

Andy Bousie

I am delighted to reapply for an elected director position on the Australian Alpaca Association (AAA) Board. I am motivated by the opportunity to continue supporting the Board and its members as we build a sustainable future for the alpaca industry in Australia.

I have enjoyed my time on the Australian Alpaca Board over the past three years and look forward to continuing to support and grow the industry alongside my fellow directors.

I bring more than 30 years of corporate experience in retail and manufacturing, including leadership roles at CEO and managing director level. Throughout my career, I have led respected Australian and international brands, with a particular focus on sourcing and manufacturing in the apparel and accessories sectors. This work has involved collaborating with overseas suppliers and manufacturers to bring textile products to market that meet the needs of Australian consumers.

I believe this experience could help the AAA and its members explore further opportunities for the highly regarded fibre produced by the alpaca industry. I see potential to build sustainable demand for alpaca fibre as a competitive textile.

Brand marketing has also been central to my career. My expertise is in developing clear communication strategies that help consumers understand the benefits of a product. I believe this experience could support the Board and its members in communicating the benefits of alpacas and the opportunities available to people pursuing their own goals in the industry.

Over the past six years, we have found the industry and its people to be welcoming, inclusive and encouraging. This has given us the confidence to invest more time and resources and to plan our future in an industry we believe has significant room to grow. Continuing on the AAA Board would allow me to contribute to that future while strengthening my connection with the industry.

My current work and service are focused on the not-for-profit sector and volunteer groups. I am also a CEO mentor with Kilfinan Australia, which connects current and former CEOs from the public and private sectors with new CEOs in the not-for-profit sector. It is a privilege to share my experience and support these leaders as they work towards their organisations' goals.

I appreciate the opportunity to be considered for a director position and look forward to continuing to contribute to the AAA and the future of the alpaca industry.