

IFPA ANZ appoints Belinda Wilson as Managing Director

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The International Fresh Produce Association Australia and New Zealand (IFPA ANZ) has appointed Belinda Wilson as its new Managing Director, effective January 6, 2025, following the recent resignation of Ben Hoodless. Hoodless served as Managing Director for nearly two years and will assist Wilson in transitioning into the role.

"I have thoroughly enjoyed my time as Managing Director and I look forward to ensuring a smooth handover with Belinda before I focus my full attention on my own business, Element Ag," said Hoodless. "Belinda brings significant experience in association management and governance to this role. I wish her and the outstanding team at IFPA ANZ much success in the future."

Wilson has a diverse background with extensive experience across various industries, including the legal profession, membership associations, Australia's seafood sector, defence and veterans affairs, and the private sector. In her new role, she will focus on developing and implementing innovative strategies, building impactful stakeholder relationships, and influencing industry-wide policy changes.

Her national advocacy efforts through various governance roles in the seafood industry, including her work with the federal peak body Seafood Industry Australia and the Victorian seafood industry, have contributed to enhancing Australia's brand and reputation while promoting a resilient and sustainable industry.