

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 10 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' experience in tourism and hospitality. She champions exemplary customer experience delivery and has a keen appreciation for the economic and social value of the Australian tourism, food, and wine sectors having judged various industry awards over multiple years.

Amanda has been directly involved in the South Australian Tourism Awards (SATA) on various levels for over 10 years and joined the Australian Tourism Awards (ATA) judging panel in 2021. She has mentored many SATA entrants to success, including Hall of Fame status and progression to the national level of the awards.



CINDY JACKWAY | SOUTH AUSTRALIAN BUSINESS CHAMBER
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 the South Australian Business Chamber. With a strong sales and marketing background, she also has a great understanding of the need for compliance 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 leaderships 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 15 years and has served four three-year terms on the National Judging Panel.



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 13 years.



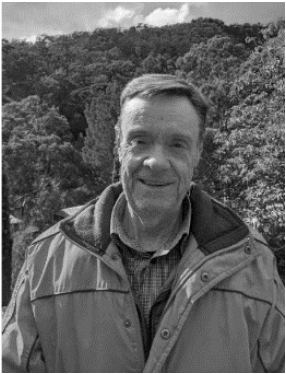
LISA ELLISON | BENDIGO BANK
JUDGING TEAM LEADER

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
JUDGING TEAM LEADER

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.



MARK BLYTH | RETIRED
JUDGING TEAM LEADER

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.



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.



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.

NAOMI TYSON | TOURISM CONSULTANT
JUDGE



Naomi is an experienced tourism professional with a 20+ year background in the industry. Her career began in Sydney, gaining qualifications in tourism marketing and product development while working at major attractions. She later worked for the South Australian Tourism Commission, in local government, advising on tourism and economic development and in the private sector in Business Development and as a tourism consultant. Currently serving as the Tourism and Visitor Economy Coordinator at the City of Port Adelaide Enfield, and loving The Port, you'll probably hear her say, 'West is the Best!' at some point! However, her love for South Australia fuels her enthusiasm as she rejoins the SATA judging panel in 2024 for a fourth year, where she celebrates exceptional contributions to the industry.



MARK GILL | 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.

DR ANITA MANFREDA | TORRENS UNIVERSITY AUSTRALIA
JUDGE



Anita is a Senior Lecturer at Torrens University Australia with over 16 years of experience in tourism and hospitality education and management across Italy, Switzerland, and Australia. Her research focuses on customer experiences and luxury consumption, especially the intersection of authenticity, luxury, and sustainability. Anita also delves into organizational behaviour and psychology, exploring competencies and well-being within the tourism and hospitality workforce. Additionally, she offers training and consulting to industry operators and serves as Secretary on the executive committee of the Council of Australasia Tourism and Hospitality Education (CAUTHE).

GRAHAM LANG | GROSVENOR HOTEL ADELAIDE
JUDGE



Graham is a passionate South Australian, and strong advocate for the local tourism industry. After more than 30 years in travel industry management, Graham excelled in tailoring product for specific markets, cementing strong relationships with international tourism professionals, hoteliers and stakeholders across SE Asia and North America. Driven by his desire for high service standards, Graham was committed to ensuring that quality was a priority for the customer experience. His attention to detail was well respected by peers in the industry. Appreciating the challenges of running a business, Graham ensured the growth and professional development of his employees. With experience in marketing, finance and customer service, Graham is honored to be a mentor to travel & tourism professionals and to give back to an industry

that has meant so much to him.

LIZ CURR | SYC

JUDGE



Liz Curr's passion for tourism began in the Mildura Murray Region, where her career in tourism, events & hospitality commenced. Relocating to Adelaide, Liz joined Accor Hotels, honed her skills in the art of human connection and embraced her commitment to equity. Liz championed Diversity & Inclusion and First Nations programs, fostering cultural exchange and empowerment. Recently, Liz is focused on supporting tourism businesses on their accessibility and inclusion journey and believes tourism is the perfect industry to create inclusive spaces for all, professionally and personally. Liz brings a holistic perspective to the judging panel enriched by her multifaceted experiences in tourism and her unwavering dedication to diversity and inclusion.

