

New tourism chief appointed to take over the reins for Mackay Isaac Tourism

Al Grundy, the new boss for Mackay Isaac Tourism

FOR IMMEDIATE RELEASE

Mackay Isaac Tourism has appointed Al Grundy as the new Chief Executive Officer to lead the tourism organisation that is responsible for evolving the region's brand, directing the marketing strategy, increasing visitation numbers, and developing the destination's experiences.

Mr Grundy comes to Mackay Isaac Tourism with more than 26 years of tourism experience as a tourism operator and owner, which includes being the Chair for Tourism Whitsundays and most recently, a Councillor at Whitsundays Regional Council.

Al is no stranger to the Mackay Isaac area, having worked on a number of local Committees including the Mackay Isaac Whitsundays Healthy Rivers to Reef Partnership for seven years and the Greater Whitsundays Council of Mayors Suicide Prevention Taskforce for 18 months.

In his past role of Chair of Tourism Whitsundays, working closely with the Chief Executive Officer, Mr Grundy's strong leadership skills was put to the test when he chaired the regional tourism organisation (RTO) during the toughest times – Cyclone Debbie.

Mackay Isaac Tourism Chair Councillor Justin Englert said he is confident the new appointment will bring tremendous strengths to not only the organisation but also the region, "with new ideas, a fresh approach and innovative concepts, backed by a strong tourism marketing and business background, the organisation is in good hands."

"The board of directors at Mackay Isaac Tourism is excited about this new appointment and with Al's significant background in the tourism industry, I am sure his ability to identify new opportunities will drive growth for our Mackay Isaac Region." Mr Englert said.

The board of directors had a gruelling few weeks looking for the right candidate to fill in the position to lead the organisation through this next chapter. With a number of applicants from across the country vying for the position to represent Mackay Isaac Tourism.

Having already been equipped with the right skillset and his strong passion for the tourism industry, Mr Grundy is raring to go and already has a clear direction on how he will steer the organisation and region to greater heights.

"I am excited to be given this responsibility of leading the region and the team at Mackay Isaac Tourism.

"I hope my years of experience will be an asset and I look forward to meeting the industry and working closely with them to shine a spotlight on the best of what the Mackay Isaac region has to offer to the world!" Mr Grundy said.

Al will be commencing his role on 17th October with the first item of business being engaged with the team, key partners, and members. Tash Wheeler who has been the Interim CEO since May this year will be finishing up shortly after.

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