

MEDIA STATEMENT

ATIC appoints Tom Salom as Independent Director – Chair

The Australian Tourism Industry Council (ATIC) is pleased to announce the appointment of Tom Salom as its new Independent Director – Chair.

The appointment is another important milestone for the national organisation as it continues to evolve in what is a critical time for Australia's tourism industry.

Mr Salom will guide the organisation and deliver on its strategic direction and continued commitment to strong Board governance, independence and oversight.

Importantly, the new Chair will work closely with ATIC CEO Erin McLeod and the organisation's existing Board Directors to deliver on ATIC's stated objectives of providing best practise tools for the thousands of tourism operators across the country, as well as being a united voice for an industry at the national level.

Mr Salom's strong focus will be on the governance and effective functioning of the ATIC Board, maintaining its independence and providing governance support to the CEO.

ATIC welcomes the experience and perspective Tom will bring to the Board and looks forward to working with him as the organisation continues to deliver its strategic priorities.

The ATIC Board also extends its sincere thanks to Evan Hall for his significant contribution during his time as Chair. During his time as Chair, Evan has cemented the organisation as a strong voice for the tourism industry across the country and continued to deliver improvements in the Quality Tourism Accreditation Framework, ensuring it is a trusted and effective resource for businesses across the country. Evan will remain an ATIC Board Member, continuing to support the CEO in targeted policy and advocacy along with the broader ATIC Board.

The Board looks forward to working strategically and passionately to represent the interests of tourism operators across the country as the industry continues to navigate both the many challenges and opportunities facing the industry.

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In association with



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