



Royal Agricultural Society of NSW

**MEDIA RELEASE**

19 November 2007

## **RAS ANNOUNCES NEW CHIEF EXECUTIVE**

The Royal Agricultural Society of NSW (RAS) is pleased to announce the appointment of **Mr Peter King to the role of Chief Executive**.

An experienced Chief Executive, Mr King has a strong background in branded product sales and marketing, across a diverse group of sectors in Asia and the Pacific. “Mr King brings with him a wealth of knowledge and skill, and I’m very pleased to welcome him to the RAS”, said Mr Rob Vickery, RAS President.

Between 1984 and 1997, Mr King worked in a number of senior sales and marketing roles in the sporting goods industry at Puma Australia, both in Melbourne and Sydney. He then took up an appointment to run the Coleman business for this US multi-national company, in the Outdoor recreation market. Mr King was the CEO of Asia Pacific for nine years, with offices in four cities around the region.

“Peter King is very much looking forward to joining the RAS family. He plans to develop the Sydney Showground into a world class venue business, and make a genuine contribute to the ongoing success of Australia’s oldest event tradition, the Sydney Royal Easter Show”, said Mr Vickery. “The strength of our agricultural charter is also on his agenda, along with the growth of the RAS membership base, which is the backbone of the organisation.”

Growing up in Melbourne, Peter King graduated from the Royal Melbourne Institute of Technology in 1984 with a Bachelor of Business (Economics). On a personal note he has been married to Joanna for 23 years and has 3 children – Kate (19), Alice (16) and Tom (13). A keen cricketer Mr King represented Victoria in the Sheffield Shield cricket competition in the mid 80’s and also played professionally in the UK.

Peter King will take up his new post with the RAS on **Monday 19 November**.

Further information & interview requests;  
Philippa Lampe, RAS Media & Public Relations Manager (02) 97041453  
[plampe@rasnsw.com.au](mailto:plampe@rasnsw.com.au)

Royal Agricultural Society of NSW ABN 69 793 644 351 Sydney Showground  
1 Showground Road Sydney Olympic Park NSW 2127 Locked Bag 4317 Sydney Olympic Park NSW 2127  
Telephone (02) 9704 1111 Facsimile (02) 9704 1122 Email: [info@rasnsw.com.au](mailto:info@rasnsw.com.au) [www.rasnsw.com.au](http://www.rasnsw.com.au)

*Forging the future of Australian agriculture through competition and education*