

FOR IMMEDIATE RELEASE

Port Douglas Businesses Collaborate on New Ideas to Activate Town Centre

Tourism Port Douglas Daintree (TPDD) has brought together a cross-section of local businesses to spark fresh ideas aimed at strengthening vibrancy and activation within the Port Douglas town centre.

The collaborative roundtable explored opportunities to create more reasons for visitors to stay and dwell, and for locals to come into town and support businesses, particularly during quieter periods.

“With seasonal visitation naturally ebbing and flowing, this is our opportunity to focus on delivering exceptional experiences and strengthening community connection,” said Emma Tunnock, Executive Officer of Tourism Port Douglas Daintree.

“There was strong enthusiasm in the room to work together on simple, achievable initiatives that create energy in the town centre and benefit the wider business community.”

This collaboration comes to life as the region navigates recent disruption, while continuing to see long-term confidence in the destination - reflected in milestones such as Hemingway’s Port Douglas celebrating 10 years, and Accor’s Pullman Port Douglas Sea Temple Resort and Spa celebrating 20 years in the region, both continuing to invest in and evolve their offering.

A themed “seasonal series” monthly calendar of activity emerged as a practical way to encourage widespread participation. The concept highlights a different theme each month, providing a flexible framework that businesses can easily align with and leverage through their own marketing.

Craig Schofield from Rotary has stepped forward to help coordinate the calendar and is inviting interest from local retailers and operators keen to be involved.

“Rotary is passionate about initiatives that strengthen community involvement and local prosperity,” Craig said.

“As the new Chair, I’m keen to re-energise Rotary activity in Port Douglas with a fresh and inclusive outlook. We’re excited about creating something businesses can easily plug into, and we’ll also explore relevant grant opportunities to support activation where possible.”

The calendar is expected to commence in April with *Tasting the Tropics*, a Tourism Tropical North Queensland initiative encouraging food and beverage businesses to activate across the month and support regional dispersal. May will move into the Carnivale spirit, with other themes discussed including celebrating local artists, wellbeing, “Spring is Better Up Here,” and family-focused experiences.

A visitor map designed to encourage greater dispersal across the Shire is also in development.

Alongside these short-term initiatives, TPDD has commenced preliminary work on a new Destination Management Plan for Port Douglas and Daintree, which will help guide the long-term vision for the region’s visitor economy, including considerations for town centre precincts.

Businesses interested in helping shape the themed calendar and its communication across the Shire are encouraged to get involved. Rotary will coordinate the initiative, with Raine Schacher from Maker supporting retailer coordination, event activation and promotion across her platforms. Tourism Port Douglas Daintree will support industry communications and encourage participation across the local industry, while Douglas Shire Council has indicated it will support where possible to help bring activations to life across the calendar.

Raine Schacher, a local creative and owner of Maker Port Douglas, brings a fresh perspective to the initiative. She recently launched a podcast, *The Booth Juice*, celebrating local talent, which has already

secured more than 1000 downloads and reached 14 countries around the globe, reflecting a strong appetite for storytelling that showcases the people and creativity behind the Port Douglas community.

Businesses interested in contributing ideas or participating are encouraged to contact Craig Schofield on craig.schofield@qldsir.com.

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