



28th July, 2005
FOR IMMEDIATE RELEASE

MEDIA ALERT

Tourism Community to decide on a 'New Future'

What: Otway Hinterland Tourism Community & Business Futures Forum
When: Thursday 11th August 2005
Time: 9.00am – 1.00pm
Where: Duffs Café, Colac

The tourism spotlight is on the Otway Hinterland region for a three year period, with the Victorian Government committing \$7 million to tourism in the region through the 'New Future for the Otways Tourism Initiative'.

The Forum is part of the consultation phase of the Otway Hinterland Capacity Building Project, one of 19 projects falling under the umbrella of the Initiative.

Nicholas Hunt, Tourism Alliance Victoria's Chief Executive, says: "The local tourism community can decide on how the Otway Hinterland region should make the most of this tourism investment by attending the Otway Hinterland Tourism Community & Business Futures Forum".

The Forum will enable the tourism community including individual businesses, Local Tourism Associations, potential entrants and other industry stakeholders to exchange ideas about existing and potential tourism opportunities in the region and identify what is critical in order to strengthen the existing tourism industry and expand the tourism experience in the Otway Hinterland.

"This is our chance to mould this project into beneficial outcomes for our tourism industry and operators", said Andrew Nosedo, Chairman Otways Tourism.

"Other regions would kill to have this sort of attention so we need to make sure we make the most of it by taking ownership of this project. Once the three years is over, we may never see this kind of positive attention again," said Mr Nosedo.

Tourism Alliance Victoria has been contracted by the Department of Sustainability & Environment to run the Otway Hinterland Capacity Building Project which includes planning, coordinating and delivery of a range of capacity building initiatives over a three year period.

"Our aim for this project is to determine the Otway Hinterland tourism community's key goals and objectives for their region and assist with the delivery of initiatives which will improve existing businesses and facilities and create new opportunities in the region," said Mr Hunt.

Tourism Alliance Victoria, Victoria's peak tourism industry body, advocates and supports the development of a professional and sustainable tourism industry across Victoria by working with and representing its Members: the Victorian tourism industry.

Public inquiries: For further information or to register for the Forum please contact Erin Slattery at Tourism Alliance Victoria on 03 9650 8399.

Media inquiries: for an interview with Nicholas Hunt call Erin Slattery on (03) 9650 8399.