

## **Media Release**

### **A Spotlight on Local Tourism**

The Southern Tasmanian Councils Authority (STCA), with the support of Tourism Tasmania, has initiated a project to find ways in which Local Government is able to work with the Tourism Industry to better support the development of a stronger network of sustainable Local Tourism Associations (LTAs) in Southern Tasmania.

The STCA has established a regional tourism working group, comprising tourism and economic development officers from each council in the region. The group identified this project as a key priority for councils in the region.

“A strong and vibrant grass roots tourism sector is critical to the economic success of Southern Tasmania. Ensuring the Industry and Local Government are working together is a critical part of that success.” said Chair of the STCA, Alderman Rob Valentine.

Alderman Valentine said that tourism operators working cooperatively through Local Tourism Associations is a proven way to get better outcomes. Both the tourism industry and the communities in which it operates benefit from a collaborative approach providing our visitors with a seamless experience.

“We want to determine the best way that we, as Councils, can work with tourism operators to add value to their industry in a sustainable way. We need to know:

- why some tourism associations work and others don't;
- how many associations are needed across the region; and
- what Councils can do to support operators when they want to establish a local tourism group.”

The STCA has appointed Bill Fox to undertake this work. Bill has worked for Tourism Victoria for many years and was directly responsible for 11 Regional Marketing Boards, overseeing their strategy development and corporate governance. He has also worked very closely with Local Government and the tourism industry throughout Victoria and more recently here in Southern Tasmania.

The project will be highly consultative with a number of opportunities for operators and the broader tourism industry to contribute.

For further comment and to arrange interviews,  
please call Alderman Rob Valentine on 0418 127 323