



Monday, 25 November, 2013

### **AANA Scoops Rachelle Gibson after Screen Forever Triumph**

The Australian Association of National Advertisers (AANA) has today confirmed the appointment of highly regarded marketer and event producer Rachelle Gibson to the newly created role of general manager, marketing communications.

Gibson joins the AANA from leading marketing and communications at Screen Producers Australia, where she has this week delivered an outstanding event to cement SPAA's new positioning as Screen Producers Australia, the Screen Forever conference.

Gibson will bring her expertise to the Global Marketer Conference, to be hosted in Sydney in March 2014 and contribute to AANA's strategic purpose - to inspire and promote responsible, innovative, and respected marketing.

AANA CEO Sunita Gloster said "I'm delighted that Rachelle is joining the team. Her appointment is further evidence of our determination to deliver on our new strategy and deliver member benefits across our three core pillars. After working with Rachelle at Omnilab Media, I know she's one of the few individuals who can tackle a role like this. I've had her on my wish list for some time and I'm really thrilled we were able to snap her up."

With Rachelle's appointment, the AANA have also recognised the contribution of Alina Bain with her role expanding to Director of Operations and Regulatory Affairs. "Alina has been instrumental in developing the AANA's new strategic plan and in establishing the AANA as the voice for advertisers with regulators. Alina is leading our engagement with the new government to help ensure that they understand that marketers remain committed to ensuring that the self-regulatory system continues to meet community expectations."

Gibson's appointment is effective from December 2.

ENDS

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**About the AANA:** Founded in 1928, the AANA is the peak national body for advertisers involved in Australia's \$30 billion a year advertising, marketing and media industry. As the respected voice for brands the AANA charter is to inspire and promote responsible, innovative and respectable marketing. At the core of this charter is AANA's clear mandate to maintain and evolve the Codes which underpin the self-regulatory system of advertising in Australia, safeguarding the rights of its members to commercial free speech and protecting consumers by ensuring advertising and marketing communications are conducted responsibly.