



MEDIA RELEASE

PATRIA JAFFERIES COMPLETES TERM AS CEO

2 JUNE 2015

Celebrate WA today announced that it will have a change of leadership following the successful delivery of the 2015 WA Day event program across the long weekend.

Current Chief Executive Patria Jafferries will hand over leadership of the organisation on 30 June, after delivering her third annual WA Day celebration.

Patria was contracted by Celebrate WA to develop and deliver the WA Day program in 2013, 2014 and 2015, as well growing the organisation and its capabilities in line with strategy set with the Board.

During the past three years Patria and her team have increased public awareness of WA Day throughout Western Australia, steadily grown event attendance, expanding the range of promotional activities, implementing substantial social media engagement, and signed or increased a number of corporate partnerships.

Ms Jafferries said she is very proud of the achievements of the Celebrate WA team she has led, particularly the way WA Day has been adopted by the community and the success in ensuring Celebrate WA is in a strong financial position for the future. During Ms Jafferries time as CEO, major new partnerships have been secured with organisations like Etihad, EY, Telstra, WA Super, MRA, Gerard Daniels and City of Perth.

“Organisations like Celebrate WA need leadership change every few years to reinvigorate, so I believe now is a perfect time for another person to continue the development of the WA Day brand.”

“The WA Day long weekend is now established and embraced by the community, which is a great result as it was only created by the WA Parliament in 2012.”

Celebrate WA's achievements during Patria's time as Chief Executive include:

- Corporate financial support increased by more than 95%.
- Re-commitment of major supporters BHP Billiton and Lotterywest to multi-year partnerships
- Public attendance at WA Day events reaching more than 100,000 in 2014
- Expansion of the WA Day program to include major regional communities across WA with more than 300 activations in 2015
- Expanded collaborations with a range of organisations including WA Museum, Department of Culture and the Arts, Artsource, FORM, Frasers Group and Crown
- Substantially increased annual media coverage in print, online and broadcast media and trended national.

- Social media engagement reaching nearly 20 million page impressions for WA Day and a unique audience of more than 4 million across key social media platforms.

After completing her contract at Celebrate WA, Ms Jafferries will undertake consulting projects for a major West Australian organisation and will expand her Board roles that already include Director of the Hope for Children Australia, Volunteering WA and Chairman of Barking Gecko Theatre Company.

The Board of Celebrate WA will announce the new Chief Executive for the organisation after the WA Day long weekend.

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About Celebrate WA

Celebrate WA is a not-for-profit organisation responsible for promoting and organising the annual WA Day celebrations; promoting excellence and achievement by Western Australians in all fields of endeavour; and encouraging pride in all things Western Australian.

Celebrate WA's Major Supporters include BHP Billiton, the State Government, and Lotterywest. A range of Corporate Partners including Gerard Daniels, Herbert Smith Freehills, Metropolitan Redevelopment Authority and WA Super also provide invaluable support, a long with Media Partners Channel 7, The West Australian and Austereo

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