

Media Release

The Hon Martin Pakula MP

Minister for the Coordination of Jobs, Precincts and Regions – COVID-19
Minister for Industry Support and Recovery
Minister for Trade
Minister for Business Precincts
Minister for Tourism, Sport and Major Events
Minister for Racing



Thursday, 30 July 2020

MCGUIRE, KENDALL APPOINTED TO BOARD OF VISIT VICTORIA

Businessman, media personality and Collingwood Football Club president Eddie McGuire has been appointed to the board of Visit Victoria along with marketing executive and company director Janette Kendall.

Mr McGuire's credentials span four decades in media, sports and events, including 13 years on the board of the Victorian Major Events Corporation. One of Australia's best-known media personalities, he has held roles ranging from chief executive of the Nine Network to hosting TV's *The Footy Show* and *Who Wants to Be a Millionaire*.

Mr McGuire has been president of Collingwood since 1998 and was the inaugural president of the Big Bash League's Melbourne Stars. Chairman of the Michael Long Learning and Leadership Foundation, in 2005 he was made a Member of the Order of Australia for his service to the community.

Ms Kendall is a company director with more than 25 years of board experience across public, private and not-for-profit organisations spanning a diverse range of industries.

In addition to her new role with Visit Victoria, Ms Kendall is on the board of Vicinity Centres, Costa Group, Australian Venue Co, KM Property Funds and the Melbourne Theatre Company, and has previously held non-executive director roles at Nine Entertainment, Monash Digital and the Melbourne International Festival of the Arts.

A seasoned marketing, digital and operations executive, she has more than 30 years' experience developing and implementing business and brand strategies across multiple sectors.

Ms Kendall has lived and worked in China and has a depth of experience in operations and marketing in this important market to Victoria.

Quotes attributable to Minister for Tourism, Sport and Major Events Martin Pakula

"Eddie McGuire and Janette Kendall bring vast amounts of highly relevant experience to the Visit Victoria board and I'm confident Victoria's tourism and events industry will significantly benefit from their contributions."

"I congratulate them both on their appointments and look forward to seeing the benefits they bring to Victoria."

Quote attributable to Visit Victoria chief executive Brendan McClements

"The experience and skills of Eddie and Janette will be an asset as we continue developing our recovery strategies to reboot Victoria's visitor economy in the months and years ahead."

Quote attributable to Visit Victoria board member Eddie McGuire

"I am a passionate Melburnian and Victorian and I look forward to helping reboot tourism and world-leading events in our great state."

Quote attributable to Visit Victoria board member Janette Kendall

"I'm delighted to join the Visit Victoria board and eager to help shape marketing strategies to reinvigorate tourism and events in Victoria."

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