



## **AUSTRALIA'S HOTELS RAISE \$850,000 FOR THE QUEENSLAND PREMIER'S DISASTER RELIEF FUND**

In the wake of the disastrous and widespread floods in Queensland in the December / January period, the Australian Hotels Association (AHA) decided to launch a nationwide hotel fundraising appeal to assist those most impacted by the disaster. More than 30 people died in the Queensland floods, and the cost of damage to public and private property and infrastructure has been calculated as being more than \$3 billion. Coming close on the heels of weeks of major flooding, *Cyclone Yasi* made landfall in Far North Queensland on 3 February 2011. *Yasi* was the largest and most powerful cyclone to hit Queensland for more than 50 years, and caused several deaths, and extensive damage, flooding, and disruption to services in the Whitsunday area. Queensland Premier Anna Bligh extended the benefits of fundraising for the *Premier's Disaster Relief Fund* to include the victims of the cyclone.

In February and March 2011, hotels across Australia raised more than \$850,000 to assist those who suffered during the Queensland floods and *Cyclone Yasi*, through the *Premier's Disaster Relief Appeal*. This generous and magnificent effort received donations from publicans and their patrons in all States, with an outstanding individual effort by Northern Territory hoteliers who raised more than \$50,000 towards the cause. In addition to this overall total, the ALH Group contributed \$250,000 from its own funds to the *Premier's Disaster Relief Fund*, QHA Members donated more than \$150,000 in equipment and stock which was distributed directly to flood-affected hotels, and CUB and Brown-Forman between them donated more than \$150,000 worth of liquor products to assist SES units and disaster-affected licensees. A highly successful 'kegs for the cause' program was run by the QHA which saw individual hoteliers donate kegs of beer to those fellow publicans who had lost property, patronage and cash flow as a result of the natural disasters. At an industry level, more than 50 hotels were damaged, flooded, or closed by the flooding and cyclone damage, some of which remain closed two months on.

The hoteliers and people of Queensland extend their thanks to all those who raised funds and supported this most worthy cause. Your efforts and generosity have further embellished the reputation of hoteliers as being amongst the most generous donors to community causes in all of Australia.