

PRESS RELEASE
14 October 2014

TRENT BARTLETT NAMED MRBTA CHAIRMAN-ELECT

The Augusta Margaret River Tourism Association (AMRTA) and Geographe Bay Tourism Association (GBTA) are pleased to announce the appointment of Mr Trent Bartlett as Chairman-elect for the proposed Margaret River Busselton Tourism Association (MRBTA).

Mr Bartlett has over 30 years of extensive multi-industry experience at Chair, Independent Director, CEO and General Manager levels in profit oriented as well as 'for benefit' focused enterprises operating with diverse business models and scale.

GBTA Vice President, Keith Warrick, said the search for a new, independent Chairman began shortly after the announcement of the intention to form a new, single Local Tourism Organisation (LTO) for the region.

"We saw this as an incredibly important appointment and undertook a very thorough process to find a person with high level board experience, as well as a background in commercial, not-for-profit and membership based organisations," said Mr Warrick.

AMRTA Chairman, Ross Ashton, said the nomination sub-committee, made up of representatives from the AMRTA and GBTA Boards, had a difficult task selecting from the competitive field of applicants.

"The calibre of candidates for the position was impressive and we are confident that Trent's extensive experience and enthusiasm will be invaluable as we progress into an exciting new era," said Mr Ashton.

Mr Bartlett said was excited by the prospect of being the inaugural Chair of the new LTO.

"The drive, passion and commitment of the Boards, Management and Members of both LTO's to get to this critical point is what has really impressed me.

"As a tourism destination, the region is world class and through the establishment of the proposed new LTO, we are seeking to better help our members to develop a visitor experience that is equally world class" said Mr Bartlett.

Mr Bartlett is currently a Chair of The Executive Connection, Deputy Chairman of Good Samaritan Industries and an Independent Director at Cooperative Bulk Handling, Australia's largest member owned co-operative. Over the past ten years he has also been the CEO of Peter Stannard Homes and Capricorn Society, another successful member owned co-operative. Prior to his CEO appointments, Trent had a successful 25 year retail career at General Manager level with Coles Myer, Aherns and David Jones.

Should the resolutions to form the MRBTA be passed at Special General Meetings (SGMs) of the GBTA and AMRTA, Mr Bartlett will be joined by four members from each of the AMRTA and GBTA Boards.

The continuing Board members have been named as: Clive Johnson, Mandalay Holiday Resort; Keith Warrick, Happs Wines; Glenn Callegari, Hillzeez Down South Surf Shops; and Aidan Midgley, Forte Cape View Apartments from GBTA. From AMRTA: Ross Ashton, Margaret River Backpackers; Tony Pickworth, RAC; Jim Challis, Augusta Hotel; and Dave Willcox, Common Ground Trails.

The Association's are urging members to cast their vote in favour of the new LTO at SGM's to be held on 12 November at Duckstein Brewery. The GBTA SGM will commence at 5.30pm and the AMRTA SGM at 6.30pm. For more information visit margaretriver.com/members or geographebay.com/members.

The proposed MRBTA paves the way for a unified approach to grow destination marketing, improve the visitor experience and enhance member servicing throughout the region.

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Image: Please see image of Mr Trent Bartlett attached.

For more information contact:

Pip Close
M: 0421 151 236
E: pip.close@margaretriver.com

Sharna Kearney
M: 0409 180 383
E: sharnakearney@geographebay.com