

New Chief Executive appointed to lead History Trust of South Australia

Elizabeth Ho OAM, long-standing Chair of the History Trust of South Australia, has today announced Ms Justyna Jochym* as the incoming Chief Executive of the History Trust of South Australia. The History Trust is the leading statutory agency for history, running the SA History Festival, the Bay to Birdwood, themed museums offering maritime, migration and motoring stories, the Centre of Democracy, the State History Collection, and supporting student education, authors, local museums and history groups across the state.

Ms Jochym was educated in the United States and Poland. She brings to the position an international background in cultural heritage, and in literary and arts fields. She has proved herself to be a highly innovative and successful director in both Europe and South Australia.

Currently the Chief Executive of peak festivals body Festival City Adelaide, Ms Jochym came to Adelaide in 2018 from Poland, where she was Head of International Cooperation & Development at the Krakow Centre for Business, Festivals and Culture.

Her work overseas with 350 partners across borders, languages and cultures - including UNESCO, the United Nations, OECD, and national cultural councils - positioned the City of Krakow as a global leader in cultural diplomacy, heritage and arts sector development, and the creative and tourism industries. At Festival City Adelaide, she has spearheaded the organisation's industry-wide initiatives in workforce development, tourism, volunteer management, and climate action, uniting a diverse sector through a shared agenda.

Since coming to South Australia in 2018, Ms Jochym has been appointed to the SA Tourism Board, the Wyatt Trust Board and the Industry Skills Council for Creative Industries, Finance, Business, & ICT. She is a former Chair of the UNESCO Cities of Literature Network.

Her appointment comes at a critical time for the History Trust of SA, with renewal aspirations for the world's first Migration Museum and international interest in plans to restore the famous Priscilla Queen of the Desert bus and create a linked immersive exhibition at the National Motor Museum in Birdwood. Ms Jochym will succeed highly respected Adelaide arts and culture champion, Greg Mackie OAM, who will retire as Chief Executive after nine years of service in July 2025.

Ms Jochym will take up her new position on 1 September, 2025.

Quotes attributable to Elizabeth Ho OAM, Chair of the History Trust of South Australia:

'The History Trust of SA is the premier cultural heritage arm of government engaging statewide with South Australians. Trustees are delighted to have secured an impressive and globally-connected leader who can drive our mission to "give the past a future now". We are confident that Ms Jochym will be able to enthusiastically project South Australia's story and how it relates to the world and engage younger generations in the process.'

'It is vital as we approach the state's 200th anniversary in 2036 that we use our history to build social cohesion. The History Trust wants to ensure that students from many cultural backgrounds can appreciate

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our SA story. We also aim to strengthen national and international tourism and community engagement opportunities. Ms Jochym has the right profile to bring those aspirations to fruition.'

'We welcome the global cultural, education and tourism experience that Ms Jochym will bring to renewing the world's first Migration Museum in support of social cohesion, attracting tourists to the internationally significant Bay to Birdwood historic motoring cavalcade, and projecting the value of our 600-event SA History Festival - the largest in the Southern hemisphere.'

Quotes attributable to Justyna Jochym*, Incoming CEO of the History Trust of South Australia:

'It is a privilege to be entrusted with the leadership of the History Trust of South Australia, an organisation that plays a vital role in fostering civic understanding and a shared appreciation of the stories that shape our identity.'

'I look forward to working with Trustees and my new colleagues to grow audiences and partnerships, to champion pride in South Australia's migration histories and cultural heritage, and to steward a dynamic and participatory vision of history for all South Australians and visitors alike.'

'I am committed to strengthening the Trust's educational and public programs, and expanding access to inclusive and engaging visitor experiences across the State.'

Quotes attributable to Professor Martin Westwell, Chief Executive of the Department for Education:

'I welcome this appointment. The History Trust of South Australia is a highly valued organisation in the government's education portfolio. It plays a key role in community-building, public learning and student education delivery across our state. It brings our diverse and distinctive history to teachers, students and the community via museums, statewide grants and digital outreach, and our formidable SA History Festival. I know the work of the History Trust is admired by many South Australians, and Ms Jochym will build on that reputation.'

'Encouraging tourists and visitors, diverse communities and schools statewide to engage more with our shared history is an aspirational aim for the History Trust, and Ms Jochym's experience in cultural heritage, tourism and the arts sector will be of strategic benefit to achieve that.'

FOR COMMENT: Chair, History Trust of SA, Elizabeth Ho OAM, ph: +61-417085585

**pronounced Jus-tee'-na Jok'-um*

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