JAMES KELLY | EDWARDS GROUP

JUDGE



A highly accomplished tourism professional with almost 10 years in the industry, James is a customer experience maven. Primarily focused on accommodation and hospitality, he has committed his career to curating and delivering only the best in guest experiences. Currently working with the Edwards Group in their Holiday Parks division, James is looking forward to seeing the innovative ways South Australian tourism is bettering travellers' experiences.

NICOLE LEWIS | AMERICAN EXPRESS

JUDGE



Nicole has extensive experience working with businesses across a broad range of sizes and industries within South Australia, in her current role with American Express. Nicole has a strong sales, relationship management, and marketing background, with added experience in business consulting, grant and sponsorship submissions, stakeholder engagement, and event management. With a noteworthy background in tourism, Nicole spent 13 years in key leadership and consulting roles with QANTAS, Adventure Tours Australia, as well as various roles within the wholesale, corporate and retail sectors. Nicole is also the former Chair of the South Australian Young ATEC Branch and holds formal qualifications in Tourism and Business Management.

NARELLE RASHLEIGH | SOUTH AUSTRALIAN TOURISM COMMISSION

JUDGE



With over a decade of industry experience and a Bachelor's in International Tourism, Festival and Event Management, Narelle has traversed the globe, contributing her expertise to various tourism operators in the Canadian Rockies, New Zealand, and Australia. From overseeing operations to guiding tours and delivering exceptional customer service, her extensive background spans multiple facets of the industry. With a passion for events, Narelle has worked with organisations including the Adelaide Fringe and Adelaide Venue Management. Now, as a key member of the SATC's Acquisition and Development team, she remains dedicated to nurturing and advancing South Australian tourism and events.

JOSH BASIR | JOURNEY BEYOND

JUDGE



Josh embarked on his journey in the Travel Industry more than a decade ago with Minor Hotels (Oaks & Avani Hotel chains), where he gained extensive experience across various departments. Recently, he took on a new role as the Business Development Manager – ITO & The Americas at Journey Beyond. Concurrently, Josh serves as the current Chair of SA's Young Australian Tourism Export Council (YATEC). Through YATEC, Josh and his committee drive initiatives focused on empowering, educating, and mentoring the next generation of tourism professionals. His commitment to developing industry talent plays a crucial role in shaping a dynamic future for our emerging tourism leaders.

MARION WECK | FLINDERS UNIVERSITY

JUDGE



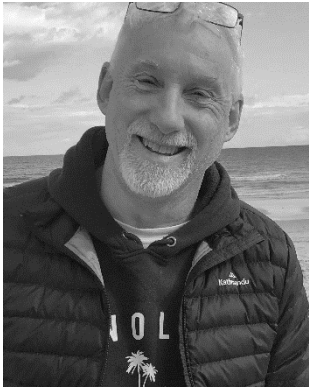
Marion is a lecturer in Tourism and Events and the topic coordinator for WIL (Work integrated learning).

She has international experience and expertise in various industry sectors having lived and worked in Germany, Canada, Sri Lanka and Dominican Republic.

Marion's extensive industry experience is reflected in her teaching methodologies. She is passionate about engaging students in their chosen industry from the commencement of their academic career through a variety of projects, to ensure they are work ready when graduating.

DAVID LAKE | MASTERPLAN

JUDGE



David is an urban and regional planner with private consultancy MasterPlan. Over the years MasterPlan has been at the forefront of securing approvals for some of South Australia's most notable tourism projects. David developed his passion for the tourism sector when he spent ten years at the South Australian Tourism Commission providing advocacy to all levels of government for the benefit of the industry, and providing planning and technical advice to assist specific tourism developments throughout the State. While at the SATC David supported TICSA to deliver the SA Tourism Awards and is now delighted to be contributing further by again being a member of the judging panel.

WILSON SHAWYER | GOOD GILBERT

JUDGE



Wilson spent ten years in London as Group Beverage Manager for Corbin & King. During this time, he oversaw nine restaurants and hotels with more than 100 staff and worked closely with a venue managers, training and accounts departments. A move to Adelaide saw Wilson open a business of his own, Good Gilbert. The business is no stranger to awards programs, having won the 'Gourmet Traveller's Wine Bar of the Year' award in 2023. Wilson is passionate about the South Australian food and beverage industry and looks forward to highlighting the amazing experiences on offer as part of the South Australian Tourism Awards program.

GAIL SPARK | SOUTH AUSTRALIAN TOURISM COMMISSION

JUDGE



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