

CONSTITUTION

1. The name of the society is:

Tourism Kimberley Society (dba as "Tourism Kimberley")

2. The purposes of the Society are:

(a) To market and promote Kimberley & Region as a preferred, year-round destination to:

- Act as the primary, full-service tourism Destination Management Organization on behalf of the tourism industry in Kimberley and surrounding area
- Develop, support and promote tourism in the Kimberley area, and provide leadership and advocacy in the development and promotion of tourism services in and for the wider community
- Engage in related commercial activities and carry out other complementary activities not inconsistent with the above purposes

(b) To provide leadership and advocacy in all matters relating to the tourism industry including but not limited to:

- Leisure Travel
- Nature-based travel
- Cultural and heritage travel
- Sport travel,

(c) To attract more visitors to the region, grow the visitor economy (i.e. increase visitor spending, employment and tax revenue) and contribute to improved quality of life for residents.