



Our Ref: D-20-142528  
Your Ref:  
File Ref: ED/3/0005-02  
Enquiries: Trish Palmonari

26 November 2020

To Whom it May Concern  
Tourism WA  
Regional Events Program (REP)

Dear Sir/Madam,

#### **LETTER OF SUPPORT - SIGNATURE EVENT FOR GERALDTON**

With a keen focus on growing tourism in Geraldton and the Midwest Region, and in line with recommendations in our Geraldton Jobs and Growth Plan 2020 - 2023, I hereby submit this letter of support on behalf of the City of Greater Geraldton for the funding application proposing a signature event for Geraldton.

In 2017, a Geraldton Perceptions Study clearly identified the need for strategies to encourage visitation to the city. This included the development of a major event that showcases the region's premium seafood, in particular our Western Rock Lobster, and the stunning scenery of the Houtman Abrolhos Islands.

The opening up of the Houtman Abrolhos Islands as a world-class tourism attraction is considered the game changer for the growth of tourism in the region and a key link in the string of pearls of tourism attractions up and down the West Australia Coast.

Funded by the City of Greater Geraldton, Geraldton is the regional host city for the 2021 WA Regional Tourism Conference. Keen to build capacity within the Midwest Tourism industry by raising the level of professionalism and supporting the development of new tourism product, the City is keen to leverage this investment and hopes there will be an announcement of a major event at next year's conference.

To support this application, I would like to advise that as per our Council processes, once a detailed application/proposal is submitted through the City's Community and Event Funding Program, a recommendation will be put forward to Council for an investment of \$100,000 per year for a commitment of three years to support such a signature event for Geraldton that involves collaboration from government and private sectors.





I thank you for your serious consideration of the application and look forward to welcoming you to Geraldton in 2021.

Yours faithfully

A handwritten signature in blue ink, appearing to read 'Ross McKim'.

Ross McKim  
**CHIEF EXECUTIVE OFFICER**