

FLEURIEU FORUM 2024

PRESENTED BY
FLEURIEU PENINSULA TOURISM

MEET THE SPEAKERS



PAUL NUNNARI

PARALYMPIC MEDALLIST & INCLUSIVITY
ADVOCATE

Paul has worked as Director of Inclusive Infrastructure, Placemaking, and Experience at the NSW Premier's Department and Department of Regional NSW. He has advanced accessibility and inclusion in infrastructure, events, and tourism. His notable achievements include making the Sydney Harbour Bridge and the Mt Kosciuszko summit walk wheelchair accessible and leading inclusion efforts for events like the Sydney Invictus Games, Tamworth Country Music Festival, and FIFA Women's World Cup. Paul champions universal design, design for dignity, and the social model of disability.



JACLYN THORNE

COMPANY DIRECTOR, MCGREGOR TAN
MANAGING DIRECTOR, THE TOURISM COLLECTIVE

Jaclyn is a passionate contributor to the SA business community as co-owner of one of Australia's leading boutique market research agencies, McGregor Tan established in 1976 and bespoke visitor economy consultancy, The Tourism Collective. With extensive experience in both private and public sectors, she has worked in destination management, economic development, market research, and community engagement, including roles as Regional Manager for Tourism Barossa and Tourism Central Australia. McGregor Tan focuses on impactful research, while The Tourism Collective advocates for tourism as a catalyst for environmental, business, and community improvements.



DAVE ATHERTON

REGIONAL MANAGER – SA, NT &
NTH QLD | ATEC

Dave is a business development and general management tourism professional with a career spanning more than 35 years in both government and private sectors in the UK and Australia, specialising in trade engagement and international distribution. Dave has managed key relationships, developed sales plans, and mentored small tourism businesses. His career includes roles at Thomas Cook Leisurail and Journey Beyond, promoting Australia internationally. As Principal of Key Tourism Solutions, he led marketing campaigns and trade promotions. Currently, as ATEC Regional Manager for SA, NT, and N Qld, he focuses on membership engagement and delivering trade events and training.



SONDRA STEWART

DIRECTOR, SOUTH AUSTRALIA DESTINATION
MANAGEMENT CO

Sondra Stewart is an experienced tourism and travel professional with a career spanning 35 years across Western Australia and South Australia. Her extensive experience includes roles as Regional Tourism Manager for the Flinders Ranges & Outback, Eyre Peninsula, and Adelaide. In 2024, she launched South Australia Destination Management Co., offering travel services, corporate concierge services, group bookings, event planning, and bespoke itineraries. In addition to her role as Director, Sondra is a Business Advisor with Tourism Accelerator, providing SME businesses with webinars, peer support, and personalized mentoring to foster sustainable growth in the tourism sector.



STEVE KERNAGHAN

HEAD OF MEMBER MARKETING,
RAA

Steve is Head of Member Marketing at RAA and previously was director of ESCA @ Nest & Nature, located at Inman Valley. He is an executive leader with strengths in strategy, data, marketing, innovation, and commercial outcomes. Steve brings broad experience across government and commercial tourism organisations in both Australia and America in a wide variety of roles, such as Managing Director of Journey Beyond Rail; Head of Sales, Marketing and Distribution at SATC; and roles with Tourism Australia and Qantas Airways in Los Angeles.



CHERIE HUTCHINSON

TOURISM & FARM MANAGER,
JURLIQUE

Adelaide Hills born, Cherie has dedicated over a decade to Jurlique, seamlessly transitioning from Production Manager to Farm Manager at Jurlique's renowned Biodynamic Farm in Mylor, South Australia. In 2024, she embraced the newly created role of Tourism and Farm Manager, reflecting her deep commitment to both the local and global growth of the Jurlique brand. Cherie's multifaceted responsibilities range from corporate planning to hands-on farm activities, ensuring the farm remains a vibrant heartbeat of the Jurlique brand.

FLEURIEU FORUM 2024

PRESENTED BY
FLEURIEU PENINSULA TOURISM

MEET THE SPEAKERS



MARK KOOLMATRIE
FOUNDER & DIRECTOR, KOOL TOURS

Mark Koolmatrrie, owner of Kool Tours, provides Aboriginal tourism experiences on the Fleurieu. A proud Ngarrindjeri Elder, he is also a Director of the Ngarrindjeri Aboriginal Corporation and a former Chairperson of State Aboriginal Heritage. Mark's dedication to nature repair and cultural preservation earned him the 2021 KPMG Indigenous Land Management Award at the South Australian Landcare Awards. Mark has a Graduate Diploma in Natural and Cultural Resource Management from Deakin University, and Kool Tours has won Gold Medals at the TicSA Awards in both 2022 and 2023. Mark is dedicated to inspiring the next generation of Ngarrindjeri youth and fostering a deep connection to Ruwi.



SARAH DAY
PRINCIPAL CONSULTANT, EDGE IMPACT

Sarah Day is a nature and agriculture strategist at Edge Impact, a full service sustainability consultancy. In this role, Sarah supports corporates in the agri value chain to understand what sustainability means to them, and what to do about it! Sarah focused on maximising opportunities for producers and land managers through sustainability initiatives. Sarah brings her skills in project management, major project consultancy and law to her role at Edge, as well as a role establishing sustainability at AACo, Australia's largest beef producer and land owner. Sarah will bring to the Fleurieu Forum a fresh perspective on how farmers could be thinking about sustainability, and where the opportunities exist for leveraging what's happening on the farm – with their customers, their neighbours and the market.



DOMINIC MEHLING
GENERAL MANAGER, INDUSTRY RELATIONS,
TOURISM AUSTRALIA

With over two decades of tourism industry experience in both Australia and New Zealand, Dominic's team provides the primary link between Australian tourism products and the Government agency responsible for promoting Australia globally. With a background in hotel sales and marketing for brands including 'Hayman Island', 'One&Only Resorts', and 'Atlantis', he has also gained practical insights (and some great stories!) through front-of-house roles with Langham, Accor, and Westin.



MATTHEW HURLEY
PRINCIPAL CONSULTANT, HURLEY
HOSPITALITY CREATIVE

Matthew Hurley is the owner of Second Valley Cottages and Lodge and principal of Hurley Hospitality Creative, a consulting firm specializing in tourism and hospitality across Australia. With over 30 years in the industry, including 28 years in General Manager roles, Matthew has led diverse operations in Adelaide, Perth, Canberra, Melbourne, Sydney, Brisbane, Cairns, and Port Douglas. His experience spans both thriving and restructuring businesses, from small ventures to large-scale operations. Matthew has also contributed to community and government organizations as Chairman of the Port Douglas Daintree Tourism Association, the Accommodation Division of the Western Australian Hotels Association, and as an Advisory Board member for AFL Cape York House Cairns.