

Media Release



22 May 2023

VFF announces Brendan Tatham as CEO

The Victorian Farmers Federation (VFF) has announced today that Brendan Tatham has been formally appointed as its Chief Executive Officer to lead the state's peak agricultural advocacy organisation.

Mr Tatham joined the organisation as VFF Interim CEO in November 2022 and was successful following an extensive recruitment process which attracted a large pool of applicants conducted by Pacific Search Partners.

VFF President Emma Germano said she was delighted to announce the appointment of Mr Tatham and the significant experience and knowledge that he would continue to share with the organisation.

“Brendan brings over 25 years of experience to the VFF from his extensive background in public health, agri-food and emergency management, having held senior leadership positions at the Victorian Department of Environment and Primary Industries and as Chief Executive Officer at PrimeSafe.”

“Since taking the reins as VFF Interim CEO in late 2022, he has helped fast-track the transformation of the VFF. His permanent appointment will better enable the organisation to deliver the best possible results for farmers; exactly what we need to do,” Ms Germano said.

Mr Tatham said he was eager to continue the work that has been started to allow the organisation to embrace the opportunities of the future.

“I’m thrilled and honoured to be asked to lead the VFF. I’m genuinely excited about the opportunity to work with the Board, staff and members to make a difference for Victoria’s agricultural industries, farmers and regional communities.”

“Farmers are at the core of everything we do, and I look forward to transforming our member’s needs into outcomes by utilising the fast-moving media, technology and political cycles that make up today’s modern advocacy environment,” Mr Tatham said.

The VFF would like to acknowledge and thank all who undertook the process and encourages them to continue to contribute to the VFF and the farming community into the future.

ENDS

[CLICK HERE](#) TO DOWNLOAD AN IMAGE OF BRENDAN TATHAM

Media Contacts:

Ryan Moloney, VFF, 0400 874 589

Farrer House 24-28 Collins Street Melbourne 3000

Ph. 1300 882 833 | Fax. 03 9207 5500 | E-mail. vff@vff.org.au | www.vff.org.au