



Geelong Gallery wins on national stage



Visitor Services & Volunteer Manager—Ally Deam, Deputy Director—Penny Whitehead and Director & CEO—Jason Smith at 2022 Qantas Australian Tourism Awards

Geelong Gallery was awarded Gold on the national stage on Friday 17 March, taking out the Cultural Tourism category at the **2022 Qantas Australian Tourism Awards** in Sydney.

Presented by Senator the **Hon Don Farrell, Minister for Trade and Tourism** the Cultural Tourism Gold award was accepted by **Geelong Gallery Director & CEO, Jason Smith** saying 'I pay tribute to our entire team at Geelong Gallery. We have an amazing commitment to community. We have a wonderful team culture and that shows in what we do for our City. We are so delighted that our work has been reflected tonight through this award.'

Geelong Gallery pays tribute to the Cultural Tourism finalists from all Australia states and territories including the Royal Australian Mint, Local Sauce Tours, Venture North Safaris, Fun Over 50 Holidays, The Cedars Hahndorf, Hadley's Orient Hotel and Bungle Bungle Guided Tours.

Geelong Gallery thanks the **Victoria Tourism Industry Council** for continuing to champion the needs of the visitor economy to all levels of government and for their advocacy and management of these important awards.

- ENDS -



Director & CEO—Jason Smith at 2022 Qantas Australian Tourism Awards

Geelong Gallery was one of eleven medals received by Victorian entrants, including four Gold awards, at the 2022 Qantas Australian Tourism Awards, a national celebration of tourism business excellence across our country.

Geelong Gallery's 2021 submission was led by **Deputy Director Penny Whitehead** who said 'The submission and interview process focused on the Gallery's achievements in the period 1 July 2020 to 30 June 2021. It focused on the impacts of COVID-19 to the organisations operations; it provided an overview of Geelong Gallery's history and tourism offering including how the organisation continues to demonstrate tourism excellence through community outreach, sustainability and innovation; it demonstrated how Geelong Gallery mitigates or minimises its impacts on our cultural heritage through preparation, presentation and conservation programs; it provided details on the Gallery's marketing strategies and differentiation of cultural heritage promotion to visitors and community; and finally, it focused on customer service, accessibility and inclusivity.'