



**Monday 20 January 2025**

**Media Release**

## **NSW Tourism Association welcomes New Chair and Board of Directors**

The NSW Tourism Association is proud to announce the appointment of its new board, led by The Hon Stuart Ayres as its independent Chair. Mr Ayres, a former NSW Minister for Tourism, Enterprise, Investment, Trade and Sport, brings a wealth of experience and strategic vision to the organisation during a pivotal time for the tourism industry.

Previous Chair, and seasoned tourism professional, Lori Modde, returns to the board as Vice Chair, providing invaluable continuity and leadership. Modde was instrumental in setting up the NSW Tourism Association and has been a driving force in its success to date. Her dedication and vision have been pivotal in establishing the Association as a trusted voice for the tourism industry.

Joining Ayres and Modde is a stellar lineup of directors, each bringing unique expertise and a shared commitment to advancing the state's tourism sector. Together, they represent a broad cross-section of industry leaders, ensuring the Association remains a strong advocate for operators and the vibrant communities they support.

### **New Board Members:**

- Ali Cassim, Head of Marketing, Product and Digital – BridgeClimb Sydney
- Cameron Arnold, CEO and Founder – Regen Tourism
- Ian Wood, Divisional Director Australia & New Zealand – Merlin Entertainments
- John Hughes, CEO – Luna Park Sydney
- Josh Dolgoy, Head of Government Relations Oceania, Royal Caribbean Group
- Ken Corbett, Managing Director – Australian Attractions
- Nick Lester, General Manager Sydney Harbour – Sealink Marine & Tourism

The newly formed board is dedicated to addressing the challenges and opportunities facing the tourism industry in New South Wales. Priorities include increasing visitor numbers and spend in NSW, supporting a vibrant regional tourism sector, fostering sustainable practices, and enhancing collaboration opportunities across the sector.

It's also critical that the NSW Government remains committed to a well resourced Destination NSW, the state's tourism and destination marketing agency, at time when other governments are investing more in events, marketing and experiences.



**Quote from Hon. Stuart Ayres, Chair:**

“It’s a real privilege to be appointed as the independent Chair of the NSW Tourism Association. There has never been a more important time for the tourism industry to have a strong and passionate voice in NSW. I’m excited by the challenge and look forward to working with our dedicated management team and fellow directors in support of visitor economy businesses across our state.”

**Quote from Lori Modde, Vice Chair, NSW Tourism Association:**

“It has been a privilege to help establish the NSW Tourism Association and see it grow into a trusted voice for our industry. I am excited to continue in my role as Vice Chair and to work alongside this outstanding new board to support tourism operators and communities across the state.”

**Quote from Natalie Godward, CEO, NSW Tourism Association:**

“The calibre of our new board is unmatched, and I am so excited to work with such distinguished leaders. Their collective experience and insights will be instrumental as we navigate the path forward for tourism across New South Wales.”

The NSW Tourism Association remains steadfast in its mission to support the tourism community across NSW, champion the diverse tourism offerings and drive economic growth across the state. The Association looks forward to working with its members and stakeholders to realise these goals.

**ENDS**

**For media inquiries, please contact:**

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