

JUDGING PANEL

State judging is conducted by a panel of industry peers appointed by the Tourism Industry Council South Australia. Judges are selected for their knowledge and experience, and for their willingness to commit time to the Awards process and are convened each year specifically for the Tourism Awards.



MICHAEL GEDDES | RETIRED
CHAIR OF JUDGES

Michael has retired from full-time work having spent over 25 years in the professional consulting field undertaking urban planning, landscape design, environmental and development approvals assignments. He also spent 10 years with the SA Tourism Commission at a management level responsible for tourism infrastructure and development. Michael has continued his keen interest in the tourism industry since leaving the workforce and has been involved with the SA Judging Panel for over 20 years (the last 9 as chair) and has served three three-year terms on the National Judging Panel.



AMANDA DALTON-WINKS | DALTON-WINKS CONSULTING
DEPUTY CHAIR OF JUDGES & JUDGING TEAM LEADER

Amanda is a freelance business consultant with over 25 years' of experience in tourism and hospitality. Having been directly involved in the SA Tourism Awards on various levels for more than 10 years, she has first-hand knowledge of the determination and dedication required to write a successful award submission. Amanda holds qualifications in Tourism, Management, Marketing, and Chinese language and culture. She champions exemplary customer experience delivery and is a passionate advocate for South Australia and its abundant assets and attributes.



CINDY JACKWAY | BUSINESS SA
JUDGING TEAM LEADER

Cindy has extensive experience working with businesses from a vast array of sizes and industries across the state in her current role at Business SA. With a strong sales and marketing background, she also has a great understanding of the need for compliance in work health and safety, workplace relations and generally providing solutions to maximise business potential. With a noteworthy background in tourism prior to her current career, Cindy enjoyed a successful 10-year career in key management and leadership roles within the adventure tourism industry which was flamed by a personal passion for travel. Cindy has been involved with the SA Judging Panel for the last 14 years and has served three three-year terms on the National Judging Panel.



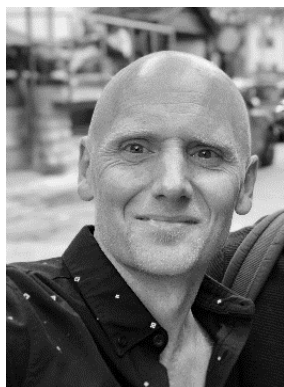
TONY ADEY | RETIRED
JUDGING TEAM LEADER

Tony spent over 18 years working within the hospitality industry, firstly managing restaurants and then as chef-owner of his own restaurant and catering operations between 1983 and 2002. Tony joined TAFE SA in 1996 as a cookery and hospitality lecturer. He delivered subjects in the Advanced Diploma of Hospitality Management including Financial Management, Financial Operations, Business Marketing and Human Resource Management. Tony retired from TAFE SA in December 2016.



DEBRA LONG | KELLY SPORTS
JUDGING TEAM LEADER

Debra is co-owner of Kelly Sports Adelaide Metro which are the leading provider of sports programs, family-friendly events and team-building activities. Debra's role as Kelly Sports Adelaide Metro Business Director includes strategy, leadership, financial management, HR, compliance and business development. Prior to her business ownership, Debra had an impressive background in banking and finance where she enjoyed a highly successful 29-year career in key senior management and leadership roles within the Westpac Group. A former Entrepreneurs Program Director for one of SA's premier professional development and mentoring companies Behind Closed Doors, Debra is passionate about helping other business owners achieve success in their business ventures. Financially astute and commercially savvy, Debra offers a wealth of experience in business development, finance, event management, relationship portfolio management and also understands the challenges of operating a small business. A passionate and loyal South Australian, Debra has been on the judging panel of the SA Tourism Awards for the past 12 years.



MICHAEL HAMILTON | DEPARTMENT OF THE PREMIER & CABINET
JUDGING TEAM LEADER

Michael brings over 20 years of tourism experience with expertise in industry development, marketing and communications, events and stakeholder engagement. He has worked for local and state government, several commercial tourism operations and directly with regional tourism businesses to help them attain business excellence. Michael ran the Victorian Tourism Awards for over four years and helped the state receive a record 10 gold wins at the 2015 Qantas Australian Tourism Awards. After his return to Adelaide, Michael focused on new visitor experiences during his time with the Department of Environment & Water and now is Brand & Marketing Senior Advisor for the Department of the Premier & Cabinet.



CLAIR CROWLEY | PUSH ADVENTURES**JUDGE**

Clair founded Push Adventures in 2014 after a snowboarding accident left her husband Scott, a paraplegic. The travel company closes the gap for the accessible travel community by supporting industry to develop and promote accessible travel options and create choices. Clair is passionate about educating the tourism industry on accessible and inclusive tourism by building awareness and working directly with tourism professionals. Delivering presentations all around Australia and breaking down the barriers that providers face when embarking on the journey to becoming more inclusive. Push Adventures have won numerous grants to support their quest to ensure everyone can experience Australia.



DR GARETH BUTLER | FLINDERS UNIVERSITY**JUDGE**

Gareth Butler is a Senior Lecturer in Tourism at Flinders University. His teaching and research focus primarily on sustainable tourism development, the impacts of tourism on regional communities, and cultural heritage. Originally from the UK, he has previously worked in Norway, Malaysia and South Africa and has helped develop collaborative projects with South Africa National Parks and the Department for Environment and Water (DEW). Prior to embarking on a career in academia, Gareth worked for several local and state governments across the UK and Australia.



