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FOR IMMEDIATE RELEASE

Members from the outback Queensland town, Richmond, have launched a community campaign, Richmond Uncovered, in an effort to promote the small town to a wider audience and encourage population growth.

Located on the Flinders Highway, in Northern Outback Queensland, Richmond is a friendly place halfway between Mt Isa in the west and Townsville on the east coast of Queensland.

The campaign Richmond Uncovered was initiated by Commerce Richmond Inc. in an effort to reduce potential population decline in the remote town. It highlights the town as an ideal place to raise a family, with affordable living, business and employment opportunities, and a quality lifestyle.

Richmond Mayor John Wharton said Richmond is a great place to live, work and raise a family. He says the people are the best asset to making a strong community and quality life.

“Richmond has a sense of community and belonging,” Mayor Wharton said. “The town is blessed with fantastic people, who are welcoming and friendly. The people of Richmond are always looking out for each other. We believe it’s the little things that make Richmond really special, which is why our statement is; Richmond, BIG on the little things.”

“The Richmond Uncovered campaign is a great initiative as the community is working together towards the same outcomes, which are building a strong future and creating a better quality of life. We are looking out for new businesses, new industries, creating jobs and generally making Richmond a better place to live for our children, and the future of the town,” he said.

Approximately $14000 of funding has been provided by the Queensland Government’s Building Rural Communities Fund, with additional funding from campaign sponsors. The Richmond Uncovered campaign, which is currently managed by volunteers from Commerce Richmond Inc, will highlight the benefits of the town and its people.

Project Coordinator for Richmond Uncovered Sara Hales said the campaign is an exciting project, which aims to highlight the positive attributes of Richmond.

“The Richmond Uncovered campaign aims to inform others of the many reasons why Richmond is a great place to live,” Sara said. “We hope to encourage younger people and families to settle in Richmond, and take advantage of the terrific family lifestyle, ample services and opportunities available. We want others to see Richmond in our eyes and realise the little things make a big difference in a country community.”
Part of the *Richmond Uncovered* project is the implementation of an informative and interactive website. The website [www.richmonduncovered.com.au](http://www.richmonduncovered.com.au) is now live and features information on the town, opportunities and attractions.

Sara said the website was an important tool in the overall marketing strategy for the campaign.

“For towns to remain competitive in attracting and retaining residents, employees, and business investment, it is important to engage in a proactive place marketing program. We hope that *Richmond Uncovered* will strategically strengthen the economy of the township of Richmond, ensuring its competitiveness, viability and liveability in years to come,” she said.

The *Richmond Uncovered* project will kick off this month, in the lead up to the **October Full Moon Festival** on Saturday 27 October 2012. For more information on the *Richmond Uncovered* campaign or the **October Full Moon Festival**, please visit [www.richmonduncovered.com.au](http://www.richmonduncovered.com.au).

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**Interview Opportunities:**  
John Wharton  
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(Contact Katherine Maitland for contact numbers and images)

The *Richmond Uncovered* project would like to thank the on-going support of the following sponsors.

*Richmond Uncovered* is proudly funded by the Queensland Government's Building Rural Communities Fund through Blue Print for the Bush, and Richmond Shire Council.

The project is managed by volunteers from Commerce Richmond Inc.