



destinationtweed

2018 BOARD OF DIRECTORS



Darren Wright

DT BOARD MEMBER (CHAIR)

When did you join the DT Board?

2013

What are your Qualifications?

Associate Diploma – Tourism and Hospitality

Bachelor of commerce - Marketing

Mini MBA - Marketing

What is your professional experience?

Joined Flight Centre travel group in 1996, 6 years as marketing manager, left for the airline industry in 2001 starting off in Virgin Blue, then Air Asia and finally Scoot airlines. Back at Flight Centre for the last 3 years as General Manager Marketing across the retail leisure portfolio.

Name your Skills or Area of Expertise

Marketing, commercial management, strategy, aviation, tourism

Why do you love The Tweed?

What is not to love in the Tweed? After living in Malaysia, Singapore and Brisbane we have called the Tweed home for the last 6 years. Relaxed, accessible and beautiful in every way.

Why did you become involved with Destination Tweed?

Moving to the region I wanted to get involved in the community and offer my skills to help showcase the region



Kylie Ryan-Milroy

DT BOARD MEMBER (DEPUTY CHAIR)

When did you join the DT Board?

September 2015

What are your Qualifications?

Bachelor of Arts – Majors Journalism and Literature

Diploma of Financial Services

Professional Memberships

FOS (Financial Ombusman Services) re AFCA
(Australian Financial Complaints Authority)

What is your professional experience?

- 25 years in Retail, Wholesale, Commercial and International Market Trading Foreign Exchange
- 18 years Director and Business owner:
FX Products and Services incl Making a Market in FX Contracts
- AFS Licence (AFSL 342627)
- Speaker and Trainer FX Products and Services

Name your Skills or Area of Expertise

Financial International Product and Markets
(Triple Tier / IMT SPOT / IMT FORWARD)

AML / KYC Compliance

Speaking

Training

Why do you love The Tweed?

Originally from Far North Queensland I moved here in my early 20s as the natural beauty, the weather and the lifestyle are similar however it offered and continues to offer more educational and business opportunities. The Tweed also continues to develop from an industry and tourism perspective through locals and 'new locals' passionate about developing their home in a way that showcases its natural beauty while staying true to its simplicity. The Tweed regularly takes my breath away as I work, play, eat, drink, live here .. and it is spectacular to return to after international travel. We truly have a piece of 'heaven on earth'.

Why did you become involved with Destination Tweed?

I believe in organic tourism with integrity and although the finance industry doesn't 'always' operate from a position of transparency I think it will be required to very soon. Being a part of Industry and Operators across all sectors working together for the common goal of developing The Tweed as a world class destination is one of my motivators for becoming and continuing to be involved in Destination Tweed.



Belinda Hall

DT BOARD MEMBER (SECRETARY/TREASURER)

When did you join the DT Board?

November 2014

What are your Qualifications?

Bachelor of Administration (Accounting) – Griffith University

Certified Practising Accountant – CPA Australia

Graduate Diploma in Company Secretarial Practice – Governance Institute

Certificate IV Training and Assessment - MRWED

Professional Memberships

- Australian Institute of Company Directors
- Governance Institute
- CPA Australia

What is your professional experience?

July 2016 – Current – Owner/Director of Cameo Business Consulting Pty Ltd – providing virtual Chief Financial Officer and other business services including tender writing, business system implementation, strategic and business planning.

Feb 2005 – July 2016 – NORTEC Employment and Training Ltd - Business Manager – Corporate Services – managing Finance and Administration, Marketing, Information Technology, Business Systems, Small Business Services and Youth Services.

Oct 1998 – July 2004 – Eaton Electric Systems – SE Asia Controller inc Australia and Company Secretary – managing Finance and Administration and governance requirements, restructuring SE Asian operations and integrating operations as a result of a merger.

Name your Skills or Area of Expertise

NFP and commercial Financial Management

Governance

Strategic, Business and Risk Planning

Project Management

Tender and grant writing

Why do you love The Tweed?

The natural beauty of our coastline and hinterland, the lack of high density development, and the diversity of culture and experience within a small area.

Why did you become involved with Destination Tweed?

I have been volunteering for roles within community organisations most of my life. I wanted to be involved with DT as I am a passionate resident of the Tweed and interested in ensuring that tourism in this precious area is sustainable. I also wanted to offer my skills and experience to a small NFP that plays an important part of our community.



Peter Burr

DT BOARD MEMBER (Joined 2018)

When did you join the DT Board?

March 2018

What are your Qualifications?

FAMI CPM – I am a fellow of Australian Marketing Institute and a Certified Practising Marketer.

Professional Memberships

Member – Tweed Chamber of Commerce, Destination Tweed and Destination Gold Coast.

What is your professional experience?

I have operated in senior leadership and more recently, C-level positions for almost 20 years, having led marketing and general business management functions for a number of leading Australian businesses, including Telstra, Optus and Hutchison, together with medium sized businesses Upstream and Forum Group.

My time is currently shared between two roles. I am the Executive General Manager of Marketing, People (HR) and Channels for Forum Group, a medium sized business with revenues circa \$80m. I am also a minority shareholder in this business. In this role, I manage a diverse team of people: driving and implementing the marketing strategy for the business and providing support for our sales teams; developing people and talent within the organisation and managing partner relationships with dealers and resellers.

