

Wednesday 14 January 2014

## **New Director, Partnership Programs for Destination NSW**

Destination NSW CEO Sandra Chipchase announced today that Ms Sue Doyle has been appointed in the role of Director, Partnership Programs for Destination NSW.

“I am delighted to announce that Sue has been appointed to manage this key role. Sue has an impeccable track record of achievement at Destination NSW, particularly in her role as Manager, Partnership Programs,” Ms Chipchase said.

“Sue brings a wealth of experience and professionalism to this new role garnered during her career including a key airline role as Director of Marketing for Eastwest Airlines.”

“Her expertise and experience is an important asset for Destination NSW in our drive to grow the profile of Sydney and NSW in key domestic and international markets as well as extend the reach and impact of NSW marketing campaigns and promotional activities to showcase the diversity of our State.”

Simonne Shepherd, General Manager, Industry Partnerships & Government Policy at Destination NSW said: “I congratulate Sue on her new appointment – the role was highly sought after and attracted a strong field of candidates, however, the panel was unanimous in selecting Sue as the strongest performing candidate against the selection criteria.

“Sue has achieved excellent results for Destination NSW /Tourism NSW in a broad range of areas and roles and I look forward to working with her as she develops the Partnership Programs team.”

Ms Doyle said she was delighted to accept her new role and take the opportunity to lead the Partnership Programs team to achieve further successful outcomes for Destination NSW.

“I am extremely excited to be taking on the new role and am looking forward to working with NSW tourism and events partners to develop partnership programs to drive visitation to the state,” she said.

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