



SBC opens the interior · EV network · wildlife zones · free camping · contemplation spaces

Tourism is not a marketing problem. It is an infrastructure problem. MMP solves infrastructure problems.

\$60.8B

Pre-COVID revenue
660,000 jobs supported

\$12.4B

Chinese visitor market
Per year — pre COVID

180

SBC corridor towns
Every stop a tourism gateway

10

Wildlife zones
Feral-free · species return

THE PROBLEM — GREAT ASSETS, TERRIBLE INFRASTRUCTURE

NO STRATEGY — JUST MARKETING

Australia markets itself brilliantly and then disappoints on arrival. Infrastructure, accessibility, digital connectivity, signage, and experience quality are neglected. Marketing is funded. The product is not.

REGIONAL TOURISM — NO INFRA

The most spectacular assets are regional. Getting to them: long drives on unsealed roads, limited fuel, no mobile coverage, accommodation that ranges from basic to absent. The visitor who wants regional Australia faces barriers no campaign can overcome.

INTERIOR INVISIBLE — WILDLIFE LOST

The interior is the most undersold asset in the world. Inaccessible without a 4WD and weeks of time. Meanwhile wildlife disappears: feral cats kill 1.4 billion native animals annually. The quoll, bilby, numbat — found nowhere else — in critical decline.

FIRST NATIONS — UNDERVALUED

Australia has the oldest living culture on earth — 65,000+ years. The tourism potential is enormous. Most experiences are mediated through non-Indigenous operators. Communities receive a fraction of the value their culture generates.

CONNECTIVITY — FUEL — NO EV

Travellers are solving connectivity themselves — Starlink at \$150/month. Fuel at \$2.50+/L in remote areas kills budgets. EV charging barely exists outside cities. A backpacker wanting to explore regional Australia faces genuine financial barriers.

AVIATION — HIGH PRICES THIN ROUTES

Domestic aviation on thin routes costs more than international flights. A visitor flying Sydney to Broken Hill pays prices that discourage regional travel. Limited direct international access beyond three capital cities.

ACCOMMODATION GAPS — NO NETWORK

Regional accommodation gaps prevent itinerary planning. A traveller wanting to drive the Murray or the Outback Way faces sections where no accommodation exists. The gap kills the itinerary. The trip that cannot be planned does not happen.

BACKPACKERS TREATED AS PROBLEMS

Working Holiday Makers have nowhere legal to sleep that costs less than a day's earnings. They park in car parks and get fined. Grey nomads are actively discouraged by councils. Both are economic assets treated as nuisances.

VISA FRICTION — TOO HARD TO VISIT

Australia's visa system creates friction competitors do not impose. High-value Asian markets face processing times, costs, and complexity that deter spontaneous travel. Working Holiday Maker applications are administratively burdensome.



A person who sits on a deck above the Flinders Ranges at dawn does not need a brochure. They are already sold.

MMP SOLUTIONS — BUILD THE PRODUCT, OPEN THE INTERIOR

NATIONAL STRATEGY — PRODUCT FIRST

MMP builds before marketing. Infrastructure, connectivity, wildlife zones, First Nations experiences, accommodation gaps. Every dollar of tourism promotion matched by a dollar of product improvement. You cannot market your way to a great visitor experience. You have to build it.

SBC — CHEAP TRAVEL — OPEN INTERIOR

The SBC maglev is the greatest tourism product Australia has ever built. Sydney to Perth under 8 hours through landscapes the world has never seen. Priced as a genuine alternative to driving. Van on freight spine. Traveller rides in comfort. \$3/100km EV vs \$25/100km petrol. Australia's size becomes an asset.

KIMBERLEY DAMS — WORLD CLASS

Every Kimberley dam planned with tourism integrated from design. Vast lakes in gorge systems. Houseboating, fishing, freshwater swimming. Lake Argyle proves the model — built for agriculture, became WA's most visited attraction. Sealed access, camping, boat launches, First Nations interpretation.

TEN WILDLIFE CONSERVATION ZONES

One per state/territory. Fully fenced. Complete feral eradication — cats, foxes, pigs permanently removed. Quoll, bilby, numbat, night parrot return. Guided dawn wildlife walks, nocturnal tours, breeding program observations. Safari-equivalent experiences found nowhere else on earth. Self-funding within 10 years. Free national parks from Day 1.

FIRST NATIONS — COMMUNITY OWNED

\$200M over 4 years — community-controlled tourism enterprises. Full ownership of IP, experience, and revenue. Not mediated through non-Indigenous operators. Genuine cultural experiences on Country, at community-determined scale. The oldest living culture on earth — the communities that hold it receive the full value it generates.

REGIONAL INFRASTRUCTURE — \$500M

\$500M over 4 years. Sealed access to significant attractions. Fuel and water on remote routes. Accommodation gap-filling. Upgraded facilities at high-visitation natural sites. Every funded project must be operational within 18 months. Physical infrastructure that makes regional itineraries possible and comfortable.

CONNECTIVITY + EV NETWORK

SBC spine delivers connectivity to every corridor town and tourist route. Free public Starlink at every camping node — no \$150/month subscription needed. EV charging every 150km on all major tourist routes. SBC power at 15c/kWh means \$3/100km travel. Budget travellers can finally afford regional Australia.

BACKPACKERS — WELCOME NOT FINED

\$150M free camping network near every regional town above 500 people. Toilets. Dump stations. Basic amenities. Council incentive program: match funding for visitor amenities, no eligibility if you fine visitors for camping without alternatives. WHM legal accommodation standards. \$200M walking trails, cycle paths, nature experiences.

CONTEMPLATION SPACES — 500 SITES

500 spaces across Australia where a person can sit in nature — deliberately, in a space designed for it. Top of a mountain. Cliff above the ocean. River bend at sunset. Gorge in silence. A timber deck. A stone bench. A QR code with the First Nations story of that place. Nothing that dominates the landscape. Everything that frames it.

AVIATION + WORKING HOLIDAY MAKERS

Thin route subsidy extended — targeting routes connecting tourism hubs. ACCC review of domestic aviation concentration. Direct international access to Cairns, Darwin, Gold Coast. WHM program: extended regional incentive, simplified admin, actively promoted in UK, Germany, France, Japan, Korea. A WHM in Farrer for six months is a worker, tourist, and brand ambassador.

VISIT AUSTRALIA — DIGITAL PLATFORM

One national platform. Every destination, attraction, accommodation, tour, walking trail, cultural experience. Mobile-first. Six languages. Integrated with SBC maglev booking. Free camping and dump station locator. WHM work locator. First Nations direct booking. Interactive itinerary planning. The beauty of Australia is real. The platform has never been built. MMP builds it.

CRUISE + VISA SIMPLIFICATION

5 regional cruise port upgrades: Darwin, Cairns, Broome, Albany, Eden. A cruise ship at Broome generates \$500K-\$1M in local economic activity per call. Visitor visa streamlined for high-value Asian markets. ETA modernised. WHM applications: one form, 2-week processing guarantee. Australia should be the easiest English-speaking destination to visit.

"Tourism is not a marketing problem. It is an infrastructure problem. MMP builds 10 wildlife zones, opens the interior by maglev, creates free camping near every town, builds 500 contemplation spaces at Australia's most beautiful places, and shows the world exactly where to find the beauty." — Brett Murrell, MMP Candidate for Farrer

★ VOTE 1 — BRETT MURRELL — FARRER — SATURDAY 9 MAY 2026 ★