

New Goulburn River Valley Tourism Chairperson Bernard Morris Announced

The Goulburn River Valley Tourism is proud to announce **Bernard Morris** as its new Chairperson. Bernard brings with him the key skills and experience vital for leading the board of Directors during this next phase in Goulburn River Valley Tourism development.

As Chairperson of Goulburn River Valley Tourism, Bernard's role will be to lead the board in implementing the strategic, tourism development and marketing strategies already in place, and to ultimately ensure the success of the board.

The Goulburn River Valley region takes in the Shires of Mitchell, Murrindindi, Strathbogie and Greater Shepparton in the heart of Victoria, an hour north of Melbourne. The tourism body is responsible for marketing the region as a premium tourist destination and developing the local tourism industry to ensure quality visitor experience for all.

"Bernard Morris has extensive experience in various Directorship roles - needless to say he is a natural leader and brings a wealth of knowledge to the position of Chairperson. His demonstrated business development and management skills align with his ability to motivate and encourage the mindset of continuous improvement", said Goulburn river Valley Tourism CEO Amanda McCulloch.

Bernard's love of the Goulburn River Valley region is unwavering, already a long standing member of 'Goulburn River High Country Rail Trail Advisory Committee' and resident of Tallarook, Bernard is also a Director of 'Try Youth and Community Services' and is an avid member of 'Big Brother Big Sister Melbourne'.

Goulburn River Valley Tourism has already had success in launching the region's new tourism brand, developing and launching its 2011 – 2016 Tourism Development Strategy and Marketing Strategy and introducing a dedicated Tourism Industry Leadership Program.

For more information see www.goulburnrivervalley.com.au

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