



Stuart Ayres

Minister for Trade, Tourism and Major Events

Minister for Sport

MEDIA RELEASE

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NEW BOARDS TO STRENGTHEN REGIONAL TOURISM

The NSW Government today announced the successful applicants who will oversee the new Destination Networks, created to strengthen tourism in Regional NSW.

Minister for Trade, Tourism and Major Events Stuart Ayres said he was delighted to announce the 39 successful applicants including the six Chairs:

- Destination Country and Outback – Mr Stephen Bartlett
- Destination North Coast – Mr Cameron Arnold
- Destination Riverina Murray – Ms Genevieve Fleming
- Destination Southern NSW – Mr Richard Beere
- Destination Sydney Surrounds North – Mr David Fellows
- Destination Sydney Surrounds South – Mr Colin Waller

“The NSW Government committed to announcing the Boards before the end of the year and we have achieved this. The successful applicants are passionate proponents of the State’s tourism industry and have the skills and experience to deliver high quality governance, increase industry engagement and grow local visitor economies,” Mr Ayres said.

“A session will be held in the New Year to induct the Boards, with our tourism and major events agency Destination NSW, before beginning the recruitment process for operational staff including a General Manager, establishing an office and setting priorities for the coming year.

“The announcement of the Boards is an important milestone in the NSW Government’s commitment to accelerate growth in this vitally important industry, which includes investing \$43 million of Government funding over four years to boost the way regional and rural areas attract visitors.”

Destination NSW Chief Executive Officer Sandra Chipchase welcomed the announcement and said, “Working in conjunction with Destination NSW, the Boards will grow local visitor economies by representing and coordinating the region’s tourism industry, deliver destination management plans to increase visitation and support the development of tourism products, experiences and infrastructure.”

To view the full list of Destination Networks Board Members visit www.destinationnsw.com.au/our-industry/destination-networks

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