# FARE CEO update

It is with both sadness and support that we share the news that FARE’s Chief Executive Officer, Caterina Giorgi has resigned from her role.

As a Board, we sincerely wish to acknowledge and thank Caterina for her excellent work, tireless advocacy and dedication to FARE. Caterina’s leadership has been transformative for the organisation. She has repositioned FARE’s advocacy, communications, and health promotion approach, and the impact of her work will be felt for many years to come.

Caterina has been involved with FARE as an organisation for more than a decade, including five years as Chief Executive Officer. She has led FARE through a period of significant change and growth. Below we share a few highlights of this period.

Central to Caterina's leadership is her dedication to ensuring the voices of people who have a lived experience of alcohol harm are amplified with decision-makers.

One of the ways Caterina has embedded this priority at FARE is through the [Voices of Change](https://fare.org.au/voicesofchange/) program. The program is about building trusted relationships with people who want to change the way alcohol impacts the lives of our friends, families, and communities, and supporting them to achieve this.

In 2020 Caterina led the FARE team, allied community organisations and advocates to win a long-fought [grassroots campaign](https://fare.org.au/labelling-campaign/) for compulsory pregnancy health warning labels on alcoholic products in Australia. This was a victory for Australians with Fetal Alcohol Spectrum Disorder (FASD) and advocates who want to make sure the next generation of Australians have a healthier future.

Caterina was instrumental in supporting community members and Aboriginal and Torres Strait Islander health and community organisations in Darwin to oppose Woolworths’ plans to build an alcohol megastore near the community of Bagot. This campaign is an example of how Caterina has established FARE as a trusted ally and engine room for people and communities who want to create change to prevent alcohol harm.

In 2021 Caterina led the development of the world-leading [Every Moment Matters](https://everymomentmatters.org.au/) campaign, which continues to raise awareness and change behaviours. This year, the Australian Government has committed a further $10.1 million in funding to continue this groundbreaking campaign for another two years.

This year Caterina and the FARE team worked alongside survivor advocates, researchers and community leaders across Australia to [highlight the role alcohol plays in exacerbating violence](https://fare.org.au/alcohol-and-gendered-violence/) against women and children.

These collective efforts led to a commitment made by First Ministers to review every state and territory’s liquor laws, and share best practice reforms. The Prime Minister also acknowledged that tackling the impacts of alcohol on violence is a priority - an unprecedented and vital opportunity for governments to prioritise the prevention of violence against women and children in Australia.

Caterina’s last day with the organisation is on Friday 28 February 2025.

Caterina said, “It has been one of the greatest privileges of my life to be part of the Senior Leadership Team at FARE for more than 11 years, including as Chief Executive Officer for almost five years.

“FARE is an incredible organisation that makes a significant impact and I’m grateful to have been part of this wonderful team of humans who are making a real difference.

I look forward to supporting the organisation through this period of change to continue the impact and momentum FARE and our community has achieved.”

Recruitment for the CEO role will commence early in the new year. In the meantime, feel free to reach out to hr@fare.org.au.

Kind regards,

The FARE Board