

## **MEDIA RELEASE**

**For Immediate Release**

### **AANA CEO to take on new transformation challenge**

Wednesday 17 May 2017: Matt Tapper, Chairman of the AANA, confirmed that CEO Sunita Gloster has informed the Board that she has accepted a role as Chief Commercial and Strategy Officer at Network Ten and will be leaving the AANA in August.

“I was part of the team that recruited Sunita in 2013 and we gave her a challenging brief; to renew and refresh our Association, to engage us as a community, to raise the profile of what we contribute as marketers and most importantly to deliver on our commitment to evolve and maintain our system of self-regulation and to ensure all key stakeholders retained confidence in our management and leadership in this area.”

“Sunita has well and truly delivered on that brief and significantly set us on the path of transforming the AANA.”

“The Code of Ethics has evolved so that it can apply to any media and the addition of the clearly distinguishable advertising provisions is particularly timely, given the rapid expansion of marketing communication in social media and the growing use of paid influencers in this space. Sunita also successfully worked with the wagering sector to develop a new Wagering Advertising Code,” Mr Tapper said.

Under Ms Gloster’s leadership the AANA has been acknowledged globally, garnering two consecutive President’s Awards from the World Federation of Advertising (WFA), the more recent one for delivering a comprehensive set of Contract Guidance Notes to help achieve greater transparency in media buying.

“And the AANA’s reputation for providing the marketing community with regular thought provoking events and speakers is higher now than it has ever been, Sunita has lured many thought leaders from around the globe to events like our annual RESET conference, which is now established as a premier event on the Australian marketing calendar. Given Sunita’s considerable achievements in enhancing member value it should come as no surprise that our base has increased by more than 50 members in the last four years. Sunita’s successor will inherit a very strong, vibrant organisation on which to build,” Mr Tapper said.

Hourigan International, the specialist executive search company that focuses on Creative Leadership Talent will undertake an extensive search for the new CEO role.

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**About the AANA:** For over 85 years the AANA has represented Australia’s largest and well-known brands across all major sectors, including FMCG, automotive, banking, finance and insurance, travel, health and beauty, media and communications. The AANA works to protect the interests of those businesses that contribute to an estimated advertising spend of more than \$14 billion a year. On behalf of our members, the AANA’s mandate is to maintain and evolve the advertising codes which underpin the system of self-regulation in Australia, safeguard the rights of its members to commercial free speech and protect consumers by ensuring marketing communication is conducted responsibly.