

MEDIA RELEASE



Monday, April 4, 2016

New joint CEO to lead SA dairy and livestock advocacy groups

Livestock SA and the South Australian Dairyfarmers' Association will welcome a new chief executive officer next month – Andrew Curtis.

The CEO position is a joint role between Livestock SA and SADA – a first for both advocacy groups in South Australia.

Mr Curtis will replace current Livestock SA CEO Deane Crabb and SADA CEO Ken Lyons. Mr Crabb will step back to a policy officer role within Livestock SA while Mr Lyons is taking on a leadership role with successful South Australian milk brand *SADA Fresh*.

Mr Curtis' career includes 21 years with PIRSA in a range of industry development roles including the fibre, meat, agricultural workforce and landcare sectors. His present role is senior industry adviser, working to initiate and support agribusiness development in SA. He has also worked as a dairy extension officer and jackaroo.

Livestock SA president Geoff Power said the joint role recognises the common issues faced by producers in both industries and that there is significant synergies that can be captured for both organisations.

“Biosecurity, trade, natural resource management and transport – these are just a few of the issues common to both industries which a joint CEO will be able to advocate for, working closely with Primary Producers SA,” he said.

“We are looking forward to having Andrew's extensive policy and industry development expertise on board at Livestock SA and believe his industry knowledge and networks will be a benefit to SA producers.”

SA Dairyfarmers' Association president David Basham says the appointment highlights the great working relationship between SADA and Livestock SA.

“This will be enhanced by having a joint CEO and Andrew has great knowledge and history gathered during his career to bring to the two organisations to benefit us going forward,” Mr Basham said. “We look forward to having his skills and expertise when he starts with us in May.”

Mr Curtis says he is enthusiastic about taking up the opportunity to work more closely with the livestock and dairy sectors, which are major contributors to the SA economy.

“Both Livestock SA and SADA have important roles in advocating on behalf of members and I look forward to being able to work with producers at a grassroots level through to an interstate and national level with our industry counterparts,” Mr Curtis said.

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Livestock SA and SADA acknowledged the outstanding contributions of their current CEOs, Mr Crabb and Mr Lyons.

“Deane has been an outstanding contributor to the organisation as its inaugural CEO, helping to guide its establishment and using his extensive knowledge gained through time at the SA Farmers Federation and PIRSA,” Mr Power said.

“Ken has given great service to dairyfarmers in SA for 15 years and has left a long lasting legacy with his work in establishing the SADA Fresh milk brand,” Mr Basham said.

ENDS

For media interviews:

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