

## MEDIA RELEASE – SEPTEMBER 2024

### Tourism Noosa Welcomes Anthony Wynne-Hoelscher as Manager of Industry Development

Tourism Noosa is pleased to announce the appointment of Anthony Wynne-Hoelscher as their Manager of Industry Development. With an impressive background spanning vocational education, festival and event management, and high-end publishing, Anthony brings a wealth of experience and a deep understanding of place-making and tourism to the role.

Anthony has worked extensively with several not-for-profit organisations, where he honed his skills in business leadership, brand engagement, and navigating the challenges of today's rapidly changing business and environmental landscape. His 'people first' philosophy, combined with his talent for problem-solving and team-building, has consistently driven outstanding business outcomes.

In his new role at Tourism Noosa, Anthony will oversee the organisation's industry development portfolio, which includes tourism sustainability, business, membership engagement, trade, and international marketing. Anthony is enthusiastic about returning to the tourism industry and contributing to Noosa's continued success as a leading sustainable destination.

Sharon Raguse, CEO of Tourism Noosa, expressed her excitement about Anthony's appointment: "We are delighted to welcome Anthony to the Tourism Noosa team. His extensive experience and leadership qualities make him the ideal choice to drive our industry development initiatives forward".

"Anthony's passion for people, sustainability, and tourism aligns perfectly with our vision for Noosa, and we are confident that his contributions will have a lasting positive impact on our community and our industry".

Anthony shared his enthusiasm about joining the team: "I'm truly excited to work with Tourism Noosa's members and stakeholders to build capacity in the region. Noosa is a unique and vibrant community, and I'm looking forward to collaborating with local businesses, stakeholders and our community to enhance our collective success. Together, we can create sustainable growth that both celebrates and protects our special natural environment, whilst ensuring Noosa continues to be a leading destination, both nationally and internationally."

Anthony Wynne-Hoelscher's appointment marks a significant step forward for Tourism Noosa as it continues to champion sustainable tourism and deliver exceptional experiences for visitors and locals alike.

**ENDS**

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