



# MEDIA RELEASE

## KEVIN MACDONALD APPOINTED CELEBRATE WA CEO

Kevin MacDonald has been appointed CEO of Celebrate WA, taking over from Patria Jafferries at the end of the month when her three-year term expires.

Mr MacDonald leaves Giving West, where he was CEO for the past four and half years. His new role will share common interests to his work at Giving West, focusing on the promotion and celebration of excellence and achievement by Western Australians.

Chairman Wayne Zekulich said that although Mr MacDonald is new to Celebrate WA, the organisations' alignment with the values, supporters and focus on the culture and people of Western Australia, gives him a good insight into Celebrate WA's mission and activities.

"Kevin has already helped to raise the profile of Western Australia through his role at Giving West and I am pleased we have been able to attract such a high calibre candidate that is truly passionate about improving our State.

"We look forward to welcoming Kevin and his unique skill set, which will help us move into the future and the next phase of growth for Celebrate WA," Mr Zekulich said.

Mr MacDonald's personal philosophy is to honour the past, celebrate the present and embrace the future with enthusiasm, an outlook he will bring to his new role and future WA Day celebrations.

"WA Day is all about celebrating our State's culture, heritage, lifestyle, people and natural beauty. WA is such a great place to live, work and play and WA Day is the perfect way to showcase what makes us unique.

"The WA Day celebrations have gone from strength to strength over the last few years and I am excited to be coming on board with Celebrate WA to continue to build on this success," he said.

### **Kevin MacDonald**

Born in India, but growing up in Western Australia since age ten, Kevin MacDonald has had over thirty years' experience in various management roles within financial services and business services.

Kevin decided to come back to Western Australia for personal family reasons after a 15-year corporate career in Sydney. Before returning to Perth and accepting the Giving West role, Kevin helped create and run the Community Council for Australia (CCA), an independent, member-based advocacy and education organisation now based in Canberra. Prior to this, Kevin had nine years with the NSW Business Chamber, formerly Australia Business Limited.

Kevin's passion for making a difference to the people and communities of WA and Australia more generally comes from personal values, global experience and an austere but supportive family upbringing. Kevin has deep appreciation and widespread gratitude for having the privilege to live and actively contribute to a great country like Australia.

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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, Lotterywest and the State Government. A range of Corporate Partners including Crown, Etihad, Gerard Daniels, Hawaiian, Herbert Smith Freehills, Metropolitan Redevelopment Authority and WA Super also provide invaluable support.

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