

FOR IMMEDIATE RELEASE

Monday, 2 October 2017

## BWA ANNOUNCES APPOINTMENT OF NEW CEO

Bicycling Western Australia (BWA) has a new Chief Executive Officer (CEO), Debra Graham who will bring a wealth of experience to the role of overseeing Western Australia's largest independent membership-based organisation for bike riders.

BWA President, David Hutson said "The Board has undergone a comprehensive recruitment and it was the unanimous decision of the Board to appoint Debra to the position,"

"Debra is an avid cyclist with well-rounded knowledge of the organisation. She has extensive experience at senior management level within the leisure facility, sports management and related industries." Mr Hutson said.

Prior to accepting this position Ms Graham held the position of CEO of the Australian Institute of Fitness (WA) a registered training organisation servicing the fitness and massage industry in Western Australia.

"These skills will enable her to deliver upcoming projects and initiatives in BWA's strategic plan." Mr Hutson said.

"I am very excited to combine my extensive corporate management experience with my passion for cycling," Ms Graham said. "I look forward to assisting the Board in raising the profile of BWA and cycling in Western Australia."

"The Board and team are delighted to work with Debra as we grow and capture a larger membership base in Western Australia." Mr Hutson said.

###

### About Bicycling Western Australia

Bicycling Western Australia believes that bike riding gives people the freedom to create a healthier future. We are working hard to make bike riding easier, safer and more accessible for all Western Australians.

BWA is an independent membership-based organisation that is focused on getting more Western Australians cycling more often. Our 4,500 members and 11,000 friends help us achieve our mission of advocacy, education, community initiatives and cycling events.

For more information please visit: [www.bwa.org.au](http://www.bwa.org.au)

**Media enquiries:**

Katie Presenza

Marketing Assistant

T: 08 6336 9696 M: 0405 431 108

E: [katiep@bwa.org.au](mailto:katiep@bwa.org.au)

**Media statements:**

Debra Graham

Chief Executive Officer

T: 08 6336 9696

E: [debrag@bwa.org.au](mailto:debrag@bwa.org.au)

**more people cycling more often**