

Helping Communities Revive and Thrive

Foundation for Rural & Regional Renewal

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THEODORE MEETS THE CHALLENGE

In 2010, ABC Rural, ABC Sport and FRRR collaborated to create the Revive and Thrive Challenge. Thanks to their innovative ideas, the Theodore Chamber of Commerce won the challenge and received \$50,000.

There were three aspects to the Theodore project, all of which were designed to strengthen community morale and drive economic development.

1. **Landlord's Fund** - enable local commercial landlords to paint their shopfronts to improve the overall look of the main street.
 2. **Skilled Workers Fund** - attract skilled professionals and tradespeople to the town through a subsidised rent scheme.
 3. **New Business Fund** - increase the mix of businesses by offering a year's free rental to new business.
- The 'No Empty Shop Front Policy' stood the community in good stead come the floods 2011.
- While rebuilding wasn't easy, a strong sense of community enabled this town to not just survive but thrive.



Despite the floods of 2010/2011, Theodore is a thriving town, thanks in no small part to the foresight and commitment of visionary local leaders.



Theodore's main street is a hive of activity with a great retail mix and services available to local residents and visitors.



Sustaining Rural Communities

CONFERENCE 2013