



Stuart Ayres
Minister for Jobs, Investment, Tourism
and Western Sydney

MEDIA RELEASE

Friday, 7 February 2020

STEVE COX NAMED AS DESTINATION NSW CEO

Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres has today announced the appointment of Steve Cox as the new CEO of Destination NSW.

Mr Cox, who has been the Managing Director at Dymocks Retail for the past eight years and enjoyed a distinguished career in the retail industry, will lead the Government agency responsible for driving the NSW tourism and major events sector.

Mr Ayres said that Mr Cox's appointment would provide Destination NSW with fresh impetus as the agency builds on the State's reputation as the No.1 destination for domestic and international tourists.

"This is a great appointment for the people and businesses across NSW," Mr Ayres said.

"Destination NSW has done a wonderful job of marketing our great State both within Australia and across the globe and securing world-class sporting, business and cultural events.

"I look forward to watching Steve take Destination NSW to even greater heights and further entrench NSW's status as a major events capital."

Following stints with David Jones and the Speciality Fashion Group, Mr Cox is credited with successfully guiding Dymocks through a challenging time for the retail book industry.

"I am very excited to be taking up this role as it's an incredible opportunity to make a positive contribution to NSW," Mr Cox said.

"Tourism is a dynamic and highly competitive industry and we must continually adapt to meet the ever-changing needs of our customers.

"I look forward to helping create and market new and exciting experiences for tourists to NSW and securing the world-class events this State deserves to host."

Mr Cox will officially commence work at DNSW in May. Acting CEO Stephen Mahoney will remain in the role until then.

MEDIA | Sophie Hull | Minister Ayres | 0447 583 756