



## **MEDIA RELEASE**

***For immediate release***

**June 12, 2019**

## **WHITSUNDAY REGION UNITES TO TELL NEW STORY**

The Whitsundays has had its fair share of media attention over the past few years.

Much of this has been positive, like the outstanding achievements of local tourism businesses and worldwide recognition for the region's spectacular natural assets.

Some however, has been the result of an onslaught of natural disasters, the impacts of which have been keenly felt in a tourism dependent economy.

Tourism Whitsundays CEO, Tash Wheeler, and Whitsunday Mayor, Andrew Willcox, have fronted the local, state, national and international press on numerous occasions, both good and bad.

The lessons they have learned along the way were shared at a meeting with representatives from industry, government bodies, local businesses, and volunteer organisations today.

The result was a united resolve to adopt a regional best practice communication strategy.

Tash Wheeler said those present at the meeting had identified communications challenges and opportunities, and would now work on solutions and a strategy.

"Although we've determined a number of resources already available to us, in some senses what we're embarking on is ground-breaking," she said.

"It's exciting to think this could not only assist our region but also create a framework that other destinations could adopt."

Mayor Willcox said whatever situations arose, he was keen to work with all media to ensure accurate and balanced information entered the public domain.

"This is about Council, Tourism Whitsundays and all industry stakeholders improving how we communicate, both internally and externally, adopting best practice to ensure a proactive response to any disasters or incidents.

"Bullet-proofing our brand with a united message will play a key role in allowing the region, and tourism stakeholders, to bounce back quicker from adversity," he said.

Assisted by the Whitsunday Charter Boat Industry Association, Tourism Whitsundays will now compile a list of recommendations for a new communications committee to workshop.

Whitsunday Regional Council will also fund and organise media training workshops for local businesses to participate in.

The communications strategy will be shared across all relevant agencies, industries and stakeholders.

- ENDS -

**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.*

**FOR MEDIA ENQUIRIES, CONTACT:**

Liza Muller

Publicity and Content Manager

Tourism Whitsundays

Ph: +61 7 4948 5917 or +61 417 765736

Email: [liza.muller@tourismwhitsundays.com.au](mailto:liza.muller@tourismwhitsundays.com.au)

**To access the Tourism Whitsundays Media Centre click [here](#)**