Working together helps build community campaign

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Community project, *Richmond Uncovered*, has received an overwhelming response since its launch in early October 2012. More than 8000 viewers have visited the website, www.richmonduncovered.com.au, and Commerce Richmond Inc and Richmond Shire Council have received approximately 2000 emails from those interested in the campaign, and in Richmond Shire Council's $1 block initiative.

The campaign *Richmond Uncovered* was launched by Commerce Richmond Inc. in October 2012, 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 the success of the campaign to date is a testament to the community of Richmond and Commerce Richmond Inc.

“I have been amazed at the success of *Richmond Uncovered* so far,” Mayor Wharton said. “People from afar have responded to the campaign, with approximately 2000 expressions of interest, which is great for our town.

“When you combine funding from the Queensland Government, and local council, with the passion and vision of a local Chamber of Commerce, great things can happen.

“The people in Richmond have really got behind the campaign, encouraging others to visit the website, and visit the town. It’s great to see the community and the local government working together for the same cause- the future of Richmond,” he said.

In order to support the launch of *Richmond Uncovered*, Richmond Shire Council announced an offer to ballot $1 blocks of land in the town.

“We wanted to encourage people to contact Council, inspire them to visit the website, and entice them to move to the area. The $1 block project was a great way to get people interested in Richmond," Mayor Wharton said.

“We are still collating names and numbers for the ballot, and we hope to draw it in 2013, to announce our lucky winners. All people who contacted us will be contacted on a regular basis to inform them of where we are up to. " he said.

Project Coordinator for *Richmond Uncovered* Sara Hales said it has been an exciting few weeks, with the launch of *Richmond Uncovered* campaign.
“We are thrilled with the response we have had for the Richmond Uncovered campaign,” Ms Hales said. “The website statistics alone are staggering. For the month of October, we received 8,910 visits to the website. That’s a phenomenally successful launch, and shows the great interest people have in living, working and investing in our town, when the conditions are right and the information is available.”

“In addition, people are spending an average of 5 minutes and 20 seconds on the site, which means they find the website, and our town, engaging and interesting.

“The initial aim of the Richmond Uncovered campaign was to encourage people to move to Richmond by informing them of the many reasons why Richmond is a great place to live. We feel confident we are achieving those goals.

“During the course of the project, we have received strong business enquiries from a number of different businesses and industries. Things are happening for Richmond, right now. Commerce Richmond Inc and Richmond Uncovered are relative the new kids on the block, in terms of economic development in Richmond. Much work has been done before us, but we are pleased to contribute an excellent resource which supports the economic development of Richmond, and those people working tirelessly towards a strong future for our town,” she said.

The Richmond Uncovered committee will be working closely with Richmond Shire Council and other local employers in the next 12 months to promote employment opportunities and business prospects in the area. For more information on the Richmond Uncovered campaign, please visit 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.

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The project is managed by volunteers from Commerce Richmond Inc