



AALARATM25

MAY 12-15, 2025 THE STAR GOLD COAST

SPEAKER

AALARA
President

Welcome
Address

TUESDAY
13 MAY 2025 9.15AM

WITH ROS PULLEN
AALARA PRESIDENT & RAGING WATERS GENERAL MANAGER



Ros is the General Manager of Raging Waters Sydney and has extensive experience in Marketing, Strategy, Partnerships and Guest Experience acquired during her time in the public and private attractions, leisure and recreation industry.

With over two decades of hands-on leadership in the amusement and attractions industry, Ros Pullen is a highly respected operator known for her strategic mindset, people-first approach, and operational excellence.

As Director of Operations at Raging Waters Sydney, one of Australia's largest water parks, Ros oversees a dynamic, high-volume environment where guest experience, safety, and performance intersect every day.

Ros brings a wealth of knowledge in team development, crisis management, operational efficiency, and guest services, and is a passionate advocate for building strong, capable teams that deliver results.

Her experience extends across seasonal workforce planning, major event coordination, and the continuous evolution of park operations in response to both industry trends and customer expectations.

At AALARA25, Ros wraps up her time as AALARA President and during this session will share the Association's work behind the scene to lobby, advocate and support the Australian amusement, leisure and recreation industry.