



**MEDIA RELEASE**

For Immediate Release: 19 November 2014

# ***Brandon Hitch steps up as CICA's new CEO***

***As part of the CICA Board approved CEO succession plan announced last year, Brandon Hitch (currently CICA's CraneSafe General Manager), takes over as the CEO from 1 December 2014.***

The Crane Industry Council of Australia (CICA) is pleased to confirm Brandon Hitch has been appointed by the CICA Board to become the CICA Chief Executive Officer, from 1 December 2014. Brandon is a Registered Professional Mechanical Engineer in USA since 2009, plus a Chartered Professional Engineer (Mechanical) with Engineers Australia since 2013.

"As our members know, Brandon is the current CICA CraneSafe General Manager," said Alan Marshall, CICA's soon-to-be-retired current CEO. "Brandon has made a strong and valuable impact since joining CICA in 2011 as the first-ever CICA engineer on staff," added Alan. "Brandon is already well-respected in the Australian crane industry and is now gaining similar recognition and respect internationally through his expanded activities driving the industry and technical representation issues," remarked Alan. "I take great pride in having assisted Brandon join CICA and supported his progress, consistent with our strategic plans," reflected Alan.

"On behalf of the CICA Board I wish to welcome Brandon to his new role," announced Danny Black, CICA's President. "The Board has overseen this important CEO succession plan since last year, when we announced our decision to promote Brandon to the CEO role," noted Danny. "One of CICA's aims over the last year has been to implement our One Association project bringing the state associations together. We now have a stronger base to move forward and Brandon will help us take another big step forward," enthused Danny. "CICA has been undertaking much member research via our State of the Industry Research Project. And we know that while we have progressed CICA a long way in recent years, we still have much to do looking ahead," added Danny.

"The CICA Board has this week held its latest Board Meeting to review our current activities, industry issues and the success of our 2014 Sydney Conference," said Danny. "And I'm excited about the many projects underway plus our plans for 2015, including the Perth Conference along with CICA hosting the International Crane Stakeholders Assembly (ICSA)," commented Danny.

"I take this opportunity to thank Alan on behalf of the members for his management and leadership as the CICA CEO over the last 6 years, and wish him well in retirement," concluded Danny.

"I am honoured at the opportunity to take on the leadership responsibilities with CICA," said Brandon. "2014 has seen a lot of changes in the Association with the initiation of the National Reference Group, the amalgamation of state associations with CICA, a new President of the Board of Directors, and Alan's retirement," observed Brandon. "I look forward to continuing the momentum that has been building this year and fostering an association that is passionate about improving the industry in areas of access, inspections and maintenance, and training of existing and future personnel," said Brandon in closing.

For further Information on this Media Release contact:

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CICA is the peak, national not-for-profit association for the Australian Crane Industry. For public information on CICA's role and activities please refer to the CICA website [www.cica.com.au](http://www.cica.com.au) and/or the CICA CraneSafe website [www.cranesafe.com.au](http://www.cranesafe.com.au).