



Media Release

Date: 19 January 2023

An exciting new and innovative FREE Digital Champions Program to be launched in the Murray Region

All tourism operators in The Murray region are invited to participate in free digital upskilling in an industry-first initiative for Murray Regional Tourism (MRT) which is supported with funding from Regional Development Victoria (RDV).

The training initiative, Digital Champions Program, aims to digitally transform tourism businesses, with each participating business receiving access to free resources and workshops from 2 February to 8 May 2023.

In partnership with Tourism Tribe, the MRT Digital Champions Program aims to grow the digital capability of the tourism industry by equipping them with the skills needed to build, develop and improve businesses digital footprint.

Participants in the program will create and work towards digital goals for their business, while identifying areas that require attention, and removing any barriers to improve their online presence.

Murray River Regional Tourism Interim CEO, Karen Oliver, expressed the importance of the Digital Champions Program as a great way to showcase the wide range of businesses in the Murray region and the opportunities to assist them on their digital journey.

“We’re incredibly lucky to have an extensive variety of tourism operators who play a distinct role in enhancing the Murray River visitor experience.”

“Following a really challenging two years with border closures and more recently with extensive flooding in our region over the past four months we’re delighted to lead our recovery initiatives by investing in the local businesses. This program will equip operators with the skills they need to maximise their online presence by reaching a wider audience, and ultimately increasing tourism bookings and visitation within the region.”

Program participants will gain invaluable digital knowledge through four online workshops, a one-hour one-on-one mentoring and skills coaching session with a digital expert who will support them to build a digital business action plan.

Workshop topics will cover essential online presence and digital marketing areas including social media, Facebook advertising, optimising local search engines and online

listings including the Australian Tourism Data Warehouse (ATDW) and Google Business, analytics, and email marketing automation.

The program is FREE for all participants and has been made possible through significant grant funding from Regional Development Victoria.

For more information about the Program: tourismtribe.com/programs/murray2022/

For more information about The Murray: visitthemurray.com.au

About Murray Regional Tourism

Murray Regional Tourism works in partnership with Destination New South Wales, Visit Victoria, Destination Riverina Murray, 13 local government areas and several regional tourism organisations to grow the visitor economy across the Murray region. The Murray region spans 1,700 kilometres of the Murray River from Albury Wodonga to Mildura Wentworth.

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