

Media release

30 June 2023

Cradle Coast Authority appoints Regional Development Manager

Cradle Coast Authority (CCA) welcomes Veronica Terry as the new Regional Development Manager.

Veronica will take the lead role in developing, managing, and supporting projects aligned with CCA's [Regional Futures Plan](#). In her previous role as *Regional Economic Development Coordinator* at Regional Development Australia (RDA) Tasmania, Veronica gained valuable insight and knowledge of the challenges and opportunities that exist across Cradle Coast. Sheree Vertigan, CCA CEO, stated that 'Veronica's personal and professional connections to the region will be invaluable to CCA, she is a highly respected professional.' In addition, Veronica has a background in both financial planning and managing a successful agricultural business. Prior to joining RDA, she dedicated over 15 years to financial planning. Veronica holds a Bachelor of Business and postgraduate Financial Planning credentials, and she is also a certified Economic Developer (ACEcD).

Barbara Hingston AM, Chair of the CCA Regional Economic Development Committee, expressed that she is looking forward to working closely with Veronica to progress economic development and related social and environmental benefits across the region and all its communities, 'Veronica's professional experience and stakeholder engagement capability bring considerable value to CCA's current and future partnerships and its collaboration with the Region's Councils.'

Sid Sidebottom, Chair of the CCA Board, said 'CCA is delighted to have Veronica onboard as we progress our work to better the region, its businesses, Councils, and communities. Veronica's diverse and impressive skill sets and career background will further enhance the good work of our Natural Resource Management and Regional Development teams.

Veronica will start in her new role at CCA at the end of July 2023.

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CCA is jointly owned by eight councils of western and north-western tasmania, to help them achieve regional outcomes and maintain strong local government, by working together.

