



Australian Pork Limited
ABN 83 092 783 278

PO Box 4746
Kingston ACT 2604

P 02 6285 2200
F 02 6285 2288

www.australianpork.com.au

MEDIA RELEASE

17 November 2017

BOARD CHANGES AT AUSTRALIAN PORK LIMITED

Australian Pork Limited (APL) has announced the appointment of a new Specialist Director - Mr Andrew Baxter and the reappointment of Producer Directors, Dr Brian Luxford and Mr David Plant at its Annual General Meeting, Thursday 16 November 2017.

The APL Board has appointed Mr Baxter to fill the vacancy created by Specialist Director Mrs Kay Carey. Mrs Carey is retiring in accordance with the rotational requirements of the APL Constitution and was not seeking re-appointment.

APL Chairman, Mr Enzo Allara said it is always an exciting time of year when the Australian pig industry gets together to discuss where the industry is heading and how it is getting there.

“It is important we continue to move forward as an industry, and we are very fortunate to have highly respected individuals involved with our industry and sharing their expertise and skills with us.

“Mr Baxter will provide new insights and experiences that the industry can learn from. His enormous and diverse experience will make him a great asset to the Board and the industry.” Mr Allara said.

Mr Baxter is a leading marketing and communications expert, with experience working on some of Australia’s most visible brand communications campaigns.

“Every industry has different challenges and opportunities. I look forward to working on those that are shaping the Australian pork industry and achieving some positive outcomes for our producers.” Mr Baxter said.

Specialist Director Kay Carey was appointed to the Board in 2006 and announced earlier in 2017 that she would not be seeking re-appointment after her current term expires.

On behalf of the Australian pork industry, APL thanks Mrs Carey for her tireless work during her time on the APL Board, particularly her dedication to APL’s marketing efforts.

“Mrs Carey was a great advocate for the consumer in an industry that is moving from being largely production led to being more consumer driven. She was relentlessly curious of the emerging trends in consumer behaviour and her wisdom when dealing with complex information will be greatly missed.” Mr Allara said.

APL is responsible for enhancing opportunities for the sustainable growth of the Australian pork industry by delivering integrated marketing, innovation and policy services through the pork industry supply chain.

A brief biography on Mr Andrew Baxter and Mrs Kay Carey is attached.

ENDS

For media enquiries contact:
Meaghan Clack
Corporate and Social Media Executive
02 6270 8846
media@australianpork.com.au

Biographies

Mr Andrew Baxter

B.Bus (Mktg), GAICD, FAMI CPM

Specialist Director

Mr Baxter is one of the leading marketing and communications experts in Australia. He is currently the Chairman of Publicis Communications and the CEO of Publicis Australia, with companies specialising in advertising, loyalty, digital, CRM, strategy, production, media and design. Mr Baxter is also a member of the Publicis Worldwide Global Management Board.

He was previously CEO of Ogilvy Australia, a period that saw the creation of some of Australia's most visible brand communications campaigns including Rhonda & Ketut for AAMI and Share a Coke for Coca-Cola.

In his career, he has worked with many of Australia's largest companies and brands, as well as the Australian, NSW, Victorian, Queensland and Northern Territory Governments.

Mr Baxter is also the Chairman of the Lord Mayor's Charitable Foundation, Deakin Business School and The Song Room, and a Non-Executive Director of the Sydney Symphony Orchestra.

He regularly writes about the future of marketing as a columnist for The Australian. He is one of LinkedIn's Top 40 Australian influencers, and recognised by Campaign magazine as one of the Top 5 Agency Leaders in Australia & NZ.

Mrs Kay Carey

B.Comm

Outgoing Specialist Director

Mrs Kay Carey has extensive experience in marketing and management, previously holding a number of senior positions including Brand Development Director of Unilever Australasia, Food Director of Unilever Indonesia and Chairman of Unilever Singapore. She was also an independent member on the Board of Peter Lehmann Wines. Currently, Mrs Carey manages the Co-op Scholarship Program at the University of NSW (UNSW). She liaises with many of Australia's leading companies to partner with UNSW in the career development of top-performing students and is actively involved in the leadership training and professional development of these students. Mrs Carey is a member of the APL Board's Market Development, Research and Development Advisory and Quality Assurance and Animal Welfare Committees.