

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

For immediate release
October 14, 2019

Tourism Organisations Partner to Deliver Leadership Program

Mackay Tourism and Tourism Whitsundays are proud to announce the two tourism organisations have partnered to deliver the Resilient Tourism Leadership Program.

Delivery of this program has been made possible thanks to successful grant applications for the Queensland Government's Far North and North Queensland Monsoon Trough Flexible Funding Grants Round One.

With both tourism organisations each receiving funding for \$40,000, Mackay Tourism and Tourism Whitsundays have made the decision to pool their resources to deliver The Resilient Tourism Leadership Program.

General Manager of Mackay Tourism Tas Webber explained the program.

"In partnership with Tourism Whitsundays and the Queensland Government, Mackay Tourism will deliver a program that fosters tourism leadership and resilience, particularly during times of natural disasters," he said.

Mr Webber continued, "the success of and positive feedback from last year's Regional Tourism Leadership Program, demonstrated the eagerness of tourism businesses to invest in their staff to nurture tourism leaders for their business both now and into the future."

Chief Executive Officer of Tourism Whitsundays Natassia Wheeler spoke of the benefits of the two tourism organisations partnering.

"We have developed a strong working partnership with our neighbours at Mackay Tourism, being in a position to partner with them and pool the funding from Queensland Government will have a much greater impact for our two regions.

"With so many changes in consumer travel and tourism it's important now more than ever for the industry to continue to grow and be more resilient. We need to provide the tools to help them on this path."

The Resilient Tourism Leadership Program will be delivered during this financial year, with further details to be released shortly.

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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.*

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