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New Appointments for Destination Riverland

Destination Riverland (DR) has appointed a new chairman, Brenton Pankhurst, a leader in the local property industry and passionate local. Together with fellow inaugural DR Board member and houseboat industry leader, Miram Griffen as Deputy Chair, they will lead the eight-person Destination Riverland Board.

In a coup for the organisation Brenton Pankhurst has stepped into the role of chair after serving as Deputy Chair for the past 12 months.

Brenton was appointed to the role in July following the retirement of Deb Alexander OAM, who has remained on the board as a director. Deb is one of the inaugural members of Destination Riverland and stepped into the role of chair at a very important time for DR. She continues to remain a valued board member and advocate for our region.

Brenton's passion for regional South Australia and the tourism industry is reflected through his long-standing commitment to Destination Riverland, serving as a volunteer director for a total of 8 years.

Brenton has been working in the property industry since completing a Bachelor of Business (Property) from University of South Australia in 1994 and has been valuing property in the Riverland since he moved back to the area in 2007. Brenton is a Director of the Herron Todd White Riverland office.

"It's an exciting time for Destination Riverland as we move towards the development of the Riverland Tourism plan 2030. As Chair I am proud of the continued volunteer commitment from our skills-based board of directors, who have achieved some significant wins with limited resources" Brenton said.

The Riverland Tourism industry has increased its economic contribution to the region by over 25% since 2013, to an annual contribution of 176 million dollars.

"I am particularly focused on continuing to grow a sustainable visitor economy in the Riverland. I see tourism as the draw card that is a constant. External factors can affect other industries in the local area that are out of our control, for those times the continued development of the Riverland tourism brand, now, and moving forward is crucial to the success of the region.

Destination Riverland also welcomes a new Board member - Markos Stavrou. Markos has over thirty years of experience in Accounting, Taxation, Audit and Superannuation

Industries. He has a passion for local Riverland communities and recognises the importance of tourism in driving the local economy.

DR farewells outgoing board members Jenny Semmler, Tracy Rohrlach and Matthew Major, who have provided major contributions to the growth of tourism in the Riverland during their time on the Board.

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Brenton Pankhurst, Miriam Griffen & Markos Stavrou.