

MEDIA RELEASE

Tuesday, July 7

Kate Shilling appointed Chairperson of Destination Riverina Murray Board

Destination Riverina Murray (DRM) is pleased to announce the appointment of Kate Shilling as the Chairperson of Destination Riverina Murray. Ms Shilling previously served on the board as a Director and has been appointed to the role of Chairperson for 12 months, taking over from Genevieve Fleming who will remain on the board as a Director.

In acknowledging and welcoming the transition, Ms. Fleming noted Kate's senior, strategic roles and twenty plus years of extensive experience in the tourism industry that she will bring to the role of Chair.

Ms Shilling is a graduate of the Australian Institute of Company Directors, a Member of Women on Boards and the previous Chair of e-commerce not-for-profit Good 360 Australia. Born and raised in the Riverina Murray region, Kate is based in Sydney and her location will add an extra level of depth and insight as the organisation continues to strengthen and leverage key relationships with the team at Destination NSW and other Sydney-based stakeholders.

Kate's CV includes senior executive roles at Flight Centre in Australia and the USA, Myriad Marketing, Tourism NT, Territory Discoveries, NRMA Travel, Qantas Holidays, Helloworld and Australian Traveller Media. As Managing Director of Straightforward Tourism Solutions and Founder of Family History Holidays, Kate is passionate about developing resilient tourism enterprises in regional Australia. Kate is currently the Executive Officer of Ultimate Winery Experiences Australia.

In taking up her newly appointed position as Chair, Ms. Shilling said, "It is an absolute honour to be Chair of Destination Riverina Murray and I look forward to working with my Board colleagues and the team to build on the knowledge and success that DRM has been able to achieve to date. It's an exciting and highly important time for the tourism industry and the region is well placed to continue growing and maturing as a destination".

What: Announcement of new Destination Riverina Murray Chair
Who: Kate Shilling – Chair, Destination Riverina Murray
When: Tuesday, July 7

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