

Media Release

The Hon Martin Pakula MP

Minister for the Coordination of Jobs, Precincts and Regions – COVID-19
Minister for Industry Support and Recovery
Minister for Trade
Minister for Business Precincts
Minister for Tourism, Sport and Major Events
Minister for Racing



Monday, 20 July 2020

KENYON JOINS AUSTRALIAN GRAND PRIX CORPORATION BOARD

The Australian Grand Prix Corporation has been strengthened by the board appointment of Nicki Kenyon, who brings extensive experience in promoting Victoria and its world-leading events to a global audience.

Minister for Tourism, Sport and Major Events Martin Pakula today confirmed that Ms Kenyon had accepted a position on the board led by businessman and philanthropist Paul Little for a term of three years.

Ms Kenyon brings considerable private sector board experience to the role as well as expertise in strategic marketing, business planning and stakeholder engagement in global corporations and start-up companies in Australia and Asia Pacific.

Most recently holding the position of general manager of marketing for Visit Victoria, Ms Kenyon was responsible for devising and implementing strategies to grow the state's visitor economy and position Melbourne and Victoria as Australia's premier tourism and major events destination.

Ms Kenyon has also held senior executive roles in global blue chip companies including Visa, Facebook and Mastercard with spells in Singapore and Hong Kong.

The Australian Grand Prix Corporation is responsible for the running of the Formula 1 Australian Grand Prix at Albert Park and Australian Motorcycle Grand Prix at Phillip Island.

The F1 Australian Grand Prix has been a feature on the Victorian calendar since 1996 and is one of the four biggest sporting events in Australia, the 2019 event attracting more than 324,000 spectators.

The F1 Australian Grand Prix is contracted to be run at Albert Park until at least 2025 while the Australian MotoGP is locked away until 2026.

The AGPC is working on plans for 2021 after coronavirus forced Formula 1 controllers to cancel the Albert Park race in March while the Australian MotoGP will not be held as usual in October due to ongoing restrictions forced by the pandemic.

Quotes attributable to Minister for Tourism, Sport and Major Events Martin Pakula

"The Formula 1 Grand Prix and MotoGP are two of the reasons that we are Australia's sports and events capital and we are working hard to keep it that way."

"Nicki Kenyon's experience will be invaluable as we look to rebound from what has been a year of unprecedented challenge on the global sporting stage."

Quote attributable to Australian Grand Prix Corporation chairman Paul Little

"Nicki's success in strategic marketing is recognised throughout the Asia Pacific region and I look forward to working with her to grow our F1 and MotoGP footprint."

Quote attributable to Australian Grand Prix Corporation board member Nicki Kenyon

"I am delighted to be given this opportunity to help shape the future of two of the world's best events in Australia's home of motor sport."

Media contact: Shaun Phillips 0407 553 763 | shaun.phillips@minstaff.vic.gov.au