

# Glamping a prerequisite for Discovery Parks role

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GLAMPING in a safari tent in the Barossa Valley is a far cry from the expected training setting for a high-flying executive role.

But that's exactly what Michaela Webster will do as she prepares to take on her new job as Discovery Parks' chief operating officer.

Ms Webster, above, has spent the last two years consulting following a series of senior positions at companies including On the Run, Westfield and the Adelaide Crows.

Discovery Parks' aim to help customers "discover what matters", fits in well with her life priorities, she said.

"Whether it's reconnecting with family or getting the grass under your feet and remembering what's important in life, there was an awesome match," Ms Webster said. "Their locations are just spectacular and they're launching one shortly on Rottnest Island in WA."

The Marryatville woman was also excited about joining the organisation – whose team she had previously worked with through her consulting role – due to its reputation as a market leader in using digital technology to improve customers' experiences.

In 2015, Ms Webster received a Telstra SA Business Women's Award for her work with Peregrine Corporation.

She oversaw the growth of the SA On The Run fuel business into a fast food, coffee and convenience store network.

Among the most rewarding parts of that role, she said, was seeing staff grow.

"We were recruiting people that might have had very little experience – it might be their first job or they might be new to Australia," she said. "One of my employees started as a sandwich artist and ended up being the general manager of food across all of On the Run.

"Seeing that growth was incredibly satisfying."