

For immediate release
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WHITSUNDAYS BUSINESSES STEPPING UP IN THE FACE OF ADVERSITY

The Whitsundays community, like all communities around the world, has been shaken. The easy, laid-back lifestyle synonymous with this region has been temporarily halted as the world tries to stop the spread of COVID-19.

It is out of adversity that, in many cases, the fighting spirit often triumphs, many local businesses have had to look at their business and see how they can adapt to continue.

Tourism Whitsundays Chief Executive Officer Tash Wheeler said this moment in time has been heart-breaking for so many, but seeing businesses pick themselves back up and keep trying is a testament to the resilience of our industry.

“This undoubtedly has been one of the hardest times in tourism, not just in The Whitsundays, but across the tourism industry globally.

“One of the encouraging things I’ve seen is businesses accepting our current climate and adapting their business to stay open and relevant. Unfortunately, not all businesses can change, but for those that can, it’s great to see.

“It’s also been uplifting to see the community and other business owners rally around those trying new things, stepping outside what is their norm,” she said

Family-run Le Sorelle The Sisters, is set to launch its Feed a Family Initiative this week, which will see the restaurant feed a deserving family for the night through a nomination process.

Le Sorelle The Sisters Co-owner Alexandra Sinclair said this should be seen as a celebration of good deeds.

“There are no real rules in place; we just want it to be positive! For instance, it may be that you nominate a struggling business owner, a new mum, a doctor, a health worker, someone that you know deserves a night off from the cooking,” she said.

Local business Ocean Dynamics is currently putting together a plan to offer free dive course certification to residents who work in the tourism/charter industry that are receiving the JobKeeper payment.

Ocean Dynamics owner Carolyn Lewis said there would only be a minimal cost to participants, which is the online course fee.

“We will provide the instructor, gear hire, and boat travel to facilitate the training at no cost. The courses will be offered to people who can demonstrate that completing an open water dive course will assist them in their career progression or to gain suitable employment once this crisis is over,” she said.

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

Local photographer Robyn Bonner from RJ Photography last week took to the road to ensure hundreds of Whitsundays families capture this bizarre moment in time for free through the #thedrivewayproject initiative.

If you know of any businesses changing the way they operate to suit the current global climate, Tourism Whitsundays would love to hear from you. Please contact the Tourism Whitsundays [team](#) so they can help share these good news stories.

Tourism Whitsundays is compiling a running list of businesses still operating in The Whitsundays, for a full list, [click here](#).

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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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