

Applicant	Project Location	Project Title	Project Description	Funding amount
Eromanga Natural History Museum	Eromanga, 4480	Profile Raising and Awareness Campaign - Bringing Cooper Home	This campaign aims to develop a short media campaign to raise awareness of a 3D printed full-size replication of Australia's newest and largest described Dinosaur, Australotitan cooperensis, in order to increase and encourage visitation to the local area.	\$2,500.00
Amanda Bennetts	Cooroy, 4563	The 40 Under 40 Marketing Campaign	The 40 Under 40 Exhibition's marketing campaign integrates the design of a website, and social media marketing to increase the reach and exposure of visual art from the Sunshine Coast, Noosa and Gympie regions. Held in the heart of the Noosa hinterland, the exhibition is open for five weeks at the Cooroy Butter Factory Arts Centre. A well-designed website will showcase the exhibition but also our sponsors' businesses and local businesses of Cooroy.	\$2,500.00
Museum of Underwater Art Limited	Townsville, 4810	MOUA Above Water	The Museum of Underwater Art (MOUA) is a series of globally significant artworks located on the Great Barrier Reef in Townsville North Queensland. To engage more people with the artworks the MOUA is going to install them in the Museum of Tropical Queensland for 3 months and host a 'Meet the Muse' and 'Meet the Artist' series so people can learn about their significance, including being modelled off marine scientists.	\$2,500.00
Burdekin Singers & Theatre Co	Ayr, 4807	Promotion of the Musical "Mamma Mia"	2022 is the centenary year for the Burdekin Singers & Theatre Co including the production of the yearly major musical. The marketing campaign is aimed to climax with a double page feature in the local newspaper, listing all the business sponsors, and the grant will cover the celebration feature.	\$2,500.00
Crows Nest Community Arts and Crafts Inc	Crows Nest, 3355	InStudio Art Trail 2022 - Digital Marketing Blitz	"The Trail" is an annual event involving open studios and exhibitions showcasing works by artists local to the high country area centered on the small rural town of Crows Nest. The campaign will expand and professionalise digital marketing to promote Trail 2022, increasing visitation from outside the area. Increased visitation will encourage expanded local artist participation. Artists and future Trails will leverage marketing skills and products developed working with paid professionals on the campaign.	\$2,500.00
Gladstone Area Promotion Development Limited	Gladstone, 4680	"You'll be Glad you stayed in Gladstone for Australia Day"	The "You'll be Glad You Stayed in Gladstone" campaign is designed to attract overnight visitors during the quieter month of January from the surrounding regions of Wide Bay Capricorn and the Central Highlands. The campaign is designed to be short and sharp targeting people who have left their travel plans to the last minute and are looking for an alternative at short notice. GAPDL will utilise a range of media outlets across the neighbouring regions including radio and television, signage along the main arterial routes and a social media campaign across region Facebook pages alerting patrons to the event.	\$2,500.00
Pioneer Valley Arts Inc.	Pinnacle, 4741	Badila Gallery Marketing	Badila Gallery is the home of Pioneer Valley Arts Inc. In support of local creatives during the Covid-19 pandemic, the gallery was transformed to include a gift shop that showcases local arts & crafts. This new space has received plenty of positive feedback from both locals and visitors alike and would benefit from further promotion to increase visitor numbers, through boosting our social media presence with an Instagram profile and enhancing the existing Facebook page (Badila Arts) with regular scheduled posts and an advertising budget. We will engage the services of a social media marketing expert to improve our page to ensure that it is performing to its full potential.	\$2,500.00
Better In Blackall Inc.	Blackall, 472	Blackall- Tambo Regional App Promotion	Better in Blackall Inc is a community organisation that delivers art, cultural and tourism projects and initiatives to stimulate social and economic development in the Blackall-Tambo Region. Better in Blackall Inc has developed a Blackall-Tambo Region App to keep local community informed as well as target the grey nomad and independent traveller markets to increase visitation. Funding is sought to upgrade both the tourism and event website platforms to enable the App to update automatically to effectively market the region.	\$2,500.00
Joan Hunter	Airlie Beach, 4802	Day with an Artist in Airlie	One day a month a local Whitsunday artist will be featured at 3 Little Birds Espresso and Gallery located in Airlie Beach. The ticketed event will include viewing of the artist works, an opportunity to meet the artist, discuss techniques and idealism around their works. To encourage visitors from Mackay to Ayr the event will be publicised via a social media marketing campaign, print adds in Mackay & Whitsunday Life magazine, Whitsunday News and through Tourism Whitsunday.	\$2,500.00
Laidley Community Street Events	Laidley, 4341	2022 Chrome and Clutter Festival	The Chrome and Clutter Festival is a three day annual community festival held in the last weekend in June. The grant will extend the current advertising via television and increased print and together with existing radio marketing will reach a wider audience, promoting the Lockyer Valley for those travellers on the road exploring what the region has to offer.	\$2,500.00