



MEDIA RELEASE

Australian Seed Federation welcomes new CEO

16 February 2023 Canberra – The Board of the Australian Seed Federation has appointed Katherine Delbridge as the new Chief Executive Officer of the Federation.

President of the Australian Seed Federation, Ms Rowena Petrie, said, “We are very pleased to have someone of Katherine’s calibre to lead the next chapter of the Australian Seed Federation.

“Australian Seed Federation members are facing challenges regarding the international trade and movement of seed, biosecurity threats and more serious weather events, all while trying to ensure healthy seed is available for sustainable agriculture and food systems.

“That’s why it is so valuable to have a strong industry voice in the Australian Seed Federation,” concluded Ms Petrie.

Of her appointment, Ms Katherine Delbridge, said “I’m delighted to be appointed CEO for the Australian Seed Federation.

“Seeds are at the foundation of agriculture, that’s why it’s so important to have a strong seed industry. I’m excited to work hard for an industry devoted to healthy, high-quality seeds.”

Ms Delbridge joins the Australian Seed Federation from CropLife Australia, where she led the government and industry relations, and corporate affairs portfolios for the past five years.

Katherine brings to the Australian Seed Federation significant experience across corporate communication and advocacy fields and management both within Australia and internationally.

Prior to CropLife Katherine spent a decade with National Disability Services, the peak industry body for disability service providers, as a key part of the campaign team which brought about the introduction of the National Disability Insurance Scheme.

On an international stage, Katherine held the position of General Secretary for Workability International. She holds a Bachelor of Arts (Communications) from the University of Technology, Sydney.

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Katherine Delbridge, Chief Executive Officer – Australian Seed Federation

About Australian Seed Federation

The Australian Seed Federation (ASF) is the peak industry body for the Australian seed industry at the local, state, national and international level. The ASF also represents its members internationally, as a member of the International Seed Federation (ISF) and the Asia Pacific Seed Association (APSA).

The ASF strives to deliver *Sustainability, Leadership, Integrity and Collaboration* on key issues including climate change adaptation, world food security, technological developments, trade, and the growth in productivity of Australian and international agriculture, through the delivery and supply of new and improved commodities and services to the market.