



Media Release

Date: 7th March, 2023

Murray Regional Tourism appoints new Chief Executive Officer

Murray Regional Tourism Chair, Wendy Greiner, is delighted to announce the appointment of the organisation's new Chief Executive Officer (CEO), Cameron Sutton, who will commence with us on 17 April 2023.

This appointment is the result of an extensive and thorough search process which had been hindered by the impact of severe floods in our region.

"Cameron brings to this leadership position considerable local and international tourism and hospitality management experience, having worked in senior leadership roles in Canada, the United Kingdom and Australia," Wendy Greiner said.

He is currently Manager- Tourism & Events at Moira Shire Council and will also bring to this key role some solid experience in local government.

Cameron is an accomplished and committed regional advocate and tourism professional, with a passion for the Murray where he lives and works.

He holds a Bachelor of Marketing from La Trobe University.

"We are fortunate to have a person of Cameron's calibre join our small and dedicated team at a time when our emphasis on marketing is so critical to rebuild the visitor economy," said Wendy Greiner.

Cameron stated, "As incoming CEO I am excited to have the opportunity to lead an organisation that is passionate about promoting the cross-border Murray River region as a premier tourism destination in one of Australia's most beloved areas."

"Murray Regional Tourism's mission to strengthen the region's visitor economy is a challenge I am thrilled to take on. With a philosophy of focus, knowledge, excellence, accountability, collaboration, innovation, and leadership, we will work closely with our partners in the public and private sector to develop quality tourism products and inspire visitors to explore the Murray River region."

About Murray Regional Tourism

Murray Regional Tourism works in partnership with Destination New South Wales, Visit Victoria, Destination Riverina Murray, 13 local government areas and several regional tourism organisations to grow the visitor economy across the Murray region. The Murray region spans 1,700 kilometres of the Murray River from Albury Wodonga to Mildura Wentworth.

Media Contact

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