



Tasmanian Convention Bureau appoints new CEO

Tasmania's peak marketing body for business events, the Tasmanian Convention Bureau, has today announced the appointment of a new Chief Executive Officer – Stuart Nettlefold.

Mr Nettlefold, currently the Executive Officer of Wine Industry Tasmania, joins the Bureau with considerable business development experience in the tourism, travel, wine and hospitality industries in Tasmania and Victoria.

Tasmanian Convention Bureau Chairman, Tony Hart, said "The board believes that Stuart has the experience, qualities and commitment to lead, develop and manage the Bureau as it seeks to maximise Tasmania's strengths as a business events destination.

"With a Master of Business Administration and strong professional networks within the industries in which he has worked, we believe Stuart is well placed to increase the Bureau's profile and share of business events and the subsequent economic and social benefits for the state of Tasmania."

Mr Nettlefold lives in Hobart with his wife and three children and will commence the new role as head of the Bureau on April 12. Sales Manager Claire Harrington will continue to operate as acting CEO until this time.

Mr Nettlefold replaces Denise Bradley, who returned to Western Australia in January.

ENDS.

FEBRUARY 10, 2010

Contact:

Tony Hart
Chairman
Tasmanian Convention Bureau
Ph: 0418 130 221

Stuart Nettlefold
Executive Officer
Wine Industry Tasmania

Ph: 0437 637 455

More Information:

The Tasmanian Convention Bureau has three main objectives:

- To market Tasmania as an attractive, viable and competitive destination to the business events market;
- To maximise the economic benefit of business events to the Tasmanian economy and its members by attracting more delegates and encouraging pre and post conference touring; and
- To encourage the development of quality business events products and services to enhance Tasmania's appeal as a business events destination.

Visit www.tasmaniaconventions.com for more information.