

# Potatoes SA board gets Brian on team

**T**HE peak representative body for the potato industry value chain, Potatoes South Australia Incorporated, has appointed highly-regarded Brian Cunningham as its independent chairman at a meeting of the Board of Management in Adelaide last month.

Mr Cunningham brings with him more than 20 years of experience as a chief executive in the private and public sectors where he tackled areas of business growth, investment opportunities, technology, governance and structures, budget setting, financial statements, and audit and risk management.

He will join Potatoes South Australia's newly constituted directors.

Chief executive officer Robbie Davis said the membership-based, not-for-profit association continued to improve its capacity and professionalism in the delivery of relevant, timely, value-adding information and services to industry stakeholders in the nation's largest horticultural sector.

"This strengthening at Board level will ensure that our strategic direction remains on target as the business further evolves, involving new complexities and challenges," Ms Davis said.

"Brian will lead a Board of very talented, passionate industry and independent directors, who collectively have a skillset complementing the organisation's growth.

"The strategic input of an independent chair will provide the vehicle for harnessing the skills of this new board to achieve the higher-level goals of the

organisation supported by appropriate governance arrangements."

The current board comprises Mark Geraghty, general manager-strategy, marketing and communication, Elders; Jeffrey Jackson, CEO, Moraitis Group; Gary O'Neill, general manager-farms, The Mitolo Group; Ross Trimboli, GTS Farms; James Wandel, Kangaroo Island Irrigated Seed Producers Group; Paul White, general manager, Zerella Fresh; and Andrew Widdison, chairman, South East Potato Growers Association.

In terms of corporate profile and history, Mr Cunningham is probably best known in Australian Rules football states in Australia for his key leadership role in the successful tender for an Australian Football League Club franchise licence in 1994.



The strategic input will help harness skills

— ROBBIE DAVIS

This resulted in Port Adelaide Football Club entering the National competition in 1997.

He subsequently drove the growth and development of this State-based sporting club to a highly successful National football league entity from 1996 to 2004.

Subsequently, Mr Cunningham was recruited into senior Government roles as a chief executive in 2005.

In his most recent public sector role as chief executive



▲ Potatoes South Australia's new independent chairman Brian Cunningham has more than 20 years of experience as chief executive in the private and public sectors.

of the Department of Trade and Economic Development from 2008 to 2010, Mr Cunningham led the SA Government's key agency for economic and industry development.

He is delighted with his new role.

"Potatoes South Australia has a unique opportunity to represent and drive this important sector of the State's primary production. The Board is made up of a highly skilled group of directors and collectively the board recognises and looks forward to addressing the challenges in the industry going forward," he said.

Since leaving his last CEO role in 2010, Mr Cunningham has developed a niche and rapidly growing business consultancy focussing on people and business strategies.

He also serves as a director on six other Boards, and is chairman in three of them.