



# Adelaide Hills

## ADELAIDE HILLS TOURISM BOARD MEMBERS

May 2022



### **Martin Radcliffe, Chair**

With a strong passion for South Australia and the Hills, Martin was appointed to the Adelaide Hills Tourism Board as Chair in July 2021. He is an accomplished business leader, with strong commercial acumen and an influential wide-reaching network. Martin brings a wealth of experience in tourism, destination marketing, events, and hospitality. He is currently General Manager of Adelaide Convention Centre, one of the world's leading convention centres, which is tasked with attracting and hosting successful high-profile events that align with South Australia's strategic objectives. Martin previously ran a successful business consultancy practice supporting a broad spectrum of businesses and sectors with strategy, business development, marketing, and communications.

Martin is an experienced hospitality leader having been General Manager of Adelaide's Mayfair Hotel and Adabco Boutique Hotel, and also representing major corporations in the UK across the hospitality, events, and leisure sectors. For over seven years Martin led sales and marketing for the Adelaide Convention Bureau, enjoying success in attracting international and domestic incentive travel, conferences and other business events to the state.



### **James Sellers, Deputy Chair**

James is an engaging business professional who has specialised in growing large site tourism destinations in the Adelaide Hills for more than 10 years. Business development driven early in his career, James moved to Melbourne working in the private equity sector where he was promoted to his first GM role, controlling large retail and B2B portfolios across Melbourne and Adelaide. James's passion, however, lay in tourism. Coupled with a desire to return to Adelaide he accepted the position of Manager at Cleland Wildlife Park. In this role James and his team achieved outstanding growth in revenue, visitor numbers and product development elevating Cleland's status as an iconic tourism site. As General Manager of Woodhouse Activity Centre now for the past four years, James has brought commercial acumen and a resurgence of visitation to the iconic property. Well on the way to developing the site into a cherished destination for locals and visitors alike, Woodhouse continues to go from strength to strength. James enjoys time spent with family and carries out a spokesperson role for the MS Society.



### **Trudy Dickson, Treasurer**

Trudy has held Senior Executive positions within large international companies over her 30-year corporate career, and established her first business within the Human Resources sector in 2009. In 2016 she co-founded their family business, Ambleside Distillers in Hahndorf, which includes both distilling and tasting bar operations. She also holds a number of Board and Executive Committee roles, including Treasurer of the Hahndorf Business and Tourism Association. Her broad business experience encompasses sales and marketing, financial management, human resources and operational management across a number of industries including health, human resources, tourism and beverage manufacturing.



### **Piers Brissenden**

Piers is General Manager of the state-wide Crown Lands Program within the Department for Environment and Water and since 2005 has worked in a variety of roles. In particular Piers has a great deal of experience in the area of National Parks and Natural Resource Management in the Adelaide Hills region. He has contributed to the planning and implementation of nature-based tourism and visitor management programs in parks within the Mount Lofty Ranges and has also had senior roles in managing the state's Native Vegetation Program, Coorong and Lower Lakes Project and the State Herbarium and Biological Survey Unit. Piers relishes his close connection to the environment, and the chance to help create opportunities for people to immerse themselves in nature is something he values greatly.



### **Damien Cooke**

Damien, Chief Executive Officer and Director for Regional Development Australia Adelaide Hills, Fleurieu and Kangaroo Island is a prominent business leader. Damien has led various delegations to explore trade and investment opportunities for our region, a study to further investigate the Northern Rail Bypass and more recently exploring options for a study hub on the South Coast. Damien has been a long-term resident of the region and as a local business operator and primary producer he has a genuine understanding of the region and the potential of what the region has to offer.



### **Damian McArdle**

Damian studied at Pedare Christian College before completing his qualifications as a heavy diesel mechanic in 2003. Damian returned to his family orchard in Paracombe in 2009 and completed his small business management certification through TAFE SA and Certificate 3 in production horticulture before taking over as CEO of Chamberlain Orchards. Damian founded Paracombe Premium Perry in 2012. He is an industry leader in agritourism with extensive experience in primary production. Since founding Paracombe Premium Perry and diversifying his family farm to be an Adelaide Hills destination with an onsite Cellar Door, Damian is achieving year on year growth of 200%. Damian was the Kersbrook Cooperative Society Vice Chairman from 2012-2015 and a member of the SA Apple & Pear Association. He is currently a Board member of Paracombe Recreational Grounds Incorporated.



