

TILMA GROUP

KUSHLA GALE

PROJECT SUPPORT OFFICER

QUALIFICATIONS

Bachelor of Business (International
Tourism Management)

Southern Cross University



BACKGROUND

Kushla is a country girl who went to a country school with just 70 students before ending up amongst the black and white cows and red barns of Wisconsin. Kushla worked on the front lines of tourism in hospitality in a small town of 6,000 that attracted 2 million visitors a year – the waterpark capital of the world before moving to Europe to spend time working in hospitality in several countries and travelling extensively.

Inspired by the rapid transformation of the Wisconsin Dells tourist destination by a new destination management organisation, upon returning to Australia, Kushla studied destination management.

EXPERIENCE

Now with renowned regional tourism expert Linda Tillman at Tilma Group, Kushla is the detail-oriented support to holistic strategist, Linda. As regional tourism development consultants Linda and Kushla work on a broad range of project types for Councils, tourism organisations, tourism operators, and event organisers in regional, rural and remote destinations.

In 2021, the Tilma Group team delivered over 50 projects for

- 1 national 'regional tourism' organisation
- 2 state tourism organisations
- 3 regional tourism or economic development organisations
- 8 Councils
- 2 local tourism organisations
- 9 businesses
- 4 community organisations
- 7 event committees

Together Linda and Kushla developed the following strategic tourism development plans

- [Agritourism development plan for Cootamundra-Gundagai Regional Council, NSW](#)
- [Regional events strategy for Tweed Shire Council, NSW](#)
- [New Indigenous tourism product plan for Lumburra Bimbi, QLD](#)
- [Event revitalisation strategy for Grenfell Henry Lawson Festival, NSW](#)
- [Event revitalisation strategy for Jumpers and Jazz in July, QLD](#)
- [Strategic business plan for Noosa alive!, QLD](#)
- [Strategic marketing plan for Swim Around Keppel, QLD](#)

Additionally, Kushla secured over \$4 million in grant funding for clients, and her tourism award submissions for clients resulted in one Gold at the Australian Tourism Awards, one Gold in the Northern Territory Tourism Awards, and one Bronze in the Queensland Tourism Awards.

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