

## MEDIA RELEASE

Friday, 1 August 2025

# New Managing Director to Lead The Association Specialists Into Next Chapter

**The Association Specialists (TAS)** has announced the appointment of **Emma Hayes** as its new **Managing Director**, marking a new phase of growth and focus for the organisation.

Emma's appointment follows the decision by **Nell Harrison** to step down after more than a decade in the role to pursue new opportunities. During her time at TAS, Nell provided steady, values-driven leadership and was instrumental in strengthening client relationships, expanding services, and shaping the organisation's collaborative internal culture.

**Francis Child, Executive Chair of TAS**, acknowledged Nell's significant contribution: "Nell has played a vital role in shaping TAS into the trusted organisation it is today. Her dedication to our clients, our people and our mission has been unwavering. On behalf of the TAS team, I thank Nell for her outstanding service and wish her every success in the future."

Francis also welcomed Emma's appointment as Managing Director: "TAS has been fortunate to welcome Emma into this role at a pivotal time. She brings a fresh perspective, a strong customer-centric approach, and a proven ability to energise teams and drive creative thinking. With deep expertise in customer experience, user-centred design, operational process, stakeholder management and product innovation, Emma is well placed to lead TAS into its next chapter."

Reflecting on her appointment, Emma said: "It's a privilege to take on this role at TAS at such a significant time for the association and events sectors. I'm grateful for having had the opportunity to work alongside Nell and I am looking forward to building on the strong foundations she leaves behind."

"Looking ahead, we're committed to delivering strategic progress that supports our clients with clarity and consistency. We'll soon release a new strategic direction outlining our key priorities for the second half of the year, providing a transparent view of goals and focus areas."

While TAS has experienced some recent changes, the organisation remains anchored by an experienced leadership team, a strong internal culture and a continued commitment to service quality.

"We've emerged from a period of transition with renewed energy and purpose," said Emma. "Our priorities now include strengthening our team, building capability, developing our service offerings and continuing to provide the reliable, professional support that clients rely on."

TAS continues to work alongside more than 75 associations, societies and not-for-profit organisations across Australia. Each year, it delivers over 200 events, including more than 20 large-scale conferences. Its services span full-service association management, event design and delivery, financial management, membership support and strategic consultancy.

For more about The Association Specialists, visit: [theassociationspecialists.com.au](https://theassociationspecialists.com.au)

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**Emma Hayes, Managing Director, The Association Specialists**



**Bio:**

Emma Hayes is an experienced senior executive with a background in business leadership, operations, communications and client service. She has led large teams, managed complex business networks and supported strategic development across a range of industries.

Emma holds a business degree and is currently completing a Master's in Law. Her approach to leadership is grounded in ethical practice, collaboration and long-term thinking. She is particularly interested in organisational development, workplace culture and sustainable business growth. Emma is also passionate about environmental causes and believes in the role of business as a force for good.