



## ANDREW McEVOY JOINS FAIRFAX MEDIA

**SYDNEY, 15 October 2013:** The Chief Executive Officer of Fairfax Media [ASX:FXJ] Greg Hywood today announced the appointment of Andrew McEvoy as the Managing Director of Fairfax Media Events.

Andrew will start the role in January 2014, as he transitions from his current role as Managing Director of Tourism Australia.

Greg Hywood said: "We are delighted Andrew is joining Fairfax. I have worked closely with Andrew in the past and am a great admirer of his leadership and innovative capability. His knowledge of the tourism, events and conference industries is second to none.

"Andrew's brief is to rapidly develop what is already a core strength of Fairfax Media. Events are a growth sector in the Australian economy and Andrew's appointment will drive new revenue and greatly enhance Fairfax's performance in the sector.

"Fairfax is already a leading organiser of mass participation and corporate events, leveraging our broad audience reach and capabilities. Our events include the SMH City2Surf and Night Noodle Markets, the AFR's Women of Influence, and a range of business media forums and conferences, and regional events and field days."

Andrew McEvoy said: "I'm excited by the opportunity to join Fairfax as it seeks to grow revenue in areas that capitalise on core strengths such as events and content creation."

Andrew McEvoy commenced in the role of Managing Director of Tourism Australia in January 2010. He has overseen a return to growth of Australia's inbound tourism sector with a stronger focus on Asia while remaining competitive in the traditional long haul markets of the UK, Europe and the Americas.

Prior to joining Tourism Australia, Andrew had almost 20 years of tourism and media experience including as CEO of the South Australian Tourism Commission (SATC). Andrew began his working life as a journalist with News Ltd and has had significant offshore experience.

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