

# Media Release



6 January 2021

## VFF announces Jane Lovell as new CEO

The Victorian Farmers Federation (VFF) has today announced that Jane Lovell will join the organisation as its new Chief Executive Officer on 15 February 2021.

VFF President Emma Germano said she was excited to announce the appointment of Jane who comes with significant industry experience as the Manager, National Rural Issues at AgriFutures and the CEO at Seafood Industry Australia.

“Jane joining the VFF is super exciting for the organisation. Jane will bring a wealth of experience and enthusiasm to the role and I look forward to working with Jane in continuing to move the VFF forward.”

“As the VFF looks to grow our membership and refocus our efforts to return value to our membership and influence government decision making, this external appointment will help to ensure the VFF is a contemporary organisation that represents today’s Victorian farming sector,” said Ms Germano.

Ms Lovell said that she feels extremely privileged to be taking the leadership role with the VFF.

“We have some real challenges ahead to promote and secure the critical role farming has in our communities and for our state. I look forward to getting out and connecting with our members to better understand their priorities and concerns, and to working with the VFF team to provide a strong, united voice for Victorian farmers,” said Ms Lovell.

The appointment follows a robust recruitment process conducted by Pacific Search Partners that considered more than 100 applicants. The process, which began in mid-2020, was briefly delayed due to COVID-19 and the 2020 VFF elections.

**ENDS**

### **Media Contact**

Luke Hooke: 0428 288 909

Emma Germano: 0423 774 477