



MEDIA RELEASE

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New manager to drive tourism opportunities

Maximising tourism opportunities and fostering a unified approach in the Bunbury-Geographe region will be key priorities for a new Regional Tourism and Development Manager, who is set to begin the role next month.

Appointed as an integral part of the Bunbury-Wellington and Boyup Brook Regional Tourism Development Strategy, the Regional Tourism Marketing and Development Manager will focus on growing the industry and developing an annual implementation plan to address high priority areas identified in a Regional Action Plan.

Shire of Donnybrook-Balingup CEO Ben Rose said the strategy aimed at creating a unified approach to the management of tourism development, marketing and infrastructure across the City of Bunbury and Shires of Dardanup, Collie, Harvey, Capel, Donnybrook-Balingup and Boyup Brook. The strategy also includes partners Australia's South West and the South West Development Commission.

"This Strategy aims to increase visitor nights to over two million and day trip visitors to over 1.6 million per annum by 2030," Mr Rose said.

"A growth in visitation target of 1.9% annually has been set, which will see visitor expenditure reach \$425,348,000 across the region by 2030.

"These targets will be achieved through positioning the region as an adventure-nature getaway bolstered by boutique wine, food, culture and shopping experiences.

"In turn, this will be leveraged through drive routes, themed maps, itineraries, website, events, and infrastructure."

Mr Rose said tourism was vital to the region and it was important that local governments worked on a regional perspective to increase the effectiveness of campaigns.

The new manager, Anissa Williams, has extensive experience and understanding of the tourism sector.

Ms Williams said she looked forward to returning to a region she was genuinely passionate about after 15 years working in Queensland, the Northern Territory and internationally.

"I am thrilled to be offered the position at such a significant time," she said. "The Bunbury-Geographe region is on the precipice of exciting change and growth."

She applauded the seven local governments for coming together to drive tourism in the region.

"We have a strong plan and a clear vision," she said. "By working together and in partnership with our industry stakeholders, tourism operators and the community, we can achieve great things.

BUNBURY *Geographe*

“The Bunbury-Geographe has the potential to be the benchmark for all other tourism regions in Western Australia.”

Ms Williams will start on 19 April.

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