

Janine CARTER

Nominee Credential Statement

Name: **Janine Carter**
Position: **Manager. Cellar Door & Direct Sales**
Business: **Voyager Estate**



I am the Manager of Cellar Door & Direct Sales at Voyager Estate, responsible for the strategic direction, commercial operation and hospitality/tourism experience at the Estate.

I describe my role as tourism-focused in the wine industry. With over 100,000 visitors to the Estate each year we are a significant operator in the tourism industry so I know I can add valuable experience to the Board, bringing wine and tourism closer together for the benefit of the region. I have been at the helm of the continued development of Voyager Estate's tourism offer for more than five years, creating experiences to complement the wide variety of tourism product in the region.

Through our involvement with Ultimate Winery Experiences Australia, supported by Tourism Australia, I work closely with Tourism WA and Tourism Australia to talk to inbound travel agents and wholesalers. I am actively involved at events such as Australian Tourism Exchange to highlight our bookable activities but to do so, I must sell the region first to excite and educate the travel trade.

I believe there is so much potential for members to work collaboratively to create unique and 'wow factor' experiences, through packaging day experiences, marketing complementary products and more.

My prior work with the Margaret River Wine Association and as a local journalist has given me a solid knowledge of the whole region, allowing me to represent the region in its entirety, not just the Margaret River town area. In addition to my wine industry experience in New Zealand, events management and 12 years in journalism and PR, I have a very good understanding of communications, brand and social media.

I know that ensuring Margaret River grows its reputation as one of the world's greatest wine tourism regions will only benefit my business, MRBTA member businesses and indirectly other local businesses through the people who visit each year. I would be proud to play my part in achieving this.

Stephen GAEBLER

Nominee Credential Statement

Name: **Stephen Gaebler**
Position: **Director (Treasurer)**
Business: **Busselton Jetty Environment and Conservation Association (BJECA)**



Stephen Gaebler brings extensive experience that he has built over 45 years of work, community service and business development. Stephen has worked for a multinational company, established his own small businesses and coached companies to greater success. He has also been actively involved with associations such as Boating Western Australia, Winnit Club, Geographe Business Referral Group and Geo SpaceLab.

Board Experience:

- BJECA
- Centrecare Employment and Training,
- Business South West
- WSG Pty Ltd

Stephen has broad commercial experience in marketing, communications, branding, business systems, practices and improvement. Skills he used to develop business strategies; policy development and information technology systems and software for that policy.

Stephen attended board corporate governance training and is fully aware of the legal obligations required for oversight of compliance as well as director's legal duties and responsibilities.

Stephen was state manager of NCR and strategic manager of business development. Strategic oversight combined with focused activity to achieve outcomes have been part of his way of working.

Stephen has worked in information technology for more than 40 years, in the design, implementation and ongoing support. He has worked in all areas, from corporate systems to social media. Innovation and disruptive technology are productive enhancements Stephen specialises in.

In 2016 Stephen organised a forum in Busselton with innovation as the topic. Participants included political leaders from State and Local government, business and community leaders. Initiatives coming from the forum are being implemented strategically for the benefit of the entire Margaret River region.

As Treasurer for BJECA Stephen has oversight of the financial performance of the organisation working with staff and reporting to the Board.

Stephen Gaebler offers his skills and experience to benefit the community so that what we have can be shared more broadly for the enjoyment of all.

Peter Gordon *

Nominee Credential Statement

Name: **Peter Gordon**
Position: **Managing Director/Owner**
Business Name: **Equinox Café & Stilts on Broadwater**



My background in business is wide & broad, for the past 33 years I have been self-employed running small to medium sized businesses, originally in Farming & Agricultural Machinery to currently in Hospitality & Tourism businesses.

For the past 15 years I have lived in Busselton, I am currently Managing Director/Owner of The Equinox and Stilts on Broadwater in Busselton, these are medium sized businesses employing between 80-100 staff year round with both businesses operating 7 days a week.

I am also involved with accommodation properties in this region as well as Perth and I sit on 3 Strata Company owners boards, all of which are short term accommodation.

All these businesses are heavily reliant on Tourism which is why I wish to continue being involved with the MRBTA Board to ensure Tourism remains strong in this region.

What I can offer to MRBTA is my strengths in financial management, people management and long term strategic planning for the Margaret River Region and what is required to make this a vibrant region that is long term economically sustainable for tourism and locals alike.

For the past 8 months I have been a board member of MRBTA and proud of what has been achieved in the first 12 months since amalgamation along with the exciting ventures planned for the future.

I have always been involved and put back into our community in sports as a coach/assistant for my childrens various sports, on the LOC for Busselton Ironman for past 6 years, as a past GBTA Board member, as well as an executive member of the Busselton Chamber of Commerce for the past 12 years and past President for 3 of those years.

