

MATT TAPPER TO CHAIR AANA

12 November 2015 - The AANA this evening announced that Matt Tapper was elected Chair of the AANA Board. Matt succeeds Inese Kingsmill, Director Consumer Marketing, Telstra who has been Chair of the peak industry body since November 2012, having also served as Acting Chair since February of that year.

Matt Tapper is also currently Managing Director, Global Markets, for Lion's Beer, Cider & Wine business, a position he took in August 2015 having been National Marketing Director for Lion Beer, Spirits and Wine for the previous five years.

Ms Kingsmill, who continues as a AANA Board member, said that she felt that after serving as Chair for four years, the time was right to step aside and that she was delighted Matt had been elected as her successor. "I've had the pleasure of working closely with Matt in his capacity of Deputy Chair for the last three years. During that time the AANA has embarked on a new strategic plan which has seen it refreshed and re-energised, becoming the peak national body it is today. The continuity that Matt provides will be a great resource to support our CEO, Sunita Gloster, who has led the transformation of the AANA into the dynamic organisation it is today.'

"I would like to thank all my fellow Board members for their support over the last four years. I'm proud of the significant contribution we've all made toward elevating the marketing profession and strengthening the self-regulatory system for which we are responsible," Ms Kingsmill said.

Mr. Tapper said he was honoured to accept the new role. "I am inheriting a strong, united Board thanks to Inese's leadership. The AANA is the peak national body for advertisers and together with Sunita and our members we will continue to be highly active in promoting our core purpose of advertising self-regulation. It's an exciting time for marketing and as leaders we need to keep working on building and elevating the reputation and communicating the contribution of our profession." Mr. Tapper said.

Mark Reinke, Group Executive Director, Customer, Data and Marketing at Suncorp, will continue as Treasurer of the AANA and Andrea Martens, VP Marketing and Managing Director Home and Personal Care, Unilever has been elected as Deputy Chair.

The other AANA Board members are:

- Inese Kingsmill, Director of Consumer Marketing, Telstra
- Andrew Caie, General Manager, Marketing, Subaru
- Mike Connaghan, Chief Executive Officer, STW Group
- Jeremy Griffith, Corporate Affairs Director, Carlton United Breweries
- Thérèse Kallie, Director Communication and Marketing Excellence, Nestlé Australia
- Bronwyn Powell, Senior Director of Marketing, McDonald's Australia
- David Scribner, Head of Virgin Mobile Australia
- John Steedman, Non-executive Chairman, GroupM
- Adrian Weimers, Brand Communications Corporate Manager, Lexus

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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.