

## QUALIFICATIONS

Bachelor of Arts / Languages (Hons),  
Monash University

Master of Tourism, Monash University

## BACKGROUND

Fiona has recently joined Urban Enterprise after leaving her last role with the Victoria Tourism Industry Council (VTIC) where she spent over four years as their as Industry Development Coordinator. She has extensive knowledge of the Victorian tourism industry and has worked with businesses right across the state.

She has a strong background and knowledge of visitor information centres (VIC) within Victoria and managed the VIC program for the 76 Victorian centres. She also project managed one of the first state wide VIC benchmarking projects and was heavily involved in the accreditation of these centres due to her involvement on the management committee of the Australian Tourism Accreditation Program (ATAP) Victoria.

Fiona also managed the workshop series for the 2010 Victorian Tourism Awards and delivered multiple workshops around Victoria assisting businesses to develop and improve their awards submissions. She has also delivered regular Starting Up In Tourism workshops to prospective tourism businesses.

In addition, she has conducted tourism consulting work with over 30 local government areas across Victoria and has worked on several tourism projects within local government including projects for both the Mount Alexander and Latrobe Shires.

Fiona's areas of expertise include:

### TOURISM PLANNING

- *Tourism Market Analysis*
- *Tourism Strategies*
- *Visitor information services strategies*
- *Economic impact assessment*

## EXPERIENCE WITH URBAN ENTEPRISE

### TOURISM PLANNING

#### TOURISM STRATEGIC PLANS

- Great Ocean Road Experience and Product Audit
- Dorset Tourism Strategy
- Macedon Ranges Tourism Strategy
- Cradle Coast Authority State of the Region Report
- Kinglake Ranges Equestrian and Community Centre Feasibility Study