



## **MEDIA RELEASE**

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### **Tourism body has new manager**

Townsville Enterprise is pleased to announce the appointment of Brent Randall as the new Manager of the Tourism Marketing and Development team.

Mr Randall will oversee the Tourism Team, Convention Bureau and Destination Marketing Officer – whose role entails the attraction of tourism infrastructure and investment.

Mr Randall has a strong background in the tourism industry – as well as 15 years experience in the media. He joins the organisation from Gladstone Area Promotion and Development Limited where he was the tourism manager. He has previously worked in a business development role in the Burdekin, and was formerly the Events Coordinator of the Hervey Bay City Council.

Mr Randall has also held a variety of board and committee positions that include President of the Queensland Information Centres Association (two terms), Chairman of the NQACC Southern Sub-committee and member of the NQACC Committee as well as being a member of various Regional Tourism Organisation Boards and committees.

Townsville Enterprise Limited and Gladstone Area Promotion and Development Limited share a similar business model – both function as Economic Development units and Regional Tourism Organisations. Mr Randall said he is looking forward to working with the local tourism community to continue the development of the industry.

“I’m really excited about working with the Townsville Enterprise team and the local industry to promote and develop the local industry. Townsville is in the midst of some positive changes and I’m looking forward to the challenge of contributing to its sustainable growth as a tourism destination,” he said.

“My wife and I have just relocated to Townsville and I’ve been really enjoying getting out and about in this beautiful city. I’ve been very impressed with infrastructure like the Strand and the number of great restaurants and attractions.”

**ENDS**

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