



LAUNCESTON
CHAMBER of COMMERCE
The Voice of Business

Media Release

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Launceston Chamber of Commerce announces 176th Board of Directors

The Launceston Chamber of Commerce is pleased to announce the results of the 2025 Board elections, confirmed at the Chamber's 176th Annual General Meeting held today.

Four directors were elected to the Chamber's Board, following a strong field of candidates that reflects the depth of leadership and commitment across Northern Tasmania's business community.

"Launceston's Chamber has always drawn its strength from the breadth and passion of its members," said Launceston Chamber CEO, Alina Bain. "This year's elections once again show how engaged our community is in shaping the future of our city. Our four elected directors bring an impressive range of skills, perspectives, and networks that will further enhance the Chamber's advocacy and leadership."

The elected directors are:

Alicia Perry – Re elected - With deep experience in marketing, business development, event attraction, industry training, and education, Alicia has built her career on connecting strategic vision with real-world business challenges. She is committed to authentic engagement, championing small businesses, and ensuring the Chamber reflects the diversity and strength of its membership.

Daniela Cavalletti – Re elected - Director of Cavalletti Communications, Daniela has been a proud Launceston local since 2018 and a Chamber Board member since 2019. Passionate about the SME community, she is a strong advocate for small and medium business voices. Daniela also contributes actively to community causes through the Rotary Club of Central Launceston, where she supports literacy programs and the migrant community.

Paul Seaman – Elected - General Manager of Peppers Silo Hotel, Paul brings more than 30 years' experience in the service industry across local and national markets. A seasoned governance leader, he has served as Chair of Visit Northern Tasmania, Deputy Chair of the Tourism Industry Council Tasmania, and Chair of Gastronomy Northern Tasmania. He is dedicated to collaboration, innovation, and sustainable outcomes for business and community.

Vanessa Cahoon – Elected – CEO of the Clifford Craig Foundation. A proud Launnie local, Vanessa brings more than two decades of senior leadership across small business and all three tiers of government. She is focused on strengthening partnerships, building strategies for long-term economic prosperity, and highlighting the link between workforce participation and health. Vanessa believes workplaces can be powerful drivers of better health outcomes and stronger communities.

"On behalf of our members and the existing Board, I warmly congratulate our newly elected directors," Ms Bain said. "Each brings not only professional excellence but also a clear passion for Launceston's growth and prosperity."

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