

# TILMA GROUP

## LINDA TILLMAN

CHIEF TOURISM VISIONARY  
AND REGIONAL CHEERLEADER

### QUALIFICATIONS

Bachelor of Business (Tourism)  
Southern Cross University



## BACKGROUND

If there was a gold sticker for the "Person most passionate about tourism in regional and rural Australia", this chick should get one.

Linda has worked in tourism, events, and marketing for 20 incredible years, from studying her Business (Tourism) degree in Lismore, to travelling around Australia for three years working on the frontlines of tourism, to becoming CEO of Riverina Regional Tourism, launching her own regional tourism consultancy, and even judging the national Tourism Awards in Vanuatu.

There is no doubt that Linda's experience working in the education, local government and private sectors has given her extraordinary insight, knowledge and understanding of the tourism industry on a local, state, and national level.

In addition to her experience, Linda's "sixth sense" is her ability to spot opportunities and guide organisations and operators on how to leverage them for the good of the whole community.

Her mission is to support regional and rural communities to grow their economies through the successful and sustainable development of tourism and events.

A true-blue country gal at heart, when she's not travelling around the countryside giving great advice, Linda is either on her horse, running with her dogs, gardening, or chasing the kids around.

## AWARDS

NSW Regional Tourism Awards  
2018 Gold (Destination  
Marketing) and Local  
Government Excellence 2019  
(Local Economic Contribution)  
for Visit Deni Destination  
Appeal Campaign

Regional Development  
Australia Northern Inland NSW  
2017 (Innovation) for Tenterfield  
True brand development

NSW Tourism Award 2013  
(Young Achiever in Tourism)

## EXPERIENCE

As managing director of regional tourism development consultancy since 2008, Tilma Group, and as managing director of event management training program since 2018, rEVENTS Academy, Linda works on dozens of projects each year across the full spectrum of regional tourism development.

A snapshot of a typical year's projects (2020) follows.

### DESTINATIONS

#### Tourism Development

- Tourism NT – Youth and education tourism strategy
- Charters Towers Regional Council – Destination management plan
- Leeton Shire Council – Visitor economy activation plan
- Edward River Council – Tourism development plan
- Cootamundra Gundagai Regional Council – Agritourism development plan
- Clifton Business Chamber – Tourism development plan, Marketing plan, New event development plan

#### Regional Events Strategies

- Destination Gippsland
- East Gippsland Shire Council
- Fraser Coast Regional Council
- Penrith City Council

### CAPACITY BUILDING

- Ballarat City Council – Mentoring
- Wagga Wagga City Council – Industry development workshops
- Wimmera Mallee Tourism – Conference presenter
- Numerous regional events via our online training program, rEVENTS Academy

### EVENTS

- Australian Bushman's and Campdraft Association – Event revitalisation and mentoring
- Dark Sky Awakens Festival – Marketing plan
- Paroo Shire Council – New event development
- Festival of Hell – Marketing support
- Lockyer Valley Regional Council – Event planning guide
- Wollondilly Shire Council – Event revitalisation
- Wingecarribee Shire Council / Destination Southern Highlands – Event relocation feasibility report

### GRANT APPLICATIONS

#### Infrastructure

- Belisi Wellbeing and Equestrian Centre
- Tinkersfield retreat
- Bidgee Strawberries and Cream pick-your-own strawberry farm

#### Events

- Primex Field Days
- Noosa alive!
- Wollondilly Shire Council
- Snowy Valleys Shire Council

## PREVIOUS EXPERIENCE

2012-2019 – Director on the Board and Project Manager of National Agritourism Project

2012-2014 – CEO, Riverina Regional Tourism

2011-2014 – Tourism and Business Development Manager, Coolamon Shire Council

2009-2014 – Tourism Development Officer, Junee Shire Council

2004-2008 – Senior Program Coordinator, Charles Sturt University

## TILMA GROUP

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## CONTACT LINDA TODAY

#### TO TALK ABOUT

- STRATEGIC REGIONAL TOURISM DEVELOPMENT
- IMPROVING OUTCOMES FROM EVENTS
- TRAINING & DEVELOPMENT