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An Exciting New Future for Moreton Bay Region Industry & Tourism (MBRIT)

Moreton Bay Region Industry & Tourism (MBRIT) is thrilled to announce a strategic transformation that heralds an exciting new chapter for the organisation. Starting today, Monday 1st of July, MBRIT founder and former CEO, Shane Newcombe, will embark on a new venture, forming a company named The Vine Lab.

The Vine Lab will own and manage a diverse range of commercial and media products across both print and digital platforms, including Moreton Daily, Moreton Life, and the Redcliffe Peninsula. This allows MBRIT to continue as a not-for-profit organisation dedicated to delivering key initiatives and events for which it has become synonymous.

This strategic separation aims to enable MBRIT to streamline its focus, fostering growth in tourism, events, innovation, and industry within the City of Moreton Bay.

"I am incredibly proud of what MBRIT has achieved over the past decade. Our journey has been marked by significant milestones and a steadfast commitment to the region's growth and prosperity," said Shane Newcombe, CEO of The Vine Lab.

"As we move into this next evolution, I am excited to see MBRIT continue to thrive. A strong not-for-profit organisation dedicated to tourism, events, innovation, and industry is something all businesses can support. The impact MBRIT has made and will continue to make is profound, and I look forward to witnessing its ongoing success. I am confident that under the leadership of our CEO, Natassia Wheeler, the organisation will continue to flourish and reach new heights."

MBRIT will continue to operate as a not-for-profit entity, committed to enhancing the region's appeal through its tourism and event programs. As the dedicated and recognised Destination Management Organisation for the City of Moreton Bay, this decision allows MBRIT to concentrate on its core activities, driving growth and innovation in the region.

MBRIT CEO, Natassia Wheeler, said the structural change will allow MBRIT to focus on the delivery of the core areas of tourism, events, and innovation with even greater efficiency.

"MBRIT's evolution into a focused and streamlined organisation is a strategic move designed to better serve our community and stakeholders," said Natassia. "We are confident that this new structure will enable us to deliver even more impactful



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initiatives and events that showcase the beauty and potential of the City of Moreton Bay."

A notable aspect of this transition is the management of the flagship event, Moreton Bay Food + Wine Festival, which will move to The Vine Lab. This change is part of the broader strategy to elevate the festival to a nationally iconic event.

"The plan for the Moreton Bay Food + Wine Festival was always to evolve it to a level where it could be handed off to become the iconic national event we knew it always would be," said Natassia Wheeler, CEO of MBRIT. "We believe The Vine Lab is perfectly positioned to take the festival to new heights, ensuring its continued growth and success."

Natassia Wheeler also extended her gratitude to Shane Newcombe for his immense contributions.

"We thank Shane for his vision, tireless work, and dedication in building MBRIT to be the organisation it is today. Shane will continue to be a core part of MBRIT, remaining on the board of directors, ensuring his legacy and leadership continue to guide us."

This transition marks a significant milestone in MBRIT's journey, reflecting its commitment to continual improvement and excellence. Both MBRIT and The Vine Lab look forward to a future filled with opportunities and shared successes.

[Meet Team MBRIT](#)

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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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