



## **Ben Franklin**

Minister for Aboriginal Affairs  
Minister for the Arts  
Minister for Regional Youth  
Minister for Tourism

### **MEDIA RELEASE**

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## **NEW CHAIR FOR DESTINATION NSW**

Sally Loane has been announced as the new chairperson of Destination NSW, with Minister for Tourism Ben Franklin thanking outgoing chair Christine McLoughlin AM.

Ms Loane is a highly experienced non-executive director who serves on the boards of Chubb Insurance Australia, Venues NSW and Pankind, the Australian Pancreatic Cancer Research Foundation.

Mr Franklin said Ms Loane's extensive experience as a non-executive director and business leader in financial services, media and corporate affairs would provide strong leadership for the recovery and growth of the NSW visitor economy.

"Sally's leadership of the Destination NSW Board will play a vital role in NSW achieving its vision to be the premier visitor economy of the Asia Pacific," Mr Franklin said.

"Her expertise in strategy, governance, complex stakeholder engagement and innovation will help steer the NSW visitor economy through its recovery phase and strengthen it for the future."

From 2014-2021, Ms Loane was the Chief Executive Officer of the Financial Services Council, is currently on the Advisory Board of Orizontas, is a trustee for Sydney's Hyde Park ANZAC Memorial, a global ambassador for Business Events Sydney and a member of Chief Executive Women.

Ms Loane said she was thrilled to begin work as the new chair of Destination NSW and cited her passion for regional tourism.

"My hometown of Tenterfield is just one example of a regional centre in NSW that's undergoing significant change and attracting more and more visitors, whether with innovative cafes, farmers' markets and original pubs and even old council chambers lovingly restored as boutique accommodation," Ms Loane said.

"As a frequent visitor to rural NSW, I am passionate about regional tourism, and as incoming chair I look forward to helping grow the visitor economy, not only in our global city of Sydney, but right throughout our great State."

Mr Franklin praised outgoing chair Christine McLoughlin AM for the significant contribution she had made during her term, steering Destination NSW through the crisis years of the pandemic.

“Under Christine’s stewardship, Destination NSW accelerated the implementation of the NSW Visitor Economy Strategy 2030, launched the Feel New destination brand, developed new funding programs and aviation support packages, and delivered a vibrant, world-class calendar of major events,” Mr Franklin said.

“On behalf of the NSW Government, I would like to thank Christine for her passion and unwavering commitment to her role.”

**MEDIA: Ben Ingram | 0499 565 629**