



Stuart Ayres

Minister for Trade, Tourism and Major Events

Minister for Sport

MEDIA RELEASE

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APPLICATIONS OPEN FOR NEW REGIONAL TOURISM ROLES

The NSW Government today announced applicants of the highest calibre are being sought for new skills-based, professional Boards for six new Destination Networks to boost regional tourism across the State.

Minister for Tourism and Major Events Stuart Ayres said the Board of Destination NSW, the State Government's tourism and major events agency, is seeking applicants for the positions of Chair and Board Members at each of the six networks being set up as part of the reforms announced by this week.

"I'm very pleased to be travelling across NSW this week visiting a number of regions and talking to local operators about the reforms we are undertaking to provide a further boost to tourism across our fantastic State," Mr Ayres said.

"We are now seeking applicants for these exciting new roles, and I encourage those with relevant experience to join our new skills-based, professional boards that will focus on attracting even more visitors to our regions.

"Regional tourism is an important driver in meeting the NSW Government's goal of doubling overnight visitor expenditure by 2020."

The new Destination Networks are Riverina Murray, Southern NSW (including the Snowy Mountains and Far South Coast), North Coast (from the Mid Coast to Tweed Heads including Lord Howe Island), Country and Outback NSW, Sydney Surrounds North (including the Blue Mountains, Central Coast and the Hunter), and Sydney Surrounds South (including Southern Highlands, Wollongong and Shoalhaven).

Applicants with expertise in a number of the following are encouraged to apply:

- Leadership, strategic planning and business management
- Tourism/marketing/publicity expertise
- Community and/or Local Government participation
- Regional service delivery
- Working with multiple stakeholders and/or government
- Legal/audit, financial control and reporting/risk management
- International business/legal experience
- Asset management/market research
- Event management or promotion
- Working with Aboriginal groups and communities and/or Local Government.

For more information on the roles go to www.dnsw.com.au/dns-applications.