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## **MEDIA RELEASE**

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### **Be.Bendigo CEO to step down at end of employment contract**

The search for a new CEO is about to commence with Rob Herbert notifying the Be.Bendigo Board of his intention to step down from the CEO role in February at the end of his current employment contract.

Be.Bendigo Chair has paid tribute to Mr. Herbert by acknowledging his contribution whilst in the CEO role.

‘Rob commenced as CEO in February 2022 and has overseen a strong increase in the overall engagement across the broader business community, members, and partners, and in a time where Be.Bendigo, like many businesses had to adjust to a post COVID period. Under Rob’s leadership, Be.Bendigo has seen almost a 40% increase in membership numbers.’ Mr. Carter said.

‘Rob has also been central in taking the Business Excellence Awards to another level with more than 700 attendees at this year’s Gala, along with more award categories and over 200,000 impressions across all social media platforms.’

‘Rob’s commitment to building strong working relationships across the business community has been unwavering and on behalf of the Be.Bendigo Board and members, I’d like to thank Rob for the energy and leadership he has brought to the role and wish him well in his future endeavors.’

‘Be.Bendigo will soon start the process to search for a new CEO, to ensure continuity and that we continue to support businesses to create a vibrant and successful Greater Bendigo.’ Mr. Carter concluded.

**ENDS**

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