

MEDIA RELEASE FOR IMMEDIATE RELEASE

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New mentorship program for tourism businesses

Blue Mountains Tourism and Blue Mountains City Council are excited to launch a new mentorship program for local businesses.

The program will provide bespoke, 1:1 mentorship with industry experts to help businesses develop a clear future path and build resilience and sustainability.

Blue Mountains Mayor, Councillor Mark Greenhill said: “The program is a unique opportunity for local businesses to be paired with an industry expert and tailor their experience to their needs.”

The program is completely free and will run for at least 12 months. All Blue Mountains businesses are invited to apply.

“If you operate within the Blue Mountains LGA – whether you’re new or established, small or large – this mentorship program is for you,” Mayor Greenhill said.

There are 40 places available, including 20 specifically for tourism-focussed businesses, secured through a partnership with Blue Mountains Tourism.

Blue Mountains Tourism president Jason Cronshaw said: “Tourism has been a major economic contributor to the Blue Mountains for more than a century, and the impact of no international visitors for over two years is still being felt.

“Blue Mountains Tourism looks forward to working with the council to help make a difference to 20 tourism-related businesses, which will have a flow-on effect to the wider local industry.”

Mr Greenhill said: “A stronger local economy is critical for the Blue Mountains, providing local jobs and amenities.

“The impact of bushfires, floods and the COVID-19 pandemic over the last 2.5 years have been devastating to local businesses.

“The impact to the tourism industry have been particularly severe, as identified in the Tourism Industry Profile 2021 (REMPAN), and include a 40% drop in visitation, \$118 million loss of direct revenue and an estimated 600 jobs lost in the industry.

“In recognition of these challenges, Council has sought and secured funding for programs to assist local businesses to recover, build resilience and sustainability.

“We’ve also partnered with Blue Mountains Tourism to ensure local tourism-focused businesses are supported.”

Expressions of Interest for businesses are now open and will close on 17 July 2022. Find out more and apply online: <https://www.bmcc.nsw.gov.au/recovery-for-business>

This program is being funded through two Federal grant programs: the Building Better Regions Fund 5; and Bushfire Local Economic Recovery Fund, in partnership with Blue Mountains Tourism.