



Whitsunday Charter Boat Industry Association
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MEDIA STATEMENT

For immediate release

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WCBIA President appointed to the Great Barrier Reef Marine Park Authority Tourism Reef Advisory Committee

The Whitsunday Charter Boat Industry Association (WCBIA) today announced that its President, Mr Adrian Bram, has been appointed to the Great Barrier Reef Marine Park Authority Tourism Reef Advisory Committee for a three year term.

The Tourism Reef Advisory Committee*(TRAC) provides advice to the Board of the Great Barrier Reef Marine Park Authority on the management of the Marine Park, including objective advice, insights and recommendations on:

1. legislative, regulatory and policy review and development related to the Marine Park;
2. strategic plans and programs giving effect to the Great Barrier Reef Marine Park Act 1975;
3. actions to address risks to the Marine Park identified in GBR Outlook Report; &
4. emerging or unfamiliar issues in the Marine Park and GBR World Heritage Area.

Mr Bram advised that “this forum will provide an opportunity to make Whitsunday Tourism Industry views and concerns more visible to the Authority’s Board and Executive on the range of issues addressed or raised”.

Adrian Bram has 38 years’ experience in Government and private sector Tourism management, development and operations. 29 years invested in Whitsunday Marine Tourism. He is a past Board Member of Tourism and Events QLD, Tourism Whitsundays and Adventure Queensland.

In his role as President of the WCBIA he sits on the GBRMP Local Marine Advisory Committee, QTIC Associations Council, AMSA Regional Safety Committee, MSQ Emergency Response Group; Marine Tourism Workforce Skills and Training Committee, Whitsunday Chamber of Commerce & Industry Advisory Committee and Reef Catchments Healthy Rivers to Reef Partnership.

The Whitsunday Charter Boat Industry Association** is a not-for-profit membership-based organisation that, through advocacy and education, represents the interests and values of its Members to all levels of Government and Industry.

“Since 2022, 48% of all visitors have used the Whitsundays as their gateway to the Great Barrier Reef. In 2025 the Whitsundays surpassed 1.2 million GBRMP Environmental Management Charge***(EMC) collections, surpassing Cairns, Port Douglas and the Tropical North combined”, Mr Bram said.

WCBIA President appointed to the GBRMPA Tourism Reef Advisory Committee...Page 2

Marine Tourism contributes an estimated \$650 million to the Whitsundays economy annually and supports 5,800 jobs.

- One in three people in Airlie are directly employed in the tourism industry.
- That figure rises to one in two when factoring in local supply chains.
- The Whitsundays overnight marine tourism fleet adds capacity of about 734,000 bed nights per year.
- Day tour & ferry operators can carry 21,000 people to the Reef and Islands every week.

The first TRAC meeting for the new term will be held in August.

* www.gbrmpa.gov.au/about-us/advisory-committees/tourism-reef-advisory-committee

** www.wcbia.com

*** www.gbrmpa.gov.au/access/environmental-management-charge

ENDS.

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