



**LEFT OF CENTRE
STRATEGIES**

25 August 2011

GOVERNMENT FUNDING FOR THE ILLAWARRA REGION GOOD FOR HOSPITALITY INDUSTRY

The Federal and NSW State Government's announcement of a \$30 million assistance package this week for the Illawarra Region – encompassing The Royal National Park, south of Sydney to Seven Mile Beach – brings a new glimmer of hope for the hospitality industry.

With the decision from BlueScope Steel to slash 800 direct jobs, the Illawarra Region Innovation and Investment Fund has been created to stimulate employment and new business ventures in the district which means property developers may seize on the opportunity to fund building resorts and hotels.

Resort and hotel management consultancy Left Of Centre Strategies (LOCS), which works with property developers in the region, is not surprised that international tourism is up in the area 4.4 percent in the 12 months to December 2010*.

"As a holiday and conference destination the Illawarra region offers a unique array of exciting activities and relaxing leisure pursuits, including some of the most breathtaking scenery and beaches on the east coast of Australia," says Rob MacSween of LOCS.

"We see an even brighter future for the local hospitality industry following this week's announcement.

"Developers and operators can seize the opportunity to take advantage of this funding to build and expand resorts and hotels by employing many ex-BlueScope Steel tradesmen and contractors and of course, creating the knock on effect of new, long term jobs for hospitality workers," Mr MacSween said.

The LOCS team is looking into the ramifications of gaining this funding comprising \$20 million from the Federal Government, \$5 million from the State Government and \$5 million from BlueScope Steel, and will be providing advice and assistance to resort and hotel property developers and operators accordingly.



* Source: Illawarra Regional Information Service Profile Illawarra.

Contact: Rob MacSween, Left Of Centre Strategies.

Phone: 041 224 4180. Email: robert@locs.com.au. Website: www.locs.com.au