MEDIA RELEASE

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Councils join forces on regional events

The Cradle Coast Authority will begin marketing regional events on behalf of its Member Councils this week. Events will be marketed through CCA's new-look website and its new "Choose Cradle Coast" social media channels.

This is part of a regional events strategy that CCA and the nine Councils have been working on for the past few months, through a working group which also includes Ten Days On The Island CEO, Jane Haley.

The aim of the strategy is to increase visitation to the region, as well as create a positive image of the region in the eyes of others.

CCA CEO Daryl Connelly, said that promoting regional events dovetailed nicely with other work that CCA is doing to promote the region as a fantastic place to live, work, visit and invest, and that the latest changes to the CCA website were designed to showcase the region, rather than being focussed on CCA.

"Our Member Councils know that the community expects them to work together on the things that make sense, and CCA exists to allow that to happen. When it comes to working together on events, joint promotion is a great start and we are also looking at sharing knowledge and resources" said CCA CEO, Daryl Connelly.

As well as featuring a list of major events that are unique to the region identified by the working group, CCA will also promote other events that are happening in the region. Any event that organisers have listed with the Australian Tourism Data Warehouse will automatically appear on the site.

Major events can be visited at: https://www.cradlecoast.com/events/

Other events and activities can be visited at: https://www.cradlecoast.com/whatson/

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