



Monday 17 March 2025

Media Release

**NSW Tourism Association welcomes Minister Kamper and thanks
Minister Graham for the support.**

NSW Tourism Association welcomes the appointment of **The Hon. Steve Kamper MP** as the new **Minister for Jobs and Tourism** and looks forward to working closely with him to strengthen and grow New South Wales' visitor economy.

Tourism is a vital pillar of the state's economy, and strong leadership is essential to ensuring its continued success. The Association is eager to collaborate with Minister Kamper on key industry priorities, including **aviation connectivity, regional tourism investment, and business growth initiatives** that will drive visitor numbers and support local communities. As the voice of the tourism industry, NSW Tourism Association actively engages with its members through regular consultations, industry forums, and direct advocacy to ensure their needs are heard at all levels of government. This grassroots engagement allows us to champion policies and initiatives that deliver real benefits for tourism operators across metropolitan, regional, and rural NSW.

We also extend our **sincere thanks to The Hon. John Graham MLC** and his team for their commitment to the tourism sector during his tenure. Minister Graham has been a strong advocate for the industry, working closely with stakeholders to champion investment, policy improvements, and sustainable growth. We deeply appreciate his efforts and the productive partnership we have shared.

NSW Tourism Association looks forward to engaging with Minister Kamper to ensure tourism remains a **cornerstone of economic development, job creation, and community prosperity** across New South Wales.

Quote from Natalie Godward, CEO, NSW Tourism Association:

"We congratulate Minister Kamper on his appointment and look forward to working together to ensure the tourism industry in New South Wales continues to thrive. The visitor economy is a key driver of jobs and economic prosperity across the state, and strong collaboration between government and industry is essential to unlocking its full potential."



*"With the NSW Government's **Visitor Economy Review**, released late last year, setting a clear roadmap for industry growth, we are committed to working alongside Minister Kamper to help implement its recommendations. This review highlights the need for strategic investment, improved regional dispersal, and stronger aviation links—all of which are critical to ensuring a thriving, sustainable tourism sector. We welcome the opportunity to contribute to these priorities and drive meaningful outcomes for tourism businesses across NSW."*

"At the same time, we extend our sincere gratitude to Minister Graham and his team for their dedication and support. His leadership and engagement with the industry have been instrumental in driving key initiatives that benefit tourism operators across the state."

NSW Tourism Association Chair, The Hon. Stuart Ayres, added:

"Minister Kamper takes on the Tourism portfolio at a critical time for the Visitor Economy in NSW. Our state cannot rest on its laurels and harbour icons in one of the most competitive tourism and events landscapes we have ever seen. NSW must improve aviation attraction, innovate with its events program, enhance marketing efforts to support small and medium operators and keep investing in the infrastructure that visitors use to move around NSW."

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