



## **MEDIA STATEMENT**

July 5, 2007

### **NEW BOARD CHARTS MARKETING DIRECTION**

The Great Southern Region Marketing Association (GSRMA) will benefit from an elected team of individuals who share a passion and commitment to promote and profile the very best of the Great Southern region to national and international audiences.

Following the Association's Annual General Meeting (AGM) on 13 June 2007, Vice Chairman of the Association, Mal Dickie said that new and existing board members had a genuine interest in the future development of the Great Southern.

GSRMA aims to foster the synergy of food, wine, agriculture and tourism in the Great Southern region as well as promoting and stimulating demand for its products at a State, national and international level.

Mr Dickie, an olive producer from Kendenup, said that the AGM approved an expanded board membership to provide for a better representation of industries across the region. The board is charged with guiding and directing the Association to achieve its objectives.

"A priority for the board is to appoint an independent Chairperson, someone who is well respected who will champion our marketing efforts in the region," Mr Dickie said.

"I encourage anyone who may be interested in being considered for the position of chair to contact me on 98 514312."

Mr Dickie, on behalf of the board, expressed appreciation to out-going Chairperson, Marie Redman of Denmark for her hard work and amazing passion for the region.

New and existing board members include:-

Mal Dickie, Kendenup		Primary Producer
Rob Stewart, Mt Barker	-	Local government
Fiona Saurin, Cranbrook	-	Local government
Kim Tyrer, Mt Barker	-	Wine
Shelley Coad, Porongurup		Wine
Glenys Russell, Kojonup		Tourism
Caroline Badminton, Albany		Tourism
Wayne Harrington, Albany	-	Retail
Andrew MacFarlane	-	Natural Resources
Steve Porritt, Albany	-	Department of Agriculture (ex officio)
Vicki Brown, Albany	-	Great Southern Area Consultative Committee (ex officio)

Mr Dickie said that the board was also keen to hear from interested individuals to represent arts, local government and primary producers and encouraged those with an interest in these areas to make contact with the Association.

Interested people can contact the GSRMA on 0404 483645 or by email at [gsrma@westnet.com.au](mailto:gsrma@westnet.com.au). Further information about the GSRMA is available on-line at [www.greatsouthernregion.com.au](http://www.greatsouthernregion.com.au)

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