

## **Mandurah Tourism Incorporated (t/a Visit Mandurah)**

### **Board Nomination – Now Open**

Since its establishment in 2019 (formerly MAPTO from 2013–2019), Mandurah Tourism Inc. has been dedicated to advancing tourism outcomes for Mandurah in collaboration with the City of Mandurah and key stakeholders. From 2023, Mandurah Tourism Inc. has also managed the Mandurah Ocean Marina Chalets on behalf of the City of Mandurah under a licence agreement, strengthening our role through greater financial independence and sustainability. Our work has delivered strong results in recent years, including:

- **Australia's Top Tourism Town 2023**
- **Gold Medals for Visitor Servicing (2022, 2023) and Destination Marketing (2023) at the Perth Airport WA Tourism Awards**
- **Silver Medal for Visitor Servicing (2023) at the Qantas Australian Tourism Awards**
- **Silver Medal for Visitor Servicing (2024) at the Perth Airport WA Tourism Awards**
- **Wotif Top Aussie Town – 2025**

These accolades reflect our commitment to excellence, innovation, and tangible impact in positioning Mandurah as a leading visitor destination.

Over the past three years, Mandurah's tourism profile has grown significantly, driven by collaborative efforts across industry and government. A standout example is *Giants of Mandurah*, presented by FORM Building a State of Creativity Inc. and the City of Mandurah, which Visit Mandurah proudly supported. Launched in November 2022, the exhibition attracted widespread media attention and visitation, contributing to Mandurah's recognition as Australia's Top Tourism Town in 2023.

Recent independent research (Painted Dog, 2024) shows that Mandurah's awareness among holidaymakers has doubled since 2022, with visitor satisfaction levels remaining exceptionally high. Our focus now is on building on this momentum to amplify Mandurah's appeal domestically and internationally.

### **Board Membership**

We invite suitably qualified individuals with relevant skills, experience, and passion for tourism to nominate for a vacant position on our Board.

**Commitment:**

- Six Board meetings per year in Mandurah
- Attendance at one annual Strategic Planning session
- Contribution of expertise to support the organisation's strategic objectives

As a not-for-profit organisation Board positions offer limited remuneration; however, a sitting fee applies.

**Nomination Requirements:**

- A completed nomination form
- A brief profile outlining your qualifications and relevant tourism or governance experience
- A short statement explaining why you are interested in joining the Board of Mandurah Tourism Inc. and how you believe you can contribute to our vision and objectives

**Enquiries:**

For further information, please contact:

Pat Strahan, Chair – 0414 682 892 | [pat@strahanevents.com.au](mailto:pat@strahanevents.com.au)

***Board Member Nomination Form***

I, \_\_\_\_\_  
(Insert Nominee's name)

*Wish to nominate for a position on the Board of Mandurah Tourism Incorporated t/a Visit Mandurah.*

**Contact Details:**

Address \_\_\_\_\_

\_\_\_\_\_

Phone \_\_\_\_\_ Mobile \_\_\_\_\_

Email \_\_\_\_\_

If my application is accepted, I agree to be bound by the rules of the Constitution.

Signed \_\_\_\_\_

Date \_\_\_\_\_