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GREATER SYDNEY TOURISM AWARDS APPOINTS NEW JUDGE

(Schon Condon appointed Judge to the 2011 Western Sydney Tourism Awards)

Condon Associates is proud to advise that Schon Condon, Managing Principal Condon Associates has been appointed a Judge in the 2011 Greater Sydney Tourism Awards.

Our involvement in this project reaffirms our strengths within this industry sector as well as our commitment to turnaround, growth and renewal.

"It is pleasing to be so significantly involved in a event that puts a very positive face to an industry that has been suffering under the impact of the recent GFC (Global Financial Crisis)" says Schon. With the opportunity for the industry not just to compete for the awards it also represents a wonderful opportunity for the industry to showcase the best that New South Wales and Australia can offer.

Schon points out that "with our broad experience with both successful and less than successful operators in the hospitality sectors we will be able to add value to the analysis process striving to identify those contenders that offer a truly sustainable and unique tourist opportunity". In an industry that has been fraught with momentary players, amateurs, and part time players, the awards represent a real opportunity for those operations that truly "have what it takes" to become and remain steadfast and long term stalwarts of the Australian tourism industry to demonstrate their wares to the world at large.

We both recommend and compliment all players within the industry to give the awards serious thought and to 'have a go' and put an entry in.

We also wish all those that do submit good luck and all the best in the competition.

If you would like more information about this topic or would like to schedule an interview with Schon Condon, please call Christine Thomas on 02 9893 9499 or email Chris at pr@condon.com.au