

Chair's Report

**The Hon. Stuart Ayres, Chair
NSW Tourism Association**



It is with great pride that I present my first report as Chair of the NSW Tourism Association.

The past year has been one of significant progress and achievement for our organisation. Together, we have strengthened the foundation of the Association, delivered meaningful outcomes for our members, and positioned ourselves as a unifying voice for tourism across New South Wales.

A key focus in 2025 has been consolidating the systems and structures that underpin our operations. The rollout of the Quality Tourism Framework has been a complex but important process, and while there is still work to be done to ensure its full alignment across all regions, solid progress has been made toward a consistent, transparent, and member-focused program.

This year also marked several major milestones. We successfully delivered the 2025 NSW Tourism Awards — our first time leading this prestigious program — alongside the Regional Tourism Awards, Top Tourism Town Awards, and the inaugural Top Tour Guide Awards. These events celebrated the excellence, passion, and innovation of our tourism community, culminating in nine podium finishes on the national stage.

These achievements are a testament to the dedication and professionalism of our small but exceptional team. Their commitment to supporting our members, building partnerships, and raising the profile of our industry has been outstanding.

I would like to extend my sincere thanks to my fellow Board members for their leadership, insight, and support throughout the year. I also warmly welcome our two new Directors, whose expertise will further strengthen the Board as we continue to grow.

On behalf of the Board, I also want to acknowledge and thank Lori for her immense contribution in establishing the NSW Tourism Association. Her vision and hard work have created a legacy that will continue to benefit the industry for many years to come. I also thank Ken for his ongoing support and guidance during this important phase of consolidation and growth.

As we look ahead to the year ahead, our focus remains on building value for our members, strengthening regional collaboration, and continuing to advocate for a strong and sustainable tourism industry across New South Wales.

A handwritten signature in black ink, appearing to read 'Stuart Ayres', is positioned above the printed name of the Chair.

The Hon. Stuart Ayres
Chair
NSW Tourism Association