



**TONY WINDSOR B.Eng MP**  
**INDEPENDENT**  
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PARLIAMENT OF AUSTRALIA  
HOUSE OF REPRESENTATIVES



# **MEDIA RELEASE**

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## **Vale Tony Pearson A Champion for Tamworth**

The death of Mr Tony Pearson at the age of 73, the former head of Tourism Tamworth has brought a sad tinge to the start of the 40<sup>th</sup> Tamworth Country Music Festival celebrations.

Independent Member for New England, Tony Windsor paid tribute to Mr Pearson for his contribution to the growth of the Festival in Tamworth and more generally to the region.

“Tony Pearson had a real passion for his community getting involved in many aspects of its being for twenty years from 1988 to 2008.

“In his role as Tourism Tamworth Manager, Tony saw the great value of the Country Music Festival and the Country Music Capital tag.

“He used it to successfully promote Tamworth and District on the many tourism promotions at which he and his team attended with the unashamed aim of attracting people to Tamworth and the broader region.

“He pioneered the concept of Tamworth as a conference destination and brought many and varied events to Tamworth helping to fill our accommodation and hospitality venues at other times in the year to the Festival.

“At the same time Tony obtained State Government funding to develop all year round country music products with the aim to increase visitors.

“Tony saw Tamworth as having the responsibility to also play a lead role in helping bring visitors to other towns in the region seeing them as being important in providing a broader experience than just what Tamworth City had to offer tourists.

“He was also a member of the Big Sky Country Regional Tourism Organisation, the New England Highway Committee and the Newell Highway Committee.

“On the international scene, Tony assisted with trade missions to and out of Tamworth as well as being a driving force in developing the Gore Sister City relationship with Tamworth.

“Despite a lot of his time being spent away promoting Tamworth, Tony loved his cricket and helping develop the junior talent particularly at South Tamworth Cricket Club where he was known to roll the arm over and swing the bat till recent times when he enjoyed the odd veterans game.

“To Tony’s wife Penny, Matt & Kim, Lisa & Colin and his five grandchildren, I offer Lyn’s and my deepest sympathy and say thank you for Tony’s contribution to our community,” Mr Windsor said.

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