My second role is as owner and operator of Potager a Kitchen Garden – an award winning Tweed Destination Restaurant.

Name your Skills or Area of Expertise

Marketing and Leadership

Why do you love The Tweed?

What's not to love about living here? We purchased our property in Carool 12 years ago with the specific intention of creating a business that would attract people to the area to showcase our natural beauty and to promote the people who make this such a great community and their products.

Why did you become involved with Destination Tweed?

Because I'm a passionate supporter of preserving our environment and fostering sustainable tourism development for the region and because I am inspired by what Rose Wright as Acting CEO has achieved in a relatively short space of time and I felt it was an ideal time to nominate to become part of the board to be part of this exciting new phase in the development of tourism in our shire.



Frank Gyzemyer

DT BOARD MEMBER (Joined 2018)

When did you join the DT Board?

March 2018

What are your Qualifications?

Tourism, Airline marketing and Airport operations through years of experience.

Professional Memberships

Skal International

What is your professional experience?

More than 40 years within the global airline industry where I held senior management roles with Qantas, Jetstar and China Southern Airlines.

Seat on BARA – Board of Airline Representatives Australia 2000-2004

Name your Skills or Area of Expertise

Managing start-up operations and accelerating business development
Knowledge of China and Chinese cultures through years of working for China Southern Airlines.

Why do you love The Tweed?

I fell in love with the Tweed 45 years ago when my wife Rosemary and I drove from Sydney to Brisbane through the Tweed. We finally made the decision 5 years ago to move to the Tweed from Brisbane based on the quality of life the region has to offer, living in this massive extinct volcano brings with it some of the best and most fascinating topography and scenery in Australia.

Being absolute foodies we rejoice in sampling the many culinary delights available throughout the Tweed at the numerous world class establishments.

Why did you become involved with Destination Tweed?

I have a passion for sustainable tourism, I have been fortunate to travel extensively but I am even more fortunate to live in a community that offers pristine natural beauty. Being involved in DT gives me the opportunity to take a role in promoting this amazing destination in a highly sustainable manner.



Sharon Styman

DT BOARD MEMBER

When did you join the DT Board?

Late 2016

What are your Qualifications?

MBA

Bachelor of Business

AICD Directors Course Completion

Professional Memberships

AICD Member

What is your professional experience?

- 20 years business owner: Engineering & Construction Company
- Speaker, Trainer, Business & Executive Coach
- Real Estate Principal: Century 21 & InvestRent Property Management

Name your Skills or Area of Expertise

Governance

Communications

Leadership Development

Strategy, Planning, Accountability

Why do you love The Tweed?

I have grown up here, moved away and returned 20 years ago. My family is here, the locality is superb, so many beautiful areas to explore, walk and swim at.

I love it because it is home, and I want to help The Tweed to grow in a way that reflects and honours its own natural way.

Why did you become involved with Destination Tweed?

I have been involved with several NFP boards over the time and DT appealed to me namely because of the core business nature of DT, along with the shift of perspective that DNSW imposed and to be part of something that is meaningful to the community and will assist in legacy building for the shire.



Paul Prout

DT BOARD MEMBER (Joined 2018)

When did you join the DT Board?

March 2018

What are your Qualifications?

I hold a Bachelor of Business (Tourism) from Southern Cross University

What is your professional experience?

A review of my professional experience demonstrates that I am a resourceful manager with a sound understanding of corporate and consumer environments and expertise in the hotel/ casino, hospitality, regional tourism, events and leisure industries. I have successfully performed a diverse range of marketing and communication activities that have contributed to setting business direction with an emphasis on strategic planning, sustainable product development, trend analysis and tactical advertising campaigns within companies including QTTC, Tabcorp, ALH, Sky City Entertainment and currently Twin Towns Clubs & Resorts.

Name your Skills or Area of Expertise

My senior management roles have required strategic and tactical program planning together with accurate sales and marketing analysis linked to KPO's while also allowing for timely reactions to market trends and real time sales activity. I have significant understanding and experience with local, regional and national media from developing briefs and assessing creative design through to scheduling and mix to ensure the appropriate reach and frequency for specific campaigns. I have successfully marketed a broad range of products and services while cross leveraging destination or venue wide dining experiences, accommodation, entertainment and events, in conjunction with local government and community, business sector and diverse stakeholder groups.

Why do you love The Tweed?

The region has always held a special place in my mind as an unspoilt and natural destination where you can escape from the "crowd", mix with the locals, walk in pristine World Heritage forests, enjoy the expansive coast-line and more recently indulge in the amazing local cuisine on offer from the developing food and café culture.

A "sea change" draw me to the region in the early 90's and the special nature of the area has kept me here since.

Why did you become involved with Destination Tweed?

I was initially involved as a member of the steering committee which formed the original regional tourism body Tweed & Coolangatta Tourism (TACTIC). Since then my career has allowed me to further develop significant marketing and strategic management experience which I believe can contribute along with my fellow Board members to the future development of a quality and sustainable tourism destination which capitalizes on its amazing natural assets.