

# Destination**GIPPSLAND**

4 December 2024

## **New Directors appointed to Destination Gippsland Board**

Destination Gippsland welcomed two new board directors, Adam Vardy and Mandi Davidson, at their Annual General Meeting, held in Traralgon on Thursday 28 November.

Adam Vardy brings a wealth of tourism and hospitality experience to the board. Alongside his wife Julia, Adam owns and operates Mewburn Park Homestead, a wedding event and accommodation business in Central Gippsland. As a full-time tourism owner/operator, Adam understands the needs and challenges of starting and operating a tourism business. Prior to tourism, Adam was a graphic designer who worked for major consumer brands in Germany and China, thus he brings considerable advertising experience to the role. Adam's family have farmed in the Maffra region for four generations.

Mandi Davidson has also been appointed to the Destination Gippsland board, Mandi has had a successful senior executive career spanning more than 20 years, she is currently an executive manager (Strategy and Innovation) with the RPS Group, a leading provider of consulting and engineering services worldwide. Mandi began her career as a cadet journalist with the Herald Sun and went on to become the paper's Deputy Chief of Staff. She holds a Master of Commercial Law, a Master of Professional Communication, and an MBA.

Jan Fitzgerald was re-elected Chair and thanked outgoing Directors, Nicola Pero and Neil Travers, and congratulated Adam Vardy and Mandi Davidson on their appointment to the Board,

“The past five years have seen significant challenges for tourism, from bushfires to COVID and the resulting economic pressures, and during this time Destination Gippsland has worked to support tourism operators and successfully promote the region. The contribution made by our retiring directors, Nicola Pero and Neil Travers, has been significant over many years and is greatly appreciated

It is a sign of strength and confidence in our future strategic direction that Destination Gippsland has appointed two such outstanding individuals in Adam Vardy and Mandi Davidson to join our board. I look forward to working with the new board to support the Gippsland tourism industry to deliver world-class visitor experiences.”

Adam Vardy and Mandi Davidson join the following serving Board Directors:

- Jan Fitzgerald (Chair)
- Neil Plumridge (Deputy Chair)
- Andrew Clark
- Michelle Nicholson
- Daniel Miller
- Greg Box
- David Morcom
- Kerryn Ellis

- Mark Dupe

Destination Gippsland Board Observers Kerri Villiers (Parks Victoria), Sara Rhodes-Ward (Regional Development Victoria) and Jason Bannikoff (Department of Jobs, Skills, Industry and Regions) continue to represent their respective organisation on the board.

Gippsland's tourism industry experienced another exceptional year with record highs of 8.5 million visitor nights and \$1.9 billion in expenditure in the region.

To read the Destination Gippsland Annual Report 2023-24 please see [HERE](#)

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