GENERAL MANAGER

Angus Smissen

The Chair of the Board of Directors and General Manager of ValleyView Publishing, Mr Angus Smissen, was a co-founder of ValleyView Publishing.

In 1990, with friend and colleague Alexander Sorensen, Angus Smissen began writing and publishing tourist guides aimed at increasing interest in the sites of Jewelbank and the local Jade Valley area. With a small staff of five they soon widened their publication range to include local, interstate and national places of interest, and aimed their guides at a range of specific audiences. With titles such as *Holing up: Golfing holidays around Victoria* and *Playing Around: A guide to Victoria’s best playgrounds*, they began to cater for specialist holidaymakers.

The growth in environmental tourism and pressure for improved access for groups previously neglected in the tourist guide market has seen ValleyView Publishing expand its operations to become Australia’s foremost publisher of specialist tourism and travel guides.

Angus Smissen has a deep appreciation of the natural environment and conservation and is a keen birdwatcher and bushwalker. He has many years experience as a freelance writer for newspapers and magazines, and has held positions as editor, acquisitions editor and managing editor for publishing houses in Australia and overseas.

Angus Smissen holds a Bachelor of Business and a Bachelor of Arts from Murrigan University. He is a father of three, and lives in Jewelbank, Victoria.