

*For immediate release*  
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## Tourism Whitsundays pivots to help people with diabetes

Tourism Whitsundays is converting the challenges facing the tourism industry into a dynamic partnership with Diabetes Queensland to help support people impacted by diabetes.

At a time when some businesses are responding to the economic downturn by looking inwards, Tourism Whitsundays is harnessing an opportunity to promote the Whitsunday region while encouraging people to become members of Diabetes Queensland.

Tourism Whitsundays Chief Executive Officer Tash Wheeler believes the partnership with Diabetes Queensland will help both The Whitsundays and people living with diabetes.

“Diabetes Queensland is an excellent resource and support for so many. One in four Australians are affected in some way by diabetes, which is why organisations such as Diabetes Queensland are so important.

“Like many businesses throughout this COVID period, Tourism Whitsundays has had to look at ways to pivot and diversify; we believe partnerships like the one we have forged with Diabetes Queensland is a cost-effective way to complement the ongoing marketing and awareness of the Whitsunday region,” she said.

Tourism Whitsundays has organised two prizes of accommodation, cruises and tours for the winners of a competition for people who join or refer a friend to become a member of Diabetes Queensland before November 30.

First prize:

- 7 nights in a 2-bedroom apartment with at Hotel Group with bubbles on arrival and late checkout
- Full day Great Barrier Reef Adventure with Cruise Whitsundays for 2 adults and 2 children

Second prize:

- 2 nights at Daydream Island Resort including daily breakfast for 2 adults
- Return transfers with Cruise Whitsundays from Port of Airlie to Daydream Island Resort for 2 adults
- 2 nights at Mantra Club Croc including daily breakfast for 2 adults
- Full day tour on Thundercat with Red Cat Adventures for 2 adults

Special negotiated rates for Diabetes Queensland members by some Whitsunday businesses are also on offer.

Diabetes Queensland CEO Sturt Eastwood thanked Tourism Whitsundays for their generous support.

“There are more than 262,000 Queenslanders diagnosed with diabetes, and about 130,000 more that have developed the condition but don’t know it yet.

“Diabetes needs daily management. It’s a demanding condition, and people with chronic conditions do better if they’re supported,” Mr Eastwood said.

“There are many benefits and savings for people who join Diabetes Queensland. One of the most important advantages is that you become part of a large community of people facing similar challenges. No one should feel alone with their diabetes.”

# MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

People wishing to become a Diabetes Queensland member can join at [www.diabetesqld.org.au/join](http://www.diabetesqld.org.au/join) or call 1800 177 055. Email [membership@diabetesqld.org.au](mailto:membership@diabetesqld.org.au) if you have any questions.

[Terms and conditions](#) apply to the membership competition.

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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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