LISA ELLISON | BENDIGO BANK**JUDGE**

Lisa is a proud South Australian who has promoted her home state wherever she has travelled and worked around the world. She started her career in motorsport with Super Tourers (now V8 Supercars) here in Adelaide, which took her to England to work in Formula 3 and Formula BMW. On her return to South Australia, Lisa has worked at Bendigo and Adelaide Bank for the last fourteen years, managing relationships between customers and the bank, including local businesses and national sporting teams. Forever a tourist, Lisa continues to travel the world, her country and her state, collecting once-in-a-lifetime experiences from around this big blue planet.



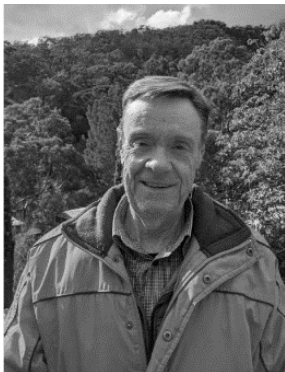
TONY SMITH | RAWNSLEY PARK STATION
JUDGE

Tony Smith is the owner/manager of Rawnsley Park Station with his wife Julie. Rawnsley Park has developed from a small family business into a tourism resort with an extensive range of accommodation and visitor experiences for both domestic and international visitors. Tony has been involved in the tourism industry for over 30 years. He has chaired the regional tourism association and has been involved in both State and National Tourism awards over the last 20 years. Tony has extensive experience in the awards process and appreciates the effort that goes into being part of the South Australian Tourism Awards.



JAYNE SYMONS | TYNDALE GROUP OF CHRISTIAN SCHOOLS
JUDGE

Jayne is the Director of Marketing across the Tyndale Group of Christian Schools in South Australia and has over 20 years of experience in sales, marketing, communications and event management. Jayne has spent the majority of her career in the tourism and event sectors and brings a wealth of knowledge from both the international and domestic markets. Jayne's expertise includes business development, communications strategy, brand advocacy, and content marketing. Jayne lives in the Adelaide Hills and is an advocate for South Australian food, wine and produce.



MARK BLYTH | RETIRED
JUDGE

Mark has a passion for South Australia and its world-class tourism industry. His career at the South Australian Tourism Commission spans 31 years in a variety of management roles and was part of the team responsible for developing the highly successful 'Shorts' campaign. Before semi-retirement at the end of 2018, he was a Senior Business Manager responsible for the SATC's international marketing operations in North America and New Zealand. Mark has previously been a Tourism Awards judge and continues to maintain a keen interest in the industry through his tourism consultancy business.



NAOMI TYSON | TOURISM CONSULTANT**JUDGE**

Naomi has over 20 years' experience in tourism. The dynamism of the industry had her hooked from day one. Her career started in Sydney, working in major attractions, this is also where she gained qualifications in tourism marketing and product development. From there she worked for the South Australian Tourism Commission in their travel centre and for local government in economic development as a tourism advisor. In her current role at Earth Adventure, she is working in a business development capacity, and managing projects. Naomi also works as a tourism consultant and has worked on a wide range of projects small and large, city and regional. Most importantly though, Naomi loves South Australia and is thrilled to be on the SATA judging panel again in 2023.



DOUGAL MCFUZZLEBUTT | RAA TRAVEL**JUDGE**

Dougal has a professional career that stems back 25 years starting in IT and Telecommunications working for businesses such as Hewlett Packard, Ernst & Young, Amcor, BAE Systems, Nokia and Telstra. In 2012, Dougal legally changed his name and started his business 'McFuzzlebutt's Manchen (Man Kitchen)'. Having worked on and had success in a wide-range of projects and events, he once again returned to corporate life in 2018 to expand his knowledge, experience and passion of SA across the broader tourism industry. In the 6 years Dougal has worked closely with local businesses to help them, the tourism, food and beverage industries grow.



INMA SEGURA | SOUTH AUSTRALIAN TOURISM COMMISSION**JUDGE**

Inma is passionate about tourism and has vast experience in the industry. She has worked as a consultant and researcher in a range of tourism projects across Europe and Australia. She has also worked as a lecturer in Germany, and a university tutor at UniSA. For the past two years, Inma has worked as a Market Research Analyst in the South Australian Tourism Commission, a role that enables her to use her passion for tourism and her research and strategic skills to do her bit for the South Australian tourism industry. She holds a Masters degree in Tourism and International Development and a degree in Tourism Management.



MARK GILLI RETIRED

JUDGE

Mark worked in tourism for 34 years including 22 years for the South Australian Tourism Commission in Aviation Development securing increased flights and new airlines for South Australia. He also had a role as Tourism Development manager, helping to develop a wide range of tourism businesses, initiatives and policies. This followed 12 years as General Manager for Festival Tours and Gray Line Tours where he won two tourism awards for his business in the 1990s . Mark brings a deep understanding of tourism business including marketing, packaging, planning, operations and events. Now retired, he maintains a keen interest in

tourism, particularly as a customer.