

Dear Colleagues

I am pleased to announce that the AHA has appointed **Rodger Powell** as Managing Director of Tourism Accommodation Australia.

Rodger is highly regarded across the Australian Accommodation and Tourism sectors and brings a diversity of industry experience which will greatly enhance the ability of the organisation to service its members and the industry.

Rodger has worked in leadership roles across the accommodation sector on four continents with major global and national Brands such as Hilton, Bally, Southern Pacific Hotel Corporation (now Intercontinental Hotel Group), Lion Nathan, Best Western and BIG4 Holiday Parks. He started as a management trainee and has worked in virtually every role in and around the hotel, including large and small hotels.

His selection was based on his extensive work in the Tourism industry and destination marketing areas where he has held leadership, consulting or board roles with TTF Australia, Business Events Sydney, Tourism NSW, Tourism Whitsundays, QLD Regional Tourism Associations, Brand Sydney, University of NSW and others.

Rodger has a good understanding of the network of industry people and businesses and the various advocacy organisations around the country as well as the local, regional, state and federal bodies.

Rodger will be based in the NSW office of the AHA and will be transitioning to a full time role over the next few months.

Can I take the opportunity to thank our selection panel of Darryl Washington, Bradley Woods and Sally Fielke for the time they dedicated to

the selection task as well as acknowledging the direction from President Peter Hurley and Vice President Scott Leach.

Please welcome Rodger Powell into the extended AHA family by giving him the support needed to establish Tourism Accommodation Australia as well as the benefit of your knowledge on the accommodation sector.