

## **MEDIA RELEASE**

Tuesday December 19, 2017

### **Greater Whitsunday Alliance appoints Development Manager**

Greater Whitsunday Alliance is pleased to announce the appointment of Kylie Porter as the Manager for Development + Innovation.

Chief Executive Officer of Greater Whitsunday Alliance, Mr Garry Scanlan said the appointment was an exciting one for the new organisation.

“Kylie has years of experience in the economic development space through her various board roles with Mackay Region Chamber of Commerce, Regional Development Australia and GW3’s predecessor REDC.

“In addition Kylie has years of marketing and corporate communications experience and she is well connected across the entire region. Most importantly, she is passionate about the future and potential of the Greater Whitsunday region and we look forward to leveraging that enthusiasm,” said Mr Scanlan.

Mr Scanlan said Kylie’s appointment came after a thorough recruitment campaign.

“Greater Whitsunday Alliance is a new organisation and critical to our long term success is having a dedicated resource that can connect people and projects and ensure the profile of the organisation remains high,” said Mr Scanlan.

“We look forward to having Kylie on board to deliver our objectives in conjunction with myself and the board.”

Kylie Porter previously owned and operated Out of the Blue Marketing for 20 years. She sold her business to take on the Greater Whitsunday Alliance role.

Greater Whitsunday Alliance is the region’s peak, independent economic development body committed to making the Mackay, Isaac, Whitsunday region strong for generations.

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For more information please contact Kylie Porter on 0417 705 245.