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DESTINATION NSW APPOINTS NEW MEDIA AND PR DIRECTOR

Sydney, Australia: Destination NSW has appointed Allison Lee to the position of Director of Public Relations and Media within the Communications division.

Ms Lee brings a strong background in publicity and communications. She was most recently Managing Director of PR agency IMPACT Communications Australia with clients including Nestlé, SEEK, Twinings Tea and Horticulture Innovation Australia. She is currently Deputy President of the Public Relations Institute of Australia.

Destination NSW Chief Executive Officer Sandra Chipchase said: "This position has a vital role to play in promoting Sydney and New South Wales as a 'must visit' destination. There are countless experiences to share through the media – from visiting Regional NSW to take in the amazing attractions, scenery and wildlife, our historic towns and local festivals and events, to discovering Sydney and array of experiences and adventures including major events such as Vivid Sydney."

General Manager of Communications Tanya Bowes, said Ms Lee brings a strong skill set to the team. "This is a key role within the Communications team, with responsibility for ensuring we maximise publicity for our magnificent State. With Allison's background in generating great results for her clients, plus her knowledge and expertise of PR techniques and her ability to manage teams of PR practitioners, She will make an enormous contribution."

Commenting on her appointment Ms Lee said: "I am very pleased to be leading what is a very strong team of PR professionals at Destination NSW, and continuing to ensure we share the many stories and experiences of Australia's most exciting State - New South Wales."

-ENDS-

About Destination NSW:

Destination NSW is the lead Government agency for the New South Wales (NSW) tourism and major events sectors. Our role is to market Sydney and NSW as one of the world's premier tourism and major events destinations; to secure major sporting and cultural events; to work in partnership with business Events Sydney to win major international conventions and incentive travel reward programs; to develop and deliver initiatives that will drive visitor growth throughout the State; to achieve the NSW government's goal of doubling overnight visitor expenditure within the State by the year 2020.

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