



## Priscilla Brice named as Alliance inaugural CEO

The National Mental Health Consumer Alliance is pleased to announce the appointment of Priscilla Brice as its inaugural Chief Executive Officer, effective 14 October 2024. This appointment follows a nationwide selection process which prioritised lived experience leadership in this groundbreaking national role. Priscilla will succeed Interim CEO Darren Munday, who will return to his substantive role as Chief Executive Officer of the Consumers of Mental Health Western Australia.

Priscilla, who identifies as neurodivergent, has faced challenges related to her lived experience throughout her life. Since 2022, she has served as the CEO of *BEING Mental Health Consumers*, the New South Wales Mental Health Consumer Peak Body. Priscilla has a distinguished history of leadership in organisations dedicated to equity, including founding and leading anti-racism organisation *All Together Now*, and working with *Australians for Native Title and Reconciliation* and *Oxfam Australia*. A Churchill Scholar with an MBA in Social Impact, Priscilla is well placed to establish the Alliance as the national voice for mental health consumers in Australia.

The Alliance Board expressed their enthusiasm for Priscilla's appointment, stating, "Priscilla brings a wealth of experience to this role. Her unique blend of skills, professional background, and lived experience makes her the ideal leader to guide the National Peak Body through its formative years."

Priscilla shared her excitement about the new role, saying, "I am thrilled to have the opportunity to lead the long-awaited national mental health consumer peak body and to amplify the voices of mental health consumers in influencing the work of the Australian Government."