

Media release



Friday, 12 May 2023

Near West & Blue Mountains hospitality sector finds a new voice

The Near West and Blue Mountains region, encompassing Penrith, Rouse Hill, Richmond, Katoomba and surrounds, has a new voice in the hospitality sector.

Head of Lewis Leisure Brad Jenkins, who represents NSW venues The Fiddler and Mercure at Rouse Hill and the Camden Valley Inn, was recently appointed along with seven other NSW hoteliers and industry representatives as a delegate to the Australian Hotels Association (AHA) NSW Council on Tuesday, 4 April 2023.

As part of his new role, Jenkins will use his three decades of hospitality experience to ensure the needs of the local area are well represented to industry leaders both in Sydney and across the state.

"I first started working in the industry at Epping Hotel as a glassie in 1986," Jenkins said.

"After finishing my finance and accounting degree, I travelled and then spent the next 20 years leading different large scale hotels including Castle Hill Tavern, Mona Vale Hotel, and Coogee Bay Hotel. I started with Lewis Land Group as Head of Leisure in 2010."

Lewis Land Group includes several large-scale properties across NSW and Queensland with more than 600 staff and a focus on multi stream revenues.

"AHA NSW delegates play an extremely important role in our industry by representing their sub-branches and providing valuable insight into the issues faced by hotel operators across many different areas of the state," AHA NSW President Scott Leach said.

"Together, their collective voice provides an in-depth understanding of the state's hospitality landscape. I congratulate Mr Jenkins on joining the AHA NSW Council."

Mr Jenkins said he was excited by the opportunity to give something back to the industry he is so passionate about.

"I've had 35 years' experience in hotel leadership and am very interested in the future of the industry and the direction it is taking," he said.

"I look forward to working with others on future policy and direction of the industry as well as contributing to innovative thinking around how the industry evolves."

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