

Media Release

FOR IMMEDIATE RELEASE

Thursday 28 November 2024

A Year of Transformation: MBRIT's Strong Foundation for the Future

Moreton Bay Region Industry and Tourism (MBRIT), an independent not-for-profit organisation dedicated to fostering tourism, events, and innovation, has completed a transformative year of growth and achievement, setting a strong foundation for the future. Outgoing CEO, Natassia Wheeler, reflects on a year of realignment and success while expressing her unwavering confidence in the organisation's future direction under Acting CEO Luke Edwards.

"FY24 was a year of reset and evolution for MBRIT," said Ms. Wheeler. "Our team has worked tirelessly to deliver significant results for our community and stakeholders. I am incredibly proud of what we have achieved together, and I know the best is yet to come for MBRIT and the City of Moreton Bay."

Highlights of MBRIT's Success in FY24

Tourism and Destination Growth:

- 4.3 million visitor nights and 2.9 million day visitors contributed to a thriving local economy.
- The Visit Moreton Bay website attracted 670,000+ users, showcasing the region to a wider audience.

Event Excellence:

- Delivered 52 events with over 150,000 attendees, contributing \$3.8 million to the local economy.
- Signature events like the Moreton Bay Food + Wine Festival and Redcliffe KiteFest continue to enhance the region's appeal and bring the community together.

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Innovation and Collaboration:

- Through the Innovate Moreton Bay program, MBRIT supported 371 direct connections and hosted 29 events, reinforcing Moreton Bay as a hub for entrepreneurship and innovation.

Community Impact:

- Engaged with over 50 community groups and achieved a 96% satisfaction rate for the Community Events Calendar, underscoring the value of MBRIT's work to residents.

Ms. Wheeler highlighted the importance of partnerships in achieving these milestones. "Our success is built on collaboration. I urge all businesses in the City of Moreton Bay to continue supporting MBRIT as it strives to make our region a leading destination for tourism, innovation, and community connection."

As MBRIT moves forward, the organisation is energised and prepared for the opportunities ahead. With a focus on delivering value through its tourism, events, and innovation programs, MBRIT remains committed to its mission of fostering prosperity in the City of Moreton Bay.

Luke Edwards, Acting CEO, shared his vision for the organisation's future:

"We are incredibly grateful for the strong foundation Tash has built during her time as CEO. The achievements of FY24 set a new benchmark for MBRIT, and I am excited to lead the organisation as we continue driving positive outcomes for the City of Moreton Bay. With the support of our partners and industry, I'm confident we'll achieve even greater success over the next 12 months."

MBRIT extends its gratitude to the City of Moreton Bay for entrusting the organisation with the delivery of the destination, community events, and innovation contracts throughout FY24. Appreciation is also extended to stakeholders, sponsors, and the wider community for their ongoing support, which has been instrumental in achieving key milestones.



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Acknowledgment is given to the incredible MBRIT team for navigating a year of significant change. Special recognition goes to those who departed the organisation on June 30, 2024, as part of the restructure; their contributions have laid a strong foundation for the future. For the dedicated team members who remain, your continued hard work and passion drive MBRIT's ongoing success. Together, this team exemplifies the spirit of innovation, collaboration, and community that defines the City of Moreton Bay.

As an independent not-for-profit organisation, MBRIT remains committed to reinvesting all its efforts into creating a prosperous and thriving City of Moreton Bay. This commitment continues to guide its work in partnership with the community, stakeholders, and sponsors to drive meaningful outcomes for the region.

Please click [here](#) to view the FY24 Annual Report.

If you would like to discuss opportunities to get involved with MBRIT, please click [here](#).

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About Moreton Bay Region Industry & Tourism (MBRIT)

Moreton Bay Region Industry and Tourism (MBRIT) is the official Destination Management Organisation (DMO) for the City of Moreton Bay. MBRIT is committed to delivering and supporting community initiatives and promoting the City of Moreton Bay as an enviable and attractive destination.

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