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MID NORTH COAST

Media release

RDA MNC Welcomes Two New Board Members

September 2025

Regional Development Australia Mid North Coast (RDAMNC) is pleased to announce the appointment of two highly accomplished leaders to its board of directors, bringing exceptional expertise in tourism development and strategic leadership to the organisation.

Lauren Douglass, Chief Executive Officer of Australian Regional Tourism, joins the board with extensive experience in tourism leadership and strategic policy development. As head of the national peak body representing regional Australia's visitor economy, Lauren champions shifting tourism success metrics beyond economic returns to include social impact and has spearheaded national agritourism initiatives supporting farm diversification.



"I'm honoured to join the RDA Mid North Coast Board and to contribute to driving sustainable regional growth. I look forward to working alongside industry, community and government partners to deliver strategies that improve liveability and strengthen local businesses. With my background in tourism, I'm committed to ensuring our region grows in a way that supports both economic opportunity and community wellbeing." – Lauren Douglass

James McTavish brings distinguished public service experience spanning the Australian Regular Army, NSW State Emergency Service, and NSW Government. A recognised leader in complex environments, James now provides strategic advisory services to regional businesses and organisations. His exceptional service has been acknowledged through Australia's highest honours including the Conspicuous Service Cross, Emergency Services Medal, and Public Service Medal.



"I'm thrilled to join the team at RDA Mid North Coast. At a time when there are so many challenges and opportunities for our region and across regional Australia, I'm excited for the opportunity to be part of a strong voice for our communities, businesses and people, and look forward to being able to use my skills and experience in making our already wonderful region even better." – James McTavish

The Board and Staff extend a warm welcome to our new members and look forward to continuing our collaborative efforts to drive prosperity and growth across the Mid North Coast region.

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