

Dr. Lindsay Simpson - Vice President & WHRDC sub-committee member  
Whitsunday Conservation Council

By email [admin@whitsundayconservation.org.au](mailto:admin@whitsundayconservation.org.au)

Dear Lindsay

### **Whitsundays Heart of the Reef Discovery Centre**

Thank you for providing us with the Whitsunday Conservation Council's (WCC's) vision for a Whitsunday Heart of the Reef Discovery Centre. In your Strategic Outline of this proposed project you raise many points that resonate with our organisation and, I am sure, with the regional tourism and hospitality industry.

As we plan for a post-COVID recovery of our economy and our industry, we are very conscious of the fact that our competitive advantage must be built on authentic and sustainable quality visitor experiences. We are very fortunate to have one of the world's most iconic natural assets, the Great Barrier Reef (GBR), fringe most of our state's coastline. A considerable share of Queensland's tourism success over the last few decades can be attributed to the combination of tourism know-how and investment with the conservation efforts for the GBR.

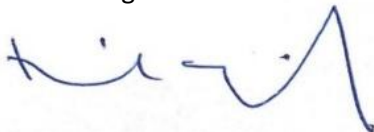
The Whitsundays in particular, with their geographic advantages, have been able to position themselves firmly as a preferred access site for this great wonder. I do not doubt that we can build further on this with the right approach.

Consumers are continuously looking for new experiences – perhaps that Instagram moment – to connect them with a place. Tourism is highly competitive globally and we are challenged to remain relevant as a destination. The opportunities that you have set out in your Strategic Outline are real but will rely on committed partnerships between the private sector, governments and organisations like your Conservation Council. I am aware that Tourism Whitsundays is supportive of your efforts.

I commend your initiative and would encourage other parties, including the Whitsundays Regional Council, to give your ideas due consideration and participate in the discussion to progress the project.

I am happy to provide further feedback if required.

Kind regards



**Daniel Gschwind**  
Chief Executive

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