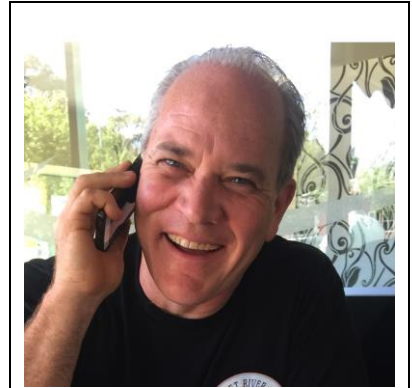
I look forward to my continued involvement in tourism in the Margaret River Region well into the future.

**Denotes a current MRBTA Board Member, standing for re-election*

Rob Gough

Nominee Credential Statement

Name: **Robert David Gough**
Position: **Director**
Business: **Settlers Tavern**



Rob Gough has 35 years experience in hospitality and business management. He has provided leadership to WA State Council for the Australian Hotels Association and as the South West Regional President since 2009.

Rob graduated from San Francisco's Culinary Arts and Hospitality Management Program in 1989 and became a Certified Sommelier in 1991. He has been a manager and beverage director for San Francisco's most celebrated restaurants and hotels, including Four Seasons Hotels, and the ground breaking Square One and Stars Restaurants.

Rob's keen passion for wine led him to the appointment of Vice President Wine Manager for a leading California distributor, and then to Western U.S. Sales Director for a trail blazing Australian wine importer, representing among others, Leeuwin Estate and Cullen wineries across America.

Through the wine business and subsequent travel, Rob and his Aussie wife Karen developed a deep appreciation for the Margaret River Region, finally leading them to forsake San Francisco for Margaret River in 2003.

In December that year, Rob became founding director of Good Things in Life Pty Ltd, ultimately leading Settlers Tavern to become one of the most recognized names in WA hospitality. Settlers Tavern now features regularly in Lonely Planet, Fodor's Australia, Gourmet Traveller, Qantas Australian Way, and Jet Star Insider Magazine to name just a few.

Rob and Karen have forged strong community ties through vigorous fundraising for the Margaret River Primary School Music Program and Volunteer Fire Department among many others.

Rob continually promotes the Margaret River Busselton Region by involving his businesses in many events and festivals throughout WA.

Under his leadership Settlers Tavern has earned dozens of industry awards, including state, national, and international awards for tourism, hospitality, community service, wine, live entertainment and business excellence. Rob is also founding director of Margaret River Ale Company, and Sidekick Café.

Gene Hardy

Nominee Credential Statement

Name: **Gene Hardy**
 Position: **Managing Director**
 Business: **Cape to Cape Explorer Tours**



- Born and lived in Margaret River for 40 years, with a high level reputation and vast networks in the local community
- Obtained BA Communication / Tourism Marketing Management in 1999. Completed Diploma of Education in 2005.
- Employed by the Department of Parks and Wildlife and Department of Water in the cave and tourism fields from 1997-2012.
- Employed by the AMR Shire Council 2012/13, City of Busselton 2013/14 implementing their Community Development programs, and reviewing / rewriting their strategic youth plan.
- Margaret River Surfrider Foundation President 2008 - 2012 - won National Branch of the Year and Campaign of the Year awards 2011. Member of National Surfrider Foundation Board from 2011 till 2014.
- Friends of the Cape to Cape Track Committee Member from 2011, Vice-President from 2013-2016.
- Founded and president of the Margaret River Local Drug Action Group, 2013-2014.
- Founded Explorer Tours Pty. Ltd. in 2010, trading as Cape to Cape Explorer Tours (CCET). CCET won the MRCCI 'New Business of the Year' award in 2011, achieved 'Advanced Ecotourism' accreditation in 2012, Trip Advisor 'Certificate of Excellence' 2013-2016 and Winner Tourism Business of the Year and Industry Development Award in ANZ MR Regional Business Awards 2015.
- As the Managing Director of CCET, I am involved in overseeing strategic planning, systems creation, finance, marketing, risk management/mitigation, human resources, government compliance and product delivery.
- Completed formal training in governance in 2014 with the AMRTA board and risk management training with DPaW in 2009. Completed course in Advanced Team Management with LMA while working for Department of Water in 2010.
- Served on the AMRTA Board in 2013-2014. I believe that I have the advanced leadership, business, team and strategic analysis skills required to contribute to the board and leadership of the MRBTA.

Kelly Hick

Nominee Credential Statement

Name: **Kelly Hick**
 Position: **Owner/Manager**
 Business: **Dunsborough Ridge Retreat**



I'm pleased to nominate for a Board position vacancy with the Margaret River Busselton Tourism Association (MRBTA).

I have owned and operated Dunsborough Ridge Retreat (formerly Glass Lodge), a self-contained tourism accommodation business since April 2014 and am a Core Tourism Operator Member of the MRBTA, having been a financial member for the previous 12 months and prior to that with the GBTA. I maintain an active interest in the MRBTA activities and regularly attend Member Mingle events to keep informed and meet with fellow members.

My experience within the tourism sector also extends to owning Blackwood River Cottages, an accommodation business located in Nannup from 2008-2013. During this time our business was a member of the Nannup Tourism Association and we had an active involvement with the activities of the Nannup Visitor Centre.

