



REGIONAL DEVELOPMENT AUSTRALIA ADELAIDE

NEWS RELEASE

Friday, 1 November 2024

Regional Development Australia Adelaide announces leadership transition: CEO Kelly-Anne Saffin departing, and Leonie Boothby appointed as successor.

Regional Development Australia Adelaide (RDAA) is excited to announce the appointment of Leonie Boothby as the new Chief Executive Officer. Leonie will succeed Kelly-Anne Saffin, as she moves to the role of SA Cross Border Commissioner.

Kelly-Anne has been an integral part of the RDA network for over a decade, during which time she has contributed to significant regional economic growth, working collaboratively with local, state, and federal government.

“My time with RDA over the last decade has been nothing short of amazing,” said Kelly-Anne Saffin. “Working in leadership roles with Regional Development South Australia, RDA Adelaide and RDA Yorke and Mid North, alongside all the fantastic volunteers, board members and staff that make regional SA better every day, has been an absolute privilege. I look forward to seeing how Leonie will drive the next chapter of growth and development.”

Leonie will commence full time in January 2025 and is currently assisting RDAA in a part-time capacity to ensure a seamless transition and continuity of leadership. Leonie will continue in her current role as CEO of Regional Development Australia Barossa Gawler Light Adelaide Plains (RDA BGLAP) until late December.

New CEO Leonie Boothby brings a wealth of experience and knowledge to the role and has had significant impact in her role of CEO to RDA BGLAP. Leonie has played a key role in supporting initiatives that have helped shape the region’s approach to growth and development.

“I’m excited to embark on my new role at RDA Adelaide, where I look forward to advocating for key priorities to ensure SA continues to thrive at a state-wide and national level”, said Leonie.

The RDAA Board look forward to welcoming Leonie to the RDAA team. “We are delighted to have someone of Leonie’s calibre joining RDA Adelaide. Leonie’s experience in region and working with the RDA regional team will be invaluable”, said Jan Turbill, Chair of RDAA.

Jan also expressed gratitude on behalf of the board to Kelly-Anne for her dedication and leadership, “Her efforts have seen a massive improvement in the awareness of and regard for the Regional Development Australia network in South Australia. Kelly-Anne took the role to the next level in its evolution to serve the regional RDAs”.

Leonie is currently working in a care taking role for RDA Adelaide 1 day a week, until she commences full time in January. RDABGLAP is currently recruiting for the CEO role to lead the organisation forward. Further details can be found at:

<https://barossa.org.au/media-release-rdabglap-seeks-new-ceo/>

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