

Alpha Jockey Club raises the bar thanks to Government Tourism Grant

The Alpha Jockey Club is one of regional Queensland's genuine success stories.

In May 2019, the Club was successful in obtaining a grant thanks to the [Year of Outback Tourism Events program](#), which they could put towards the marketing and event planning of their annual race meet.

The \$3 million program was designed to enhance the profile of Outback Queensland and attract new or increase the number of visitors.

The Club's submission was put together collectively by the committee in early 2019 and were successful in obtaining \$20,000 to go towards their June feature race day.

"We have one meet a year, and we hadn't raced for a long time before we had our first meeting back in 2013, so it's obviously a very big day for us," Alpha Jockey Club President Anna Appleton said.

"The effort we put in to compiling our submission was absolutely worth the result, as the money was invaluable to what we were able to achieve.

"Our committee deserves a big thanks for identifying this opportunity and working together to get this through."

The funds were put solely towards marketing the event to the local and surrounding communities, and with only six weeks between the grant being approved and the meet taking place, the club had to act quickly to spread the word.

"The specific wording of the grant was that it could be used for PR, promotional activities and entertainment, so we hired a band and then the rest went towards the promotion of the event and creation of race books," Appleton said.

"We had a lot of signage, online advertising with social media, and print materials which included newspaper ads and flyers."

The event itself was a raging success, with crowds in excess of 3,000 people in attendance, roughly a 25% increase on the previous year, as well as an enhanced patron experience for all race goers.

"I would absolutely encourage other clubs to apply for these kinds of grants; it's a great opportunity to fund projects around the club – especially for the small one-a-year clubs like ourselves," Appleton said.

"It provides a big boost for the area, and it gives those clubs an opportunity to provide a great day for the local and surrounding areas.

"It's great the Government are putting these grants out there that we can have access to, it really helps drive revenue and tourism to the rural areas."