



Media Release

Locals to push their own patch!

A new online training course will provide the tools for local Riverlanders to become ambassadors for their region driving increased visitation and boosting the local economy.

Destination Riverland with the support of Regional Development Australia, Murraylands and Riverland have developed the course aimed at Riverlanders who have an interface with the public and highlights important information and facts about the region.

Local ambassadors play an important role in dispersing visitors across the region, encouraging them to stay longer and spend more on local goods and services.

The online module will take around 20 minutes to complete and covers topics such as history, food and beverage offerings, nature and activities.

Destination Riverland General Manager, Caroline Phillips said “we are very excited to be launching this online training course. The Riverland is full of many proud locals who are proud of their River and proud of their region. This course allows them to be an advocate for the region as well as provide information to visitors.”

It is a great opportunity for us to start a dialogue with a range of businesses throughout the region that play a role in the visitor economy – not just traditional tourism attractions and accommodation but anyone who is interfacing with visitors to our region. Tourism is a significant economic driver for the Riverland region contributing 177 million dollars annually. Programmes such as this will assist us in growing tourism expenditure and selling the local message that tourism is everyone’s business.

The development of this programme has been made possible with funding provided by the Australian Government’s Building Better Regions Fund

For more information, please contact:

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