

Royalties for Regions coup for AMRTA

The Augusta Margaret River Tourism Association (AMRTA) is pleased to announce that it has secured close to \$144,000 from Royalties for Regions for two of its world class projects.

AMRTA CEO Francine Errico said the Association was incredibly grateful for the funding which would go toward projects which would deliver huge benefits back to the region and the local community.

“We understand that there was a great deal of competition for these funds, and whilst we fell short of the full amount we asked for, we were extremely pleased with the outcome.”

The \$3.1million Jewel Cave Preservation and Redevelopment project received \$93,823 towards the planned new cave entrance and new lighting stages of the project.

“In addition to preserving one of this state’s natural icons, the Jewel Cave Project will create 50 jobs during the employment stage, generate millions of dollars back to the local economy, create a world class attraction, and provide enhanced facilities and experiences for the visitor.

The project will involve the building of a new interpretative centre, restaurant, boardwalks and car park area, as well as installing a new state of the art lighting system and replacing old infrastructure within the cave.

“The new lighting will be cooler than the current 50 year old system we operate, and therefore leave less of an imprint on the cave itself and be far more environmentally sensitive. It will also enable us to light parts of the cave never seen by visitors before,” Ms Errico said.

Regional Development and Lands Minister Brendon Grylls will visit the Jewel Cave site and meet with AMRTA staff on Wednesday 8th July to look at the scope of the development and how the funds will be used.

CowParade Margaret River which is to be run by the Association in early 2010, received \$50,000 worth of Royalties for Regions funding which will be specifically allocated towards the honorary fees paid to artists involved in the project.

“The funds will be used to help support the artists with material costs, expenses and their time in creating their artistic pieces for this event.”

CowParade, the largest and most successful public art event in the world, and Margaret River will become the first region in the world to host the event, which has been held in major international cities such as Paris, London and New York.

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The event proposes to exhibit the creative works of 96 local and Western Australian artists through the collective canvas of a life-size 3-dimensional cow. The public art exhibition will transform the landscapes across the cape to cape region from March to June 2010. It is estimated CowParade will bring \$23 million dollars to the local community during its four month duration, plus an estimated \$300,000 towards regional projects and charities.

“We have also recently extended our artist deadline to 21st July and would encourage anyone creative who would like to be involved to contact us for an information pack.”

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For further information please contact

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