

## MEDIA RELEASE

### AANA STRENGTHENS LEADERSHIP TEAM

**17 February 2015** - The AANA has moved to strengthen its leadership team and boost its core self-regulatory policy making, marketing events and member servicing functions after significantly increasing its membership base in the last twelve months.

**Ms Simone Brandon** is the AANA's new **Director of Policy and Regulatory Affairs** and joined the team in late 2014. Ms Brandon was formerly Deputy General Counsel for Vodafone Hutchison Australia where government regulation was a key accountability.

'Simone has demonstrated a strong grasp of the policy challenges facing the marketing industry. She brings highly relevant experience from Vodafone where she was responsible for analysing broadcasting, online services and classification legislation and developing appropriate responses. I am very confident that Simone will help us navigate the shifting media landscape ahead and demonstrate to stakeholders, particularly government, that the self-regulatory system that governs marketing communication is evolving to deliver the standards the community expects,' the AANA's CEO, Ms Sunita Gloster said.

**Ms Lucy McKee** has been appointed to the newly created position of **General Manager, Marketing**. Lucy has spent the last five years at Telstra in Corporate Marketing as a Senior Marketing Manager, leading the PR and Communications on the Telstra Business Awards and the Telstra Business Women's Awards. This included extensive campaign management in digital and leading across the areas of Alumni and business partnerships, internal and external communications, award judging and up to 40 major events across the country. Lucy joins the team on March 2 with current GM Marketing, Rachelle Gibson departing the organisation in mid-March.

'The year 2014 was designated as a year of action for the AANA with very high member and industry engagement across all our strategic pillars. Lucy brings with her extensive experience across B2B marketing, PR and stakeholder liaison within the media and communications industry and will be an excellent addition to the team,' Ms Gloster said.

**Ms Katrina Harrison** was appointed **Member Relations Manager** in January 2015. Ms Harrison was formerly Marketing & Communications Manager at the Magazine Publishers of Australia and will be focused on strengthening member relations, programs and services for the AANA membership.

'Our year of action has enabled us to build our support and service to AANA members and I am delighted to welcome Simone, Lucy and Katrina to the team. As the peak national body championing the interests of Australia's brand owners, we remain focussed on ensuring that the self-regulatory system for marketing activity continues to meet community and government expectations and that our charter to inspire and promote responsible, innovative and respected marketing is also delivered upon,' Ms Gloster said.

\_\_ Ends \_\_

*Photos over page.*

# AANA NEWS



Simon Brandon



Lucy McKee

**Media contact: Res Publica, Gabriel McDowell**

E: [gmcowell@respublica.com.au](mailto:gmcowell@respublica.com.au) | M: +61 417 260 918 | T: +61 2 8297 1515

About the AANA: For over 85 years the AANA has represented Australia's largest and well-known brands across FMCG, automotive, finance and insurance, travel, health and beauty, media and communications. The AANA works to protect the interests of these businesses who contribute to an estimated advertising spend of more than \$14 billion a year. On behalf of our members the AANA's mandate is to maintain and evolve the advertising codes which underpin the system of self-regulation in Australia; and safeguarding the rights of its members to commercial free speech and protecting consumers by ensuring advertising and marketing communications are conducted responsibly.