



2013 Fellow of THE-ICE

Mr Maxwell Player

Director, Mawland Group and Arbon Publishing



While Max did not set out to be involved in the hospitality industry he has become a legend in it!

Starting as a builder and developer of multiple projects, he gained a love and respect for the tourism and hospitality industry through his development of the five star Lilianfels project in the Blue Mountains. This project was a turning point in his career where he was able to recognise the value of this emerging industry and our need to educate to compete therein.

He saw the need to provide education to students to join the industry and this led to him founding, with Fritz Gubler, the ground breaking BMIHMS, a Swiss style hotel school in 1991 at Leura. Prior to that five star hotel brands were looking internationally for staff as there was limited local supply of talent.

His enthusiasm and passion for the industry has seen him give back through development of educational institutions, mentoring of students and young managers/graduates. He is a valuable advisor and resource for many industry professionals and is passionate about education of impoverished students through the Sala Bai Hotel School in Cambodia, particularly disadvantaged young women.

Max jointly established the Founder's Prize for BMIHMS students and the first indigenous scholarship there, thanks to his understanding of the power of tourism for community change and development. He assisted in developing the three pillar approach to hospitality education, which focuses on personal growth, practical skills and academic excellence.

He is a Legend of the Tourism Trading Australia for his outstanding support and leadership to tourism and hospitality education and was inducted into the HM Magazine Hall of Fame for his contribution to industry. Max annually sits on the Selection Panel for Secondary Schools Education Vocational Education and has been requested to become an industry mentor for business group TIME in the area of change management and has assisted in curricula development and review.

In his development of the QStation Max has at all times tried to integrate hospitality best practice with the provision of interpretation and education about the site and in particular development of staff to understand the operation of the business as a multi faceted retreat. His championing of the concept of adaptive reuse of heritage property has won him many accolades and his advice is sought by government and educators on this area, particularly in light of the NSW government's stated priority of reuse of redundant heritage property to assist the tourism industry.

QStation is at the forefront of research and education into its historical sandstone inscriptions, Penguin and bandicoot life and rehabilitation on North Head Manly and Max has established a programme to QStation's guests to support the National Parks and Wildlife Foundation to assist education of disadvantaged students.