

Update from Tourism Whitsundays regarding weddings in the Whitsundays

Following the announcement late last week of The Wedding Planners Whitsundays liquidation, WeddingsWhitsundays.com with Tourism Whitsundays today facilitated a forum with wedding suppliers and industry. The purpose of the forum was to come together and discuss the best way forward for affected industry and couples.

Tourism Whitsundays, on behalf of WeddingsWhitsundays.com, will be the main point of contact for any media enquiries that may arise and will also help bring together the industry. Offerman Partners, who are managing the liquidation, are currently gathering information to be provided to Tourism Whitsundays and suppliers upon the consent of those couples affected. Tourism Whitsundays are liaising with Offerman's to determine the level of impact to couples. If you need to contact the liquidators, contact details are below:

Offerman Partners
Peter David
07 4724 0000
pdavid@offermand.com.au

It is important to ensure that any external messaging remains as positive as possible and is accurately portraying how The Whitsunday region has once again come together in the face of a crisis to collaborate for the best outcome possible for those impacted. The wedding segment is one of the regions' key markets contributing millions in revenue for The Whitsundays. It is highly recommended that all suppliers and industry liaise with their teams regarding social media and try to alleviate any potential negative messaging that may arise through social media.

Action items from the meeting include:

1. If there are any offers of support or donations from industry to please send through to Tourism Whitsundays via email which will be collated in a central document. It could be a venue, service, tour, experience, or even your own personal time to volunteer at a wedding as a waiter. Many of the suppliers affected are now offering to donate their service free of charge to couples and for some, this will involve needing to pay wait staff, food or alcohol which will be a direct out of pocket expense. Therefore, any assistance we can collectively provide will be appreciated.
2. The Liquidators will supply a list of couples affected (if the couple is happy for them to do so) to Tourism Whitsundays. TW will reach out to those couples to see if they have been connected with all suppliers and if needed, offer industry support and assistance.
3. This is a very sad situation and very much a crisis for many of our industry which has the potential to impact the region very negatively. If you have or know of a good news story to come of this, please share this with the team at TW so that it can be

collated into a central database of how The Whitsundays turned something sad into a positive.

4. It is recommended (where possible) venues from any affected weddings be the link and facilitate the discussions with industry and couples to ensure no couple arrives for their special day with services missing. If venues need assistance with support from industry, please refer to TW for list of suppliers who have offered to help. Should your business be involved in a wedding over the coming weeks it is recommended that you touch base with the venue directly to establish what details have and have not been finalised.
5. Media often like to have comment from industry, if you would like to be considered for interview, please let the team at TW know so that if requested you can be recommended.

There have been a number of situations over the past two years that have had a direct impact on the tourism industry, and it is important to recognise the incredible weight this places, once again on businesses. If you can assist in anyway or have any ideas to help couples and industry through this time, please let us know. If you would like to offer your services, products or can assist in any way please email Tourism Whitsundays, reception@tourismwhitsundays.com.au.

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About Tourism Whitsundays: *Tourism Whitsundays (TW) is the organisation responsible for destination marketing and visitor attraction for the Whitsunday region. It is the lead agency recognised by Tourism and Events Queensland and the Whitsunday Regional Council to lead the promotion of the region as a tourism destination. Tourism Whitsundays markets all aspects of the region including the Great Barrier Reef, Whitsunday Islands and Coast, accommodation, boating and sailing, fishing, touring, recreational activities, adventure, dining, shopping, weddings and honeymoons, conferencing and business events.*

FOR MEDIA ENQUIRIES, CONTACT:

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