



I'm writing to support the creation, and council funding, of a not-for-profit Destination Marketing function for the Bathurst Region. I have seen the figures and data, spoken to industry leaders in the region, and as a business owner and local to the region myself, I believe tourism in the Bathurst region (and tourism operators) will flourish under this proposed model. This is a tried and tested model across Central West and Australia and Bathurst risks being left behind if we do not innovate and adopt modern and proven tourism practices.

I have strong family ties to the area, having owned Moran Family Farm, a short 10 min drive from Rockley, for over twenty years. I know the area well, I spend time at my farm, pub and across the Bathurst region often. My family history also dates to 1883, when my grandfather married at the Rockley church, making The Rockley Pub my most personal project to date. I have recently purchased a commercial property in the Bathurst CBD, which we will be opening an exciting new business in the second half of 2024 (and potentially more) under the belief that Bathurst will grow, expand and develop with NEW approaches to tourism.

As the Ambassador of Project Elevate, I have also dedicated a significant amount of time, industry knowledge and contacts towards developing this proposed model, along with sourcing financial investment from local and national sponsors. I have also provided hundreds of hours of my own time, at very little or no cost, towards raising the profile of other Bathurst businesses and Bathurst Council.

I highly encourage you to take advantage of this opportunity for change and growth, driven by industry, the time is NOW!

Matt Moran