

### **AFTA appoints National Manager – Strategy & Policy**

**SYDNEY 13 May 2014:**

AFTA is very pleased to announce the appointment of Dean Long to the new position of National Manager – Strategy & Policy. Dean will work alongside the AFTA Chief Executive on a range of domestic and international policy issues to ensure the travel & tourism industry continues on its growth direction.

“We are extremely pleased to have secured the services of Dean to help drive the many strategic and policy issues in which AFTA is engaging. Dean brings nearly a decade of experience from the government and private tourism sectors; with his most recent role being the Senior Policy Advisor to the former NSW Minister for Tourism and Major Events the Hon. George Souris. His policy and industry experience will be of great value to AFTA going forward” said Jayson Westbury, AFTA Chief Executive.

Dean was responsible for developing and advising Mr Souris on issues affecting the Tourism and Major Event's portfolio. This included the establishment and record funding of Destination NSW in 2011, the creation of the NSW Visitor Economy Industry Action Plan, development and implementation of the China Tourism Strategy 2020 and the most aggressive major event investment strategy in NSW's history.

During this time NSW achieved record growth from International and Domestic Visitors which was driven by a whole of government approach by the NSW Government in areas such as the hospitality, racing and arts sectors that impact the wider tourism industry. Dean's exceptional knowledge of the tourism and government sectors further enforces AFTA's ability to represent AFTA members domestic and internationally.

“I am really pleased to be joining AFTA and work alongside Jayson for the good of the travel and tourism industry and of course the AFTA members. I am looking forward to drive forward the many important issues that the industry is facing over the coming months and years” said Mr Long.

Dean will commence on Monday 19th May 2014.

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**

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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:**

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