



For Immediate Release

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Australian Breastfeeding Association Welcomes Inaugural Chief Executive Officer

Rebecca Naylor joins organisation as CEO

17 December 2014.

The Australian Breastfeeding Association (ABA) has appointed Rebecca Naylor as the organisation's inaugural Chief Executive Officer. Naylor, who was most recently the National Director of Programs for the National Stroke Foundation, began work with ABA on 1 December.

'After a comprehensive, nationwide search, we are delighted that Rebecca is joining the ABA team as our new CEO. Her passion for women's health and extensive experience in the not-for-profit sector make her the ideal leader for the organisation', said President, Rachel Fuller.

With an early career in social work, 10 years' experience in executive not-for-profit work and another 15 years' experience in healthcare delivery and administration, Naylor brings valuable management skills to the position and a personal dedication to consumer-driven care and service delivery. Naylor comments, 'I am excited by the opportunities ahead of the Association; to reach more families and to support them more effectively, where they are and when they need us.'

The Australian Breastfeeding Association (ABA) is Australia's largest breastfeeding information and support service. Through a range of programs, the Association supports and encourages women and families who want to breastfeed or provide breastmilk for their babies. The organisation also advocates to raise community awareness of the importance of breastfeeding and human milk to child and maternal health.

Services include membership for both mothers and health professionals, a 24-hour Breastfeeding Helpline, an informative website, local support groups, antenatal classes, health professional seminars, retail shops and numerous print and digital resources. The Association also facilitates the Breastfeeding Friendly Workplace accreditation program.

For more information visit: www.breastfeeding.asn.au

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