



MEDIA RELEASE

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NEW CHAIRMAN FOR THE STATE'S PEAK TOURISM BODY

Hotel and property CEO, Mr Eoin (Owen) Loftus of the [Culshaw Group of Companies](#) has been recently appointed Chairman of the [South Australian Tourism Industry Council](#) (SATC), after serving on the Board the past two years, last year serving as Vice Chairman.

Mr Loftus has over 20-years' experience in the South Australian tourism industry and as CEO of Culshaw Group of Companies oversees the SA owned & operated Majestic Hotels and numerous commercial property investments.

He has extensive experience in planning, designing, establishing & successfully operating new hotel accommodation businesses and has a proven track record in strategically growing revenue consistently, continuously refining expense models to ensure efficiency and successfully securing profitability long term.

Mr Loftus says SATC is essential in the ongoing development of a strong sustainable tourism industry that is vital to our State's economy.

"As the peak tourism association for South Australia, SATC's purpose is to actively contribute towards delivering the full economic potential that tourism can offer our State - benefiting, most importantly, the many and often small businesses and the people whom they employ," Mr Loftus says.

"Tourism in South Australia is a \$5.95 billion industry, with 17,000 businesses across the State that directly employs 36,000 South Australians".

"It is an absolute honour to be Chairman of an organisation that plays such an important role in an industry that is recognised as a key economic priority of the State Government.

"2016 has been an incredible year of success and positivity for SATC, having reached record numbers at both the *SATC Tourism Conference* and *2016 South Australian Tourism Awards Gala Dinner*".

"We also kicked off the new *Service Excellence Capability Program*, which will assist business owners and their staff to further develop their capabilities through industry workshops and one-on-one coaching. Thanks so much to the South Australian Tourism Commission for their significant funding contribution towards this new development program and so to towards our increased support around the Tourism Awards.

"SATC's outgoing Chairman, Stuart Livingstone has left behind a great legacy, having established a new foundation for the organisation and setting SATC up to deliver even more for industry.

“We have a clear vision for 2017 and beyond, with four key objectives outlined in our [Strategic Plan 2015-2018](#), which are:

1. Advocacy / Industry Representation
2. Collaboration and partnerships
3. Business development and support
4. Commercialisation of SATIC as a business

“One key initiative in 2017 will be the release of the new Membership Prospectus, designed to actively encourage all direct and indirect tourism operators to become members as we deliver even more value for tourism businesses.

“I very much look forward to working with SATIC’s General Manager, Shaun de Bruyn and the new and returning SATIC Board Members to deliver on our key objectives.

“I also look forward to working further with the Minister for Tourism, Leon Bignell MP and the SA Tourism Commission’s Chairman, Sean Keenihan and CEO, Rodney Harrex and thank them for their continued support and commitment to SATIC.”

Other changes to the SATIC Board include Stuart Livingstone, Chief Executive Officer of [Top Parks of Australia](#) stepping down to the position of Vice Chair and the election of three new Board Members:

- **Traci Ayris**, Producer/Director of [Vislex Media/SA Life TV](#)
- **Elaine Ratcliffe**, General Manager of [Adelaide Showground Farmers' Market Inc.](#)
- **Anthony Coles**, Chair - Tourism Working Group for [Australia China Business Council](#)

Tanya Mitchell, Manager Tourism of [Alexandrina Council](#) and Peer Norsell, General Manager of the [Hilton Adelaide](#) have also been re-appointed their positions on the Board.

SATIC is governed by an elected Board who represent its member’s interests. The Board’s role is to plan and establish policies that are consistent with and reinforce the values and mission of SATIC, which is *to engage, represent, strengthen and empower the South Australian tourism industry.*

For a complete list of SATIC’s ten Board Members, please [click here](#).