



Tourism Fraser Coast

MEDIA RELEASE

Tuesday 1st February

Statement by Tourism Fraser Coast CEO

Damien Massingham

Incorrect statements have been made in writing in a number of mediums, as well as verbally, regarding the Fraser Coast Holiday Planner.

The facts are:

Sixth Sense Marketing has no part in the 2011 Fraser Coast Holiday Planner. They are not a member of Tourism Fraser Coast and were never invited to provide a quote, nor have they provided a quote.

Tourism Fraser Coast is a member based company with over 400 industry members, which works with all levels of government for the benefit of our members.

As per previous established activities and procedures, three members were invited to quote holistically on a number of aspects in relation to the Holiday Planner, one of which included printing. This component was the largest cost. None of the member's quotes included using a local printer.

Each quote was assessed on a number of criteria, including price and the process included a favoured weighting for local firms.

This fair and equitable process resulted in the successful quote being from an individual who grew up and lived in the region for most of their life, knows the region well and currently works out of Brisbane. This person is not related to, nor has any association with any Director or staff member of Tourism Fraser Coast.

The printing component of the project has not and never has been finalised. Tourism Fraser Coast confirms today that McTaggart's The Printers, our only local Printer member has been invited to quote on this aspect of the project. This part of the process was always to happen but has been brought forward due to the level of incorrect statements being made on this matter.

A similar, fair and equitable decision making procedure will take place as part of this process.

I would please ask that all people take a professional approach and check the facts before making a statement.

There are many passionate people in our great region and none more than the members of Tourism Fraser Coast. I can give you my absolute assurance that as locals born and bred, my Chairman, Cr Anne Nioa and I, along with all at Tourism Fraser Coast, will continue to work tirelessly and justly to gain the greatest benefits for the Tourism Industry on the Fraser Coast.

Ends