

MEDIA RELEASE

Tuesday, 18 July

NEW CEO FOR MILDURA REGIONAL DEVELOPMENT ANNOUNCED

Mildura Regional Development has appointed a new CEO, Mr. Peter Alexander. Peter has been in the interim position since May 2023, when previous CEO, Brett Millington transitioned from the organisation, to his new role of CEO, SuniTAFE Mildura & Swan Hill.

Peter has over 20 years' experience in the automotive & retail industries. Beginning his career as an apprentice motor mechanic, he transitioned his career through joining Australia's premier retail department store MYER. His initial training was in the Finance & Accounting functions but later in his tenure his roles focused on consumer retail.

In a bold career progression, Peter joined the global trucking giant IVECO and again, focused on Finance & Accounting disciplines before again accepting senior leadership roles within the Sales & Marketing Division, including National Sales and Marketing Manager – Light & Medium Duty Vehicles.

He was recruited to Subaru Australia, holding several positions including General Manager Marketing – Retail and playing a substantial role in that brand's success. This included a leadership role in Subaru's industry leading changes to their automotive distribution channel. Alexander played a key role in transitioning the channel from independently owned dealerships to building the world's largest Subaru dealership and operating the network in a corporately owned, direct to consumer model.

In 2004, Peter joined the Australian and New Zealand wholly owned subsidiary of Polaris Industries as Managing Director. Polaris Industries is a New York Stock Exchange listed company and these days acknowledged as a Fortune 500 Company. He was tasked with transforming an underperforming private distributorship into a wholly owned subsidiary. Peter was credited within Polaris as being responsible for making Polaris Australia and New Zealand the most successful international business.

MRD Chair, Geoff Thomson, said Mr. Alexander would bring an exceptional range of proven skills to Mildura's key business and tourism industry. "Peter has worked at a national and international level as a strategic leader, driving marketing, finance, operations and business development across a multitude of businesses," said Mr. Thomson.

"He has a proven track record for driving strategic change in complex domestic and international organisations, while also maintaining day-to-day operations, with multiple reporting lines to senior stakeholders." He added.

Over the last couple of years Peter has established himself as a sought-after corporate board member, executive coach and management consultant through his Advisory & Consulting Company - Alexander Consulting.

Having moved to the region with his family 16-months ago, Peter sees the value in migration to the region and believes Mildura Regional Development can play a huge part in advocating and facilitating this journey for other families, like his. Peter said, "Like many key professions in the region, there is a shortage and part of our work needs to be targeting key professions with a view of them moving to our beautiful region."

"Having just completed that journey myself, I believe we have a great story to tell. We are in the middle of the biggest migration out of national cities in history, and it's up to all of us to make sure we take as much advantage of this migration." He added.

Having been in the interim role since May, Peter has been building on the existing relationships the organisation holds with many businesses and key stakeholders in the region. "The team at MRD have been super supportive of helping this new kid to town learn as much as he can and I must credit the substantial body of work that former CEO, Brett Millington, led during

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his tenure at MRD.” Said Peter.

Mr. Alexander is looking forward to forging new strategic marketing directions for the Mildura region, utilising his marketing and business development strengths in conjunction with experience establishing cross-functional partnerships.

“When I look at the depth of experience and achievements of the MRD Board, I feel great honour that they have asked me to help craft the next chapter of the Mildura Region’s Tourism and Economic Development.”

He continued, “There are an incredible number of projects underway and of course, by far, the biggest one is LightState. The economic modelling of this project alone, indicates an increase of Gross Regional Product to Mildura of just under 9%. To put that in context, when you add estimated nominal growth, there will be the potential for more than 10% increase in regional growth and that will be one of the largest increases in the history of our Region.”

Mr Alexander added, “The incredible support of each of the Councillor’s during my ‘Interim’ period has not gone unnoticed, each and every one of them were very generous with their time and offered advice and support where needed. I’m genuinely inspired by their commitment to assist Mildura grow and that enthusiasm and commitment has been mirrored by the fantastic support of Martin Hawson and the executive leadership team of MRCC.

ENDS

Image Supplied: Mr Peter Alexander

Further comments:

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