

FOR IMMEDIATE RELEASE

Moreton Bay Region Industry and Tourism's Ashleigh Kindred Selected as Young Tourism Leader to Inspire Next Generation in Tourism Careers

Ashleigh Kindred, Destination Marketing and Public Relations Manager at Moreton Bay Region Industry and Tourism (MBRIT), has been chosen to participate in the esteemed Young Tourism Leaders program. This initiative, spearheaded by the Department of Tourism, Innovation and Sport in collaboration with the Department of Employment, Small Business and Training and the Department of Education, aims to engage directly with school, vocational, and tertiary students, encouraging them to pursue rewarding careers in the tourism industry.

Ashleigh Kindred's selection for the Young Tourism Leaders program reflects her commitment to fostering the growth of Queensland's tourism sector while directly benefiting the City of Moreton Bay. Through her involvement, she will actively participate in career events, sharing her professional journey, insights, and advice to inspire and educate the younger generation about the diverse opportunities within the tourism industry.

"Being a Young Tourism Leader will allow me to play a pivotal role in the growth of Queensland's tourism industry, directly benefiting the City of Moreton Bay," said Ashleigh Kindred.

"By inspiring and educating young minds in Moreton Bay about the exciting possibilities within tourism, I will contribute to the development of a skilled and motivated workforce for the future."

With nearly a decade of experience in marketing, Ashleigh is eager to share her expertise in destination marketing and public relations.

"I am committed to actively engaging with students across various educational levels, leveraging my background in strategic planning, creative content development, and effective storytelling," she expressed.

"This positions me well to offer practical and inspiring guidance to the next generation of tourism professionals."



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Natassia Wheeler, CEO of MBRIT, commended Ashleigh's selection into the program, acknowledging her commitment and impact in the tourism sector.

"Ash's acceptance into the Young Tourism Leaders program is testament to her dedication and impact in the tourism sector," stated Natassia.

"Her role as a marketer, crafting compelling campaigns for Moreton Bay, aligns perfectly with the program's mission to promote role models and showcase the diversity of work in tourism."

Natassia highlighted the broader impact of the program.

"We would like to thank Minister Hinchliffe and the Queensland Government for continuing to invest and see this program delivered in Queensland. Not only is it a great opportunity to grow our future leaders, but an important opportunity to increase the tourism workforce."

Ashleigh's role as a Young Tourism Leader not only contributes to her professional development but also positions MBRIT for continued growth and prominence in the tourism industry.

"Ultimately, the City of Moreton Bay stands to benefit from the heightened visibility and positive influence that Ash's involvement in the program will bring to the region," Natassia added.

Ashleigh Kindred's participation in the Young Tourism Leaders program symbolizes a dedication to nurturing the next generation of tourism professionals and reinforces Moreton Bay's status as an appealing tourism destination.

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About Moreton Bay Region Industry & Tourism (MBRIT)

Moreton Bay Region Industry and Tourism (MBRIT) is the official Local Tourism Organisation (LTO) 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.