

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 | 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 7 as chair) and has served three three-year terms on the National Judging Panel.



ANDREW BAGGALEY | HR CONSULTANT

Andrew brings to the tourism awards judging panel a wealth of industry experience, with a tourism career that spans almost three decades, holding senior leadership roles within the 5-star international hotel environment and tourism industry. Andrew's commitment to the people capability aspect of the tourism industry, has seen him recognised nationally for his work around people management, workforce development and work health and safety. Andrew holds formal qualifications in International Hotel Management, Business Management, Project Management and Human Resources. Andrew has been involved with the South Australian Tourism Awards judging panel for the past ten years including holding positions as both a State Judge and National tourism Judge.



PAUL MASON | SPOTLESS GROUP

Paul has over 20 years' experience in Tourism and Hospitality working in a number of senior executive roles at the Adelaide Casino, Hyatt Regency Adelaide and InterContinental Adelaide. Paul holds several supporting qualifications in Management, Hospitality, Human Resources and Project Management and is currently providing Human Resources Management advice and support to Facilities Management provider Spotless Group at the Royal Adelaide Hospital.



AMANDA DALTON-WINKS | DALTON-WINKS CONSULTING

Amanda is a freelance business consultant with over 25 years' 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.



CLAIR CROWLEY | PUSH ADVENTURES

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 choice. 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

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

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 returning 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.



SIMONE DOUGLAS | DIGITAL MARKETING AOK

Simone Douglas is a business powerhouse. She is the Publican & Licensee of the Duke of Brunswick Hotel, Executive Director for BNI Adelaide North, CEO Digital Marketing AOK and a best selling author with her books "Seriously Social - turning your online game into real-world gain" and "The Confident Networker". She also sits on the marketing advisory group for BNI Australia, is co-founder of the Hospo Owners Collective and currently serves as a member of the branch council for the Australian Hotels Association. Her businesses have garnered more awards than can be comfortably included in a bio, and her passion for supporting business, community and industry is well known. Her Tourism and Hospitality career span over 3 decades working for owner operators and large scale hotel groups and she has consulted widely in the SA tourism industry over the past 10 years.



CINDY JACKWAY | BUSINESS SA

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 11 years and has served two three-year terms on the National Judging Panel.



TONY SMITH | RAWNSLEY PARK STATION

Tony Smith is 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 been involved in both State and National Tourism awards over the last 20 years. Tony has extensive experience of the awards process and appreciates the effort that goes into being part of the South Australian Tourism Awards.



JAYNE SYMONS | CORNERSTONE COLLEGE MT BARKER

Jayne is the Communications and Engagement Director for Cornerstone College in the Adelaide Hills and has 20 years' 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 has held various leadership positions including Sales Manager at Adelaide Showground, where she was responsible for all commercial revenue streams for the Adelaide Showground events business and the Royal Adelaide Show. Jayne expertise includes brand management, quality engagement and customer experience and brand advocacy. Jayne lives in the Adelaide Hills and is an advocate for South Australian food, wine and produce.



TONY ADEY | RETIRED

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.



MARK BLYTH | RETIRED

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.



DEBRA LONG | KELLY SPORTS & ENTREPRENEURS BEHIND CLOSED DOORS

Debra is co-owner of Kelly Sports Adelaide Metro who are the leading providers of sports programs, family friendly events and team building activities. In addition to running her own family business, Debra is also a Program Director Entrepreneurs for one of SA's premier professional development and mentoring company's Behind Closed Doors, who bring female business owners and entrepreneurs together to achieve greater success in their business ventures. With an impressive background in banking and finance prior to her current portfolio career, Debra enjoyed a highly successful 29-year career in key senior management and leadership roles within the Westpac Group.



LYNDA SCHENK | PURPLE GIRAFFE

Lynda Schenk is the owner operator of Purple Giraffe, an outsourced marketing consultancy founded in 2014. For almost three decades, Lynda has worked across a diverse range of industries including wine & spirits, tourism, hospitality and organic farming. She has a deep understanding of the marketing needs of companies, small and large within the tourism sector and beyond. Lynda is a proud South Australian, who is passionate about working with SA's tourism operators to maximise their marketing outcomes and tell their stories.



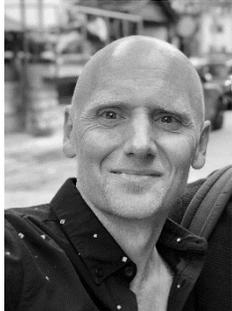
NAOMI TYSON | TOURISM CONSULTANT

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 in 2021.



DOUGAL MCFUZZLEBUTT | RAA TRAVEL

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 4 years Dougal has worked at RAA Travel, he has grown the program extensively. Working closely with local businesses to help them, the tourism, food and beverage industries grow is what drives him.



MICHAEL HAMILTON | DEPARTMENT FOR ENVIRONMENT AND WATER

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 over four years and helped the state receive a record 10 gold wins at the 2015 Qantas Australian Tourism Awards. Recently returning to Adelaide, Michael is currently a Senior Communications and Engagement Adviser focussing on new visitor experiences as part of the \$130 million investment in South Australia's National Parks.



INMA SEGURA | SOUTH AUSTRALIAN TOURISM COMMISSION

With an international background, Inma has vast experience in the tourism industry. Inma has worked in strategic consultancy and market research, in roles where she delivered evidence-based strategic solutions to her clients in the tourism and hospitality industries. She has also passed on her tourism knowledge to future generations of tourism professionals, working as a lecturer in the Cologne Business School (Germany) and as a tutor at UniSA. During her consultancy roles, she has been involved in eco-tourism projects at EU level. Inma is passionate about tourism and South Australia, and has recently joined SATC to do her bit for the South Australian tourism industry.