

OCA Member Profile



Joanne (Jo) Fort

Jo Fort has had 30 years of experience in remote area health and hospitality/tourism industries.

Originally a Remote Area Nurse in Birdsville, Jo's duties extended to include General Nursing, Midwifery and Neonatal care.

It was here that Jo honed her ability to work as sole practitioner, often in geographical and professional isolation while offering safe, quality health care, including the management of a range of emergency situations. Additionally, Jo was able to apply her knowledge of organisations, communities and government departments to improve the quality of health care in outback communities.

Hospitality was Jo's next career move which saw her managing the Birdsville hotel. During her time in this iconic pub, it achieved Hall of Fame status from Outback Queensland Tourism in the Culture, History and Heritage, and Hospitality Services categories. Jo also attained an enviable skill set including: high level of problem solving skills (including the ability to interpret information and make decisions based on this information); management of a diverse group of people in an isolated and sometimes challenging environment; and customer service including identifying problems with delivery of service.

Jo currently oversees the planning, creative direction and co-ordination of hospitality activities for The Outback Loop® - a tourism experience which includes both the Birdsville and Innamincka Hotels. She has a proven ability to lead and communicate with a multi skilled team and has been recognised for her success in marketing and building The Outback Loop® brand.

Her recent achievements include the Business Leaders Hall of Fame Queensland and winning an SA Tourism Award for the Innamincka Hotel in the Culture, History and Heritage category.

She is Committee Member of Women in Hotels AHA/SA, and holds professional memberships with FROSAT – Flinders Ranges and Outback and the Outback Queensland Tourism Association.



PO Box 2353

Port Augusta SA 5700

Email: oca@sa.gov.au

Phone: 08 8648 5970 or 1300 640 542 (Unincorporated Areas Only)