

### **AFTA appoints National Affairs Manager**

**SYDNEY 17 February 2014:**

AFTA is very pleased to announce the appointment of Anna Taylor to the new position of National Affairs Manager. Anna will work alongside the AFTA Chief Executive and General Manager – Accreditation on all the key government and industry policy issues before the industry.

“We are very pleased to welcome Anna to AFTA. She brings a wealth of industry knowledge to the table and has been involved in a broad range of tourism policy and industry development issues over a number of years. Anna will be leading the charge on key areas that impact our members the most and will work in consultation with all our stakeholders,” said Jayson Westbury, AFTA Chief Executive.

Anna has worked in the tourism industry for over fifteen years in a range of roles and several years ago with the Australian Tourism Export Council (ATEC) as the National Policy and Industry Development Manager. Her depth of experience in policy formation, consultation and advocacy will bring a new lease of capability to AFTA and the many issues being addressed within the travel and tourism industry.

The AFTA business plan has outlined a number of new themes to be addressed for the industry in 2014 and this includes how to best integrate travel distributors within the ATAS scheme. There is also a range of legislative challenges ahead and Anna will be a valuable asset in ensuring success for the industry and AFTA members.

“I am thrilled to be joining AFTA and look forward to working with our members on the issues that impact their businesses. We are fortunate to have such a diverse and dynamic industry and it is critical that we ensure our industry is not impeded by barriers to growth and profitability. We will also continue to build a strong and influential AFTA that is truly representative of Australian travel distributors” Ms Taylor said.

Ends.

#### **Notes to Editors:**

The Australian Federation of Travel Agents (AFTA) is the peak body in Australia representing the retail travel industry. Founded in 1957, AFTA represents the majority of travel agents in Australia and includes all of the major travel agency groups.

## **MEDIA RELEASE**

---

AFTA's role is to uphold the interests of members in matters relating to the operation of all travel agencies in Australia. In broad terms, these issues are ones that are not addressed by agent chain or corporate entities on behalf of their members, and are ones that involve the industry as a whole.

Further information about AFTA may be found at [www.afta.com.au](http://www.afta.com.au)

### **Contact:**

Jayson Westbury – Chief Executive  
Tel: 0414 906 767

Anna Taylor – National Affairs Manager  
0452 456 780