

Preface

Out with the *Marlboro Man* and in with *Quit* – the idea was smart – just like David White, Mark Birrell and Nigel Gray, the architects and champions behind the model. They understood the benefits of investing in long-term initiatives and laid the foundations for the creation of VicHealth.

The success of the organisation is the result of the vision, persistence and commitment of many individuals whose contributions are honoured in this book.

Few have been more influential in shaping VicHealth's character than its inaugural Chief Executive Rhonda Galbally, whose foresight, determination and exceptional work was critical to the early success of the organisation. The irrepressible Sir Gustav Nossal brought the Board together and inspired those involved to work for the greater good. Professor John Funder demonstrated outstanding leadership and made significant and sustainable advances during his long chairmanship.

It is both a privilege and honour to follow in their footsteps, and to work alongside Rob Moodie, whose inspired appointment has raised Victoria's profile as a leader in health promotion, both nationally and internationally. He has developed VicHealth's role so that it now not only supports other organisations to improve health, but identifies trends and emerging health issues, drives innovative programs, creates and contributes to debate, gathers and interprets evidence and keeps responding to a dynamic external environment.

The challenges involved in promoting health will only increase as time goes on – as will the necessity for an innovative, effective and committed VicHealth.



Ms Jane Fenton AM
Chair, VicHealth

