

MEDIA RELEASE

Friday 19th October 2018



TOURISM MARKETING AGENCY WOOF MEDIA APPOINTS NEW MANAGING DIRECTOR

WOOF Media is pleased to announce that Peter Freeman, the company's Director of Digital since 2012, has been appointed as the new Managing Director. Client Services Manager Narelle Crack has been appointed as a new director and partner in the company.

After founding WOOF Media 17 years ago with husband Michael (the company's first and longest serving designer), former Managing Director Naomi Blacker has passed the baton on to the new leadership team and will continue with the company in a specialist tourism marketing role.

"It's been a privilege to lead such a creative and talented team for the past six years as WOOF Media, and as Woof Design and Print for the previous 11 years", Naomi says. "The future in tourism for WOOF Media looks very bright and I'm confident Peter, Narelle and the team will continue to grow the business as tourism marketing specialists in Australia and beyond."

Newly appointed Director of Client Services Narelle Crack joined WOOF Media in early 2018. Based in Port Lincoln, her background includes six years in regional sales and marketing along with finance and clerical roles in small business.

"The quality of our team sealed it for me", Narelle says of her decision to join as a director. "Everyone loves their work, which shows in the work we produce and the long-term relationships we enjoy with our clients."

Peter Freeman joined as a partner in 2012 and has led the growth of the digital marketing services offered by WOOF Media. He has managed the company's transformation to a digital-enabled business, with the core team now operating from four Australian locations, as well as his own adopted home of Ontario, Canada.

"I want to thank Naomi for creating the culture of integrity and excellence for which WOOF Media is known, and also for her tireless personal and professional contributions to regional tourism over the years", Peter said. "Tourism is such a fun industry to be part of, and I'm excited by what the future holds"

-ends-

Founded in 2001, WOOF Media is a specialist tourism marketing agency with a passion for marketing that helps regional destinations and operators create sustainability and growth for their local communities.

For further information, contact Peter Freeman on +61 8 8682 6093 or email peter@woofmedia.com.au.