

**Janelle Saffin**

Minister for Small Business  
Minister for Recovery  
Minister for the North Coast



## Media Release

### New Small Business Commissioner appointed for NSW

**Friday, 1 May 2026**

Ms Kalina Koloff has been appointed as the state's new Small Business Commissioner.

With more than 20 years' experience spanning the public, private and not-for-profit sectors, Ms Koloff brings a wealth of expertise in strategy, stakeholder engagement and economic resilience to the position. Her background is uniquely suited to the role - she is an experienced small business owner and most recently served as the NSW Cross-Border Commissioner.

As Small Business Commissioner, Ms Koloff will lead a dedicated team tasked with improving the economic and regulatory environment for the state's small business sector. Established under the *NSW Small Business Commissioner Act 2013*, the Commission serves as a vital advocate, ensuring the interests of small businesses are represented at the highest levels of government.

Ms Koloff's distinguished career includes leading major recovery programs following the Black Summer bushfires and negotiating landmark cross-border agreements between NSW and neighbouring states and territories. She has also owned and operated several small business enterprises across the professional services, consulting and hospitality industries.

Ms Koloff will formally commence her term on 25 May 2026. Ms Catherine Ellis, who has served as Acting Small Business Commissioner during the recruitment process, will remain in the role until Ms Koloff starts.

To find out more about the role of the NSW Small Business Commission, go to <https://www.smallbusiness.nsw.gov.au/>.

**Minister for Small Business Janelle Saffin said:**

"I am delighted to welcome Kalina Koloff as the new NSW Small Business Commissioner. Her extensive experience in both the public sector and as a business owner ensures she has the perspective needed to champion our state's small business community.

"Ms Koloff's proven track record in business and working across all levels of government will be an incredible asset as we continue striving to reduce red tape and foster a more resilient business environment.

"I would also like to extend my sincere thanks to Ms Catherine Ellis for her dedicated service as Acting Commissioner. Her leadership has provided vital stability and support for our small businesses throughout this transition period."

**Incoming Small Business Commissioner Kalina Koloff said:**

"I am looking forward to connecting with the breadth of small businesses across NSW and to working with them to highlight key challenges and resolve long-standing issues.

"Small business is at the heart of the NSW economy and I am committed to supporting them to do what they do best, even in difficult and uncertain times."

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