

# Freshcare appoints CEO

## JANE SIEBUM APPOINTED CEO

The Board of Freshcare is pleased to announce the appointment of experienced executive Jane Siebum to the role of Chief Executive Officer (CEO), effective Monday 4 January 2021.

Freshcare Chairperson Allan Dall said: "As the custodian of Australia's most widely used standards across the horticulture and viticulture sectors, we have an obligation to position Freshcare for a sustainable future. This means ensuring as an organisation that we have the right corporate structure and the financial capacity to continue to deliver in the long term.

"After an extensive search we are very confident that Jane, with her authentic leadership, out-of-the-box thinking and broad skills, is absolutely the right person to lead the organisation and deliver for our participating businesses, members and the industry.

"On behalf of the Board I'd like to thank Yvonne Diab for her work as Interim CEO in 2020 and we wish her well for the future," said Mr Dall.

Ms Siebum joins Freshcare following three years at Scouts NSW, including two as CEO, and with extensive experience in business transformation across various industries. She has extensive knowledge in the technology sector and is known for delivering business solutions that drive efficiencies and productivity. Ms Siebum also brings a wealth of not-for-profit expertise having previously been President of Bowen Pastoral Agricultural Association, NED of Women in Prisons Advocacy Network and a host of other volunteer roles along with undertaking pro bono work for various small NGO's.

Commenting on her appointment Ms Siebum said she was proud to join Freshcare with its established reputation in the industry and at such an exciting time for members following the organisation's Global Food Safety Initiative (GFSI) accreditation last year.

"Freshcare provides such an important enabling role for the industry and I am looking forward to strengthening our position and providing a strong voice for our members and participating businesses," said Ms Siebum.

"My approach is very much about listening and getting out to hear feedback from our industry stakeholders before using these insights to form a view, and work with the team and Board on the opportunities and what the next stage of evolution might look like for Freshcare. This will include consideration of what emerging technologies we may be able to offer our members to support improvements in productivity, efficiencies, and sustainability. It's a great time to be involved."

-ENDS-

## About Freshcare

Established 20 years ago, Freshcare is Australia's industry-owned and operated assurance standards for horticulture including a Global Food Safety Initiative (GFSI) recognised certification programme. As a not-for-profit, Freshcare's purpose is to ensure its best-practice standards meet the industry's needs now and for the future. Freshcare enables participating businesses to continue to demonstrate their capacity to grow, pack and distribute globally recognised, safe, sustainable, quality produce for customers and consumers in Australia and worldwide.

## Contacts

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