

*Destination Gippsland Inc.*

# Media Release

***\$250,000 to unite Gippsland under a single brand!***

## **Immediate Release**

**Friday, 4 November 2005**

It's official ..... Gippsland has received a massive boost to unite the region's unique tourism product under a single brand.

Under the Commonwealth's Australian Tourism Development Program, Destination Gippsland Inc. has been granted \$250,000 to deliver a brand campaign to integrate the whole of the Gippsland region under the one recognisable brand.

Previously the region has been split into two areas, and it is anticipated that this coordinated approach will increase awareness of Gippsland as a tourism destination.

Russell Broadbent MHR, Federal Member for McMillan is thrilled to congratulate Destination Gippsland on its successful application for funds. Russell has met with Deputy-Chair, Joanne Butterworth-Gray, to discuss ways in which he may be of assistance, and has noted the support of Minister Peter McGauran for Gippsland that has enabled the implementation of the project.

The receipt of the Commonwealth funding comes at an opportune time – Destination Gippsland Inc. has just commenced the development of a brand campaign with assistance from the Victorian State Government funding of \$200,000.

Joanne Butterworth-Gray, Deputy Chair of Destination Gippsland, says "the combination of the Commonwealth and State funding will truly enable Gippsland to position its unique tourism product competitively from a national perspective."

"It is a most timely success story, as Destination Gippsland is a very new organisation put in place to cooperatively market the entire region."

The news of this grant will be part of Destination Gippsland's forum discussions at the inaugural Gippsland Tourism Exchange to be held in Sale on November 30.

GTE (Gippsland Tourism Exchange) is a great opportunity to find out more about the "Uniting Gippsland Brand Campaign", the launch of the Gippsland Touring map, and the up and coming jigsaw brochure campaign.

For further information about the Brand Campaign, GTE, and other Destination Gippsland activities, please contact Joanne Butterworth-Gray, 0412 703 014.