



**\$85,000 endeavour:** Queensland Seafood Marketers' Association's president James Fogarty (left) and ad campaign co-ordinator Marshall Betzel enjoy endeavour prawns at the Pacific International Hotel yesterday. Picture: NORBERT Von Der HEIDT

## New dawn for prawn

TIRED of getting the raw prawn from overseas importers, the Queensland Seafood Marketers Association has launched a campaign to get Far Northern prawns on tables across the state.

QSMA has launched a range of ads and a website urging people to buy the endeavour species of prawn.

The \$85,000 campaign was designed in Cairns and features ads on television, newspapers and magazines.

Initially the ads will be run in the Far North.

However, there are plans to

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expand the campaign across Queensland.

It is funded by QSMA members across Queensland and the Australian Fisheries Research and Development corporation.

A QSMA spokesman said the prawn industry pumped an estimated \$200 million into the regional economy each year.

"With emotions running high over the issues of imported seafood and the very

future of the prawning industry at stake, the time has come to tell the story of this humble local prawn that has recently been judged the best tasting in Australia," QSMA president James Fogarty said.

Manager of the campaign Ben Hale said the endeavour prawn was tasty and healthy.

"Apart from being voted the best tasting, wild caught prawn in Aussie waters, it has far fewer kilojoules than lean beef, lamb, skinless chicken or lean pork and less than quarter the

fat of any of these," he said.

Mr Hale said prawns had not been promoted before but was confident the campaign would succeed.

"The campaign is being watched by other state prawn bodies so if our endeavours bear fruit, this could mean big things for our local product," he said.

The campaign starts on television today and runs until December, with the first magazine ad appearing in today's *Cairns Eye*.

The website [www.endeavourprawns.com.au](http://www.endeavourprawns.com.au) went live at 6am yesterday.

## Tjapukai innovators win award

A LONG history of developing Aboriginal tourism has scored a prestigious win for Far Northern tourism identities Don and Judy Freeman in the 2007 T+L Travel Innovators Awards.

The Freemans were chosen in a group of 20 Australian tourism industry luminaries who were recognised for their vision and dedication to enhancing the travel experience.

T+L editor Anthony Dennis said industry lobby groups and Federal Tourism Minister Fran Bailey encouraged tourism companies to innovate to better compete with international markets, an ideal reflected by the awards.

The Freemans launched Tjapukai Dance Theatre in Kuranda about 20 years ago, which later evolved into the award-winning cultural park at Smithfield.

"To innovate is to usher in something new and for us the most satisfaction comes from creating new concepts," Ms Freeman said.

"The pleasure of forging a new path, the exhilaration of having no creative limits on your expression is a heady mix.

"Taking risks and seeing an idea grow organically from a glimmer of intent into a strong and vibrant entity is the ultimate satisfaction."



**Vision:** Don and Judy Freeman of Kuranda.

## Inquiry to probe setting benchmark fuel prices

SETTING benchmark fuel prices for regional areas is one of several ideas to be discussed at the Fuel Subsidy Inquiry hearing in Cairns on October 15.

The inquiry, which has already held hearings in Brisbane and will be travelling to several regional centres, is aimed at ensuring the 8.3c fuel subsidy is passed on to motorists.

It will be held at the Cairns Courthouse and is open to the public.

Junior counsel assisting the inquiry Jonathan Horton said they would discuss regional benchmark prices with the subsidy provided only to retailers who sell fuel at or below this price.

Speakers at the hearing are expected to include Kevin Lock from Portsmith Fuels, George Viellaris from Innis-

fail, Christopher Dean from Lockhart River, a representative of Trinity Petroleum and possibly a Woolworths spokesman.

Cairns Chamber of Commerce president Jeremy Blockey said regional benchmarks could be just more red tape for business.

"I'm just not overly keen on regulation," he said.

"It might be better to have more monitoring of fuel prices by the ACCC or something similar."

But Mareeba Mayor Mick Borzi said the idea had some merit.

"It's good if the base prices are similar at all major ports," he said.

"There's no reason why Brisbane prices should be much different from Cairns."

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