



Media Release

11 February 2020

Vinnies SA welcomes Louise Miller Frost as CEO

The St Vincent de Paul Society SA (Vinnies) has announced the appointment of Louise Miller Frost to the role of Chief Executive Officer. Ms Miller Frost joins the organisation from Catherine House, a fellow not for profit that offers emergency accommodation and support services for women experiencing homelessness. Ms Miller Frost will commence in the role at Vinnies on 10 March 2020.

With an enviable track record in business and community development, during her tenure at Catherine House Ms Miller Frost expanded the service capacity by 37.5%, successfully implemented NDIS funding, grew the annual budget by more than 18.5%, and more than doubled the fundraising income in two years.

Ms Miller Frost said that joining an iconic not for profit like Vinnies was the natural next step in her career, which has seen her work in rural and metropolitan areas with many specific populations including Aboriginal communities, new arrival refugees, mental health consumers, women's health and safety, men's health, homelessness, rehabilitation, youth and ageing populations. This broad experience will see her well positioned to take the helm of one of South Australia's most well established and respected charities.

"Vinnies has been operating in South Australia for more than 135 years, but the needs are growing and more complex than ever. With its diverse range of services, it feels like the different roles I have held over the course of my career have been preparing me for this one, and I can't wait to get started," she said.

St Vincent de Paul Society SA State Council President Cathy Beaton welcomed Ms Miller Frost to the role, and said she was "looking forward to working with her to produce positive outcomes for South Australians experiencing disadvantage. Louise is a proven influencer in the sector, who has ambitious plans to amplify our impact. She was the standout applicant in a very high calibre group, and we are delighted to have her on board."

The announcement confirms that incumbent CEO David Wark would not be continuing in the role he was appointed to in 2012. Mrs Beaton praised Mr. Wark for his contribution to the organisation.

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