



Kyneton District Business and Tourism Association Inc.

## **Statement of Purpose**

as of 28 November 2019

- Growth and support of business, tourism and investment initiatives within the Kyneton region
- Cooperative partnership and involvement in business based events that provide an economic benefit to the Kyneton region
  - Improving business to business relationships
  - Developing partnerships in local destination marketing
- Providing opportunities to improve skills for business development
- Constructively working with other organisations in the Macedon Ranges for the benefit of Kyneton and the region as a whole