

25<sup>th</sup> July 2017

Press Release – Arboriculture Australia Ltd

*For immediate release.*

### **Appointment of Chief Executive Officer**

Arboriculture Australia is pleased to announce the appointment of Mr. Cameron Hills as the association's new Chief Executive Officer. Cameron will commence his new role in late August 2017.

Cameron brings to the position an extensive career working for representative associations. He has experience in both the wine and sheep industries, including with Australia's peak wine industry body – the Winemakers' Federation of Australia, as well as most recently the South Australian Stud Merino Sheepbreeders' Association, where he was engaged as its Executive Officer. Other roles in industry development and industry training make Cameron an asset who will be integral to the ongoing development of Arboriculture Australia

Announcing Cameron's appointment, Arboriculture Australia Chair, Craig Hallam, said: "Cameron was chosen in a competitive selection process from a strong field of candidates. The process was extensive, including consultation with other green industry associations, locally and internationally, to ensure this new position was appropriate and covered all facets of this dynamic industry. Although the process took some time, the broad consultation was important to ensure the association selected the right candidate. The Directors and Advisors are very confident that Cameron's collaborative management style, in concert with broad executive experience within leading industry bodies, will be invaluable to the realisation of Arboriculture Australia's strategic objectives."

Reflecting on his appointment, Cameron said: "I am both honoured and excited to have been selected to work with Arboriculture Australia. The body has demonstrated clear leadership for the benefit of the industry, and is motivated to build on its success with a host of future opportunities. I am enthused to be playing a part in the success of the association and the arboriculture industry."

When considering the appointment of the most suitable candidate for the Chief Executive Officer position for Arboriculture Australia, the selection panel noted that Cameron could point to a number of career highlights.

Cameron was the project leader for the World Merino Insight – a week long program of activities for both international and Australian sheep industry leaders that took place in Adelaide. In order to ensure its success, Cameron was able to secure a healthy level of industry and government funding support, and able to execute the program that delivered both a memorable and worthwhile experience for all delegates that participated. During his time at the SA Stud Merino Sheep Breeders' Association, Cameron has created and strengthened links with the woollen fashion industry, while encouraging young sheep enthusiasts to pursue a career in the industry through the renowned Merino Wethers Competition.

Career highlights in the wine industry included the development of the tourism award winning Riverland Wine and Food Festival, the Riverland Wine and Winegrape Research and Development Blueprint, and the creation of a host of teaching aids for professional wine educators.

Cameron said: "I am looking forward to meeting the members of Arboriculture Australia™ as well as the affiliated professional organisations that share the association's values and interests."