

## **MEDIA RELEASE**

**4 November 2016**

### **TOURISM WHITSUNDAYS BOARD APPOINTS NEW INVITED MEMBER**

The newly elected Tourism Whitsundays Board today announced it has appointed Karen Vloedmans to the Board as Invited Member.

Karen brings to the Board more than 20 years of experience in sales, marketing, administration, and events management. She has held roles at 4 and 5 star resorts across Australia and currently provides business support services through her position with the Proserpine Chamber of Commerce.

Tourism Whitsundays Chairman Al Grundy said the Board was extremely pleased to appoint Karen to the Board.

“Karen’s appointment will strengthen our organisation’s marketing capacity and our partnership with the Proserpine business sector and community.

“With the newly elected Tourism Whitsundays Board boasting a diverse range of skillsets and experience, I am confident that our organisation will capably deliver against stakeholder expectations and further develop the potential of tourism in the Whitsundays,” Mr Grundy said.

Ms Vloedmans stated that she was delighted to accept the invitation to participate as member of the Tourism Whitsundays Board.

“I am proud to represent Proserpine and the wider region and assist growth for long term prosperity, and I commend Tourism Whitsundays’ CEO, Craig Turner, and the newly elected Board for growing its rural/regional presence to represent the Whitsundays in its entirety on this Board,” she said.

“With plans for Lake Proserpine and the development of increased rural experiences and product, together as a region we can attract and retain visitors for longer lengths of stay, something that is absolutely vital to small business owners and our local economy.”

The Tourism Whitsundays Board now comprises Al Grundy (Chairman), Nick Hortle (Deputy Chairman), Greg Waites (Treasurer), Andrew Telford (Secretary), Matt Boileau, Naomi McKinnon, Jess Lawrence, Jan Claxton, Toni Ward, and Invited Members – Whitsunday Regional Council Mayor Andrew Wilcox, Jonathan Freeman (Bowen Tourism and Business), Racheal Klitscher (Tourism and Events Queensland), and Karen Vloedmans (Proserpine Chamber of Commerce).

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