

MEDIA RELEASE

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Attention: News Editor

Tourism business development opportunity

Tourism operators in the Great Southern are invited to take part in a business development initiative supported by the Great Southern Development Commission (GSDC).

Regional tourism organisation Australia's South West (ASW) is running a targeted capacity building initiative, which has been made possible by the State Government's Royalties for Regions program.

The \$93,500 capacity building program received a \$25,000 grant in the fourth round of the GSDC's Regional Grants Scheme.

GSDC Chairman Peter Rundle said tourism was a significant contributor to the regional economy and ripe for further development.

"Australia's South West is offering two opportunities to regional tourism operators," Mr Rundle said.

"One involves mentoring for businesses by connecting like-minded operators within or outside the region.

"The second is an opportunity for specialised training by professional consultants.

"Both strands of the program are innovative and target one-on-one business development.

"By taking part in these programs, Great Southern businesses can enhance their products and practices, and build on their achievements to gain greater access to tourism markets," Mr Rundle said.

Participation in the programs is free, apart from travel and accommodation expenses that may be incurred, and is available to ASW members and non-members alike.

Business operators wishing to take part in one or both of the program elements should email mm@australiassouthwest.com with an expression of interest.



Building partnerships for regional prosperity

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Limited places are available and expressions of interest should be submitted as soon as possible.

The program covers businesses in the Great Southern, Southern Forests and Blackwood Valley. Support for the initiative is also provided by the Tourism Council of WA and the Australian Tourism Export Council.

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