

## MEDIA RELEASE

### Brite Services announces new Chief Executive Officer

Northern suburbs based Brite Services, leading training and employment specialists supporting people with a disability and from disadvantaged backgrounds, have recently signed up Julie McKay as Chief Executive Officer (CEO).



"The Brite social and disability enterprise models are both practical and innovative solutions to enable employment and training opportunities for people that can so easily fall through the current employment services system cracks" says McKay, "there is so much more potential that can be unleashed in the social and disability enterprise sector and I am looking forward to leading this charge and getting into the thick of it with the impressive Brite team".

Julie brings over 25 years experience and insight from senior and executive roles in manufacturing, consulting, wholesale, retail, not for profit, federal and state government sectors, most recently with Mission Australia and Scope (Vic) Ltd. Julie has an impressive list of credentials including formal marketing qualifications and soon to be completed Masters of Marketing. Julie recently received a prestigious Award for Excellence from Monash University for Marketing Innovation and Planning.

Brite has achieved significant success during recent times, particularly within the very competitive training services sector as well as impressive growth in commercial packaging and wholesale nursery services. However, greater scale of economies is needed to ensure the ongoing sustainability of the Brite social and disability enterprises services. As such, Julie will be calling on government, peak and industry bodies, business, supply chain partners, philanthropic and corporate donors as well as volunteers to enable further opportunities for training and employment through social procurement.

Julie and the Brite team will continue their hard work to improve access and pathways to employment and training opportunities for an even greater number of people with a disability and from disadvantaged backgrounds. Brite Board Chairperson, Don Laught, says "Julie is a leading expert in social and disability enterprises in Australia and we are excited to have someone with this level of experience, energy and skills to capitalise on what has been achieved by Brite Services to date. We are delighted to welcome Julie to Brite as our new CEO.

Julie commenced as CEO on 8<sup>th</sup> August, 2011.

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