



## Media Release

### FOR IMMEDIATE RELEASE

#### **Moreton Bay region Volunteer Program Clinches Gold at Queensland Tourism Awards**

Moreton Bay Region Industry & Tourism (MBRIT) proudly announces the remarkable achievement of winning Gold at the Queensland Tourism Awards in the category of Outstanding Contribution by a Volunteer or Volunteer Group. The award recognises the outstanding commitment and dedication of the Moreton Bay region Volunteer program in enhancing the region's tourism landscape.

The prestigious Gold accolade highlights the invaluable efforts and unwavering dedication of the volunteers who serve as the heart and soul of our region. Through the Visitor Information Centres and our event calendar of over 52 events, these exceptional individuals embody the warm hospitality and wealth of knowledge that our visitors encounter, shaping their experiences and leaving a lasting impression.

Natassia Wheeler, CEO of MBRIT, expressed immense pride and gratitude for the recognition bestowed upon the Moreton Bay region Volunteer program.

"This Gold award is a testament to the incredible efforts of our hard-working and dedicated 300 plus volunteers who personify the essence of our region. Their commitment to excellence and passion for showcasing the beauty and charm of Moreton Bay through our visitor centres and destination events is truly commendable."

"With 4.6 million day visitors per annum, our volunteers are the face of our region, offering a warm welcome, sharing their local expertise, and creating memorable experiences for visitors. This award is a celebration of their unwavering dedication and the pivotal role they play in promoting our region as a premier tourism destination."

In the 2022-23 financial year, the Moreton Bay volunteer network volunteered 39,394 hours and responded to 45,218 visitor enquiries. This dedication helped contribute \$1.638 million to the City of Moreton Bay and achieved an average visitor satisfaction rating of 98%.

Tracey Shadwell has been a volunteer and worked with MBRIT for four year's.

"I genuinely love helping others and being actively involved in our community. It is rewarding being part of a collaborative team where we all strive to make a meaningful difference in promoting tourism and fostering connections with our visitors."



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The Gold award caps off a sensational year for the City of Moreton Bay Visitor Centre Network, with Redcliffe VIC recently winning Queensland Visitor Centre of the Year at the Queensland Information Centre Association Awards (QICA). The win was the third in a row and saw Redcliffe VIC inducted into the QICA Hall of Fame.

The Moreton Bay region Volunteer program stands as a shining example of community spirit and dedication, fostering an environment where volunteers contribute significantly to the region's tourism industry's success.

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**ENDS**

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### **About Moreton Bay Region Industry & Tourism (MBRIT)**

Moreton Bay Region Industry and Tourism (MBRIT) is the official Local Tourism Organisation (LTO) for the City of Moreton Bay. MBRIT is committed to delivering and supporting community initiatives, and promoting the City of Moreton Bay as an enviable and attractive destination.