



MEDIA RELEASE

13 November 2019

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

NEW CHAIR FOR AUSTRALIAN PORK LIMITED

Australian Pork Limited (APL) today announced that Mr Andrew Baxter has been appointed Chair of the company, after being elected to the position at the Board's November meeting in Melbourne.

Mr Baxter brings a rich depth of expertise to the role, having led major professional services firms for more than a decade, working with some of Australia's largest companies and brands, along with state and federal governments.

He was formerly Chairman of Publicis Communications, one of Australia's largest communications agency groups, and is recognised as one of Australia's preeminent leaders in marketing.

Mr Baxter has more than 30 years of combined non-executive experience. He is currently Chair of Tjapukai, and until recently was Chair of both the Lord Mayor's Charitable Foundation, and Deakin School of Business. Mr Baxter also sits on the Board of the Sydney Symphony Orchestra and is a Board member of the NBL.

Margo Andrae, APL CEO, said Mr Baxter's diverse expertise will be critical in leading the organisation in the years to come.

"We need people of Andrew's expertise and calibre to drive the new strategic direction, currently under development, for the Australian pork industry over the next 5-10 years."

Mr Baxter said he looks forward to representing the best interests of Australian pork producers, overcoming current biosecurity challenges, and producing quality pork that meets Australians' values and preferences.

"Australia's pig farmers produce a fantastic, premium product, whilst maintaining meticulous biosecurity and high-quality standards", Mr Baxter said.

"We must position our industry for the future by helping to make Australia's pork industry more resilient to the changing domestic and global landscapes in which our farmers and supply chains operate."

Mr Baxter has served on the APL board for two years, was elected acting Chair in September 2019, and will maintain his role on APL's Market Development Committee, and Quality Assurance and Animal Welfare Committee.

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For media enquiries contact:

Patrick McClelland

Porter Novelli

Ph: 0409 499 419

E: pmcclelland@porternovelli.com.au

Madeleine Page

Porter Novelli

Ph: 0427 869 203

E: mpage@porternovelli.com.au