

	Grant Amount	Lead Organisation	Project Title	Project Description
Category One	\$125,000	Sunshine Coast Regional Council	Sunshine Coast Tourism Reform	Consolidation of existing Sunshine Coast tourism organisations into one new entity - Sunshine Coast Destination Ltd.
	\$99,000	Capricorn Tourism	Capricorn Tourism Merger	Implement a merger between the region's three local tourism groups - the Central Highlands Tourism Organisation, Capricorn Coast Tourism Organisation and Rockhampton Tourist & Business Information - into the larger regional tourism organisation.
	\$42,800	Toowoomba and Golden West Regional Tourism Association	South Burnett Transfer and Integration	In conjunction with Fraser Coast and South Burnett Tourism move administration of tourism in the South Burnett region to Toowoomba and Golden West Regional Tourism Association.
Category Two	\$100,000	Sunshine Coast Regional Council	Sunshine Coast Brand Family Development	Assist the new tourism body, Sunshine Coast Destination Ltd, in establishing a new "brand family" for the Sunshine Coast region's four sub-regions - Noosa, Caloundra, Maroochy and Hinterland.
	\$122,500	Capricorn Tourism	Central Queensland and the Southern Great Barrier Reef New Zealand Marketing Strategy and Travel Show	Develop a joint marketing strategy with Bundaberg and North Burnett Tourism and Gladstone Area and Promotion Development Ltd to promote the Central Queensland and Southern Great Barrier Reef to New Zealanders.
	\$36,823	Cook Shire Council	Cook Shire Tourism Trails - New Product Development	Develop and market new niche trail products & activities in the Cooktown region.
	\$75,000	McKinlay Shire Council	Overlanders Way Marketing and Branding	Develop a new marketing and branding strategy for The Overlanders Way touring route.

	\$136,700	Gold Coast Tourism	South East Queensland Walking Trails	Develop new walking trail opportunities for south east Queensland to better connect visitors with the south east region's walking trail network.
	\$90,500	Atherton Tablelands Promotion Bureau	Bird Trails Tropical Queensland	Bring together a range of tourism groups, government departments and tourism operators to develop a marketing plan to target birdwatchers, including a new phone application, expanded website, collateral and attendance at trade shows.
	\$173,376	Savannah Way Ltd.	Drive North Queensland	Develop a cooperative marketing and development platform to promote North Queensland as a preferred destination for the self-drive tourism market.
	\$420,976	Tourism Whitsundays	Tourism Digital Network	Develop a website template with seven other regional tourism organisations aimed at making accessing tourist information more uniform across the destinations.
	\$8,955	Toowoomba and Golden West Regional Tourism Association	Southern Queensland Tourism Conference	Work with local tourism organisations and councils to host a Southern Queensland tourism conference in the region.
	\$262,000	Brisbane Marketing	Greater Brisbane New International Markets Strategy	Develop a new Greater Brisbane marketing strategy in conjunction with surrounding tourism organisations, industry bodies, operators and councils in targeting British, American and European markets.