

Media Release

FOR IMMEDIATE RELEASE

Visit Mandurah Appoints Carol McCracken as New Chair



Visit Mandurah has announced the appointment of Carol McCracken as its new Chair, effective 31st October 2025.

Carol is a well-known and respected leader in Western Australia’s tourism industry, with more than 30 years of experience. She currently serves as the Chief Executive Officer of Caravan & Camping Western Australia, is a Board Director of Tourism Council WA, and has been a Board Member of Visit Mandurah since 2023. Her appointment brings strong leadership, governance expertise, and deep industry connections.

We also like to acknowledge and thank our outgoing Chair Pat Strahan, who is standing down after six years as Chair and eight years on the Board. Pat has led Visit Mandurah with distinction, guiding the organisation through change and a period of growth and transformation. On behalf of the Board and team, we sincerely thank her for her dedication and contribution to Mandurah.

Visit Mandurah General Manager, Anita Kane, said Carol’s appointment comes at an important time for the organisation:

“Over recent years, Mandurah has achieved extraordinary success — from the incredible impact of Thomas Dambo’s Giants of Mandurah to being named Australia’s Top Tourism Town in 2023, alongside multiple state and national awards. These achievements reflect the strength of our destination, our team, and our partners. Carol’s appointment marks the next stage of this journey, and I look forward to working closely with her to build on these successes and continue to grow Mandurah’s reputation as a leading WA destination.”

Incoming Chair, Carol McCracken, said she was honoured to take on the role:

“Mandurah has firmly established itself as a destination of national significance, with the success of Thomas Dambo’s Giants of Mandurah, prestigious award accolades, and strong growth in visitation. I am excited to build on these achievements together with the Board, the Visit Mandurah team, and our industry partners to ensure Mandurah continues to thrive and shine on the tourism stage.”

About Visit Mandurah

Visit Mandurah represents and supports Mandurah’s tourism industry through destination marketing, visitor servicing, and industry development, working to drive greater visitation and economic outcomes for Mandurah.

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