



Media Release

Tourism Forums Well Received

Nearly 60 people from a broad cross-section of community members and business owners recently attended Tourism based forums in Dimboola, Rainbow, Jeparit and Nhill. The forums, entitled “Tourism: it’s everybody’s business” were held during the last two weeks of February.

The need for these forums was identified in the 2017 – 2021 Hindmarsh Shire Council Plan and were developed and delivered by Council’s Tourism and Economic Development Officer, Jeff Woodward.

They covered topics such as: the visitor experience, tourism in the regional and state context, tourism and event marketing, and visitor statistics. Each forum ended with an informal feedback, questions, and ideas session.

Hindmarsh Shire Council Mayor, Cr Ron Ismay said “It was great to see such a broad cross-section of the community attend the Tourism Forums, not only those with businesses directly linked to tourism and hospitality but others wishing to obtain further information about the tourism industry”.

Cr Ismay added “The pride within the individual towns and passion to promote their local area was very evident, and all those who attended would have benefited from these information forums”.

The topics covered produced some positive and beneficial discussion with quite a number of actions being identified for implementation in the near future.

For more information and follow-up discussion on these sessions please contact Jeff Woodward, jwoodward@hindmarsh.vic.gov.au, or the Nhill Customer Service Centre 03 5391 4444.