

About Riverina Regional Tourism...

We are pleased that you have joined RRT recently. As a member you will receive information direct from the organisation including opportunities for marketing and industry development as well as research and industry specific articles.

RRT a not-for-profit organisation comprised of a skills-based board of directors and also employs a full time executive officer and most recently a membership services contractor. Riverina Regional Tourism (RRT) is one of 13 Regional Tourism Organisation's in NSW and is recognised as the peak tourism organisation for the Riverina. RRT works with local government, Tourism New South Wales and businesses in the region to drive awareness for the Riverina and engages in a number of opportunities promoting food and wine, camping and caravanning, events and natural attractions.

The primary role of RRT is to promote/market the Riverina as a destination for visitors. These projects are funded through partnerships with local government, local businesses and grants from Tourism NSW.

For your benefit and information, please find below key information on RRT and its board members and staff.



Ken Murphy

CHAIR

As former General Manager of Narrandera Shire, Ken has long had a keen interest in tourism. When Ken retired in 2007 he joined the Riverina Regional Tourism Board as a director as he understood how important tourism was for the Region. In 2009 Ken was elected Chair of the Board and has since joined the Executive for the Forum of Regional Tourist Organisations (FORTO) as Treasurer. This role has given Ken a greater understanding of the link between state and regional tourism. Ken believes that the Riverina has many great attractions which need to be marketed on a larger scale to ensure we build on our visitor numbers particularly on overnight stays. The Board is constantly seeking out opportunities to promote the region in partnership with operators and Councils.



Sally Nolan

DEPUTY CHAIR

Sally is currently the Deputy Chair of the Riverina Regional Tourism Board and Tourism Manager for Wagga Wagga City Council. Sally demonstrates a willingness to spend extra effort and time outside of "normal" business hours to represent and promote Wagga Wagga and the Riverina Region regularly. Sally has an extensive history excellent understanding of the tourism market both locally and regionally and realises the benefits of working with regional partners in bringing business and tourism to the region.

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Louise Lotz

DIRECTOR

Louise Lotz is the principal and founder of one2one advertising + marketing based in Wagga Wagga. Louise works closely with a variety of small and medium sized businesses throughout the Riverina including local tourism based clients.

Prior to moving to Wagga Wagga, five years ago, Louise had over ten years involvement in the marketing and advertising industry since graduating with a Bachelor of Communication from Charles Sturt University, Bathurst. Louise has experience with a diverse range of clients at these agencies including Buena Vista Home Entertainment, Ford Australia, Commonwealth Bank Australia and Northern Territory Tourism amongst many others. Louise has been a board member of RRT since 2006 and uses her considerable experience helping promote tourism for the Riverina.



Bill Speirs

DIRECTOR

In 2005, Bill "retired" from a career in farming to pursue a lifelong interest in heritage and tourism, gaining full

time employment with Temora Shire Council as manager of the Temora Rural Museum and later adding responsibility for managing the shire's tourism strategy.

Bill is in no doubt that the future prosperity of individual tourism industry participants in the Riverina lies in working together, each contributing to, and benefiting by, the collective attraction of the whole in encouraging visitation to the region. "RRT" is already an effective vehicle through which to promote these benefits, but ultimately its value can only be a reflection of the support and confidence placed in it by the members of the local industry.



Frank White

DIRECTOR

Frank has been involved in the tourism industry in the Riverina area for the past eight years converting a 1 star

caravan park into a 4.5 star family holiday park on the banks of the Edward River in Deniliquin. As member of the Deniliquin Chamber of Commerce he plays a lead role in assisting in the development of marketing campaigns for the Deniliquin township and surrounds. As well as representing the Riverina region in trade show events and destination marketing, Frank actively markets his own business and has a strong understanding of the needs of local tourism operators.



Suzie Sternberg

DIRECTOR

As an operator of an award winning B&B cottage in Griffith for

more than nine years, Suzie understands the importance of tourism in the Riverina region.

As an active and passionate board member Suzie believes the area has a lot of potential to grow as a popular tourist destination with good food, wineries and accommodation and lots of interesting places to visit. Through RRT, members and operators in the region can gain great benefit from promotional and industry development opportunities.

David Laughler

DIRECTOR

David is the current General Manager of Leeton Shire Council and brings strong local government and



tourism experience to the board. He has worked in three different local government jurisdictions including Tasmania and Victoria and has extensive experience in developing and implementing tourism strategies and marketing campaigns.

David believes strongly in the economic benefit of tourism and that the future of regional tourism is reliant on creating linkages and having a cooperative approach to marketing and promotion.



Janine Rolles

DIRECTOR

A Riverina girl at heart, Janine was born in Gundagai and spent many a summer swimming in the

Murrumbidgee River. After moving on from the family farm she worked for Westpac, and spent many years in the travel industry with UTAG and Harvey World Travel before taking on the position of Tourism Manager with Griffith City Council. She has been working with Griffith City Council for the past seven years and has enjoyed the diversity of the role, being active with various committees and is now sitting on the board for a second time.

Janine believes Tourism brings more than just an economic dollar value to a community, it also provides an improved range of facilities and services including more diverse restaurants & cafes; and accommodation and sporting facilities which are utilised by the local community as well as visitors.

Tina Jones

EXECUTIVE OFFICER

Tina joined RRT as Executive Officer in April 2009, moving from Sydney where



she worked as a marketing manager for a retail property group. She has 8 years experience in marketing retail and service based industries, and enjoys the challenge of regional tourism. The Riverina region has a great number of unique attractions and events that set us apart from other destinations and encourage visitation. Tina believes that a cooperative approach to marketing and promotion is of paramount importance in getting the best 'bang for your buck'.

Tracey Valenzisi & Julie Briggs

MEMBERSHIP SERVICES

Tracey and Julie have recently joined the



RRT team providing membership and industry development services to the organisation. Tracey (pictured) is currently the Chair of the Inland Tourism Awards, a local councillor and has worked on a vast array of tourism initiatives throughout the region including C-Change, and the Australian Bird Fair. Julie runs her own communications business and has extensive history in tourism, most recently having worked with Narrandera Shire Council in the role of Tourism and Economic Development Manager. Tracey and Julie have a role in driving private enterprise involvement and investment in the organisation.



Linda Tillman

VFR PUBLICITY OFFICER

With a degree in Tourism and Marketing and a love for regional Australia Linda is

passionate about promoting the Riverina Region. Linda is the Visiting Friends and Relatives Publicity Officer for Riverina Tourism; through her weekly spot on ABC Riverina and weekly 'What's On' feature in the Daily Advertiser newspaper Linda enjoys keeping Riverina residents in tune with events and attractions 'in their own backyard'. With over 10 years experience in the tourism industry, Linda now runs a successful tourism and marketing business and prides herself in assisting regional organisations achieve their goals. As a new mum she enjoys balancing her business and family life and can often be seen frequenting the wonderful events and attractions throughout the Riverina Region.

