

Murray Regional Tourism Board

OUR ASPIRATION STATEMENT

WHO WE ARE

(Describes why we exist)

We are the peak tourism organisation that advocates for, promotes, and advances tourism and the visitor economy, across the Murray River region. Our decisions shape this region's tourism sector, empowering it to progress and thrive.

OUR BELIEFS

(Gives further definition to "who we are" by describing our cause)

1. We believe that the Murray River region, with its iconic river and waterways, extensive natural environment, inspiring holiday locations, and wealth of experiences for visitors of all ages, is Australia's most exciting regional tourism destination.
2. We believe that tourism is vital to the economic prosperity of the Murray River region and the best way to achieve this is with a vibrant and progressive sector that not only meets, but surpasses, visitor expectations.
3. We believe that the interests of the Victorian and New South Wales Governments, local governments, and tourism operators are best served by a progressive regional tourism board that has extensive knowledge of the Murray River region and a deep understanding of the region's current and potential visitor economy.

HOW WE DO THIS

(Describes what makes us special i.e. what sets us apart)

OUR MISSION

Our mission is to lead, grow, promote, and sustain visitation, tourism development, advancement, and tourism investment across the Murray River region.

OUR VISION

The Murray River region, Australia's iconic regional tourism destination.

WHAT WE DO

(Describes the services we provide)

Government stakeholders

- We are part of a highly cooperative federal, state and local government tourism ecosystem that works proactively together to advocate for, and influence a robust and sustainable regional tourism sector.
 - A prosperous Murray River region contributes to the economic prosperity of Victoria and New South Wales.
 - An enduring Murray River region tourism sector contributes to the attractiveness of Victoria and New South Wales as major Australian tourism destinations.
- We deeply value our relationships within this ecosystem for their strategic input, funding, research, insights, and support.

Industry stakeholders

- Our industry stakeholders trust us, and turn to us for support, advice, training, information, resources and regional promotions.
- A resilient, motivated, and expanding tourism sector contributes to the sustainability, growth and preservation of Murray River regional communities.

Our people

- Our people make a real noticeable difference to the growth of, and strengthening of, Murray River regional tourism by:
 - Leading, engaging, uniting and promoting the Murray River region as an exciting and adventurous regional tourism destination.
 - Strongly advocating for tourism development, advancement, and investment to meet current and future visitor needs.

Our tourism ecosystem



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OUR VALUES

(Describes our core set of principles that we use to guide our direction and decision making. Our values set the tone for our decision making, interactions with customers, employees and other stakeholders.)

Strategic thinking

- Our plans are visionary, designed to achieve our individual, stakeholder, and sector goals.
- We work with intent to realise our strategic vision.
- We do not work alone, respecting the opinions of others and the power of a united voice.

Leadership

- Visitor needs are at the heart of every decision we make and action we take.
- We unite our stakeholders to foster a vibrant and vital regional tourism sector.
- Our deep understanding of the region and visitation trends, enables us to proactively and ethically advance tourism development.

Future focused

- We stand by our decisions and yet, have the courage to change them.
- We accept that change never stops and we must constantly evolve to remain relevant.
- We are excited about the future and the role we play in advancing tourism and meeting visitor expectations.

Decisiveness

- Our innovative approach to problem solving enables us to identify and seize opportunities.
- Our decisions positively impact local communities, enabling growth and prosperity.

Integrity and respect

- We do not take our role for granted and understanding that we are judged by how we act.
- We are trustworthy, open, honest, and accountable.
- We conduct our business according to the highest professional and ethical standards and practices.
- As our actions shape our regional economy, we consider the community impact of our decisions.

Collaboration

- We recognise that positive, long-term relationships result from being responsive, relevant, and accountable.
- We are always learning, adapting, and finding new ways to collaborate, listen, and communicate.
- We value and support each other.
- We engage with our stakeholders in a timely, proactive, and accurate manner.