I am currently the Pro-Chancellor of Edith Cowan University, having been a governing Council Member since 2012 and am now in my second term. I am also an active contributor to the various Council Committees (Legislative, Governance and Nominations) of which I am a member.

A former practising Lawyer, predominantly in the area of local government, I have also held executive management roles in high profile membership organisations (Law Society of Western Australia and RAC) which required a considerable strategic focus and an extensive stakeholder and advocacy role with government and private sector bodies. I also currently operate a consulting business which regularly undertakes project work with membership organisations.

I greatly enjoy, and am very proud of living and working in the beautiful Margaret River region and am constantly in awe of the magnificent work being undertaken in the tourism sector! I would relish the opportunity to use my energy and experience in making a positive contribution to the exciting next stage of the MRBTA's journey.

Nikki King

Nominee Credential Statement

Name: **Nikki King**
Position: **Director**
Business: **Walk into Luxury**



I am passionate about growing tourism in the Margaret River region, and have significant corporate and tourism industry experience that will help me add value as a Director on MRBTA's Board. I am a local tourism business operator with exposure to multiple areas of the local tourism industry - including food and wine, accommodation and tours - and am keen to help tackle the unique challenges we each face.

My previous experience as a lawyer and working with corporate and government stakeholders to deliver results within complex policy environments is something unique I will bring to the role.

I am an engaged member of several local, State and national tourism bodies - including MRBTA, FACET, Eco Tourism Australia, Friends of the Cape to Cape, Great Walks of Australia and Tourism Council of WA – and well-versed in issues affecting the industry. I will be an active and motivated Board member who will represent the interests of members fairly while advocating for investment in infrastructure and services, and innovative marketing to drive visitors to our region.

My background includes ten years' experience in corporate law including most recently representing the interests of an ASX listed company in developing significant projects requiring complex approvals from multiple Government Departments and authorities. My advocacy and influencing skills will be put to good use in promoting the region's interests amongst industry and Government stakeholders. My experience in policy and strategy development, and corporate compliance and risk management, will also help me add value to the Board should my nomination be successful. I am aware of my obligations as a Director and will advocate for best practice governance as a member of MRBTA's Board.

I look forward to working with members and the MRBTA Board to achieve great things for our region.

Keith Warwick *

Nominee Credential Statement

Name: **Keith Warwick**
 Position: **General Manager**
 Business: **Happs Wines**



I am standing for re-election on the basis that I believe I have a great deal more to offer to the members of the MRBTA, to the Margaret River Region as a whole and specifically, to continue to make an ongoing contribution on behalf of the wine industry membership of the organisation.

Previously, as a member of the GBTA board, I was an advocate for the merger of the two LTOs and, intrinsically involved in the process. I was thrilled to have been given the opportunity, as a nominated director of the inaugural board, to see through the wishes of the membership and deliver on the promise of a unified regional Local Tourism Organisation (LTO). It was my belief that the elimination of duplication and the forging of strong partnerships would enable the Margaret River Region to achieve its objectives.

The first year has been both exciting and challenging; the board considering many long term strategic objectives, whilst seeking to leverage on opportunities that have arisen during this first twelve month period, ensuring positive returns for the organisation and its members, to which I believe I have made a positive contribution.

I am a current member of the Margaret River Wine Industry marketing sub-committee and believe that, through the development of mutually beneficial partnerships, both organisations can continue to grow and benefit from in-bound visitation and leverage opportunities for export.

**Denotes a current MRBTA Board Member, standing for re-election*

David Willcox *

Nominee Credential Statement

Name: **David Willcox**
Position: **Director**
Business: **Common Ground Trails**



David is a multi-talented professional with broad experience and interests within tourism related industries. David has an unquenchable passion for nature and adventure tourism and has embraced these aspects in both his professional and personal interests. He understands that both elements are intrinsic to the region. As a founding MRBTA board member, David maintains an intimate knowledge of the Association and understands the need for both consolidation and growth of its operations.

David has a broad knowledge of growth markets (both tourism and special interest); tourism, environmental and urban development; marketing; organisational and industry growth activities; and strategic planning.

After completing his degree in digital media, his broad background begun in the emerging digital industry in the 90s. This role merged into various industries where David built a repertoire of design and marketing related skills. In 2013 David established Common Ground Trails, now the state's leading trail planning and design consultancies. The consultancy has delivered numerous strategic plans throughout the state. Prior to this David was general manager and designer at Willcox Architects where he was responsible for the operation, direction and growth of the practice.

David's professional roles have often transferred into the volunteer space as a dedicated chair and board member of various organisations.

Tourism is one of David's greatest interests and he has undertaken personal and business travel throughout the world and maintains an excellent understanding of diverse market expectations and experience demands.

David will provide valuable direction into the development of the MRBTA Nature and Adventure Strategy.

Although David has travelled the world and lived throughout Australia, he considers the Margaret River Region one of the most unique places in the world. He is happy to have grown up there and been part of its transformation, and looks forward to contributing to the region's considered future growth.

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