

AECL's new Managing Director



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The Australian Egg Corporation Limited has today announced the appointment of Rowan McMonnies as its new Managing Director.

AECL Chairman, Mr Jeff Ironside, welcomed Mr McMonnies on his appointment against a strong field of candidates.

"I'm delighted that Rowan has accepted the role of Managing Director of AECL," Mr Ironside said.

"Rowan has a legal and compliance background and has been a key adviser to the agriculture sector and the egg industry in recent years," Mr Ironside said.

"Through his work for the industry in the free range egg standard consultation process and assisting formalise Egg Farmers of Australia, Rowan has demonstrated his ability to bring the industry together and lead it towards a position of strength and sustainability," Mr Ironside said.

"Rowan will lead AECL into an exciting new phase as we execute our new strategic plan and collaborate with an invigorated EFA and other key stakeholders to maximise benefits to levy payers. Rowan's expertise will also be a valuable addition to the AECL Board," Mr Ironside said.

"This appointment comes after the resignation of our inaugural Managing Director, James Kellaway, in July. We are grateful to James for his outstanding thirteen years of service. His achievements with AECL have been many but most notably, building and growing an effective, green-field industry services company; growing the market for eggs by 91% in value terms; lifting egg consumption from 166 eggs per capita to 230; re-framing the way Research and Development (R&D) is funded, adopted and investment priorities determined; and building meaningful relationships with egg producers, the government and other company investors. The strong reputation AECL enjoys is a credit to his leadership. His efforts over the past 13 years are greatly appreciated," Mr Ironside said.

Rowan McMonnies was a partner at global law firm, Baker & McKenzie. Through a focus on the agriculture sector, Mr McMonnies has advised peak state and national farming associations and key stakeholders in the egg, chicken meat, cattle, dairy, bulk grain and agricultural chemical industries.

Mr McMonnies commenced with AECL on 31 October 2016.

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