



**northern rivers** nsw

# Tourism News

September 2007

Dear Colleagues,

The media release below was today distributed to Northern Rivers Media contacts by Northern Rivers Tourism. We have circulated this copy for your information.

## **NORTHERN RIVERS TOURISM APPOINTS NEW CEO**

**The Board of Northern Rivers Tourism has appointed Mr Russell Mills as its new CEO, it was announced today.**

"Following a significant restructure to align and magnify the benefits and opportunities NRT delivers to the needs of industry operators, we are delighted to appoint Russell Mills to this new role", said NRT Chairman Mr Gerd Beurich.

"Russell brings over a decade of experience in the tourism industry to Northern Rivers Tourism, most recently as the London based Regional Director UK and Europe for Tourism New South Wales. Russell is a widely-respected industry professional, whose combination of inbound tourism experience, government, media and industry contacts and marketing communications expertise will deliver tangible and significant benefits for the region and its industry."

"The NRT Board undertook an exhaustive recruitment process and the position attracted dozens of high caliber national and international candidates from as far afield as the US, Europe and Asia. The selection panel comprised solely of experienced Northern Rivers Tourism industry operators each of who occupy senior management positions."

"A rigorous selection process was undertaken by the selection panel and applicants underwent an extensive interview process requiring them to address the review processes NRT has undertaken and to articulate their vision as to how NRT can best serve the industry going forward. The selection process incorporated various review documents of the organisation and input that the NRT board has received from industry stakeholders. We needed to be sure we got the right person for the job" Mr Beurich said.

The announcement was received positively by various industry sectors. Jerry Bridge, founder of two specialist UK tour operators said "Russell's commitment and passion for promoting Australia will serve the Northern Rivers region well."

"It's great news that NRT has brought someone with fresh ideas and solid marketing experience to lead its operations," added Andrew Fletcher, CEO of Hunter Tourism.

"I'm delighted to have been offered the opportunity to lead Northern Rivers Tourism and develop it into the peak regional tourism body it should be", said Mr Mills from London today.

"The Northern Rivers is blessed with some of Australia's most valuable tourism assets, including incredible natural beauty, a year round climate for tourism, spirited and passionate communities and diverse experiences for travellers to appreciate. I know from my time in Europe that the region has a real competitive advantage as a destination for domestic and international travel."

"The global and industry developments over the past decade present big challenges and equally big opportunities for the tourism and aviation industries. My vision is to establish NRT as a conduit for intelligence, marketing expertise and sustainable opportunity for the Northern Rivers region."

*If you would like further information about any item in this newsletter, or about Northern Rivers Tourism Inc, please contact the Chair  
Mr Gerd Beurich on  
Ph: 02 6670 5001 or  
Email:  
gerd.beurich@mantraresorts.com.au*

“Having followed the review recommendations for NRT, it will be my aim to be an advocate for the entire region from the hinterland to the coast. I will actively engage stakeholders and the Board to assist in that responsibility and share in the benefits.”

Mr Mills will commence as CEO at the end of 2007 and will reside with his family within the Northern Rivers Region following completion of his contract in the UK.

**ENDS**

I look forward to our ongoing association.

Kind Regards

Gerd Beurich

Chair Northern Rivers Tourism Inc