

MEDIA RELEASE



Aurora Expeditions appoints Hayley Peacock-Gower as Chief Marketing Officer in newly created role to drive brand growth



SYDNEY, AUSTRALIA ([22/11/2021](#)) Australia's Award-winning adventure travel company Aurora Expeditions has named Hayley Peacock-Gower as its first-ever Chief Marketing Officer, a newly created role to drive global growth for the Aurora brand.

With more than 20 years' experience in strategic branding, marketing and media for an array of major Australian and global brands and agencies, including News Corp, Fairfax Media, Leo Burnett and Canon, Hayley will spearhead the company's marketing operations worldwide.

"Hayley is a top talent, a passionate and meaningful addition to the Executive Leadership Team," says CEO Monique Ponfoort. "Her extensive background and skills will add immeasurably in building the marketing, content and strategic partnership platform that will drive growth for the Aurora brand."

Hayley's appointment comes at a key moment for Aurora Expeditions with the launch of its second purpose-built ship *Sylvia Earle* in 2022, and the return to small-ship expedition travel in Antarctica from January 2022.

"This is an incredible opportunity to innovate with new content and transformative experiences which will drive interest and demand while positioning the brand for future growth," says Hayley.

“There is no better opportunity both professionally and personally, especially given the timing, as we accelerate meaningful changes in our ongoing care for the planet programs, and our imminent return to what Aurora Expeditions does best; life-changing small-ship expeditions.”

Voted ‘The World’s Leading Polar Operator’ at the 2020 World Travel Awards, Aurora Expeditions has been delivering perspective-altering expeditions to the most remote, unique and biodiverse destinations on the planet for 30 years and is deeply committed to responsible and respectful travel.

The company’s new ship, the *Sylvia Earle* is named after renowned marine biologist, oceanographer and explorer Dr Sylvia Earle with decks dedicated to Dr Earle and six other leading female conservationists: Dr Carden Wallace AM, Jo Ruxton, Sharon Kwok, Bernadette Demientieff, Hanli Prinsloo and Dr Asha de Vos.

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Notes to Editors

Image credits: 1. Profile: Ryan Clark. 2. Ship: Scott Portelli/Aurora Expeditions

About Aurora Expeditions

Aurora Expeditions is an award-winning, Australian-owned expedition company celebrating its 30th anniversary in 2021. A pioneer in Polar Expeditions, Aurora is deeply committed to environmentally responsible travel. We are committed to preserving the beauty and majesty that mother nature possesses, and we take real actions for the care of the planet.

Founded on the guiding principles of adventure and endless exploration, the small-ship experience is intimate and friendly, and Aurora Expeditions takes guests on perspective-altering experiences to some of the most remote and incredible places on Earth.

Aurora’s two purpose-built ships *Greg Mortimer*, and our brand new small expedition ship *Sylvia Earle*, are both designed for global discovery. The new ship is named after acclaimed marine biologist, oceanographer, explorer and conservationist Dr Sylvia Earle.

Health & Safety Program As part of Aurora’s ongoing commitment to ensure that we are doing small-ship expedition travel in the safest and most enjoyable way possible, every aspect of Aurora Expeditions’ Health and Safety program has been reviewed. Further information can be found here: <https://www.auroraexpeditions.com.au/why-travel-with-us/health-safety/>