



MEDIA RELEASE

Tuesday, 1 March 2016

APPOINTMENT OF SATC GENERAL MANAGER

The Board of the South Australian Tourism Industry Council (SATC) is pleased to announce that **Shaun de Bruyn** has won the position of SATC General Manager.

Stuart Livingstone, SATC Chairman says Mr de Bruyn has been appointed by the Board on a five year contract.

“Following an independent process managed by Hays Recruitment, Shaun was the standout applicant among a very competitive group which was shortlisted from a nationwide search,” Mr Livingstone says.

“Over the past five months, Shaun has led the SATC team as the interim General Manager and has delivered a range of outcomes for the organisation, including the delivery of the [SATC Strategic Plan](#) and restructuring the business.

“The interview panel consisted of Peer, Sally and myself and we all agreed that Shaun’s knowledge of SATC and the industry will be invaluable in generating momentum at a critical time.”

Mr de Bruyn brings almost 20 years’ experience in tourism and has a broad network across the State, in both the private and public sectors and has a deep understanding of tourism and the important role SATC plays within the industry.

His background is diverse, including working in regions assisting operators; destination and experience development; marketing and distribution; government engagement; and strategic planning.

The SATC Board would like to officially welcome Shaun to the SATC team and are confident that he will lead SATC into its next phase of growth, performance and profitability.