

Media Release

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Accounting for Nature Board welcomes legal expert and passionate conservation in farming champion

Nadia Campbell has been appointed to the Accounting for Nature (AfN) Board.

Ms Campbell, the Director of Goondicum Pastoral Co, has extensive corporate, government and legal experience across a diverse range of industries including the finance sector.

She joins the board by noted Chair and Australian scientific public policy expert Peter Cosier, business leader and former Chair of National Australia Bank Dr Ken Henry, the CEO of Kilter Rural Cullen Gunn, Lynette Mayne Co-Chair of Richard Branson's B Team Australia, Peter Harper the former Deputy Australian Statistician at the Australian Bureau of Statistics, and Chair of Southern Blue Fin Tuna Management Advisory Committee, Mr Max Kitchell.

Accounting for Nature has warmly welcomed the appointment of Ms Nadia Campbell to the board tasked with driving the development and adoption of robust environmental accounting and global expansion of its scientific standards.

Board chair Peter Cosier said Ms Campbell brought entrepreneurial creativity as well as experience and knowledge in nature accounting to the board.

"Nadia is an extraordinary achiever and advocate for the practices of conservation in farming who brings a strong background in strategic and operational decision-making to the board," he said.

Accounting for Nature CEO Dr Adrian Ward said Ms Campbell added to the diverse pool of experience on the board and her significant contributions to conservation within farming was a perfect fit for the challenges and opportunities facing the growth of AfN both nationally and internationally.

"Nadia has an excellent track record as an early-adopter of environmental accounting on her 7000ha grazing station and will bring a wealth of knowledge and real-world experience regarding the use and practices of environmental accounting, to the board."

"Her achievements in business speak for themselves and she comes with a reputation for being highly energetic and results-driven – just the sort of qualities we need to capitalise on the work AfN has already started in making it the number one leading standard for environmental accounting," Dr Ward said.

Ms Campbell said joining the AfN board was close to her heart as a passionate landholder who has worked with the AfN standard to see first-hand the improved outcomes for the environment and productivity for business. The two outcomes can work in conjunction with

each other and only through evidence-based science, like that used by AfN, can we educate the world about improving business not at the expense of the environment.

“The AfN framework is positioned to achieve incredible and accountable outcomes for land management and the value of our environment, and I look forward to being a part of its success story,” Ms Campbell said.

The former Legal Counsel for Commonwealth Bank of Australia, Nadia adds extensive experience in legal and finance management, to the practice of environmental accounting. Ms Campbell is also 2021 QLD Landcare Farmer of the Year; a founding member of the Goondicum Research Foundation Ltd (CRATER); a Director of Pacific Whale Foundation (Aust), the Burnett Mary Regional Group; and a member of Australian Animal Care & Education Inc.

Connect with Nadia on Linked In @ [linkedin.com/in/nadia-campbell-9ba28a181](https://www.linkedin.com/in/nadia-campbell-9ba28a181)



Photo of Ms Nadia Campbell with farm helper Wilma on her property.