



# Tourism in Toodyay

Tourism in Toodyay is entering into an exciting new chapter as the Shire of Toodyay prepares a draft Tourism Strategy. Icon Tourism has been engaged by the Shire to investigate how Toodyay will be positioned into the future for Tourism. Sessions will be held during the week commencing Monday 16th October through to Friday 20th October 2017.

Input from interested individuals, businesses, organisations are welcomed. These sessions will explore what is currently in place for Toodyay, what gaps and opportunities there are as well as discuss potential future opportunities.

“These information and workshop sessions are just the beginning and we look forward to working together towards a Tourism Strategy.” Shire CEO Stan Scott said. “I hope lots of people take advantage of this opportunity. It should dovetail nicely with the Branding Toodyay project being championed by the Toodyay Chamber of Commerce and Industry.”

Further details will be made available via the Toodyay Visitor Centre Facebook page and Website, or by contacting the friendly Visitor Centre Team on 9574 9380

## **Contact Officer for Inquiries:**

Audrey Bell, Manager Community Development 9574 9391