



Royal National Capital Agricultural Society

MEDIA RELEASE

(For Immediate Release - Monday, October 23, 2023)

Adelina La Vita takes the helm as the first female CEO of the Royal National Capital Agricultural Society

Canberra, ACT — The Royal National Capital Agricultural Society (RNCAS) is pleased to announce the appointment of Adelina La Vita as its first female Chief Executive Officer (CEO) since 1927. This appointment marks a significant moment in history for RNCAS as Ms La Vita assumes leadership of the diverse range of events and activities that continue to engage the Canberra and region community and remain aligned with the RNCAS's core mission.

Chairman and President of the RNCAS, Mr. Rick Jones, expressed his enthusiasm, saying, "On behalf of the RNCAS board, I extend a warm welcome to Adelina in her new role and as the first female CEO of the Society. We are confident that her extensive experience in events, marketing, and business will bring significant value to our organisation."

Ms La Vita brings over 30 years of professional experience with a deep understanding of events, marketing, and the Canberra community. Her extensive background includes collaboration with local and federal governments, global brands, tourism, and not-for-profit organisations, both nationally and internationally.

Ms La Vita shared her excitement, stating, "I am thrilled to join an organisation committed to showcasing the agricultural, pastoral, and horticultural pursuits of Canberra and the surrounding region. I look forward to working with the RNCAS team, our dedicated volunteers, and the esteemed Board in delivering important events for Canberrans of all ages."

Her career has included executive-level positions in a number of notable organisations including the ACT Government, leading marketing and communications for Events ACT and successfully delivering Floriade, Enlighten, and The Balloon Spectacular to name a few. Ms La Vita's expertise also extends to digital marketing, having served as the Head of Digital Marketing for Visit Canberra and Head of Global eMarketing for adidas in Germany and the Netherlands.

The RNCAS Board of Directors is confident that Adelina's strategic vision, dedication to excellence, and extensive experience in iconic Canberra events and digital marketing will lead the organisation to new heights in its mission to showcase the rich agricultural heritage of the Canberra region. The RNCAS portfolio of events include [The Royal Canberra Show](#), [The Canberra Region Wine Show](#), [The National Wine Show](#) and [The Royal Canberra Poultry Show](#).

Ms La Vita officially assumed her role on October 16, 2023. The outgoing CEO, Mr Geoffrey Cannock, will provide guidance and support during the transition over the next six months in an advisory capacity to the Board and the new CEO. The Board extend their gratitude and thanks to Mr Cannock for his service as CEO over the last three years, guiding the society through COVID, fire, and floods which so adversely affected our agricultural community.

Media contact: seo@rncas.org.au or call 02 6241 2478



P 02 6241 2478



E admin@rncas.org.au
W www.rncas.org.au



Exhibition Park in Canberra
Flemington Rd, Mitchell ACT 2911
PO Box 124 Mitchell ACT 2911

ABN 12 008 514 912