



MEDIA RELEASE

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NEW BOARD MEMBERS FOR SA TOURISM INDUSTRY COUNCIL

The [South Australian Tourism Industry Council](#) (SATIC), the peak industry body for tourism in South Australia, has recently announced the appointment of **three new Board Members**, all of whom bring a diverse range of industry experience and skills to the Board.

- **Abby Davis**, Managing Director of [Secure eHost](#)
Abby is an independent consultant and facilitator providing strategic digital design, e-commerce systems, web development and training services that add value to her client's triple bottom line, which has enabled her to understand the emerging challenges and opportunities experienced by her client's in the tourism industry.
- **Brenton Davis**, Director of [Kangaroo Island Outdoor Action](#)
As one of SA's premier adventure tourism business owners and Vice-Chair of Tourism Kangaroo Island, Brenton brings a history of successful and sustainable business operation to the Board and can provide practical experience in tourism development and growth.
- **Brad Riddle**, Tourism Development Manager for [Regional Development Australia Whyalla & Eyre Peninsula](#)
Brad's involvement in regional tourism has given him extensive experience in engaging with stakeholders across all levels to ensure the best outcome, as well as working on marketing, product development, infrastructure and industry development projects across the Eyre Peninsula.

SATIC is governed by an elected Board who represent its member's interests, chaired by **Richard Mussell**, CEO of the Youth Hostels Association of SA.

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.*

SATIC would also like to thank outgoing (and founding) Board members **Duncan MacKenzie** OAM (Birds Australia Gluepot Reserve), **Ciaran Cryan** (Hosted Accommodation Australia), **Anne Sellar** (Department for Environment, Water & Natural Resources) and **Emma Slape** (Turner Real Estate) for their contribution over the past four years.

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