



# Fremantle Chamber of Commerce

[fremantlechamber.com.au](http://fremantlechamber.com.au)

## MEDIA RELEASE NEW CEO ANNOUNCEMENT

EMBARGOED UNTIL 22 FEBRUARY 2023

*Fresh eyes to our loved port city for the  
Fremantle Chamber of Commerce's 150<sup>th</sup> year*



**The Fremantle Chamber of Commerce is pleased to announce the CEO appointment of Chrissie Maus, the newly crowned Chief Executive Officer selected to ring in its 150<sup>th</sup> year.**

"We welcome brave business advocate and civic leader, Perth-born Chrissie Maus, to the role of CEO," said the Fremantle Chamber of Commerce (FCC) President, Mr Lee Bartlett.

Formerly the head of the largest retail and entertainment precinct in Australia – Melbourne's Chapel Street – Ms Maus is celebrated for being a courageous and inclusive leader, dominating the pack with a daily appetite for innovation.

Most recently her work has included navigating the social and economic impact of COVID (and the world's longest lockdown) in her role at the helm of the Chapel Street Precinct Association.

Ms Maus brings with her a passion for benchmark corporate governance and company culture, in addition to embracing diversity as the key to future success.

She often appears on national news channels commenting on leadership and economic affairs. She is an AICD graduate and across the pandemic, an Opinion Writer for The West Australian.

**"Chrissie Maus brings Fresh eyes to WA's cultural epicentre and an energy that is contagious.** Her diverse background will add significant experience and reinvention to the Chamber's team, and we look forward to working with her to reimagine the Chamber's membership offering and engaging with our local Fremantle businesses", added FCC President, Mr Lee Bartlett.

**"In the spirit of IWD23, I know she (Chrissie) will be a woman of substance and action for the Freo community.** Her past experience has shown she is careful to anticipate and understand community sentiment and most importantly, she will hang on to humanity in the face of challenges.

As the 2018 National Future Leader of the Year winner and a Fellow of the Australian Marketing Institute, Ms Maus also brings with her a wealth of knowledge and invaluable contacts," added Bartlett.



Chair of the City of Fremantle's Destination Marketing Working Group, Linda Wayman said that "as someone who saw Chrissie start out on her career, I have had first-hand experience of her enthusiasm and commitment to whatever she sets her mind on. That enthusiasm and talent has taken her a long way and Fremantle will now benefit greatly from Chrissie's varied experience, notably in representing the Chapel Street retail brand. I know Chrissie as someone who is collaborative and creative so I look forward to her contribution to the City's Destination Marketing Working Group, as well as our award-winning brand – **This Is Fremantle.**"

"No matter where I have worked, my heart has always been in The West. I'm looking forward to this incredibly prestigious opportunity to harness the innovation and energy of the Fremantle business community. The weight of this business card in my bag shall be carried with care," said Ms Chrissie Maus.

I would like to truly commend the Fremantle community for their strength and resilience over the last three years. **The continued economic pressures are a pertinent reminder that it's vital for the FCC to exist and to examine the long-term consequences of actions and decisions being made by government and major stakeholders,**" added Ms Maus.

"I aim to continue the FCC's continued commitment to lead, be deeply trusted, and be unwavering in our authentic support. I hope our team's achievements empower and enable our members to achieve their goals," concluded Ms Maus.

**The FCC would like to celebrate the many women making the ripples of change that have prompted waves of invaluable impact in the Fremantle community, and invite you to celebrate this exciting new appointment.**

Chrissie Maus returns home to Perth and commences her new role on 8 March.

## Fremantle Chamber of Commerce

The Fremantle Chamber of Commerce is actively connecting, uniting and assisting in the growth of a successful and vibrant business community that builds on Fremantle's unique advantages, its heritage and its maritime focus.

If you'd like to learn more about the Fremantle Chamber of Commerce, get involved, or seek assistance in any way, please don't hesitate to [contact us](#).