



KIM CLIFFORD

MANAGING DIRECTOR, INCAT MARKETING PTY LTD

Kim Clifford was formally appointed as a Director at Incat in May, 1996, although as the daughter of Incat's founder and Chairman Robert Clifford it is fair to say that Kim's involvement with Incat began some twenty years earlier. The previous five years she worked with BHP International Chartering in Melbourne.

Incat Marketing Pty Ltd under Kim's direction deals with the marketing and promotion of the Incat product, organisation and personnel, including all initial enquiries for vessel purchases and charters. The group is responsible for all corporate public affairs and media liaison. The aim is to build and foster long term relationships with its customer.

A good understanding of the high speed code in regards to interior design and usage of products in high speed craft has also enabled Kim to become heavily involved in the interior design aspect of the business. Kim has worked with customers as far reaching as Japan, South America and Europe in the selection of interior fit-out and design elements to suit to the customer's specifications.

Kim is President of the Tasmanian Fast Ferry Museum Inc., which was established in 2012 to showcase the rich history of the innovative high speed ferry industry, pioneered in Tasmania

Kim served as a Director on the National Board of Save the Children Australia from 2013-2017, and as Chairperson for the Human Resource Committee for Save the Children during that period.

In September 2017 she was appointed as the Honorary Consul General for Japan in Tasmania.

Appointed in March 2019 to the first statutory place brand authority to be established in Australia, created under the Brand Tasmania Act, she works along the executive team to ensure the Tasmanian brand is strengthened locally, nationally, and internationally, and is promoted as a key asset of the Tasmanian community.