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BACKGROUND : TOURISM IN N.E VIC. IS FRAGMENTED WITH LACK OF DIRECTION.

:TOURISM BODIES LACK THE ABILITY/SKILLS TO BE INCLUSIVE AT GRASS ROOTS LEVEL.

KEY POINTS :

*RURAL COMMUNITIES REQUIRE A COMMUNITY DEVELOPMENT MODEL.

*A MODEL THAT IS PROCESS DRIVEN WITH A WORK PLAN THAT ATTEMPTS TO INVOLVE ALL IN
DECISION MAKING.

*THIS MODEL IS CRITICAL AND HIGHLY SELF REFLECTIVE GROWING A SENSE OF COMMUNITY
AND A SENSE OF DIRECTION FOR THE INDUSTRY.

*TOURISM STARTS AT THE COAL FACE AND GROWS FROM THERE.

*THOSE EMPLOYED IN THE PUBLIC SECTOR, TOURISM OFFICERS, ECONOMIC DEVELOPERS MUST
HAVE THE SKILLS TO ENGAGE THE COMMUNITY AT A LOCAL LEVEL AND EMBRACE A BOTTOM UP
MODEL.

*LOCAL GOVERNMENT IS A NATURAL VEHICLE TO FACILITATE AND ENCOURAGE A PROCESS OF
COMMUNITY DEVELOPMENT AND MUST BE MINDFUL OF THEIR DUTY TO MEET COMMUNITY
EXPECTATIONS.THEY MUST LOOK TO EMPLOYING PEOPLE WITH A TRUE SKILLS BASIS IN
COMMUNITY DEVELOPMENT.