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NEW CEO FOR NATION'S TOP ACCOMMODATION BODY

Accommodation Australia (AA) has a new CEO, with respected former boss of the Australian Airports Association, James Goodwin, to head the peak accommodation body from 1 September 2024.

Mr Goodwin's appointment follows an extensive recruitment process following the retirement of former CEO Michael Johnson in June. He will be the second head of AA – which formed in July 2023 following the merger of Tourism Accommodation Australia and the Accommodation Association of Australia.

AA chairman David Mansfield said the Board was thrilled a person of Mr Goodwin's skills and experience had taken up the position.

"In James Goodwin we have the perfect person to head the Association in the challenging period in the lead-up to the Federal election and beyond, as we deliver on our purpose to be an influential advocate for a better future," Mr Mansfield said.

"Given his background, he is obviously no stranger to member associations and has a proven track record of putting his members first – something which is our top priority at AA.

"Based in Canberra, and with an extensive network of contacts, James will be a strong and effective voice for our industry in the corridors of power and will continue to build on the good work of Michael and his team.

"The Board and I look forward to working closely with him when he takes up the position at the start of September."

Mr Goodwin said he is proud to be appointed to represent the accommodation sector.

"The accommodation sector is vital to the economic and social fabric of our communities, and I look forward to working with members to demonstrate a strong and united voice to government," he said.

"We need to work collaboratively with decision makers to address skills shortages across the sector, the challenges of the tourism recovery and continuing to lead the way to meet net zero targets," Mr Goodwin said.

Mr Goodwin is the former CEO of the Australian Airports Association and a former head of ANCAP Safety. He has also previously worked at the Australian Automobile Association and Airservices Australia and is currently chair of the Board of St John Ambulance Australia (ACT) and Board Member of Canberra Institute of Technology (CIT) Solutions.

AA is made up of accommodation providers ranging from small regional motels, serviced apartments, timeshare properties, bed & breakfasts, pubs with substantial accommodation offerings to large individual hotels and hotels operated by international groups including Accor, Hilton, Wyndham, Hyatt, IHG, TFE, Quest and Marriott. The Association represents 1700 properties nationwide with more than 120,000 rooms.

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