



Date: 21 October 2019

SUMMARY:

- Timothy Sinclair-Smith appointed new Manager Ningaloo Centre at Shire of Exmouth.
 - Sinclair-Smith has been the head of the Saskatoon Forestry Farm Park and Zoo in Canada for the past three and a half years.
-

WA's Top Tourism Town 2019 engages Top International Talent for Ningaloo Centre

The Shire of Exmouth has appointed Timothy Sinclair-Smith as the new Ningaloo Centre Manager.

After a comprehensive international executive search and a series of selection processes, the Australian-Canadian made the running for the position and will play an integral part within the organisational structure of the Shire of Exmouth and the further development of the \$32M Ningaloo Centre facility.

Mr Sinclair-Smith has worked in the Tourism and Attractions industry for over 25 years and has gained experience in organisations on an international level. He has managed a variety of organisations in Australia, Africa, Asia and facilities in North America.

Some of his recent global experience includes:

- Director/Manager, Saskatoon Forestry Farm Park and Zoo (Saskatoon, Canada);
- Regional Curator, Merlin Entertainments (Shanghai, China);
- General Manager, Featherdale Wildlife Park (Sydney, Australia);
- Director, Assiniboine Park Zoo (Winnipeg, Canada);

He has created world-class attractions such as the award-winning experience "Journey to Churchill" attraction at Assiniboine Park Zoo in Winnipeg Canada and is has been a big part of the next decades master plan for the Canadian Forestry Farm and Zoo in Saskatoon.

The Shire of Exmouth CEO Mr Cameron Woods said he believed Mr Sinclair-Smith had the full suite of skills and expertise to lead the Ningaloo Centre, comprising the Ningaloo Aquarium & Discovery Centre; Ningaloo Conference Centre and the Ningaloo Visitor Centre to award winning standards.

"Tim Sinclair-Smith is known for his extraordinary work overseas; ensuring projects will be developed to the next level, both in terms of scope of attraction and sustainability. We consider ourselves very fortunate, to attract such a high calibre candidate that will build on the impressive success of the Ningaloo Centre and look forward to the next exciting phase of its development with Tim at the helm".

Shire of Exmouth **MEDIA RELEASE**



Mr Sinclair-Smith himself mentioned towards the Canadian Media already his excitement of moving back to his home country Australia.

“I’ll be managing the Ningaloo Centre... it’s brand new, spectacular, state-of-the-art facility, and I’m so excited and fortunate to be the person to take that facility on. It’s been an amazing experience [in Saskatoon], but there [are] points in your life where opportunities present themselves that are really just too good to pass up. This is one of those opportunities; I liken it to winning the Lotto... it comes along once in a lifetime, and you’ve got to grab it with both hands.”

-----ENDS-----

Media contact: 9949 3023

Attachments: photo and full bio of Timothy (Tim) Sinclair-Smith

Shire of Exmouth MEDIA RELEASE



TIMOTHY SINCLAIR-SMITH

Tim Sinclair-Smith is a business professional that has worked in the Tourism and Attractions industry for over 25 years and has gained experience in organisations on an international level. He has managed a variety of organisations in Australia, Africa, Asia and facilities in North America. Starting as a Junior zookeeper as a youth, he has worked his way through the ranks to eventually be a senior management level director of institutions globally.

Some of Tim's recent global experience includes:

- Director/Manager, Saskatoon Forestry Farm Park and Zoo (Saskatoon, Canada);
- Regional Curator, Merlin Entertainments (Shanghai, China);
- General Manager, Featherdale Wildlife Park (Sydney, Australia);
- Director, Assiniboine Park Zoo (Winnipeg, Canada);

Tim enjoys liaising with the public, community groups and volunteers and has a passion for preserving the community and the environment. Tim has created world class attractions such as the "Journey to Churchill" attraction at Assiniboine Park Zoo in Winnipeg Canada. This award-winning experience was created using storytelling to immerse visitors in a unique way. As you walk the trails you experience Manitoba from the city of Winnipeg all the way to Churchill the home of the Polar bears.

Tim believes in ensuring guests have a positive and memorable experience at the business or attraction he is part of. Knowing that the experience they receive and the product they are viewing are represented with the highest possible standards is an important part of his philosophy.