



MURRAY TOURISM PR ACCELERATOR

PUBLIC RELATIONS UPSKILLING PROGRAM

Destination
Riverina Murray NSW



FACT SHEET

MURRAY TOURISM PR ACCELERATOR – PUBLIC RELATIONS WORKSHOPS & MENTORING PROGRAM

Overview

Murray Regional Tourism (MRT) and Destination Riverina Murray (DRM) are delivering the Murray Tourism PR Accelerator, designed to help tourism operators and event organisers enhance their public relations (PR) skills.

This program will provide practical training in media engagement, digital PR, and storytelling, equipping participants with tools to increase the visibility of their tourism experiences.

Through interactive workshops and one-on-one mentoring, this initiative aims to foster stronger media connections, promote key events, and support the long-term success of the Murray region's tourism industry.

Program Objectives

DEVELOP PR SKILLS: Train event organisers and tourism operators in effective PR strategies.

INCREASE VISIBILITY: Empower participants to expand their reach and attract more visitors.

PROVIDE PRACTICAL RESOURCES: Offer mentoring and ready-to-use PR materials.

Project Objectives

1. **DEVELOP PR SKILLS:**
Provide event organisers/tourism operators with comprehensive training to improve their ability to promote visitor experiences effectively through media and other public relations channels.
2. **INCREASE EVENT/EXPERIENCE VISIBILITY:**
Empower organisers/operators to expand their reach and attract more visitors through strategic public relations practices.
3. **DELIVER PRACTICAL TOOLS AND RESOURCES:**
Provide ongoing one-on-one mentoring support and ready-to-use materials to simplify PR efforts for workshop participants.

WHO SHOULD ATTEND THE WORKSHOP?

- * Tourism operators & event organisers including for-profit and community events and visitor experiences that attract visitors to the Murray region
- * Local government & economic development teams
- * Media outlets (regional & national tourism-focused)
- * Tourism & hospitality businesses
- * Industry associations & community event organisers



MURRAY TOURISM PR ACCELERATOR

PUBLIC RELATIONS UPSKILLING PROGRAM

Destination
Riverina Murray NSW



PROGRAM STRUCTURE

1. FREE INTERACTIVE PR WORKSHOPS

Four in-person workshops will be conducted across the Murray region, covering:

- * What is PR?
- * The power of brand storytelling
- * How to write effective media releases
- * Pitching to media outlets
- * Leveraging social media for PR
- * Reputation Management

Workshop Locations & Dates:

- 31 March - The Sebel Yarrawonga
- 1 April - Albury City Council Library
- 5 May - The Euston Club, Euston
- 6 May - Cadell on the Murray Moama

Time: 10am - 4pm

Registration Link: [register now!](#)

2. ONE-ON-ONE MENTORING SUPPORT

A tailored mentoring program will be available to 10-12 selected participants from the workshops. This will provide additional online support in:

- * Preparing media releases
- * Responding to media inquiries
- * Measuring PR impact

Mentoring Duration: 2 months

Key Program Deliverables:

- **PR Training Program:** A structured curriculum with supporting materials
- **PR Best Practice Toolkit:** Media release templates, checklists, and media engagement tips
- **Comprehensive Media List:** National & regional media contacts
- **Final Reporting:** Analysis of program impact, participant feedback & media coverage

Outcomes:

- Increased media exposure
- Increased skills and understanding of best practice media and PR principles
- Specialised one-on-one mentoring support tailored to your business and your needs



HOW TO PARTICIPATE

- * **Workshops:** Open to all interested tourism operators & event organisers who attract visitors to The Murray Region.
- * **Mentoring:** Participants must apply via an Expression of Interest (EOI) process and can only apply if they have attended one of the in region workshops.
- * **EOI Deadline:** Yarrawonga & Albury deadline is 9 April, and Euston & Moama 12 May
- * **How to Apply:** [Register Here](#)



CONTACT INFORMATION

Murray Regional Tourism: Shari Butcher

Email: projects@mrtb.com.au