



Appointment of new CEO

Tuesday 27th February, 2018

Media Release

Export Council of Australia (ECA), the peak body representing the promotion of Australian industry in international markets as our primary goal has today announced the appointment of Ms. Alina Bain as the new Chief Executive Officer of the organisation.

Ms. Bain will commence in the role on the 15 March 2018 and will be based in Sydney.

Export Council of Australia Chair Ms. Dianne Tipping congratulated Ms. Bain on her appointment as CEO.

“Alina Bain is a fantastic appointment for the Export Council of Australia and on behalf of our members I congratulate her for taking on this important role.”

“Alina brings extensive public policy experience to the ECA following over 10 years in senior executive roles for the broadcasting and advertising and marketing industries, most recently a two-year appointment as CEO of the Australian Services Roundtable. Alina’s extensive experience in seeking and delivering positive policy outcomes in highly complex and challenging environment along with her unique skills in skills development and delivering member benefits will help grow the ECA at this critical time for Australia’s exporters”.

“I am confident Alina’s leadership of the ECA will add further strength to our organisation and benefit the members we serve” said Ms. Tipping.

Ms Bain has said “I am honoured to be appointed as the CEO of Export Council of Australia which represents such an important part of the Australian international trade sector”.

“ECA plays such a crucial role in advocacy, policy and skills development to ensure that the Australian community has fast, affordable access to the latest innovative knowledge to be internationally competitive. It will be a privilege to lead this important work on behalf of the members”.

“I am looking forward to engaging with policy makers and the community about the wonderful work our members do to not only build international success for their own businesses but also build the Australian economy through significant investment and jobs creation” said Ms. Bain.

In welcoming Alina, Ms Tipping has congratulated outgoing CEO, Ms Lisa McAuley for her leadership of the ECA.

“I’d also like to thank Ms. Lisa McAuley who has been in the role since 2015. Lisa has done a tremendous job working with the Board, the management team and our members to ensure that the ECA is the leading advocate for developing the international trade performance of Australian business. Lisa has worked tirelessly to develop our offerings through encouraging Australian business to engage in international trade, effective representation to government on market access and facilitation issues, the delivery of practical professional development programs and forums that foster the exchange of ideas and knowledge and reward excellence. This has been incredibly important work that means our new

CEO will take over the reins of a strong organisation that is even better placed to represent the interests of the community and our members in this wonderful sector” said Ms. Tipping.

For a more detailed biography and a photo of Ms. Alina Bain please click [here](#).

Contact:

Dianne Tipping, Chair of the ECA

Phone: 0418 444 319

Email: Diannetipping@export.org.au