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NSW Farmers' Association appoints new Chief Executive Officer

The Board of the NSW Farmers' Association has today announced Matt Brand as its new Chief Executive Officer.

NSW Farmers' Association President Charles Armstrong says Matt Brand will bring skills to the Association that will strengthen its voice in both government and commercial sectors.

"On behalf of the Board of NSW Farmers' Association, I welcome Mr Brand to his new role and look forward to working with him to drive our industry forward," Mr Armstrong said.

Matt Brand has an extensive background in marketing, advocacy and lobbying government. He currently holds the position of General Manager Marketing and Strategy at Australian Rugby Union (ARU).

Mr Brand holds a Bachelor of Applied Science (systems) Agriculture and Masters of Business - Marketing.

Charles Armstrong says the Association has conducted a thorough search to appoint its new Chief Executive Officer and looks forward to Mr Brand taking up his new role.

Australian Rugby Union Managing Director and CEO John O'Neill said ARU congratulates Matt on his appointment and he certainly leaves with our best wishes to what is a new challenge and a major responsibility at the NSW Farmers' Association.

"We are sad to see him leaving the organisation after more than three years but we also understand the opportunity offered to him was too good for Matt to turn down at this point in his career," Mr O'Neill concluded.

Matt Brand will take up his position with the NSW Farmers' Association in October.

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