

# Media Release

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For immediate release

## Camilla Rowland appointed CEO of Palliative Care Australia

The Board of Palliative Care Australia (PCA) is pleased to announce the appointment of Ms Camilla Rowland as the organisation's new Chief Executive Officer (CEO).

Ms Rowland will take up her new position with the national peak body on 17 May 2021. She joins PCA from the well-respected, not-for-profit organisation Marymead where she served as CEO for over five years. She brings to her new role a wealth of experience, having worked in the community services and health sectors in executive, management, clinical and educational roles over the past 30 years.

Welcoming Ms Rowland, PCA Chair, Professor Meera Agar says she looks forward to working with the incoming CEO at a time of enormous challenge and opportunity in palliative care.

"Ms Rowland joins PCA as our organisation celebrates a significant milestone; 30 years of advocating for quality palliative care but there is still much work to be done to ensure all Australians can receive quality palliative care – when and where they need it.

In many ways 2021 represents a watershed moment with the soon to be released recommendations of the Royal Commission into Aged Care Quality and Safety likely to have a critical impact in ensuring palliative care is considered core business in aged care and funded appropriately," Professor Agar said.

Ms Rowland who has long been passionate about quality of life issues says her appointment is a homecoming of sorts, having served as the organisation's National Program Manager for four years from 2004-2008, and has previously worked in palliative care services for a number of years.

"I am delighted to be taking up my appointment with PCA as CEO in May this year, and to be joining an organisation with a clear sense of purpose and a proud history of achievement.

2021 is a time of enormous opportunity for palliative care and I look forward to working with the Commonwealth Government to assist with the successful implementation of the National Palliative Care Strategy; as well as building on important efforts to broaden Australians' understanding of palliative care," Ms Rowland said.

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