

**Nathan Campbell**

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**From:** Nathan Campbell  
**Sent:** Thursday, 27 November 2008 3:28 PM  
**To:** 'm.buchanan@smh.com.au'  
**Subject:** Townsville Enterprise Media Release - 26 November 2008



## **MEDIA RELEASE**

**Issued Wednesday, 26 November 2008**

### **Magnetic Island tourism gets roll on after Crocodile**

Townsville Enterprise welcomes the State Government's weekend announcement of a \$40,000 recovery campaign for Magnetic Island.

The marketing campaign will target neighbouring regions through advertising, and bring a number of travel journalists to the region to increase visitation over the Christmas period.

19 Magnetic Island businesses have taken the opportunity, and will be promoted through the campaign free of charge. The only condition for Magnetic Island operators wishing to be involved with the advertising campaign was membership of the Australian Tourism Data Warehouse – a service subsidised by Tourism Queensland. The travel media component of the campaign was open to any affected operator on the island.

The campaign announcement came after the Environmental Protection Agency released a 3.5 metre crocodile into the region earlier this year.

Townsville Enterprise Chief Executive Officer Glenys Schuntner said the decision to relocate the crocodile to North Queensland waters was a mistake and it is unfair to expect Magnetic Island businesses to bear the cost.

“Magnetic Island is not natural crocodile habitat. Businesses on the island should not be expected to plan for this sort of incident – and the fact that the crocodile was relocated to the area by State Government intervention is the major reason behind our advocacy for a government led recovery campaign.”

“This \$40,000 campaign is a step in the right direction. Magnetic Island businesses suffered due to cancellations and loss of new business as a direct result of the crocodile's presence. Further damage was caused when the story captured wide media attention. People outside the region need to be assured that Magnetic Island is a safe tropical holiday destination.”

“Townsville Enterprise has been in regular contact with the offices of the Environment Minister and the Tourism Minister to ensure the region is well represented on the issue.”

“We will continue to play a role through this campaign facilitating recovery marketing efforts

and hosting travel journalists on the island to help get tourists back to Magnetic Island.”

A Townsville Enterprise survey indicated local businesses have suffered an estimated \$100,000 loss as a result of the “Crocs in Space” relocation.

“Townsville Enterprise is urging the Environmental Protection Agency to coordinate with the local Member of Parliament for compensation for individual businesses.”

**ENDS**

**For more information contact Nathan Campbell on (07) 4726 2753 or  
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