



### **Bio Donna Carrier**

Donna Carrier is a Hospitality and Tourism Entrepreneur with a passion for agritourism and a dedication to her community. She is the founder and operator of the multi award winning Bent on Food, a regional café and catering company based in Wingham on the Mid North Coast of NSW. Donna is also the proprietor of Bent on Life, a homewares store that promotes sustainable goods and helps customers to upcycle furniture that would have made it to landfill.

Donna is passionate about changing the way the hospitality and tourism industry is viewed and wants to see this important profession recognised as a career for school leavers, rather than just a job that fills the gaps.

Before starting her business in 2004, Donna spent 18 years in the wine industry where she worked in sales, marketing and public relations for companies such as Brown Brothers, Yalumba Wines and Cassegrain Winery. She holds a Degree in Wine Marketing from Roseworthy Agricultural College.

She is a skilful submission writer promoting her business through good news stories, awards programs, excellent customer service and successful brand strategies. Donna's businesses employ 12 staff and delivers positive outcomes for the region with an increase in tourism and a high profile that encourages visitation. Her business, Bent on Food has been instrumental in the development of a tourist culture in a town that previously suffered financially.

Donna has grown her business from a small café to a successful small events venue and catering company. With over 35 National, State, Regional and local awards in Tourism, Restaurant & Catering and Business programs, Bent on Food is not just a café – but a destination. Donna has judged regional and State Tourism, Business, Accommodation and AHA awards for many years.

As a Director of Destination North Coast, Donna works with five board members and a small team to help drive the visitor economy on the North Coast of NSW. She was chosen from 600 applications to fulfil this role.

Donna also sits on the MidCoast Council Tourism Advisory committee and was President of Wingham Chamber of Commerce for seven years up until 2017.

Donna is also a qualified trainer and has taught marketing, communications, tourism, events management and hospitality subjects at TAFE. She recently worked with TAFE as an industry advisor and on the development of the hospitality training café at Taree 'Your Café', where she was also instrumental in training staff and new cohorts of students.

Donna has travelled extensively and believes that she has learnt more from her travels, than from any other method of learning.

A country girl at heart, she goes by the mantra of "walk tall, think big, act small".