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## JOINT MEDIA RELEASE

### **Economic Transitions Appointed as Tourism Consultant for Northern Growth Alliance**

Economic Transitions has been awarded a contract with the [Shires of Gingin](#), [Dandaragan](#) and [Chittering](#), which together form the Northern Growth Alliance, to develop a tourism strategy for the region.

The mission of the Northern Growth Alliance is to create a united approach to key strategic issues in the region. The group works together to address shared problems, issues and challenges, to advance the interests of the region, develop and implement resource sharing strategies, work on regional service delivery models and undertake studies to address industry development and growth. The aim of the Alliance is to plan for future growth and to promote the region to investors, businesses, tourists and locals as an accessible and vibrant region with a strong economic future.

The Alliance was awarded a grant through Community Chest Funding from [Wheatbelt Development Commission](#) and is supported by [Royalties for Regions](#) through the Government of Western Australia.

Kim Hewson, Principal from Economic Transitions, has been awarded a consultancy to assist the Alliance partners with the development of a tourism strategy for the region – from research and strategic planning, to marketing and business plans.

Kim Hewson said: “I am delighted to be working with the Northern Growth Alliance to help develop a tourism strategy and improve the strategic planning and future of these beautiful Shires. I will be working with the group to develop a sub-regional action plan which will help address current and future tourism needs. I will undertake research to understand the region and its current tourism offering, look at opportunities for new development or growth, and suggest business models and planning tools which can help the regions work together to maximise their potential.”

Kim added: “Economic Transitions has previously worked with the Shire of Dandaragan, Shire of Leonora, Goldfields Tourism Network and the City of Kalgoorlie Boulder on strategic tourism planning and we really feel this experience will help us with this current project. I’m passionate about regional WA and can’t wait to see what the project uncovers for the Northern Growth Alliance. These regions are home to some of the best tourist attractions in our state; from the Pinnacles to sand-boarding in Lancelin, the beautiful beaches of Jurien Bay, the rolling hills of the Chittering Valley, carpets of wildflowers, gorgeous countryside and hidden gem wineries. By working together, these Shires can really maximise their publicity and encourage more people to visit this beautiful region.”

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*For further information concerning this media statement contact:*

Mr Jeremy Edwards  
Chief Executive Officer  
Shire of Gingin  
T: 9575 2211  
E: [ceo@gingin.wa.gov.au](mailto:ceo@gingin.wa.gov.au)

Mr Scott Clayton  
A/Chief Executive Officer  
Shire of Dandaragan  
T: 9652 0800  
E: [ceo@dandaragan.wa.gov.au](mailto:ceo@dandaragan.wa.gov.au)

Mr Alan Sheridan  
Chief Executive Officer  
Shire of Chittering  
T: 9576 4600  
E: [ceo@chittering.wa.gov.au](mailto:ceo@chittering.wa.gov.au)