

Anthea Hammon

Director, Hammon Holdings Pty Ltd

Every family business is faced with the challenge of how to succeed from one generation to the next. Imagine the scale of this challenge when your family business is one of the most famous tourist destinations in the world – Scenic World in the Blue Mountains – a destination of immense historical significance, visited by almost 30 million people over its 70-year history.

Anthea Hammon, joint Managing Director with her brother David, is the granddaughter of Harry Hammon, the man who started it all, when he converted an old 14 seater coal train into a passenger car called “The Mountain Devil” and sold rides to weekend visitors for sixpence a time.

Anthea’s eternal fascination with engineering was instilled in her from childhood. She had dreamed of designing and building roller coasters, but the lure of the Blue Mountains was too strong. After graduating from Uni, she joined the company as a maintenance engineer in 2004, 5 years later she joined the board and in 2011 and took over as joint Managing Director when her father, Phil, retired.

Anthea’s passion for the family tradition of innovating tourism has seen her and brother David transforming the business into something her grandad Harry could only marvel at. Anthea wears her engineering hat at all times, but her continual professional development, business acumen and insight have taken Scenic World to a whole new level.

She oversaw a massive \$30 million investment in a new railway, opened in 2013, with a corresponding 28% increase in revenue, as a result of enhanced customer experience, new ticketing system and upgrades in food and retail offerings. Her understanding of social media and new marketing strategies has been a significant factor in this success.

In 2014 Anthea was awarded the NSW Young Achiever in Tourism Award. She travels the world at her own expense, representing the Australian Amusement Leisure and Recreation Association, promoting improvement, promotion and safety of the tourism industry.

How proud must grandad Harry be, to know what his son – and now his grandkids – have made of his humble little Blue Mountains tourist attraction?

Anthea has demonstrated vocational excellence to the highest level. Her passion and entrepreneurial spirit is an inspiration to all, not to mention her consistent connection to community that she maintains through many local, national and international organisations, including Rotary.

It is this passion, commitment and drive that we honour Anthea Hammon for today, with this 2016 District Vocational Service Award.