initiatives set to boost tourism in the region

Forget the hit TV show *Shark Tank*, 12 savvy applicants (with 13 separate initiatives) took on the 'Turtle Tank' panel earlier this year to pitch their innovative ideas to boost tourism in the Gladstone Region.

From the range of initiatives pitched by applicants, six of the 13 were chosen by a panel of 'expert investors' and successful in securing a total of \$60,000 funding.

Gladstone Region Acting Mayor Kahn Goodluck said the Gladstone Regional Council, Together Gladstone and GAPDL initiative has been designed to support the region through the challenges of the COVID-19 pandemic and assist with the recovery of the tourism industry.

"\$100,000 was available, made up of \$50,000 from Gladstone Regional Council and \$50,000 from the Together Gladstone Fund," Councillor Goodluck said.

"With \$40,000 still left in the tank, there is the potential for another round of funding in the future."

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.

To receive the funding, applicants were required to go through a three-step process that included attending a Tourism Innovation Fund information session, submitting a written application outlining the basics of the initiatives to the panel for assessment and attending the Turtle Tank to pitch their initiatives.

Cr Goodluck said it was promising to see how popular this new funding concept has been.

"Now we are really looking forward to seeing the six new initiatives come to life and who knows, we may see another round in the future," he said.

Visit gladstoneregion.info/turtle-tank to stay informed about the Turtle Tank fund.

MORE

Successful applicants

Applicant	Tourism initiative	Additional information
Katrina Elliott Photography & Design	Creation of an Arts and Culture Trails website	www.facebook.com/KatrinaElliottArtist
Kirsten's Cottage	Addition of food safety approved preparation kitchen	www.facebook.com/KirstensCottage
StixPix Productions	Creative regional marketing using virtual reality	www.facebook.com/VisualStoryTellerAustralia
1770 Lagoons Central Apartment Resort	Annual 3-day aquatic light show & music event	www.facebook.com/1770lagoons
Traveller's Rest 1770	Marketing assets to promote Traveller's Rest 1770 & Bush Tracks	www.facebook.com/travellersrest1770
Ward's Brewery	Design and build a mobile bar	www.facebook.com/WardsBrewery

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