

**Media contact:** Penny Whitehead | T: 0404 846 202 | E: penny@geelonggallery.org.au

# Announcement: Geelong Gallery appoints Deputy Director

**Monday 10 April 2017**

**Geelong Gallery** continues to evolve as a leading cultural institution in the region. Following Geelong Gallery Board's appointment of new Director and CEO, **Jason Smith** in April 2016, the organisation continues to implement its 2017-2020 Strategic Plan appointing **Penny Whitehead** in the new role of Deputy Director, Development & Commercial Operations.

Effective Tuesday 18 April, Penny will cease her role as consulting Marketing Manager and join the Gallery team as Deputy Director. The primary focus of this position will be to support the Director, Gallery team and organisation, through the management of four key business units: Development (partnerships and sponsorships), Commercial Operations, Marketing & Communications, and front-of house Visitor Services functions. The Deputy Director is part of a newly formed Senior Management Team that will also include the Director and Gallery curator.

Raised in Geelong, Penny Whitehead joins the Gallery team with almost two decades of experience leading marketing and communications, sponsorship and partnership requirements of a range of organisations including, Love Lorne, Lorne Festival of Performing Arts, Yering Station, Abercrombie & Kent, Austins & Co., Adventure Flight Co and Geelong Gallery. In addition, Penny contributes to the Geelong community as a current board member of the Geelong Community Foundation and Chilwell Primary School Fundraising committee. Penny was also co-founding committee member and past President of Extravaganza Geelong and a past Geelong Gallery Board member.

Director, Jason Smith comments 'We are delighted to have Penny join the Geelong Gallery team to support the exciting exhibition program ahead including *Fred Williams in the You Yangs* and the Art Gallery of New South Wales *Archibald Prize* and *Kylie on Stage*. The implementation of this new role will be integral in our ability to deliver meaningful, positive impact through: artistic and cultural advancement for the community, economic benefit to the region through and our long term plans of events and exhibitions, and the provision of life-long and inclusive learning for students and the wider community. The Board and I are pleased to appoint Penny in this position.'

– Ends –



Penny Whitehead  
Photographer: Reg Ryan

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## Media contact—

For further information, to request interviews or high-resolution images, please contact:

**Jason Smith**

Geelong Gallery

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## Government partners



Geelong Gallery is supported  
by the Victorian Government  
through Arts Victoria

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Little Malop Street Geelong VIC 3220 | T: 03 5229 3645 | **Free entry** Open daily 10am–5pm

[www.geelonggallery.org.au](http://www.geelonggallery.org.au)

**Geelong  
Gallery**