

New CEO for AMRTA

The Augusta Margaret River Tourism Association (AMRTA) is delighted to announce the appointment of its new Chief Executive Officer.

The AMRTA's Committee of Management announced today that Ms Philippa (Pip) Close will be moving from the Fraser Coast, where she was previously General Manager of the regional tourism organisation Tourism Fraser Coast, to head up the AMRTA.

Ms Close has over 30 years' experience in the tourism and hospitality industries, and has held a number of senior and general manager positions throughout Australia including General Manager for Mirvac Group and Regional Manager for Peppers Retreats and Resorts.

Ms Close's major tourism project experience is manifest in her recent achievements, namely the establishment of the tourism department and development of the Strategic Plan for Gympie Regional Council, the development of the International Strategic Plan for Sunshine Coast Destination Ltd, and leading a major business mentoring project for Tourism and Events Queensland.

Ms Close said she was thrilled with her new appointment and looked forward to the prospect of working with the Margaret River brand.

"Margaret River is such a strong brand – it's innovative and dynamic, and given the challenges in global tourism, I'm really looking forward to working with a great team of people to take it to even greater heights," said Ms Close.

"I've holidayed in the Margaret River region on numerous occasions, and have a love of the region, so I'm very excited to have the opportunity to live and work in this beautiful part of the world."

"Margaret River provides travellers with high quality, premium tourism product – which is what the consumer wants – it's about exclusive, memorable experiences," said Ms Close.

Augusta Margaret River Tourism Association's (AMRTA) Acting CEO, Jayme Hatcher, was delighted to welcome Ms Close to the AMRTA team.

"We are really excited to have Pip on board – she is highly experienced in the tourism industry, and her passion for regional tourism really shines through," said Ms Hatcher.

"Pip really understands tourism from an operations perspective – which is imperative in a regional tourism organisation, particularly one which manages multiple sites and attractions in the region."

Ms Close will commence the new position on October 1st, 2013.

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