

MEDIA RELEASE

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Women's Health Victoria appoints gender equality advocate, Sally Hasler, as new CEO

MELBOURNE – 30 April 2024

Women's Health Victoria is delighted to announce the appointment of gender equality advocate and former government executive, Sally Hasler, as its incoming CEO.

The Chair of Women's Health Victoria, Judy Hacker, said Sally's appointment came at an important time of renewal for the organisation, following the release of its new strategic plan.

"Sally was chosen after an extensive and extremely competitive selection process. Her deep commitment to gender equity and her understanding of the Victorian health landscape will be invaluable as we continue to strive to improve health outcomes for women (cis and trans inclusive) and gender diverse people."

"We are thrilled to have Sally leading the team at WHV and believe she will bring strong leadership and a new perspective to the organisation at this critical juncture of government investment and public interest in improving women's health."

A respected and trusted leader, Sally has extensive experience in gender equality and health organisations as an executive, non-executive director and volunteer. Most recently, Sally was a Director in the Office for Women in the Victorian Government and was responsible for leading the implementation of the government's *Free pads and tampons* major election commitment.

Prior to the Victorian Government, Sally held senior roles in The Fred Hollows Foundation, The Women's Foundation Hong Kong and the Commonwealth Government. Sally is a Non-Executive Director of Lifeline Direct and lifelong volunteer of St John Ambulance having joined as a youth member.

"Women's Health Victoria has an ambitious vision to achieve gender equity in health," Sally said. "I am looking forward to working towards this vision with the Board and our committed team, and in partnership with the Women's Health Services Network, the Victorian Government, and the broader health and gender sectors."

“With a career spent volunteering and working in health and gender equality roles, I can think of no greater contribution to make than to drive gender-transformative health systems in Victoria. This is a critical moment in time for women’s health, women’s safety and gender equality efforts to support a more equitable future, especially for those most marginalised. Women’s Health Victoria has an important role to partner and lead systemic change as the state-wide organisation for women’s health.”

Sally will assume her role as CEO of Women’s Health Victoria on Monday, 1 July 2024. Until then, the organisation will continue to be capably led by interim CEO, Judith Ridgeway.

-ENDS-

For media enquiries and interviews, please contact:

Charlotte Strong, Manager Brand and Marketing, Women’s Health Victoria

Ph: 03 9664 9300

M: 0405 393 161

Email: charlotte.strong@whv.org.au

About Women's Health Victoria

Women’s Health Victoria is a statewide, feminist, non-profit organisation working with government, the health sector, and the community to improve health outcomes for women (cis and trans inclusive) and gender diverse people. We advocate for healthcare rights and access, deliver health promotion resources, and operate vital information and support services, so that all Victorians have the opportunity to access optimal health and wellbeing, free from bias and discrimination.

For more information, visit whv.org.au