



**Reluctant
Partners**

Presenter

Mally
McMurtrie

Composition Board Representative

- Councils
- Local Tourist Associations
- Industry
- State Government

Most regions consider themselves in
Tourism Industry

But not every citizen

LOCAL GOVERNMENT

- Huge commitment to infrastructure
- Ability to levy Tourism charge
- Representatives on Tourism Boards
- Allocates \$\$\$\$ to Information Centres
- Budgets \$\$\$\$ for Marketing

How can we best woo this reluctant partner

- Positive newsletters sent to all councillors
- Back up phone call to all invites
- Monitor council budgets
- Don't forget to say thanks

RELUCTANT PARTNERS

- Older long time Residents
- Main Street Business
- Primary Producers
- Councillors

Separation of roles

State tourism body

- To market State to other States

- To market state overseas

Regional tourism Association

- To market region to identified market outside region

Local tourist association

- To look after tourists when in region

- To organize events

A World about People
Not MONEY