

General Directors

(1 position available | 2 nominations)

1. CROWLEY, Rachel Mount Mulligan Lodge

I have 10+ years of experience in the tourism industry spanning both the private and public sectors. Experienced in delivering innovative and strategic consumer and trade marketing campaigns and industry development activities across the luxury (Northern Escape Collection) and youth segments (the Northern Greenhouse Backpackers) and for a STO (Tourism NT).

At Tourism NT I oversaw the key Eastern Markets (Greater China, Singapore, Japan and India) driving strategic marketing activities to grow the value of the holiday market in the Northern Territory. I have an extensive trade distribution network across the Eastern and Western Markets highlighting Key Distribution Partners (wholesalers, retailers and OTAs) in valuable source markets. I'm also very passionate about the Greater China market, having lived in Mainland China and studied Mandarin.

Currently employed as the Director of Sales & Marketing for the Northern Escape Collection; representing Mount Mulligan Lodge and Daintree Ecolodge, who are members of TTNQ.

Whilst tourism operator activity across international markets has been significantly curtailed due to COVID-19, now is an important time to join the TTNQ Board to inspire and stimulate travel from returning source markets and assist TNQ operators to market their products and experiences internationally again after what has been a very challenging time.

2. WOODWARD, Ben The CaPTA Group

Born in Cairns, I've grown up in the tourism industry, with my family pioneering one of Tropical North Queensland's premier attractions, Rainforestation.

I completed a Bachelor-Business (Journalism) degree at Queensland University of Technology. After living in the UK, I returned in 2006 to work for the family business, The CaPTA Group, which had expanded significantly to become the region's largest privately owned group of attractions and touring companies.

As Director of Sales & Marketing, I manage a multi-faceted team across local, domestic, international, and digital markets, and understand the many different segments that are important to our region. As company director, I'm across all facets of operating a tourism business.

I'm well connected to the inbound sector, which is vital for our industry's return to international travel and was re-elected to the ATEC National Board in 2017. As an owner/operator, during the COVID-19 pandemic I have been a vocal supplier representative for our region, and regional Australia.

I also have experience with local tourism organisations, having been on the Tourism Port Douglas Daintree Board since 2014, serving as Chair 2018-19. I've been President for SKAL International Cairns 2019-20 and currently Vice President of Gay And Lesbian Tourism Australia.

Tropical Tablelands & Remote Zone Director

(1 position available | 1 nomination)

1. **ARNOLD, Brian**

Doomadgee Roadhouse

I have been involved in and around tourism for 25 years from entrepreneurial identification and creation of product to hands-on management, as well as promoting and enhancing ancillary services and regional business development.

I am General Manager of the Aboriginal Development Benefit Trust (ADBT), established under the Gulf Communities Agreement, providing strategic and development support to ADBT businesses and direct involvement in running those businesses that don't have local management.

ADBT's investments include Doomadgee Roadhouse, for which I managed the construction of nine tourist accommodation units, the Burketown Pub, Normanton Traders supermarket, Ancient Journeys and Daintree Discovery Centre.

I draw on my passion and expertise in strategy formulation, management, finance, economics, and marketing to stimulate development of the region and on-country Indigenous enterprises. The primary communities Brian is responsible for include Doomadgee, Mornington Island, Normanton and Burketown.

I hope to establish ADBT as a world-class economic development organisation by creating unique and leading-edge projects. Prior to joining ADBT in 2013, I was:

- CEO of the Australian Industry Engineering & Manufacturing Network;
- CEO of North Queensland Small Business Development Centre; and
- CEO of the Cooloola Regional Development Bureau, the peak tourism and economic development organisation for that region.