

Lynne Lillico

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**Nomination for position of 'Publicity Officer' 2023 – 2024
Pearl Beach Progress Association Inc.**

Together with my husband we have owned a house in Pearl Beach for over 30 years. It is the delightful village environment that adjoins both the beach and the bush that we love so much. With approximately 650 properties and a large number of weekend visitors and tourists, this is a diverse group of people that make up the community residential mix.

I have been actively involved with the Pearl Beach Progress Association Executive team for many years in the role of Publicity Officer promoting community, social and fundraising activities that we all enjoy. The recent Beatles Rebooted concert in the Arboretum was jointly presented by the PBPA and the Arboretum Committee with spirited assistance from many locals.

Since inception I have been involved with organising and publicity for the Pearl Beach Scholarship Concert held in conjunction with the Central Coast Conservatorium of Music. Our very own Food and Wine Fare held every October continues to attract local and regional producers. I consider our smaller initiatives such as the Movie Matinees to be an important way of bringing people together socially.

I have built strong personal connections with local media, community organisations and tourism outlets. These relationships have enabled me to promote and publicise the PBPA activities as a cost effective method of marketing, and in addition important community news worthy items.

My professional background spanned a two decade long period in International Marketing of Australia as a tourist destination. I have high standards and a never-ending source of enthusiasm and dedication, expertise and personal commitment. With your support I hope to continue using those skills to achieve many more important outcomes for our members.
