

Tourism marketing contract awarded

24 May 2018

Anthony Osborne will deliver tourism marketing services for the Bega Valley Shire over the next four years (from 1 July 2018 – 30 June 2022).

The announcement comes after Council yesterday endorsed the contracting of the current General Manager of Sapphire Coast Tourism to the important post, following a recent tender process.

Mr Osborne beat out Chatterbox Marketing and Goto Plus to the \$327,800pa fixed-price contract; with his intimate knowledge of the current destination marketing approach of the Sapphire Coast and the needs of local industry stakeholders, along with an ability to identify clear opportunities, cited among his competitive advantages.

Bega Valley Shire Council Mayor, Cr Kristy McBain, said that the local government statistics from Destination NSW show a very healthy growth in the value of tourism to the Shire, with a particularly encouraging uptick in visitation to the region in the crucial off peak season in recent years.

“As the Manager of Sapphire Coast Tourism, Anthony has been instrumental in achieving excellent outcomes for the local tourism industry and for the Shire more broadly. Cr McBain said.

“The work that has been done in the decade since Council established the tourism board has resulted in the area becoming a prominent destination in the highly competitive nature tourism marketplace and Anthony is perfectly placed to deliver these services moving forward and build on the strategic positioning established.

“We are all very fortunate to live, work and play in such a brilliant part of the world and it is exactly that story that we need to keep telling,” Cr McBain said.

The budget for tourism marketing services is solely funded by business ratepayers through a special rate variation.

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