

# Australian Chamber Orchestra announces appointment of Mim Haysom to its Board



Australian Chamber Orchestra Chairman **Guido Belgioro-Nettis AM** and Australian Chamber Orchestra Managing Director **Richard Evans** have today announced the appointment of **Mim Haysom** to the company's Board of Directors.

*"The Australian Chamber Orchestra is delighted to welcome Mim Haysom as Board Director,"* said Richard Evans. *"One of Australia's pre-eminent marketing leaders, Mim will bring a wealth of invaluable experience and knowledge to the ACO Board at one of the most exciting chapters in the ACO's 47-year history, as we move into our state-of-the-art new home at Pier 2/3."*

*"Mim's unparalleled expertise in brand innovation and strategic marketing will be invaluable to the ACO as we enter this critical period of expansion, transformation, and audience acquisition at our new home."*

Mim Haysom describes the ACO as one of Australia's most innovative cultural organisations.

*"The ACO is a cultural icon in Australia, and has always led the way in creative innovation,"* said Mim Haysom. *"The realisation of the ACO's new home at Pier 2/3 is a significant milestone that will enable the organisation to continue to grow and have a significant impact on Australian arts and culture for the future. I'm thrilled to be joining the Board at such an exciting time for the organisation, and supporting the talented ACO team on the future journey."*

Mim Haysom is recognised as one of Australia's leading marketers. As Suncorp Group's Executive General Manager Brand & Marketing, she leads Suncorp's marketing function and strategic partnerships, and is responsible for setting the overall brand strategy and end to end marketing program for the portfolio of 10 brands, which includes Suncorp, AAMI, and GIO.

Prior to Suncorp, Mim Haysom was a highly awarded agency leader with a proven track record in growing clients' business both globally and locally. Under her leadership as M&C Saatchi's General Manager, the agency was named the most innovative company in Australia by the Australian Financial Review in 2017.

Mim Haysom is a Graduate of the Australian Institute of Company Directors and is passionate in her contribution to philanthropic efforts and Not-for-Profits. In addition to her position on the ACO Board, she currently sits on the Board of Trustees for St Vincents Clinic Foundation and is an Advisory Board Member for Wheelchair Rugby Australia and Australian Data Driven Marketing Association.

Mim Haysom joins current Directors of the Board of the Australian Chamber Orchestra, Guido Belgioro-Nettis AM (Chair), Liz Lewin (Deputy Chair), Bill Best, Judy Crawford, JoAnna Fisher, Erin Flaherty, John Kench, Anthony Lee, Martyn Myer AO, Peter Shorthouse, Heather Ridout AO, Julie Steiner AM, John Taberner and Simon Yeo.

**Media Contact**

For further information, please contact:

**Caitlin Benetatos**

**E** [caitlin.benetatos@aco.com.au](mailto:caitlin.benetatos@aco.com.au)

**P** (02) 8274 3825

**M** 0422934693

GOVERNMENT PARTNERS

