

Monday, 11 May 2015

DESTINATION NSW APPOINTS MANAGER SECTOR DEVELOPMENT

Destination NSW Chief Executive Officer Sandra Chipchase today announced the appointment of Ms Catherine Dunkerley to the role of Manager Sector Development in the Industry Partnerships and Government Policy division.

Ms Dunkerley will oversee Destination NSW's Sector Development team which works across the food and wine, youth, aboriginal tourism and cruise sectors.

"I am pleased to announce the appointment of Ms Dunkerley to the Manager Sector Development role, bringing with her over 16 years of experience in tourism, economic development and major events in Australia and overseas," Ms Chipchase said.

"Ms Dunkerley will manage Destination NSW's strategy across the four major sectors, ensuring NSW remains Australia's premier destination for a wide range of experiences," she said.

Ms Dunkerley joins Destination NSW from the Australian Trade Commission (Austrade), where she has held a number of senior roles including Marketing Manager for UK and Europe and manager of Australia's internationally focused nation brand, Australia Unlimited. She has also previously held positions at New Zealand Trade & Enterprise, Scottish Enterprise, and the Scottish national tourist board, VisitScotland.

Destination NSW's General Manager, Industry Partnerships and Government Policy, Simonne Shepherd said top priorities for the Manager Sector Development role will include the development of strategies for the food and wine and youth sectors, and implementation of the final year of the Aboriginal Tourism Action Plan.

"This role will also have specific carriage of cruise sector development, and continue the work already underway by the Destination NSW Sector Development team towards the launch and implementation of the 10 Year Cruise Development Strategy for NSW," Ms Shepherd said.

"Once on board Ms Dunkerley will be out and about meeting with each sector's key stakeholders, building strong partnerships that will help us deliver on the NSW Government's goal of doubling overnight visitor expenditure by 2020," Ms Shepherd said.

Ms Dunkerley will commence her role with Destination NSW on 18 May 2015.

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