

## OFFICIAL



**Tuesday 25 March 2025**  
**Media Release**

### **NSW Tourism Association welcomes landmark partnership to elevate tourism excellence and sustainability**

NSW Tourism Association proudly welcomes the newly announced partnership between the Australian Tourism Industry Council (ATIC) and Tourism Australia, recognising its immense value and significant opportunity for tourism operators across New South Wales.

Backed by Australian Tourism Industry Council's history of excellence, NSW Tourism Association combines fresh energy with deep industry expertise to support tourism operators in delivering world-class, sustainable and accessible visitor experiences."

NSW Tourism Association Chief Executive Officer Natalie Godward highlighted the partnership's potential impact.

*"This partnership provides our operators with direct access to national programs that drive business sustainability, inclusivity and excellence. As the new tourism led and tourism owned member entity in NSW, with strong foundations, we are committed to ensuring New South Wales tourism businesses not only meet but exceed global visitor expectations. The recent success of New South Wales operators at the Australian Tourism Awards is clear evidence of the outstanding quality and innovation within our state, and we look forward to building on this momentum,"* Ms Godward said.

With thousands of operators already engaged in the Sustainable Tourism Accreditation program and growing industry focus on responsible tourism, this partnership empowers New South Wales tourism operators to lead in sustainability, emissions reduction, and accessibility.

*"NSW tourism operators stand to benefit greatly from these programs and a strong, well-established national framework, supported by our Association's fresh energy and deep industry expertise. This is an exciting step forward in shaping New South Wales as a premier, world-class tourism destination,"* Ms Godward said.

NSW Tourism Association looks forward to working alongside ATIC and Tourism Australia to drive the success of these programs and to champion their adoption across the state's tourism sector.

**ENDS**



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