



TOURISM GURU JOHN KING OAM APPOINTED TO STATEWIDE CROWN HOLIDAY PARKS TRUST ADVISORY GROUP

The Chair of the New South Wales Crown Holiday Parks Trust (NSWCHPT) Alan Revell has announced membership of the Trust's newly-formed Community Advisory Committee (CAC).

An initiative of the NSW Government, the CAC will provide state wide advisory representation and a further link between community interests and the NSWCHPT Board on matters relating to the management and development of the Trust's Holiday Parks and Reserves throughout the State.

NSWCHPT manages 34 of the State's most iconic coastal and inland Holiday Parks and nine Reserves. The 13-strong external Committee will further facilitate communication between the Trust's Board and important community stakeholders with an interest in NSWCHPT Holiday Parks and Reserves.

John King OAM has been appointed Chairman of the CAC. He is an industry professional with a background of 40 years in highly successful and widely-recognised international tourism marketing and management. Mr King holds a number of positions on highly-prominent Tourism and Travel Boards and brings a wealth of leadership experience to the Committee.

Mr King played a key role as one of the four members of the Visitor Economy Taskforce which set a new direction in tourism to achieve a doubling in the value of tourism in NSW by 2020. The recommendations of the Taskforce were accepted by the Government in late 2012 and are being implemented by Destination NSW.

In 2011 Mr King was awarded an Order of Australia Medal for his contribution to tourism. He also received the 2010 Pacific Asia Travel Association Award of Merit for Tourism Leadership, and in 2008 an Honorary Fellowship of Southern Cross University for his contribution to tourism, education and research.

NSWCHPT Chairman Alan Revell said the CAC would act in an important advisory role to the Trust's Board, with Mr King and fellow Members of the Committee, playing a critical part in furthering vital community links with the parks' and reserves' management.

"Membership of the Committee is structured to provide state-wide representation and follows an extensive Expression of Interest campaign and search," Mr Revell said.

"It includes individuals with backgrounds and experience in Parks across the State as well as representatives from the North Coast Destination Network, South Coast Regional Tourism, Surf Life Saving NSW, Recreational Fishing Alliance of NSW, Nature Conservation Council of NSW and Local Government NSW.

"We want the people of NSW who access Crown Land on a regular basis to enjoy the benefits of improved public spaces and facilities. The Trust's CAC will be invaluable as an independent and representative conduit for providing Community inputs about those spaces.

“Development of Crown Holiday Parks and Reserves provides enormous economic benefit to the regions in which they are located and we want local communities to have further opportunity to contribute to this development.

“Inputs from the CAC will help the Board to determine the Trust’s strategic direction and allocation of funding to public reserves and facilities for visitors, the community and for the people of NSW.”

Mr King said he looked forward to working with the members of the Committee and helping the Trust to achieve its community objectives.

Mr Revell said many communities were passionate about the ongoing use of Crown Land and the Trust was committed to providing environmental, social and economically sustainable assets for the benefit and use of the people of New South Wales now and into the future.

The CAC Members include:

- Richard Adams, based in Casuarina
- Dr Anne Kerle, Ecologist, Nature Conservation Council of NSW
- Shaun McBride, Senior Strategy Manager, Local Government NSW
- John Morris, based in Dubbo
- Leslie Moulds, based in Inverell
- Belinda Novicky, Executive Officer, North Coast Destination Network
- Tom Phillips, Executive Officer, South Coast Regional Tourism
- Malcolm Poole, Chairman, Recreational Fishing Alliance of NSW
- Casey Proctor, based in Cowra
- Moira Ryan, based in Scotts Head
- Ken Sullivan, based in Tarraganda
- Adam Weir, Coastal Risk Manager, Surf Life Saving NSW

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