



27th March 2020

Attention: Queensland Competition Authority

To whom this may concern,

Re: Gladstone Area Water Board Recreation Strategy

As the recognised Regional Tourism Organisation (RTO) for the Gladstone Region, Gladstone Area Promotion and Development Ltd (GAPDL) provides this Letter of Support to the Gladstone Area Water Board's (GAWB) Recreation Strategy.

Lake Awoonga is the most well stocked impoundment in Australia and at one stage was rated in the top 50 places in the world to fish. The impoundment continues to be popular with anglers travelling from all over Australia and even overseas to attempt to catch a prized barramundi.

This strategy to improve amenities and service offerings to visitors is pivotal to the continued growth in the drive market and is another attraction for the Region's growing Cruise liner market.

We (GAPDL) partner up with our neighbours to the north and south Capricorn Enterprise and Bundaberg Tourism respectively, to form the SGBR Alliance. The growth in the drive market across these regions is the highest in Queensland, with 11.8% growth in visitation year on year (+2million). The growth in expenditure year on year is around 9%. (\$1.2b). Many of these visitors stay at Lake Awoonga's Boynedale Bush Camp and visit the lake to try their hand at catching a prize barramundi.

New experiences and improved service offerings at Lake Awoonga will provide an important growth injection for that market but for that to occur there needs to be significant investment to upgrade the recreational facilities offered at Lake Awoonga.

GAWB has identified where those gaps and opportunities for growth exist and GAPDL fully supports their application for funding.

Please don't hesitate to contact if there are any queries.

Yours faithfully,

Nicola Scurr

Tourism Manager GAPDL

