

MENTORSHIPS UP FOR GRABS FOR BUSINESSES TO GO HEAD-TO-HEAD AT TOURISM AWARDS

Ten one-on-one mentorships are being offered (free of charge) by Murray Regional Tourism (MRT) to first-time applicants for the Regional Tourism Awards.

The MRT Tourism Awards Support Program – now in its fifth year – has assisted dozens of businesses to achieve success at the regional, state and national level.

Director of Riverboats Music Festival in Echuca Moama, David Fraser, couldn't speak more highly of the awards mentorship, after the festival won Gold in the 'Festivals and Events' category at both the 2017 and 2018 Victorian Tourism Awards.

"We found the process of writing our submission enormously beneficial. All too often businesses such as ours are completely focused on the task at hand, and the award submission process allowed us to pause, take stock and assess our festival from the ground up," Mr Fraser said.

"The support and professional guidance we received from Murray Regional Tourism proved absolutely invaluable and I could not recommend the program more."

All tourism businesses from the Murray tourism region in both Victoria and NSW are encouraged to apply for the *Destination Country & Outback and Destination Riverina Murray Regional Tourism Awards*. Only first-time applicants can also apply for the mentorship assistance.

Murray Regional Tourism Chair, Wendy Greiner, is excited to see the positive outcomes from the MRT Tourism Awards Support Program.

"This program is a great opportunity to evaluate where your business is at and reflect on your future goals," Ms Greiner said.

According to Ms Greiner, entering the tourism awards has multiple benefits. "These include reviewing your business to ensure you are up-to-date with industry best practice, benchmarking your business against your peers, gaining recognition for excellence within the industry and, lastly, highlighting to your visitors that you are a professional and trusted business," Ms Greiner said.

To express interest in entering the mentorship program, email info@mrtb.com.au with your business name, contact details and a paragraph explaining why you would like to take part. Expressions of interest close on Friday, March 29.

Regional Tourism Awards submissions are due on May 24. The Destination Country & Outback and Destination Riverina Murray Awards Gala will be held on July 27.

Murray Regional Tourism (MRT) works in partnership with Visit Victoria, Destination New South Wales, Destination Riverina Murray, 13 Local Government areas and Regional Tourism to grow the visitor economy across the Murray region.

For further information visit <http://www.murrayregionaltourism.com.au/>