

Friday, 9 December 2016

Destination NSW Appoints New Director Event Development

Destination NSW Chief Executive Officer Sandra Chipchase announced today that Ms Julie Turpie will be joining the Destination NSW team as Director Event Development - Arts, Entertainment & Lifestyle.

“Julie brings impressive major event management and event development experience plus marketing and business development acumen to the role,” Ms Chipchase said.

“Julie has a strong background in events, sponsorship and commercial services, both in Sydney and Queensland. She has held senior management roles in the public and private sector and worked on some of Australia’s largest events and festivals including Rugby World Cup, Australian Fashion Week, Australia Day and NYE in Sydney, the Boat Show and Motor Show at Darling Harbour, World Theatre Festival and exhibitions at Queensland Art Gallery and GoMA, plus negotiated strategic partnerships with key travel groups and inbound tourism operators as well as sports and cultural institutions.

“Immediately prior to joining Destination NSW, Ms Turpie managed a team of 40 involved in cultural event partnerships as Director Commercial and Marketing Services at Sydney Living Museums and prior to that held the position of Director Major Events & City Marketing at Brisbane Marketing.

Ms Turpie said she was delighted to be joining the number one destination marketing and major events organisation in Australia.

“The reputation of the Destination NSW team, the organisation’s innovation agenda and outstanding track record of success, all really attracted me to the role. I look forward to contributing to the growth of the NSW visitor economy and to continued success of Destination NSW by securing and promoting the most exciting events in Australia,” Ms Turpie said.

Ms Turpie will take up her new role in January 2017.

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