### **Kylie Roberts**

Kylie is a multi-award-winning business owner with 17 years' experience growing wellness brands across Australia. Marketing some of Australia's largest brands including ANZ, Coca-Cola Amatil and Wyndham Estate Wines, Kylie is a passionate brand and marketing specialist. In 2020, she co-founded Henry Street & Co. an experiential food and wine tourism hub in Woodside and is passionate about driving visitation to the region. Kylie is Co-Founder of the Aleenta wellness brand (boutique fitness studios, e-commerce platform and instructor training) and an endota spa multi-unit franchisee. Kylie has held many roles within the endota business, including Marketing Manager and General Manager, endota spa skincare. With tertiary qualifications in business, marketing and public relations Kylie brings a wealth of skills and experience to the AHT Board with its new focus on the growing wellness tourism sector.



### **Marc Voortman (Funding Partner Nominee)**

Marc Voortman is the General Manager Planning and Development at the Mount Barker District Council. Marc has over 15 years' experience in local government and has worked in various roles including strategic projects, strategic planning, and growth management in various management positions. During his career he has demonstrated a commitment to building positive working relationships across various sectors through a genuine interest in individuals, collaboration, partnership and desire for on ground outcomes. This approach has resulted in significant investment from the private sector in the region and contributed positively to the region. As General Manager Planning and Development Marc is responsible for Council's economic development, tourism development, strategic projects, planning, policy, environment, strategy and development assessment departments.



### **David Waters (Funding Partner Nominee)**

David is the Director Community Capacity at the Adelaide Hills Council, with portfolio responsibility for economic development, events, community and cultural development, library and customer services, communications and community engagement. With 20 years' experience working in state and local governments in metropolitan and regional areas both here and interstate, David has a strong background in people leadership, project management, strategic planning and disaster recovery. In recent times, he has championed the establishment of the Fabrik arts and heritage hub at Lobethal and secured significant bushfire recovery funding for the region. As a long time Adelaide Hills local, David knows the region and is often found enjoying the local hospitality and experience offerings with his family on weekends.



### **Sarah Carlson (AHWR)**

Sara has been the Executive Officer of Adelaide Hills Wine Region (AHWR) since January 2022. Sarah has studied and worked in the wine industry since 2005, primarily in the Adelaide Hills. Having grown up in the US and spent time working in publishing in the UK, Carlson moved to Australia in 2004 and dedicated her career to the wine industry. After beginning studies in viticulture, she obtained an MA in Wine Business at the University of Adelaide and worked with several wineries in the Adelaide Hills in marketing and communications. Passionate about sustainability, she consulted to AHWR for six years to support the roll-out of its Environmental Management Plan, before taking on a permanent role as Grower Engagement Officer in August 2019. As AHWR Executive Officer, Sarah's role encompasses grower engagement and sustainability while also having oversight over marketing, events, policy, advocacy and broader member engagement and services. Sarah has been an active resident of Ashton in the Adelaide Hills since 2007, raising two boys in this beautiful Hills community and supporting local recreation initiatives.



**Tanya Jarman (Executive Officer)**

Tanya was appointed as Executive Officer in March 2022. Tanya’s expertise draws on 30 years of global commercial and government clients, including media relations, social media, digital and content marketing, trade and cooperative marketing and brand development. Born, bred and educated in Adelaide, Tanya left South Australia shortly after tertiary education, spending over 20 years interstate (Sydney) and offshore (UK and Thailand) in senior tourism management roles working from grassroots product development (airlines, tour operations and hotels) through to trade distribution and consumer direct marketing (Tourism Australia & Tatler magazines). On return to Adelaide in 2012, Tanya led the international and distribution arm of the South Australia Tourism Commission, including re-aligning the team to be more consumer and brand-focused, increasing the product featured in international programs and delivering the largest SA product representation at the Australian Tourism Exchange (ATE) at the time. Upon leaving SATC, expenditure for international arrivals had nearly doubled.

Tanya’s affiliation with the Hills is a strong one, having worked with many key operators through her international and partnerships background, but also has several family ties to many towns and villages throughout the region.