



MEDIA RELEASE

Aurora Expeditions CMO departs



SYDNEY, AUSTRALIA (6/05/2024) – Aurora Expeditions has today announced the departure of Chief Marketing Officer, Hayley Peacock-Gower, who is leaving the company to pursue a new opportunity and challenge.

Peacock-Gower has been with Aurora Expeditions for three years, during which time she has led many strategically important projects and the marketing of the Aurora brand globally, helping to establish it as one of the premier small ship expedition companies in the world.

“My time at Aurora Expeditions has been exceptionally rewarding, having played a key role in its growth from a small Australian-owned expedition operator to a Certified B Corporation™ with three purpose-built expedition ships, a global brand presence, inspiring partners and ambassadors, and an important purpose,” she commented.

“Though it has been a very difficult decision to leave, I feel it is the right time in my career to take this step. I look forward to watching Aurora Expeditions and its passionate staff, Expedition Team and crew continue to take the brand to new heights with the launch of the company’s third ship, the *Douglas Mawson* in late 2025.”

CEO Michael Heath commented: “Hayley has made a significant contribution to the business during her time with Aurora and I would like to thank her for all her hard work. She has been a

passionate ambassador for our business purpose and approach to responsible expedition travel and we wish her all the best in her future endeavours.”

For more information about Aurora Expeditions, visit www.auroraexpeditions.com.au

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Notes to Editors

Image credits: Aurora Expeditions

About Aurora Expeditions

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Aurora Expeditions is an award-winning Australian-owned expedition company pioneering experiential travel for over 33 years. A Certified B Corporation™, Aurora is deeply committed to environmentally respectful travel to preserve 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. Aurora Expeditions takes travellers on perspective-altering experiences to some of the planet’s most remote and incredible places.

Aurora’s two purpose-built small ships, *Greg Mortimer* and *Sylvia Earle* are designed for global discovery. The company’s third ship, *Douglas Mawson*, will set sail in December 2025.