



# MEDIA RELEASE

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TOURISM  
NOOSA

## INDUSTRY TRAINING OPPORTUNITIES A BENEFIT FOR MEMBERS

Membership of Tourism Noosa offers many opportunities from connecting with industry via networking events, access to cooperative marketing opportunities and invitations to training and support workshops specifically for the tourism industry.

Tourism Noosa's CEO Sharon Raguse said industry training opportunities were highly valued by members.

"One of the benefits of membership with Tourism Noosa is access to specialised training sessions on a wide range of topics throughout the year available at subsidised pricing".

"Recent topics have included upskilling and creating professional social media and print materials with the free design tool Canva and a session with Social Tap co-founder Michelle Mason and our Head of Marketing Brent Chong on how to craft engaging and high-converting customer marketing journeys. Two sessions were completed for members with over 40 members from diverse industry sector including accommodation operators, event organisers, tour and experience operators, markets and shopping centres, as well as service members".

"Tourism Noosa also hosts regular industry updates and workshops designed to share insights on the current state of the local and national tourism industry. Recent updates have featured the Sunshine Coast Airport sharing aviation updates including insights from the direct Air New Zealand flights and the new Bonza routes into the Sunshine Coast as well as Localis sharing insights into new data research opportunities available to members" said Ms Raguse.

Tourism Noosa member and founder of Evoke Experiences Emily Mills commented on membership and said it has been so beneficial to be a member of Tourism Noosa over the years.

"Tourism Noosa offer great support to all types of tourism operators and I make sure that I attend and participate in the relevant opportunities. These have included networking breakfasts with great insights into our industry, networking evenings where we can interact with industry and other businesses, regular training sessions in marketing, sustainability and industry specific workshops facilitated by experts in their field. The Tourism Noosa team are passionate about our industry, the region and the range of operators that fall within it".

Upcoming events include:

- Boosting your business with Instagram – 10 October, \$50
- Tourism Noosa (TN) Member Quick Start – ideal for new members and a refresh for members on how to get the most out of TN membership – 18 October, Free

For further information about being a Tourism Noosa member contact [members@tourismnoosa.com.au](mailto:members@tourismnoosa.com.au)

**ENDS**

**Photo:** Members attending the recent How to craft engaging and high-converting customer marketing journeys training session with Michelle Mason from Social Tap.

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