



Ted Burling
RAPAD
PO Box 592
Longreach Qld 4730

13 October 2008

Dear Ted

Re: Sealing of Roads in the South West region.

Tourism in South West Queensland has always been considered by the consumer as 'remote', this perception is reinforced by the unsealed roads leading to and from the townships of Windorah, Birdsville and Bedourie.

With this 'remoteness' comes the inability to attract the key Outback target markets of the caravan and self drive markets, which the rest of the Outback enjoy. Tourism has grown in Queensland's Outback overall by 11% (to end of July 08) over the same period last year. However, the main growth has been along the Central Outback drive routes such as the Matilda Highway. Dispersing tourist west from these routes and east from the Northern Territory and South Australia is essential to sustaining tourism operations in remote Western Queensland communities.

The Outback tourism industry is not immune to the current tourism crisis in Queensland. Our key target markets are directly affected by the cost of oil and fuels, the global economic crisis is eating into our key target markets superannuation which support their extended visitation.

As we are predominantly (80%) a self drive market we need to ensure that the mechanisms are in place to facilitate the required dispersal of tourists west, away from the major drive routes. Successful funding that will enable the sealing of roads is one such mechanism that is essential to developing and growing tourism. Enabling us to market the destination to new markets segments to visit these regions, thus providing these communities with the ability to sustain their tourist market share.

Yours sincerely

A handwritten signature in black ink, appearing to read "Bill Tatchell", is written over a large, faint, light-colored silhouette of a kangaroo that serves as a background for the signature area.

Bill Tatchell
General Manager