

# WES LAMBERT

## Director



Wes is the CEO of the 2020 Association of the Year Restaurant & Catering Australia (R&CA), the national industry association representing the interests of more than 48,000 restaurants, cafés and catering businesses across Australia. The café, restaurant and catering sector is vitally important to the national economy, generating over \$35 billion in retail turnover each year as well as employing 350,000 people. Over 92 per cent of businesses in the café, restaurant and catering sector are small businesses, employing 19 people or fewer.

R&CA delivers tangible outcomes to small businesses within the hospitality industry by influencing the policy decisions and regulations that impact the sector's operating environment. R&CA is committed to ensuring the industry is recognised as one of excellence, professionalism, profitability and sustainability.

Wes is IFRS CPA Qualified, a Fellow of the Governance Institute, recently earned his Certified Association Executive accreditation and for over 20 years, has progressively built his executive level change management, lobbying, negotiation, governance, finance & accounting experience in diverse roles across multiple industries and sectors around the globe and enjoys the art of dealmaking. He was also named an AuSAE Influencer for 2020.

Wes is also an Author of *Saving Hospitality, One Venue at a Time: The 7 Pillars to Pivoting Your Business Through a Crisis*.

Wes possesses a strong work ethic; a can-do attitude with the problem-solving ability to make anything possible. "No" and "I can't" are not in his vocabulary.

Wes was elected to the COSBOA Board in 2021.