

## Cleanstar launches new marketing campaign for 2017

Cleanstar has released its marketing campaign for 2017 titled, 'Who is Cleanstar?'

According to managing director, Garth Michalson, the company's strategic aim with the new campaign is to increase brand and public awareness within the cleaning and floor care industry in Australia.

"We've developed a number of free branded merchandise items including caps, shirts, carry bags and lanyards which we'll be distributing to our nationwide network of customers throughout the year," said Michalson. "Our staff and sales representatives will also have 'Who is Cleanstar?' magnets displayed on their vehicles to enhance brand visibility whilst out on the road."

[www.cleanstar.com.au](http://www.cleanstar.com.au)



Cleanstar has revealed its 2017 marketing campaign

## CMC hires Indigenous engagement officer and client retention manager



CMC Property Services has appointed Daliah Parker as its new Indigenous engagement officer for CMC Indigenous Property Services division, as well as a client retention manager (CRM) in Western Australia.

In announcing Parker's appointment, CMC said some

of the key objectives Parker will be working on in the next 12 to 18 months include engaging with, and providing opportunities to, businesses owners and people of Aboriginal and Torres Strait Islander heritage.

"We welcome Daliah to the team and look forward to building further links with the Aboriginal and Torres Strait Islander communities," CMC Indigenous Property Services said.

CMC's new CRM Julian Garlett will work closely on CMC's Pathways Program, which focuses on education, engagement, employment and opportunity for Aboriginal and Torres Strait Islander communities.

CMC WA state manager James Hetherington said Garlett is an asset to the CMC family.

"Julian has over 16 years' experience in providing various services to the Indigenous community including property management. He holds a certificate in Australian Indigenous Leadership," Hetherington said.

"We will draw upon his experience and guidance in Indigenous affairs to engage and support recruitment of Indigenous Australians but also to support other Indigenous businesses in our supply chain and industry."

"CMC has also made a commitment to further enhance Julian's career in asset management, quality assurance and organisational planning."

[www.cmcindigenous.com.au](http://www.cmcindigenous.com.au)

## GECA welcomes Patrick Walker as chair



Good Environmental Choice Australia (GECA) has welcomed Patrick Walker as chair. Walker has been a member of the GECA board of

directors for more than four years, as well as being chair of GECA's business development committee.

Walker is also the CEO of the Australian Sports Foundation, a not-for-profit that raises money for community and grassroots sport.

Walker has previously worked as a senior member of the PricewaterhouseCoopers leadership team and leadership council.

"This is an exciting time to be taking on the role of chair," said Walker.

"GECA has an important role to play in fostering sustainable consumption, and the Board, CEO and GECA team are all passionate about making a real difference to the behaviour of producers and consumers in the years ahead."

Walker will take over from Gordon Renouf, who joined the board of GECA in 2009 and has served as chair for the past six years.

Renouf will remain on the GECA Board as a non-executive director while he continues his work with other not-for-profit and social business ventures, such as the ethical brand ratings app Good On You, of which he is CEO and co-founder.

"I'm delighted that GECA is expanding the scope of its activities under the umbrella of fostering sustainable production and consumption, and equally delighted with the progress the team has achieved under the leadership of CEO Kate Harris."

[www.geca.org](http://www.geca.org)