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Tourism North East welcomes Murrindindi Shire Council

Murrindindi Shire Council is set to become the seventh LGA to take a seat at the board table of Tourism North East.

The Council will join the Shires of Alpine, Indigo, Mansfield and Towong, Benalla Rural City, the Rural City of Wangaratta, and the Alpine Resort Management Boards of Falls Creek, Mt Hotham and Mt Buller on the Regional Tourism Board which represents the tourism industry of Victoria's High Country.

Announcing the move today, TNE Chair, Ross Passalaqua, said Murrindindi Shire, which borders the Shire of Mansfield and includes the towns of Marysville, Alexandra, Yea and Kinglake Ranges, was a logical fit for inclusion within the High Country's boundaries and its tourism purview.

"There is strong strategic alignment and synergies which will be mutually beneficial", he said. "Like the High Country, Murrindindi Shire boasts fantastic natural assets including Lake Eildon, the alpine resort of Lake Mountain and the Great Victorian Rail Trail, a portion of which already sits within the High Country's jurisdiction."

Mr Passalaqua said the Board and team of TNE very much looked forward to a fruitful partnership with Murrindindi and to working with its many tourism business operators.

Murrindindi Shire Council Mayor, Leigh Dunscombe described the move as "a fantastic opportunity for Murrindindi Shire to join a well-established and recognised Regional Tourism Board."

Comments attributable to:

Murrindindi Shire Council Mayor, Leigh Dunscombe: "Murrindindi Shire has so much to offer. Our major tourism segments include cycle-tourism, food, wine and beer, snow, nature-based tourism and arts and cultural heritage – we're a perfect fit for Tourism North East! We're looking forward to working together on some exciting campaigns to promote our region and leveraging TNE's expertise in regional marketing and product development."

TNE CEO Bess Nolan-Cook: "Tourism North East welcomes the opportunity to to work closely with Murrindindi's tourism community and to offer our organisational expertise in industry development and marketing which has driven the success of Victoria's High Country as an innovative and strategic regional industry leader."

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