

Media Release

The Hon Mary-Anne Thomas MP

Minister for Regional Development
Minister for Agriculture
Acting Minister for Industry Support and Recovery
Acting Minister for Trade
Acting Minister for Business Precincts
Acting Minister for Tourism, Sport and Major Events
Acting Minister for Racing



Sunday, 20 March, 2022

GREAT OCEAN ROAD LOCALS FEATURED IN NEW TOURISM AD

Extraordinary locals from along the Great Ocean Road will share their stories to showcase the region as part of a new tourism campaign encouraging Victorians to explore their backyard.

The *Stay Close, Go Further* campaign is funded by the Andrews Labor Government and will highlight the region's rugged coastline, lush hinterland and rainforests with spectacular waterfalls, magnificent seafood, and the local makers and creators.

It includes Emma Bäcklund, a fashion designer from Torquay; Lowell Hunter an Aboriginal sand artist from Warrnambool and Jordan Lockett a musician from Port Fairy, who share their passion for and connection to this extraordinary part of the state.

The campaign promotes towns and attractions across the Great Ocean Road tourism region including Warrnambool, Port Fairy, Nelson, Torquay, Anglesea, Lake Elizabeth, Great Otway National Park, Tower Hill, and the 12 Apostles.

It will run across television, print, radio, digital and social media and aims to increase the number of visitors to the region in the off-peak seasons.

Since *Stay Close, Go Further* launched in 2020, it has reached millions, with one in two Victorians having seen the campaign. Visit Victoria is also working with regional tourism boards across the state to help spread the message.

The campaign complements the Labor Government's commitment to regional Victoria's tourism industry through the \$20 million Regional Events Fund and the latest round of Victorian Travel Vouchers.

Quotes attributable to Acting Minister for Tourism, Sport and Major Events Mary-Anne Thomas

"The latest Stay Close, Go Further campaign is helping to support Victorian tourism businesses in the beautiful Great Ocean Road region."

"We're encouraging people to explore their own backyard and experience something new, right here in Victoria, to support tourism businesses and jobs across the state."

Quote attributable to Member for Western Victoria Gayle Tierney

"There are great experiences all along the Great Ocean Road and this campaign will highlight everything that our region has to offer for visitors."

Quote attributable to Member for South Barwon Darren Cheeseman

"Showcasing our region to the rest of the state will encourage more people to visit, which will deliver big benefits to local businesses."

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