

MEDIA RELEASE
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NEW CHIEF EXECUTIVE OFFICER FOR TOURISM ON THE COAST

The new regional tourism board for the Sunshine Coast today announced Mr. Michael Denton as the organisation's new Chief Executive Officer charged with taking tourism on the Coast to a new level following its twelve-month restructure.

Chairperson Julie-Anne Schafer said the board was very pleased that Michael has accepted the position.

"I am pleased to announce that Michael has won the role from a wide field of well-credentialed candidates," Ms Schafer said.

"This is an extremely important decision to ensure the new Sunshine Coast Destination Ltd has a leader than can work on the further development of industry and the region.

I look forward to working with Michael and supporting his leadership in establishing the corporate structure and implementation of the 10 year Destination Management Plan to be developed by the board."

Mr. Denton said he is enthusiastic about the opportunities that lie ahead but also fully aware of the current tourism climate and the need to unite the region's industry for greater gains.

"I want to thank the Board for putting its faith in my ability to deliver on this new and exciting role," Michael said.

"My commitment is to move swiftly to action the priority tasks, particularly with respect to the corporate direction and structure."

"It's now about creating an organisation that can deliver on the vision and strategies for industry and the region."

"We are moving quickly to finalise our management team and we understand the need to commence driving the business hard to position the Sunshine Coast as one of the best destinations to visit in Australia, especially during these challenging times."

Mr. Denton was previously the Chief Executive of Queensland Events Corporation for 11 years before moving to the Department of the Premier and Cabinet to establish the Gold Coast 2018 Commonwealth Games Bid Directorate. Prior to that Michael was Managing Director of the Gold Coast Events Company and Executive Officer with the Department of Tourism, Sport and Racing. He was a member of the former Maroochy Tourism Industry Advisory Board and currently sits on the Griffith University, Industry Advisory Committee for its Department of Tourism, Leisure, Hotel and Sport Management.

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